



AI IN TRAVEL

Unveiling the Next Disruption

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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

AI in Travel

- MMT 74M user base can leverage AI for personalised experience and destination bookings
- 95% of MMT users actively interacting with its AI-powered 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
- AI 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



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

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



Travel Enthusiasts

Prioritises on getting the best possible experience for their money.

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



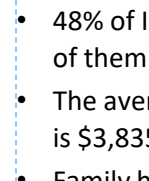
Value Conscious
Traveller

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



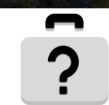
Family Travelers



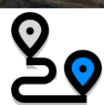
- 48% of Indian parents have children and 88% of them are likely to travel with children
- The average annual spending on family travel is \$3,835
- Family hotel bookings increased from 4% in 2019 to 10.2% 2023
- 71% of single child families seek options for 1 room accommodation while travelling



Family
Travelers



Problem
Statement



Customer
Journey



Feature
Prototype



Financials

Customer Journey

	Trip Planning		Booking		Hotel Stay		Post Travel		
Pain Points	<div>1Personalised Recommendations</div>		<div>2Destination Discovery</div>	<div>2Hotel Discovery</div>	<div>2Booking Complexity</div>	<div>Customer Service</div>	<div>Hygiene & Safety</div>	<div>3Feedback Resolution</div>	<div>2Destination Discovery</div>
Solution	my short 1			Discover 2		MMT 360 3			
Trade-Offs	1. A GenAI model to be trained on verified, updated data frequently 2. Proper ratio between frequently watched and new shorts to be maintained			1. Not all the videos will be supported by 360° initially which might cause less views 2. Destination of where the video was shot need to be precise		1. All the Pain points might not be covered in AR in one go, would be installed from time to time 2. Personalised character need to be incorporated by user for the first time in app			
Easy to Implement (1-5)	5			4		3			
Impact (1-5)	5			5		4			
Priority	1			2		3			



short

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



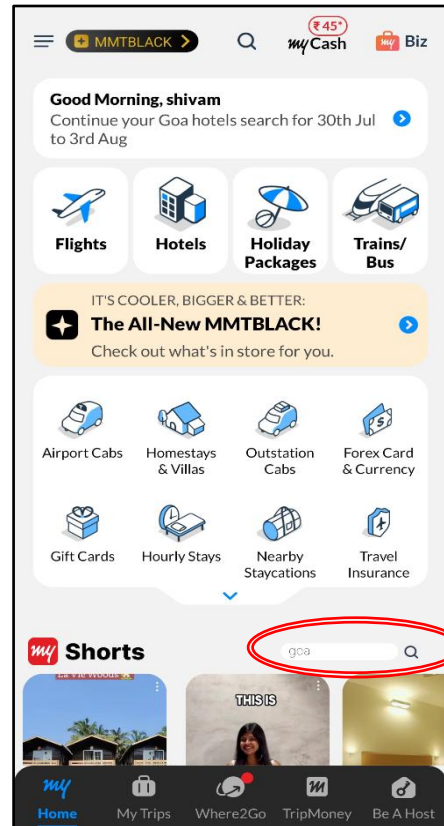
hotel

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.

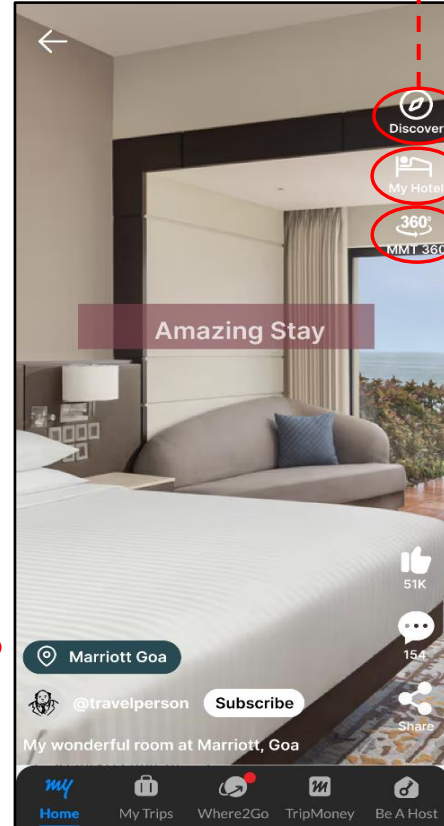
MMT 360

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.

