

COMPETITOR ANALYSIS REPORT

BRAND ANALYSED : Yatra, MakeMyTrip, Tripoto

PURPOSE : Understand how these travel brands use social media to uncover what's working, and identify ways our brand can stand out.

1. YATRA

Target Audience:

Budget conscious domestic travelers (especially from Tier 2 & Tier 3 cities) and corporate clients.

Content Type:

- Static graphics (promotional visuals)
- Offer banners (discounts, app downloads)
- Minimal video content

Tone of Voice:

Formal and straightforward, focused on value and service.

Engagement Strategy:

- Periodic contests and giveaways
- Mostly promotional comments
- Limited direct communication; focused on conversions

2. MAKE MY TRIP

Target Audience:

Urban professionals, families, and international/domestic leisure travelers.

Content Type:

- High quality travel photos and videos
- Instagram Reels
- Festival or occasion campaigns
- Tips and destination guides

Tone of Voice:

Friendly, polished, and engaging. Blends information with emotional appeal.

Engagement Strategy:

- Flash deals and countdown timers
- Interactive polls and emojis in Stories

- Influencer collaborations
- Quick responses to comments and DMs

3. TRIPOTO

Target Audience:

Millennial travelers, solo explorers, backpackers, digital nomads, and travel content creators.

Content Type:

- User generated content (stories, photos, blogs)
- Reels and scenic videos
- Itineraries and travel guides

Tone of Voice:

Casual, relatable, and conversation driven feels like chatting with a friend.

Engagement Strategy:

- Invites community story submissions
- Hosts travel challenges (hashtags, creator programs)
- Active interaction through comments and polls
- Builds a strong follower community

SUMMARY COMPARSION

Brand	Audience	Content Focus	Tone	Engagement Tactics
Yatra	Budget/corporate travelers	Offers, static posts	Formal & transactional	Giveaways, limited replies
MakeMyTrip	Urban professionals & families	Reels, visuals	Friendly & polished	Polls, influencers, flash sales
Tripoto	Millennials & solo travelers	UGC, stories	Casual & relatable	Challenges, story features, replies

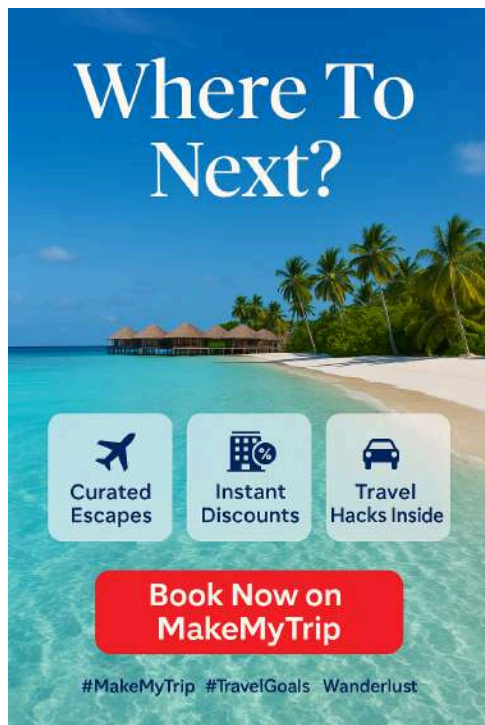
*OPPORTUNITIES FOR OUR BRAND

- Encourage UGC and storytelling to build emotional engagement (inspired by Tripoto)
- Invest in high quality visuals and Reels for stronger branding (like MakeMyTrip)
- Create interactive content (polls, quizzes) to boost follower participation

- Avoid being overly promotional mix offers with human led narratives for more authentic connection

MAKE MY TRIP

Instagram post template



INSTAGRAM CAPTIONS:

MAKE MY TRIP — Captions

- ☐ “Make moments. Not just trips. #TravelMemories”
- ☐ “Your perfect getaway is just a tap away. Discover, book, explore. #TravelDreams”
- ☐ “Swipe, book, go. It’s that simple. #TravelEasy”
- ☐ “Every journey begins with a dream. #TripGoals”
- ☐ “Stunning stays. Epic escapes. #DiscoverWithMMT”
- ☐ “Turn weekends into wonders. #WeekendGetaway”

MAKE MY TRIP - Hashtags (instagram)

#MakeMyTrip

#TravelWithMMT

#ExploreWithUs

#TravelIndia

#MMTDeals

#TravelMore

#ExploreWithMMT

#DreamDestinations

#TravelDiaries

#DilTohRoaming

#MMTTravelGear

#TravelReady

#PackUp

#MakeMyTripIndia

#TravelSmart

#MMTExperience

#MakingMemories

#TravelTogether

#ExploreTheWorld

#AdventureTime

#HappyTravels

#AdventureTime

#Wanderlust

LinkedIn post template



MAKE MY TRIP — LinkedIn Captions

- ☐ “Redefining travel convenience, one booking at a time. #MakeMyTripBusiness”
- ☐ “Where technology meets trust — travel solutions that work.”
- ☐ “From app to airport: simplifying journeys for modern explorers.”
- ☐ “Innovation that makes travel smarter and easier. #TravelTech”
- ☐ “We don’t just help you book trips. We help you create unforgettable experiences.”
- ☐ “From app to adventure: redefining travel convenience for the modern explorer.”

