



# Solo Women Travel

AN ANALYTICS INSIGHT

# **Business Objective**





Analyze the solo women travel market

Identify opportunities for Make My Trip

# Data Source



35+

Travel Blog sites authored by women

38000+

Posts and comments

15+

Online articles and reports.

Refer Annexure slide for details

Make my trip

Official facebook & twitter page

KPMG CII Travel
Tourism Sector Report

National Geographic sponsored report "Geotourism : The New Trend In Travel"

# Techniques and Tools Used



### SECONDARY RESEARCH

- Travel Portals
- Industry Reports
- White Papers
- News Articles
- Women Travel Blogs
- Social Media-Facebook ,Twitter

### **ANALYTICS TECHNIQUES**

- Text Analysis
- Sentiment/Opinion Analysis
- Association Analysis
- Social Media Analysis Facebook, Twitter
- Natural Language Processing

### **ANALYTICS TOOLS**

- Statistical Programming Language - R
- Package "tm"
- Package "syuzhet"
- Package "wordcloud"
- Package "Rfacebook"
- Package "jsonlite"
- Package "stringr"
- Package "ggplot2"
- Package "plyr"
- Package "RColorBrewer"

# Secondary Research - Qualitative



# Source: Refer Annexure slide

### **Personal**

- Family/friends do not have the time
- Spouse not interested in destination
- Widowhood/Divorce/Breakups
- "Me Time"
- Pursue specific interest
- Health reasons

### **Economic** Get to travel within a budget

- **Experience** Value Independence
  - Feeling of Confidence
    - Sense of Adventure
    - Do what they want

## **SOLO WOMEN TRAVEL**

**WHY** 

- **Decision** makers
- **Good Planners**
- Manage Budgets
- **Group Travels**

### Method

- **Recommendations** from family and friends
- Online Research

**HOW** 

- Mobile Apps
- Social Media Blogs

### **Experience**

- Learn History, Culture,
- Educational
- Beach Escapes
- Adventure travels
- Cruises

### **Personal**

- 45+ Age group
- Known companions/ co-travelers
- Save Money

### Plan

**WHAT** 

- Research Destinations in Advance
- Plan budgets meticulously
  - Seek Trustworthy Travel auides

### **Experience**

- Safety & Security
- Clean Stay
- Trust
- Convince parents/spouse

Personal



# Secondary Research-Qualitative



### Favorite Places : India

- 1. Kasol
- 2. Jalori
- 3. Spiti
- 4. Leh
- 5. Nubra Valley
- 6. Arambol.Goa

Niche Non touristy locations

### Safest Places: India

- 1. Ahmedabad
- 2. Pune
- 3. Shillong
- 4. Meghalaya

### **Favorite Places: International**

- 1. Singapore,
- 2. Thailand.
- 3. Switzerland,
- 4. Dubai,
- 5. Sri Lanka,
- 6. Bali (Indonesia),
- 7. US

### **Favorite Activities**

- 1. Local Sight Seeing
- 2. Shopping
- 3. Reconnect with friends
- 4. History & Cultural Connect
- 5. Learn new skills
- 6. Sports Holiday

### **Important Considerations**

- 1. Safety & Security
- 2. Clean & Unpolluted Environment
- 3. Customized tours
- 4. Budget & Discounts

### **Preferred Features**

- 1. Trusted travel guides
- 2. Female Friendly rooms
- 3. 24x7 room service
- 4. Women driven cabs
- 5. Exclusive floors for women
- 6. Shopping vouchers

