













Statement

Customer Feature Journey Prototype

Financials

Objective

Integrating AI in Customer Travel Journey in order to enhance Customer Experience and drive business growth

Current Travel Market #



India outbound travel has potential to grow from 13 million trips in 2022 to over 80 million trips in 2040



70% of Travelers choose nearby destinations like middle east and South Asia, with a travel time of less than 4 hrs



Indian travel market is estimated to grow from \$78B in 2023 to \$131B in 2030

Al in Travel

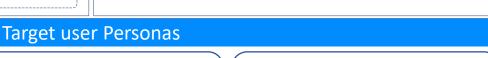
- MMT 74M user base can leverage AI for personalised experience and destination bookings
- 95% of MMT users actively interacting with its Alpowered tools, not only elevated user experience but also positively impacted CSAT
- The AI in the travel market is expected to balloon from USD1.4 billion in 2024 to USD 10.78B in 2026
- Al voice assistant in regional languages opens Travel services to next 100-200 M Users in India

Target User Base *

- Destination choice is driven by regional preferences- 68% Travelers from north India prefer to discover US and Canada, 2/3 travellers from South prefer Middle east.
- Total searches for Delhi travellers exceeds 35 L. Similarly for Mumbai and Bengaluru reached 32L and 25L respectively.



Travel **Enthusiasts**



Person finds it joy in traveling to various places and exploring the reaches

Needs: Seeking to explore different destinations at ease and with an aromatic view if available

Prioritises on getting the best possible experience for their money.

Needs: Seeking for a balance between affordability and a high quality experience



Value Conscious Traveller

Travels with family including children generally who can stay together in 1 room

Needs: Seeking option like rollaway bed or extra bed to ensure that family stays together and prioritizes space and comfort



Family Travelers



Value Conscious Traveller

- 42% of Gen Zer's & 38% of Millennials are booking a luxury trip within next 12 months where they seek value for money.
- 43% of Indian travelers rate the overall 'vibe' of a destination as important when choosing where to go in 2024
- 63% of Value Conscious Indian travelers have budgeted to spend more on travel in 2024, while 25% will spend the same
- 48% of Indian parents have children and 88% of them are likely to travel with children
- The average annual spending on family travel is \$3,835
- Family hotel bookings increased from 4% in 2019 to 10.2% 2023
- 71% of single child families seek options for 1 room accommodation while travelling



Family Travelers

Travel Enthusiasts

*Source: India: travel and tourism market size 2030 | Statista

*Source: India Travel Trends 2024 | Skyscanner India





Problem Statement









Financials



Customer Journey								
	Trip Planning	Booking	Hotel Stay	/	Post Travel			
Pain Points	Personalised Recommendations Destination Discovery Discovery) !!(Customer Service	Hygiene & Safety	Feedback Resolution Discovery			
Solution	wy short 1	Disc	over 2		MMT 360 3			
Trade-Offs	 A GenAI model to be trained on verified, updated data frequently Proper ratio between frequently watched and new shorts to be maintained 	 Not all the videos will be sinitially which might cause Destination of where the to be precise 	e less views	in one go 2. Personal	ain points might not be covered in AR			
Easy to Implement (1- 5)	5	4			3			
Impact (1-5)	5	5			4			
Priority	1	2			3			



Shorts featuring travellers videos during their trips at various locations. Gives user a feature to search for his or her favourite place on the globe and watch shorts to give a more personalised recommendation as they go along

Discover

A feature to look around for more interesting sites be it hotels or near by sites like forts, beaches, markets, heritage sites etc. Gives user the visibility of 360° view destinations



w hotel

User finds the hotel interesting and want to explore the packages provided by the hotel further. My Hotel is the feature which takes him to the hotel web page directly before the user turn his mind.

MMT 360

How would you feel when you get the 360° virtual tour of the hotel you are looking for or the destinations you are searching for. Not only limited to this, this feature lets you dive into the more immersive view the just seeing photos.





