



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Assess the market reach and presence of each aggregator. Consider the regions they operate in, their market share, and how well they are established globally

Compare the features and services offered by each aggregator. This includes flight, hotel, car rental, and package booking options. Also, check if they provide additional services like travel insurance or reviews and recommendations.

:Analyze their pricing strategies and the competitiveness of their deals. Do they offer price comparisons, discounts, or loyalty programs

Analyzing leading travel aggregators involves assessing their strengths, weaknesses, opportunities, and threats in the highly competitive travel industry

Evaluate each aggregator's market share to identify the dominant players.

Investigate online reviews, customer satisfaction, and brand recognition.

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Pricing Strategies: Leading travel aggregators often employ dynamic pricing, adjusting fares and rates in real-time to attract customers while remaining competitive.

Many travel aggregators introduce loyalty programs or rewards to incentivize customer retention and repeat bookings.

Travel aggregators continuously expand their partnerships with airlines, hotels, car rental companies, and other travel providers to offer a wider range of options.

Fear of Losing Market Share: Travel aggregators may fear losing their market share to competitors, which can lead to anxiety about maintaining their position in the industry.

The travel industry is dynamic, with constant changes in customer preferences, regulations, and technology. This can be frustrating for companies trying to stay ahead.

Keeping up with technological advancements can be anxiety-inducing, as travel aggregators need to invest in technology to stay competitive.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?