MAKE MY TRIP - Hashtags (LinkedIn)

#MakeMyTrip

#TravelTech

#MMTIndia

#TravelWithTech

#TravelInnovation

#SeamlessBooking

#ExploreMore

#CustomerExperience

#Innovation

#TravelTrends

#FutureOfTravel

#CustomerFirst

#CorporateResponsibility

YATRA.COM

Instagram post template



INSTAGRAM CAPTIONS:

YATRA — Captions

- ☐ “Big adventures. Small prices. #YatraDeals”
- ☐ “Fly smart. Stay smart. Book now. #TravelSavings”
- ☐ “Your next trip? Just a click away. #ExploreWithYatra”
- ☐ “Where value meets your travel dreams. #SmartTravel”
- ☐ “Tier 2 to top destinations — we get you there. #YatraJourneys”
- ☐ “Best fares. Trusted service. Always. #YatraPromise”

YATRA - Hashtags (instagram)

#Yatra

#TravelWithYatra

#TravelIndia

#TravelDeals

#ExploreIndia

#YatraExperience

#TravelPlanning

#WanderWithYatra

#ExploreMore

#TravelDiaries

#Wanderlust

#VacationMode

#TravelBuddy

#InstaTravel

#TravelGram

#GetawayGoals

#TravelInspiration"

#YatraDeals

#TravelDeals

#SaveMore

#BudgetTravel

#AffordableTravel

#TravelSavings

#BestPrices

#TravelMore

#BookWithConfidence

#YatraPromise

#TravelMemories

#ShareYourStory

#TravelJourney

#TravelInStyle

#TravelEssentials

#MadeForTravel

#AdventureAwaits

#YatraMerch

LinkedIn post template



YATRA — LinkedIn Captions

- ☐ “Enabling smarter journeys for today’s business traveler. #YatraBusiness”
- ☐ “Where cost savings and convenience meet. #TravelSmart”
- ☐ “Empowering corporate travel with trusted solutions. #YatraForBusiness”

- “From Tier 2 cities to the world — we help you get there.”
- “Delivering seamless travel experiences for every budget. #YatraPromise”
- “Connecting businesses to destinations—trusted by corporate travelers nationwide”

YATRA - Hashtags(LinkedIn)

#Yatra

#YatraBrand

#TravelMarketing

#YatraIndia

#YatraExperience

#ExploreWithUs

#SeamlessTravel

#TravelIndustry

#Innovation

#ProductDesign

#TravelSolutions

#QualityFirst

#TravelTech

TRIPOTO

Instagram post template



INSTAGRAM CAPTIONS:

TRIPOTO — Captions

- ☐ “Your journey = our inspiration. #TripotoTales”
- ☐ “Hidden gems. Shared stories. #ExploreWithTripoto”
- ☐ “Travel solo. Travel bold. #WanderWithTripoto”
- ☐ “Tag us in your next adventure! #TripotoCommunity”
- ☐ “More than trips. It’s a way of life. #TravelVibes”
- ☐ “At Tripoto, every traveler is a storyteller. Together, we map the world in moments”

TRIPOTO - Hashtags (instagram)

#TripotoTales

#TravelWithPurpose

#WanderlustIndia

#TravelCommunity

#MeetsTravel

#ExploreWithTripoto

#MakeItWithTripoto

#TravelWithTripoto

#TripotoStories

#TravelCommunity

#RealTravelStories

#TravelNarrative

#AuthenticTravel

#TravelMemories

#TripotoFamily

#TripotoPlanner

#TravelPlanning

#PlanYourTrip

#TravelTech

#UniqueExperiences

#TravelGuide

#TravelHacks

#DiscoverMore

#TravelTips

LinkedIn post template



TRIPOTO — LinkedIn Captions

- ☐ “Every traveler’s story is a map of inspiration. #TripotoCommunity”
- ☐ “We connect explorers, creators, and dreamers through travel.”
- ☐ “Building a global travel community — one adventure at a time.”
- ☐ “Explore. Create. Inspire. Together, we map the world.”
- ☐ “At Tripoto, every traveler is a storyteller. Together, we map the world in moments.”