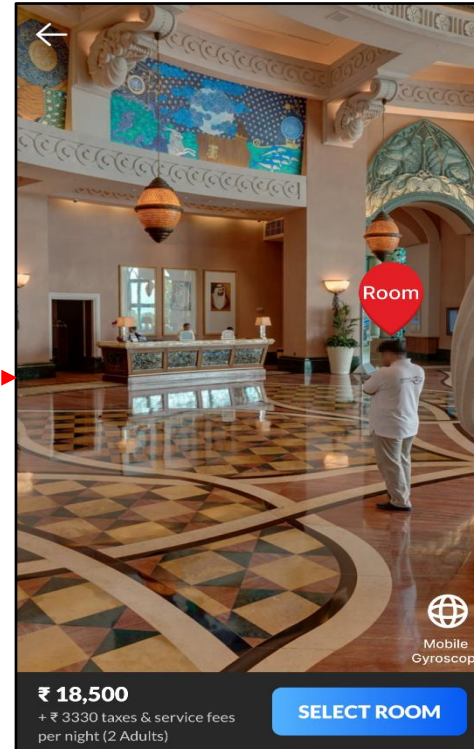
Prototype Building for Feature Integration



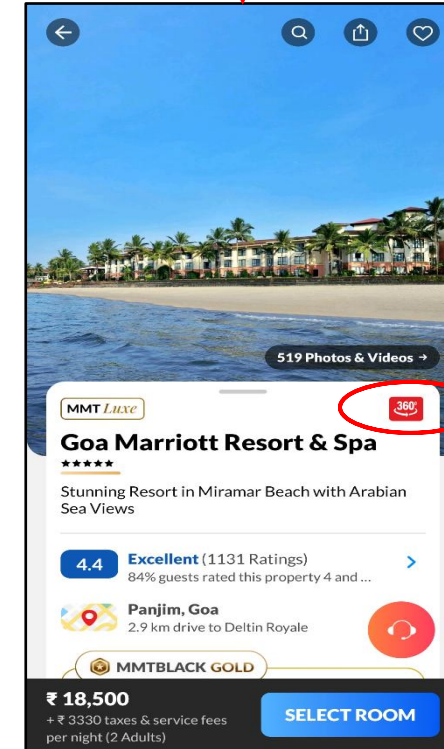
User Searches for his favourite place via "search toggle" and "my Shorts" recommends him the best videos to look upon. Personalised experience is the key



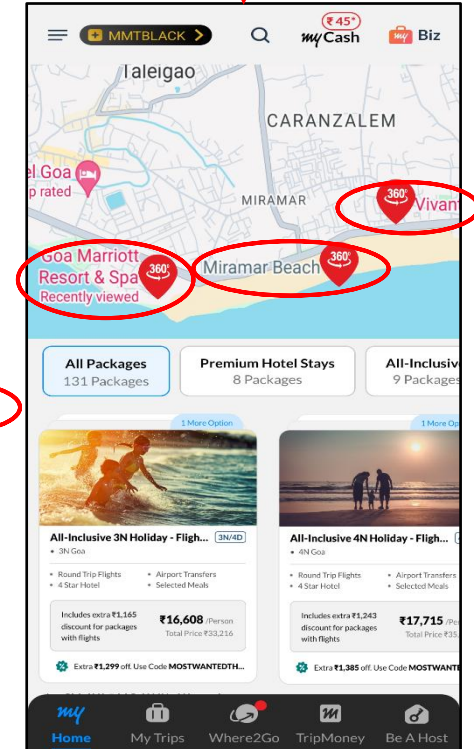
After clicking on the shorts user can experience the 360° virtual tour via "MMT 360" feature or he can also discover more places near to the place via "Discover me" feature, also in case he likes the short of the hotel and want's to book the same, he can do that via "My Hotel" features.



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.



Problem Statement



Customer Journey



Feature Prototype



Financials

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

Define, Development and Testing of My Shorts and My Hotel

B. My Discover

Providing Hand On experience to discover near by places

C. MMT 360°

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



Thank You