Business ko chalana padta hai koi v purana ya naya

Travello.com (also known as Travello / Travello Experiences) operates a **diversified, commission-driven monetization model** that blends social networking, travel booking, and service partnerships. Here's a breakdown of how they generate revenue:

**1. Commission-based bookings & experience sales**

* Travello primarily earns by taking a **20–25% commission** from operators (tours, activities, experiences) booked on its platform [Dealroom.co+4Arival+4Vizologi+4](https://arival.travel/article/travel-social-network-travello-pulls-in-5m-expand-experiences-ota/?utm_source=chatgpt.com).
* These offerings often cater to youth and adventure travelers and are integrated from provider inventory, including through their acquisition of Backpacker Deals [Arival+1WebCorePro+1](https://arival.travel/article/travel-social-network-travello-pulls-in-5m-expand-experiences-ota/?utm_source=chatgpt.com).

**2. Affiliate marketing**

* The platform participates in affiliate programs (e.g., via ShareASale for Backpacker Deals), earning around **4% per sale** on travel experiences and tours [WebCorePro](https://webcorepro.com/affiliate-programs/travellobackpacker-deals/?utm_source=chatgpt.com).
* They also monetize through affiliate links directing users to complementary travel services (e.g. insurance, gear), increasing revenue diversification [Reddit+15MoldStud+15WebCorePro+15](https://moldstud.com/articles/p-transforming-travel-apps-innovative-monetization-techniques-to-explore?utm_source=chatgpt.com).

**3. Sponsored and partner content**

* While user ads are limited to preserve UX, Travello allows travel operators to produce engaging content, which acts as soft promotion for tours or destinations [Preqin+4PYMNTS.com+4Travello+4](https://www.pymnts.com/news/retail/2018/travello-mobile-travel-app-bookings-accommodations/?utm_source=chatgpt.com).
* They partner with tourism boards and DMOs to highlight destinations or experiences within their feed and community.

**4. Subscription / Premium Features**

* According to Preqin, Travello also generates revenue through **subscription fees** and **enterprise licensing** via travel‑business software solutions (B2B), such as itinerary tools and booking platforms for vendors [Preqin](https://www.preqin.com/data/profile/asset/travello/206031?utm_source=chatgpt.com).
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**5. Data insights & cross‑selling**

* The platform likely uses anonymized user data to power targeted offers, packages, or tailored promotions for partners (e.g. hotels, local businesses, events), contributing to cross‑sell and advertising opportunities [MoldStud](https://moldstud.com/articles/p-transforming-travel-apps-innovative-monetization-techniques-to-explore-for-maximizing-revenue?utm_source=chatgpt.com).
* Additionally, the community-driven model supports **loyalty and bundling**, encouraging repeat bookings and platform engagement [Vizologi+1WebCorePro+1](https://vizologi.com/business-strategy-canvas/travello-business-model-canvas/?utm_source=chatgpt.com).

**🔍 Summary Table**

| **Revenue Stream** | **How Travello Monetizes It** |
| --- | --- |
| **Commissions** | 20–25% on experience bookings and OTA-style travel services |
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| **Data-driven offers & cross-selling** | Analytics-informed promotional packages and loyalty programs |

**Additional context**

* Travello has raised significant funding (e.g. AUD 5 m in 2021) to expand their OTA-like vertical, focusing on travel experiences for 18–34-year-olds [WebCorePro+5Arival+5Travello+5](https://arival.travel/article/travel-social-network-travello-pulls-in-5m-expand-experiences-ota/?utm_source=chatgpt.com)[WebCorePro](https://webcorepro.com/affiliate-programs/travellobackpacker-deals/?utm_source=chatgpt.com)[Reddit](https://www.reddit.com/r/Startup_Ideas/comments/1car95d?utm_source=chatgpt.com).
* As of 2022, internal reports show they are increasing enterprise-level offerings, subscription features, and software licensing as part of revenue strategy [Preqin](https://www.preqin.com/data/profile/asset/travello/206031?utm_source=chatgpt.com)[Dealroom.co](https://app.dealroom.co/companies/travelloapp?utm_source=chatgpt.com).

**🎯 Takeaway**

Travello monetizes through a **multi-pronged approach**: direct commissions on travel experiences, affiliate commissions, strategic content partnerships, enterprise subscriptions, and data-driven cross-selling—all integrated into their social travel platform.

If you'd like to dive deeper into any specific area—such as how their affiliate program is set up, or enterprise pricing—just let me know!

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https://www.google.com/s2/favicons?domain=https://arival.travel&sz=32

Sources

##### You said:

what is OTA vertical

###### ChatGPT said:

The **OTA vertical** refers to the **Online Travel Agency vertical**, a specific segment of the travel industry focused on selling travel products and services directly to consumers through digital platforms.

### 🔍 Breakdown of "OTA Vertical":

* **OTA (Online Travel Agency):**  
  A business that allows users to **search, compare, and book travel services** (like flights, hotels, tours, activities) online—examples include **Booking.com**, **Expedia**, and **Trip.com**.
* **Vertical:**  
  In business, a **vertical** refers to a specific niche or category within a broader industry. The **OTA vertical** means Travello operates in the **niche of online travel booking and distribution**.