Source : Refer Annexure slide

# Secondary Research-Qualitative





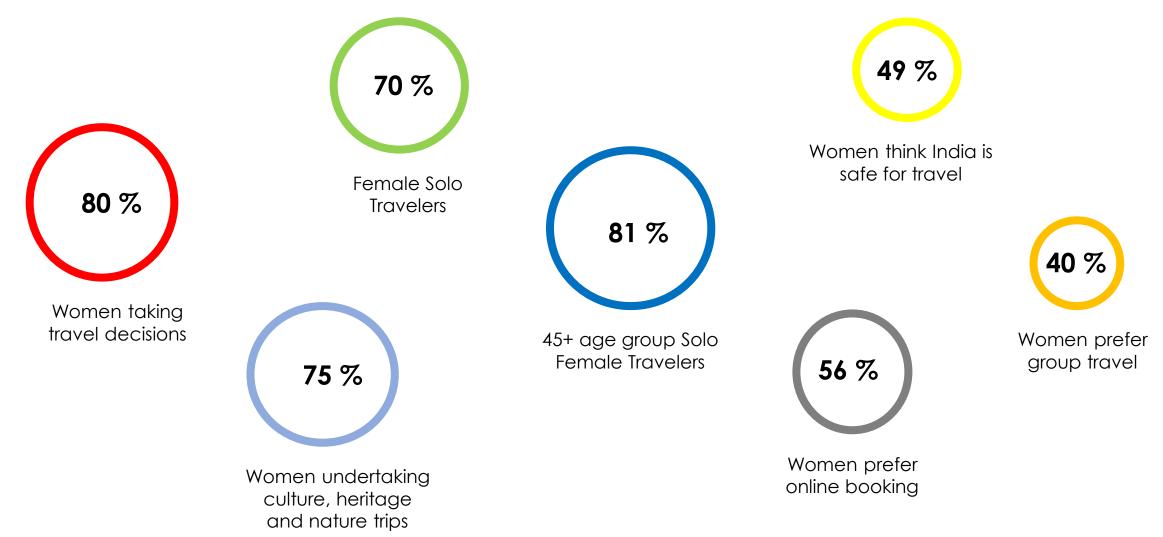
### Holiday Package Themes for Women only groups