TRIPOTO - Hashtags (LinkedIn)

#TravelMarketing

#TravelWithTripoto

#TravelCommunity

#ExploreMore

#StorytellingTravel

#TripotoTech

#AllInTravel

#TravelTechnology

#TravelInnovation

#PersonalizedTravel

#TravelNarrative

#CommunityBuilding

#TravelNetwork

#AuthenticTravel

#TripotoGrowth

#TravelTrends

#YouthTravel

#TravelBehavior

#TravelMarket

#FutureOfTravel

#TravelInsights

SOCIAL MEDIA STRATEGIES

1. Yatra Social Media Strategy

Goal:

- Drive traffic to the website/app
- Promote travel deals, flight + hotel bookings
- Build brand recall as a reliable travel partner

Platforms Used:

- Instagram, Facebook, Twitter, YouTube, LinkedIn

Content Strategy:

- Travel deal banners and discount codes
- Destination carousels
- Festive offers and seasonal sales
- Basic travel tips

Suggestions for Improvement:

- More engaging reels and user generated content
- Collaborate with micro influencers for trust
- Add behind the scenes content about how Yatra curates packages

2. Tripoto Social Media Strategy

Goal:

- Promote community based travel stories and guides
- Position as a travel inspiration hub

Platforms Used:

- Instagram, Facebook, YouTube, Pinterest

Content Strategy:

- Travel blogs and vlogs
- Reels from creators & backpackers
- “Hidden gems” and offbeat locations
- Long form guides linked from Instagram

Suggestions for Improvement:

- Use LinkedIn to share travel industry trends or startup stories
- Host live sessions / Q&As with travel influencers
- Increase use of carousel posts to give quick travel guides

3. MakeMyTrip Social Media Strategy

Goal:

- Push app downloads and booking features
- Establish trust in online travel services

Platforms Used:

- Instagram, Twitter, LinkedIn, Facebook, YouTube

Content Strategy:

- Branded reels & animated explainers
- Festive and offer led campaigns
- Customer reviews and feedback stories
- Interactive polls (e.g., "Where should you go next?")

Suggestions for Improvement:

- Add more travel vlogs/reels from real travelers
- Showcase the entire booking experience from app to destination
- Build “travel goals” or “weekend getaways” series for millennials

Content Posting Schedule

Weekly Content posting strategy for MakeMyTrip:

Day	LINKED IN	INSTAGRAM
Monday	Travel Insights: <ul style="list-style-type: none"> • Post: Top Travel Trend to watch this year • Format: Infographics • Hashtags: #travelTrends #MakeMyTrip #TravelIndustry 	Destination Highlights: <ul style="list-style-type: none"> • Post: Discover The beauty of Nature • Format: High quality photo or Video of beautiful destinations • Hashtags: #TravelInspiration #MakeMyTrip #DestinationGoals
Wednesday	Customer's success stories: <ul style="list-style-type: none"> • Post: Real stories from travelers • Format: Testimonials • Hashtags: #CustomerLove #MakeMyTrip #TravelStories 	Travel Tips: <ul style="list-style-type: none"> • Post: Top tips for planning your dream trip • Format: Reel • Hashtags: #travelTips #MakeMyTrip #TravelPlanning

Friday	Industry News: <ul style="list-style-type: none"> • Post: Latest development in Travel industry • Format: Analysis report • Hashtags: #IndustrialInsights #MakeMyTrip #TravelNews 	Customer's Reviews: <ul style="list-style-type: none"> • Post: share your travel stories with us • Format: Video featuring Customer • Hashtags: #TravelStories #MakeMyTripCommunity #CustomerReviews
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Weekly Content posting strategy for Tripoto:

Day	LINKED IN	INSTAGRAM
Monday	Travel Guides: <ul style="list-style-type: none"> • Post: Ultimate guide to exploring places • Format: Articles • Hashtags: #travelGuides #Tripoto #DestinationExperts 	Destination showcase: <ul style="list-style-type: none"> • Post: Explore the hidden gems of world • Format: Photo or Video of beautiful destinations • Hashtags: #TravelInspiration #Tripoto #DestinationGoals
Thursday	Photography Tips: <ul style="list-style-type: none"> • Post: Tips for capturing stunning traveling 	Photo Contest: <ul style="list-style-type: none"> • Post: Share your best travel photo with us