### ✅ What’s Included in the OTA Vertical?

| **Service Type** | **Description** |
| --- | --- |
| **Tours & Activities** | Day trips, guided tours, local experiences – often a major focus for youth travel OTAs |
| **Accommodations** | Hotels, hostels, vacation rentals |
| **Transportation** | Flights, buses, trains, or airport transfers |
| **Packages & Deals** | Bundled offers that combine multiple travel services |
| **Add-ons** | Travel insurance, SIM cards, attraction tickets, etc. |

### 🧭 How Travello Fits into the OTA Vertical

Travello expanded into the OTA vertical by:

* Allowing **in-app booking of travel experiences** (like skydiving, wine tours, etc.)
* Acquiring **Backpacker Deals**, which gave them a wide inventory of bookable tours
* Acting as a **platform between travelers and local operators**, earning commission on bookings

This shift transformed them from just a travel social network to a **hybrid platform** that blends:

* Community engagement (social feed, profiles)
* Travel inspiration (via content)
* Direct **booking capabilities** (the OTA component)

### 📌 In summary:

The **OTA vertical** is the part of Travello’s business focused on **online travel booking**, especially **tours and experiences**. It's a revenue-generating layer where they act as a **marketplace for travel services**, earning commissions on each sale—similar to how Booking.com or Viator operates, but targeted at younger, adventure-oriented travelers.

Let me know if you’d like a visual business model map for this.

##### You said:

Most successful revenue generation model in future in iindia

###### ChatGPT said:

The **most successful revenue generation model in India in the future** will likely be **hybrid digital models that combine tech-enabled convenience with local relevance**, driven by rising internet penetration, AI adoption, and a booming middle class.

Here’s a breakdown of **top models expected to succeed in India’s next 5–10 years**, especially across sectors like travel, fintech, retail, education, and healthcare:

### 🚀 1. ****Transaction + Commission Model (Platform Aggregators)****

**Why it works:** Leverages India's growing e-commerce, travel, and gig economy sectors.

* **Who uses it:** Amazon, Zomato, Ola, MakeMyTrip, Meesho, Urban Company
* **How it works:** Earn commission per transaction while onboarding small businesses and service providers.
* **Success driver:** Low asset ownership, high scalability, and India’s fragmented service economy.

✅ **Best for:** Travel platforms, marketplaces, local services, logistics.

### 📱 2. ****Freemium + Subscription Model****

**Why it works:** Indians are value-sensitive but willing to pay for convenience, premium content, and productivity.

* **Who uses it:** YouTube Premium, BYJU’S, WhiteHat Jr, Spotify, Hotstar, TimesPrime
* **How it works:** Offer a free base version, then upsell exclusive features or content via subscriptions.
* **Success driver:** Growing middle class, Gen Z/Alpha adoption, and lifestyle digitization.

✅ **Best for:** EdTech, OTT content, health & fitness apps, SaaS tools.

### 💸 3. ****Lending + Embedded Finance (Fintech Monetization)****

**Why it works:** India's digital payments ecosystem (UPI, credit access) is booming.

* **Who uses it:** PhonePe, BharatPe, CRED, ZestMoney, Razorpay, Groww
* **How it works:** Monetize via loan disbursement, BNPL (Buy Now Pay Later), or take rates on transactions.
* **Success driver:** 500M+ UPI users, underbanked SMEs, rapid adoption of digital credit.

✅ **Best for:** Fintechs, B2B platforms, and apps with large user bases (cross-selling financial products).

### 🧠 4. ****AI-Powered SaaS / B2B Licensing****

**Why it works:** Indian startups and enterprises are investing in automation and data-driven tools.

* **Who uses it:** Zoho, Freshworks, Postman, RazorpayX, TallyPrime, Yellow.ai
* **How it works:** Monthly/yearly subscriptions to software; usage-based pricing for enterprises.
* **Success driver:** India’s push for “Digital Bharat,” MSME digitization, and AI/ML adoption.

✅ **Best for:** Enterprise software, creator tools, HRTech, legal & compliance, CRM/ERP.

### 📦 5. ****D2C + Community-Led Commerce****

**Why it works:** Consumers are shifting to direct brands for authenticity and better pricing.

* **Who uses it:** Mamaearth, Boat, Sugar Cosmetics, The Good Glamm Group
* **How it works:** Brands sell directly via social media + websites, avoiding traditional retailers.
* **Success driver:** Influencer marketing, tier-2/3 digital growth, and rising consumer trust in local brands.

✅ **Best for:** Beauty, fashion, lifestyle, health supplements, electronics.

### 🔄 6. ****Affiliate + Influencer Revenue Model****

**Why it works:** India has over 800M internet users and a growing creator economy.

* **Who uses it:** YouTubers, Instagram influencers, Meesho resellers, Amazon Associates
* **How it works:** Influencers earn commission for every sale they refer (via links or referrals).
* **Success driver:** Creator-led content, social commerce, and trust in peer recommendations.