**Source : Geotourism: The New Trend In Travel** 

# Secondary Research-Quantitative





**Source: Refer Annexure slide** 

# Social Media - Competitive Comparison Kentinuum DATA

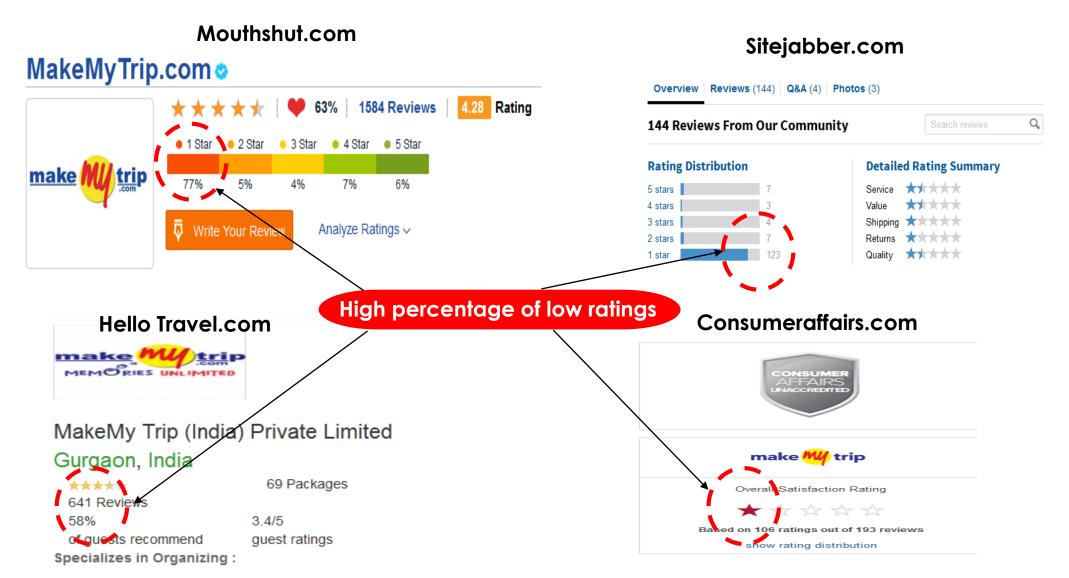


DETAILS	MMT	Yatra	Cleartrip	Goibibo	Thomas Cook India	TUI India	Travelguru	Cox&Kings	SOTC
Twitter Followers	37300	21000	13700	_23800	7230	23900	1296	7514	252
Pinterest Followers	688	282	58	196	321	2	-	662	150
Google+ Followers	7,343	4,942	5,508	3962	548,470	110	556	632,703	170
Facebook Likes	1,751,884	1,355,447	955,771	1,452,267	4,25,692	222,484	1,48,013	261,892	70,200

MakeMyTrip leads across all the Social Media Categories

# Make My Trip – Customer Feedbacks

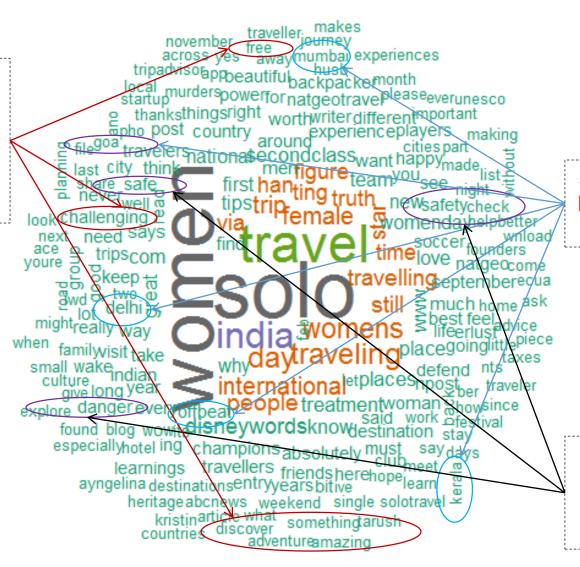




# Word Cloud Analysis



Solo Traveling is an inspirational experience
Key triggers are behavioral needs like experiencing freedom, adventure, ability to discover



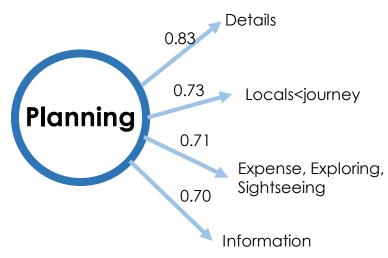
Specific locations of Goa, Kerala, Mumbai and Delhi are preferred destinations

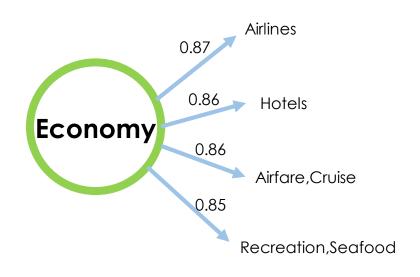
Safety and specifically related with stay has been identified as one of the most important factor

# Association Analysis









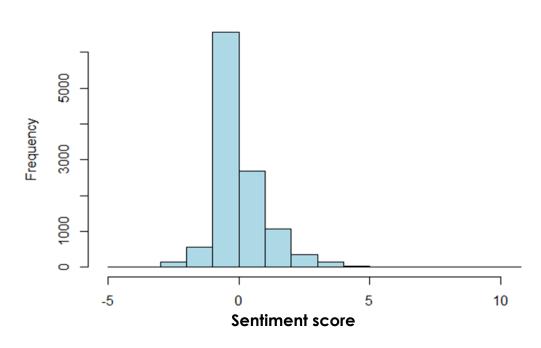
**Safety** is the key factor for Solo Women Travelers.