	<p>photos</p> <ul style="list-style-type: none"> • Format: Video • Hashtags: #TravelPhotography #Tripoto #PhotographyTips 	<ul style="list-style-type: none"> • Format: Community photos • Hashtags: #TravelPics #Tripoto #PhotoContest
Sunday	<p>Community stories:</p> <ul style="list-style-type: none"> • Post: Stories from our community • Format: Testimonials • Hashtags: #TripotoCommunity #TravelStories #CommunityFirst 	<p>Behind the scenes:</p> <ul style="list-style-type: none"> • Post: Glimpse into our team's travel adventures • Format: Photo or Reel • Hashtags: #BehindTheScenes #Tripoto #TravelAdventures

Weekly Content posting strategy for YATRA:

Day	LINKED IN	INSTAGRAM
Tuesday	<p>Travel Tips:</p> <ul style="list-style-type: none"> • Post: Top 5 Travel Tips for exploring new Destinations • Format: Articles 	<p>Destination Photo:</p> <ul style="list-style-type: none"> • Post: Explore wonder of world • Format: Photo or Video of beautiful destinations • Hashtags:

	<ul style="list-style-type: none"> • Hashtags: #TravelTips #Yatra #TravelExperts 	#TravelNature #Yatra #BeautifulDestinations
Thursday	Destination Spotlight: <ul style="list-style-type: none"> • Post: Discover the beauty of world • Format: Video • Hashtags: #TravelInspiration #Yatra #TravelInspiration 	Travel Experience: <ul style="list-style-type: none"> • Post: Experience of the best places • Format: Reels • Hashtags: #TravelExperience #Yatra #Adventure
Saturday	Customer Testimonials: <ul style="list-style-type: none"> • Post: Real stories of our travelers • Format: Testimonials • Hashtags: #CustomerLove #TravelStories #Yatra 	Travel Highlights: <ul style="list-style-type: none"> • Post: Glimpse into our team's travel adventures • Format: Photo or Reels • Hashtags: #TravelScenes #Yatra #TravelAdventures

Content Pillars (Strategic Planning)

In the dynamic travel ecosystem, content pillars form the foundation of consistent branding, storytelling, and engagement. Leading Indian travel brands like MakeMyTrip, Yatra, and Tripoto strategically utilize these pillars to drive awareness, trust, and conversions across platforms.

1. Travel Inspiration & Destination Discovery

Travel content that sparks desire and helps users plan.

- MakeMyTrip curates seasonal destination reels like *"Top Monsoon Getaways in India"* and *"Budget International Escapes"* on Instagram and YouTube Shorts.
- Yatra runs inspirational blog series like *"Weekend Getaways from Delhi"* or *"Luxury Escapes in India"* directly linked to their hotel booking pages.
- Tripoto excels in this pillar by offering a full-fledged community blog platform where users share personal itineraries and travelogues, searchable by location.

2. Customer Stories & Testimonials

Building trust through real user experiences.

- Tripoto is built on user-generated content. They feature verified traveler journeys like *"A 7-Day Spiti Valley Road Trip"* with images, budgets, and route details.
- Yatra integrates Google and in-app reviews on flight and hotel search results to enhance social proof.
- MakeMyTrip highlights customer testimonials during campaigns like *"#MyHolidayStory"* where travelers share photos and stories of their bookings through the platform.

3. Partnerships & Collaborations

Collaborations to boost reach and engagement.

- MakeMyTrip partnered with IRCTC and state tourism boards (like Uttarakhand Tourism) to power travel bundles.
- Tripoto collaborated with *Klook* and *Tata Motors* to create branded content and giveaways, showcasing road trips with brand integration.
- Yatra ties up with colleges and corporates for travel sponsorship contests and group travel deals, often showcased on LinkedIn and website banners.

4. Events & Campaigns

Campaign-driven content to boost conversions and engagement.

- Yatra's "Travel Sale Events" (like the Big Travel Carnival) feature countdown timers and influencer promos, promoted heavily across social media.
- MakeMyTrip's "Zero Cancellation Fee" campaign was a hit during COVID times, and the content was widely circulated as a USP to re-instill travel confidence.
- Tripoto hosts 'Wander Women' workshops—offline and virtual events for solo female travelers—turning event content into YouTube series and Instagram highlights.

5. Local Culture & Responsible Travel

Storytelling with a sustainability and authenticity lens.

- Tripoto features eco-stay listings and posts like *"10 Eco-Friendly Homestays in Himachal"* that align with conscious travel.
- MakeMyTrip's "Local Love" segment highlights street food tours, craft experiences, and native guides to enhance cultural tourism.
- Yatra's CSR blog covers their initiatives to support local artisans and promote low-impact tourism in places like Sikkim and Rajasthan.

Purpose & Strategic Value:

By focusing content around these structured pillars, brands build a cohesive identity, improve SEO discoverability, drive higher engagement, and remain consistently relevant to both wanderlust-driven millennials and experience-seeking Gen Z travelers.