Problem Statement



Customer Journey



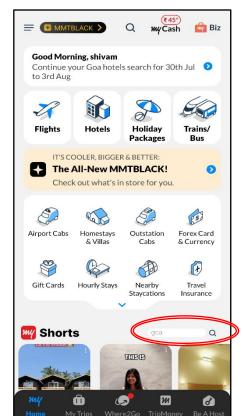
Feature Prototype



Financials



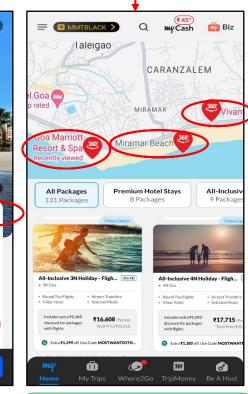
Prototype Building for Feature Integration











User Searches for his favourite place via "search toggle" and "my Shorts" recommends him the best videos to look upon. Personalised experience is the key

After clicking on the shorts user can experience the 360° virtual tour via "MMT 360" feature or he can also discover more places near to the place via "Discover me" feature, also in case he likes the short of the hotel and want's to book the same, he can do that via "My Hotel" features.

MMT 360- It gives an immersive 360° virtual tour to the user and he can also navigate to different sublocations like Room, Lobby etc (In Hotels) and in case he is watching a short of a park, he can travel to centre of the park or to the gate of the park via this feature

My Hotel- It takes you directly to the Hotel web page where you can book the prefer package and 360° option here gives you the ability to have an engaging experience with the hotel

Discover- After clicking on this the user will get a locational map and packages being offered at the searched place. This gives the flexibility to the user to find the near by places on the map and also have a look on which all nearby locations have 360° view.





Statement



Journey











Estimated Financials for MMT and Hotels *

Revenue Estimations for Hotels		
Total Hotel Booking Revenue India		8,12,00,00,000
MMT share		56%
Revenue Generated to Hotels from MMT	\$	4,54,72,00,000
Percentage of 4 star and 5 star stays listed on MMT		35%
Revenue Generated to 4 star and 5star Hotels and stays from MMT		1,59,15,20,000
Average Number of 4 star and 5 star Accommodation listed at MMT		14000
Average Revenue Generated per Accomodation through MMT		1,13,680
Increase in Revenue from 360° Virtual tour Integration		34,104
Average Cost of 360° Virtual tour Integration		5,000
Profit for Hotel		29,104

Revenue Estimations for MMT from hotel bookings		Q1FY2025
Revenue	\$	14,68,00,000
Profit	\$	1,21,22,000
After integrating all the suggested features		
Revenue	\$	19,81,80,000
Profit	\$	1,63,64,700
Net Profit after Integration		42,42,700
Estimated Cost of Integrating "My hotel"	\$	1,95,000
Estimated Cost of Integrating "My 360°"	\$	3,65,000
Estimated Cost of Integrating "My Shorts"	\$	2,00,000
Estimated Cost of Integarting "My Discover"		3,10,000
Estimated Net Revenue after deducting above Integration Costs	\$	31,72,700

Roadmap

Oct – Dec '24

Jan – Mar '25

Mar – June '25

July – Aug '25

A. My Shorts and My Hotel

B. My Discover

C. MMT 360°

Define, Development and Testing of My Shorts and My Hotel

Providing Hand On experience to discover near by places

Enabling Custom 360° Tours, providing immersive experience

There are 3 categories of 360° Virtual Tour Integration Packages offered by 3rd parties.

- Basic Virtual tour = \$1000-\$2000
- Mid Range tour = \$3000-\$5000
- High Range tour = \$6000-\$7000
- It is estimated that around **30-50%** adults are more likely to book a hotel if there is virtual tour
- Customers spend 5 to 10 times more on websites with virtual tours
- There are more than 5 million visits daily on worldwide virtual tours