Women Solo Travelers conduct extensive research and planning before undertaking any trip

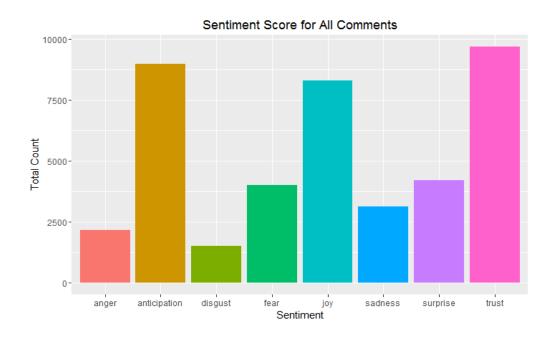
**Economic considerations** are important for solo women travelers and they look for **value for money** and may not splurge

# Sentiment Analysis





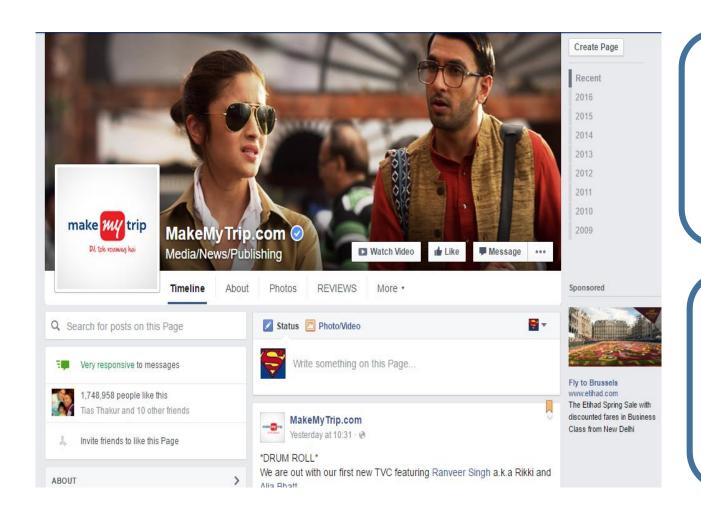
 Current Analysis indicate that experience of solo woman travelers is not very upbeat and positive, hence we decided to do detailed analysis to understand the associated sentiments and identify possible right pitch for MMT.



 Solo Traveling experience is perceived in close association with freedom, confidence, independence and learning experience. Hence MMT campaigns need to focus on "Trust" and "Safety" as they offer "Offbeat Value Packages" for solo women travelers.

# MMT Report Card on Facebook





Scraped 3000 posts from 06 Mar 14 to 18 Mar 16.

Scraped **34,418** comments that people wrote on these posts.

## Sources of data error

- Emotion lexicon derived from NRC Word-Emotion Association Lexicon\*
  - Size of lexicon only 14,182 words
    - Does not cater for Hinglish