✅ **Best for:** Travel, lifestyle, e-commerce, finance (like stock apps, credit cards).

### 🛠 Honorable Mentions:

* **Franchise/Asset-light Models:** Like OYO or Udaan – low capex, high scale.
* **AI microservices:** Developers monetize APIs/tools (especially in language, healthcare, law).
* **Hyperlocal Subscription (MilkBasket-style):** Daily essentials delivered via prepaid plans.

### 🎯 Final Takeaway:

The **future of revenue generation in India** lies in **scalable, tech-first, trust-driven models** that combine:

* **Recurring revenue (subscriptions, lending, SaaS)**
* **High-volume low-margin transactions (aggregators, affiliates)**
* **Community influence and local personalization**

Want me to match the best revenue model for your startup idea or industry? Happy to help!

##### You said:

what is the future of travel and tourism

###### ChatGPT said:

The **future of travel and tourism** is undergoing a major transformation, shaped by shifting consumer values, sustainability, technology, and global economic and environmental factors. Here’s a deep dive into **where the industry is headed from 2025 to 2035**, both globally and with an eye on countries like India:

## 🧭 Key Megatrends in the Future of Travel & Tourism

### 🌍 1. ****Sustainable & Regenerative Travel****

* **From:** Mass tourism → **To:** Purposeful, conscious travel
* Travelers (especially Gen Z and Millennials) are prioritizing **eco-conscious experiences**, **carbon-neutral trips**, and **local impact**.
* **Future focus:**
  + Slow travel
  + Carbon offset tools
  + Community-based tourism
  + Eco-lodges and green certifications

### 🤖 2. ****AI, Automation & Personalization****

* **AI & big data** will power hyper-personalized trip planning, real-time language translation, and smart recommendations.
* Virtual assistants (like ChatGPT-based agents) will help plan and book trips autonomously.
* **Examples:**
  + Chat-based itinerary builders
  + AI-curated local experiences
  + Dynamic pricing and intelligent rebooking tools

### 🌐 3. ****Digital Nomadism & Work-from-Anywhere****

* Remote work is creating **"bleisure" (business + leisure)** travel and **longer-term stays**.
* Governments (like in Portugal, Bali, and Goa) are creating **digital nomad visas**.
* **Future trend:** Co-living + co-working travel packages; visa-free movement for remote workers.

### 📱 4. ****Seamless, Contactless Travel****

* Touchless tech is becoming standard: mobile check-ins, e-passports, biometric boarding, digital wallets.
* **Super apps** (like Alipay, Trip.com, or future versions of Google Travel) will dominate.
* India is investing in **DigiYatra**, **UPI-based travel payments**, and AI-powered transport hubs.

### 🧳 5. ****Rise of Experiential & Micro Travel****

* Travelers want **unique, immersive experiences**: farm stays, cultural exchanges, hidden trails—not just sightseeing.
* Shorter trips but **more frequent getaways**.
* **Trend:** “Last chance tourism” (visiting disappearing places), wellness travel, and culinary adventures.

### 🚀 6. ****Space & Suborbital Tourism (Niche but Growing)****

* Players like SpaceX, Blue Origin, and Virgin Galactic are investing in high-end space experiences.
* **Initial customers:** Billionaires and celebrities; may trickle down in the next 20–30 years.

## 📈 Market Outlook (2025–2035)

| **Metric** | **Global** | **India-Specific** |
| --- | --- | --- |
| **Annual Growth Rate** | 5–6% CAGR | 8–10% CAGR (due to rising middle class) |
| **Tech Adoption** | High (AI, AR, IoT, biometrics) | Rapid growth, esp. mobile-first markets |
| **Domestic Tourism** | Growing steadily | Dominates (>85% of trips in India) |
| **International Travel** | Rebounding post-pandemic | Tier 2/3 cities contributing more |
| **Eco-tourism share** | 20–25% by 2030 | Government-backed (e.g., Himalayan circuits) |
| **Online Travel Bookings** | 75%+ by 2030 | >90% for youth travelers in India |

## 🧠 What Travelers Will Expect in the Future

* **Real-time, personalized travel recommendations**
* **Self-guided tours with AR & VR enhancements**
* **Blockchain-based credentials and smart contracts**
* **Travel with purpose**: volunteering, learning, environmental impact
* **Subscription-based travel models** (like Netflix for flights/hotels)

## 💡 Opportunities for Businesses

| **Opportunity Area** | **Example Ideas** |
| --- | --- |
| **AI-powered itineraries** | Apps that auto-plan trips using user preferences and real-time data |
| **Local experiences platform** | Marketplaces for guided village tours, local cooking, craft classes |
| **Sustainable travel tools** | Carbon offset calculators, green hotel directories |
| **Digital Nomad services** | Co-living booking + Wi-Fi certification tools |
| **Voice/AR integration** | Voice-guided museum or trail experiences |

## 🔮 Summary: Future of Travel & Tourism

The future is **tech-enabled, eco-conscious, personalized, and experience-driven**. Travelers will seek **authenticity**, **impact**, and **effortless convenience**—while businesses that adapt to AI, sustainability, and hybrid living trends will thrive.