\*http://saifmohammad.com/WebPages/NRC-Emotion-Lexicon.htm

# MMT Page on Facebook

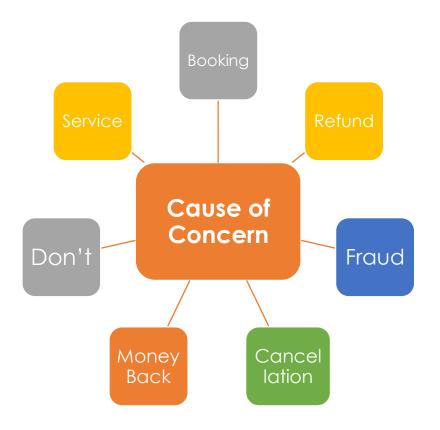


3000

posts by MMT from Mar 2014 – Mar 2016

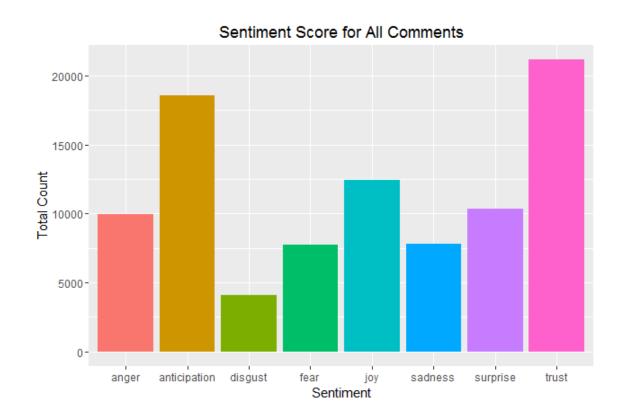
17,448 comments on these posts

times check take team gautamchange reply file cancelled team gautamchange indianeed ever seat amount months pay its travel dont service for and bill said told you make my trip received without card issueplease tile Customer never per sum fraud hotel refund can also gard look told you make my trip received without card issueplease tile Customer never per sum fraud hotel refund can also gard look told you make my trip received without card issueplease tile Customer never per sum fraud hotel refund can also gard look to care to car



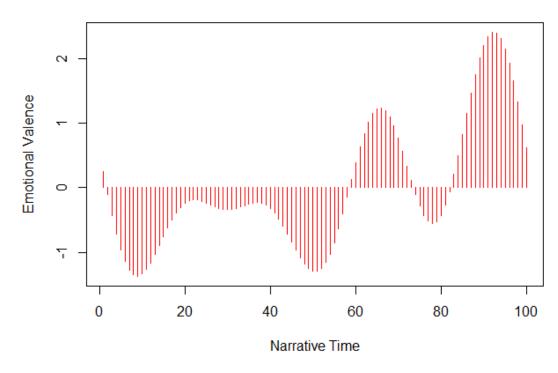
# MMT Page on Facebook





 Far more angry, disgusted, sad and surprised people than joyful

### Comments on MMT's Facebook Page



- More negative comments than positive
- Positive Peak towards the end because of the Ranveer – Alia commercial

# Insights on MMT Facebook Page Analysis Kentinuum



Solo Women prefer travel to niche locations in India

> Social Media image unflattering – **Booking, Cancellation, Refund** related issues

# Insights Summary



# Reasons

- **Behavioral needs** like experiencing freedom, adventure, ability to discover and **Me time**
- Spouse/Family not interested or does not have time

# Plan

- •Destination, **budget**, schedule, route, mode of transport, stay, food,, groups, activities
- Safety and Economic considerations are key planning criterias

# Planning Process

- Extensive research and detailed planning
- Recommendations from **family & friends, online sites**, travel blogs, meetup groups, packages.
- Criterion: Non touristy niche places, safety, comfort, travel time, budget, discounts, offers, activities

# MMT Packages

- Primary Research to be conducted for determining package preferences
- Leads Online presence
- Social media image is unflattering at the moment
- Low Service Ratings on 3<sup>rd</sup> party feedback/review sites.

# Next Steps



- Pin point target audience for survey
- Design Conjoint-Analysis based Survey
- Design travel based Recommendation System
- Build Analytics models for gaining deeper insights in to the business challenges of MMT and recommend actionable.

# Annexure – Reference Source Sites



- http://www.solimarinternational.com/resources-page/blog/item/141-marketing-to-the-female-traveler/
- http://skift.com/wp-content/uploads/2015/09/Screen-Shot-2015-09-01-at-7.56.29-PM.png
- https://skift.com/2015/09/04/survey-millennials-are-more-interested-in-solo-travel-this-year/
- http://skift.com/2014/12/18/the-profile-of-the-solo-american-traveler-is-getting-older/
- http://www.travelmarketreport.com/articles/going-it-alone-solo-travel-is-growing
- https://squeezepod.com/8-awesome-solo-travel-statistical-facts-infographic/
- http://gutsytraveler.com/women-travel-statistics-women-travel-trends/
- http://www.globaltimes.cn/content/945871.shtml
- http://www.advfn.com/news\_New-AARP-Research-Shows-97-Percent-of-Solo-Travele\_64815631.html
- http://timesofindia.indiatimes.com/india/Travelling-solo-a-hit-among-women/articleshow/46489073.cms
- http://www.businesstoday.in/lifestyle/off-track/goa-among-top-destinations-for-indian-women-travellers/story/229962.html
- http://solotravelerblog.com/solo-travel-survey-2/
- http://buyingbusinesstravel.com/feature/0121206-analysis-solo-women-travellers
- http://indianexpress.com/article/india/india-others/49-per-cent-women-feel-safe-travelling-in-india-survey/#sthash.6NTv3FLK.dpuf
- http://news.booking.com/holidays-with-me-myself-and-i-leads-to-a-self-esteem-boost-for-british-women/
- <a href="http://www.statista.com/statistics/377125/influence-of-social-media-on-older-generation-solo-travelers-us/">http://www.statista.com/statistics/377125/influence-of-social-media-on-older-generation-solo-travelers-us/</a>
- http://www.newsvoir.com/release/rise-in-solo-travel-amongst-indian-women-tripadvisor-survey-2015-3575.htm

# Annexure – Reference Blogs



- http://solofemaletravel.net/
- http://travel.india.com/articles/10-indian-female-travel-bloggers-will-inspire-hit-road-womens-day/
- http://indiauntravelled.blogspot.in/2014/05/solo-female-travel-india.html
- https://www.makemytrip.com/blog/women-travel-solo
- http://www.adventurouskate.com/solo-female-travel-in-india-is-it-safe/
- http://www.thrillophilia.com/blog/solo-women-travellers-in-india/
- https://www.makemytrip.com/blog/top-seven-budget-safe-destinations-women-travelling-alone
- http://hippie-inheels.com/tips-for-solo-female-travel-in-india/
- http://www.nomadicmatt.com/female-travel-tips/
- https://www.tripoto.com/trip/miss-walking-shoes-957057
- https://www.tripoto.com/travel-guide/india
- http://thewandergirls.com/
- http://www.wowclub.in/
- http://incredibleindiatours.com/womenonly-tours/
- http://www.onthegotours.com/in/Tours-for-single-travellers
- http://www.happytrips.com/things-to-do/4-travel-clubs-for-solo-women-travellers/as31612101.cms
- http://www.girlsonthegoclub.com/index.php?option=com\_content&view=article&id=63&Itemid=49
- http://womenonclouds.com/
- http://www.indus.travel/women-only-tours
- https://beautifuljourney.in/
- http://www.thewomenstravelgroup.com/
- http://www.meetup.com/topics/single-women-travel-group/all/

- https://www.misstravel.com/?ref=goo~vacation&gclid=COCKqtq2yMsCFdYSaAodWDUEEw?ref=goo~vacation&gclid=COCKqtq2yMsCFdYSaAodWDUEEw
- http://www.vresorts.in/camp/women-tours-india.htm?gclid=CMr65fC2yMsCFdilaAodevYPSg
- https://www.flipkey.com/blog/2014/11/03/top-25-solo-female-travel-bloggers-to-follow-in-2015/
- http://the-shooting-star.com/
- http://www.cultureholidays.com/india-tours/solo-woman-tourism.html
- http://qz.com/478862/ladies-heres-what-you-need-to-know-about-traveling-solo-through-india/
- Twitter Posts and comments
- http://nomadicthunker.blogspot.in/
- http://www.lakshmisharath.com/
- http://datravelography.com/
- http://radicallyeverafter.com/
- http://photokatha.in/
- http://travel.priyankawriting.com/
- http://www.ravenouslegs.com/
- https://buoyantfeetblog.wordpress.com/
- Facebook posts and comments (holidify)
- http://www.globaltimes.cn/content/945871.shtml
- http://timesofindia.indiatimes.com/india/Travelling-solo-a-hit-among-women/articleshow/46489073.cms
- http://www.businesstoday.in/lifestyle/off-track/goa-among-top-destinations-for-indian-womentravellers/story/229962.html
- http://solotravelerblog.com
- http://buyingbusinesstravel.com
- http://www.adventuretravelnews.com/



www.kontinuumdata.com

# Thank You