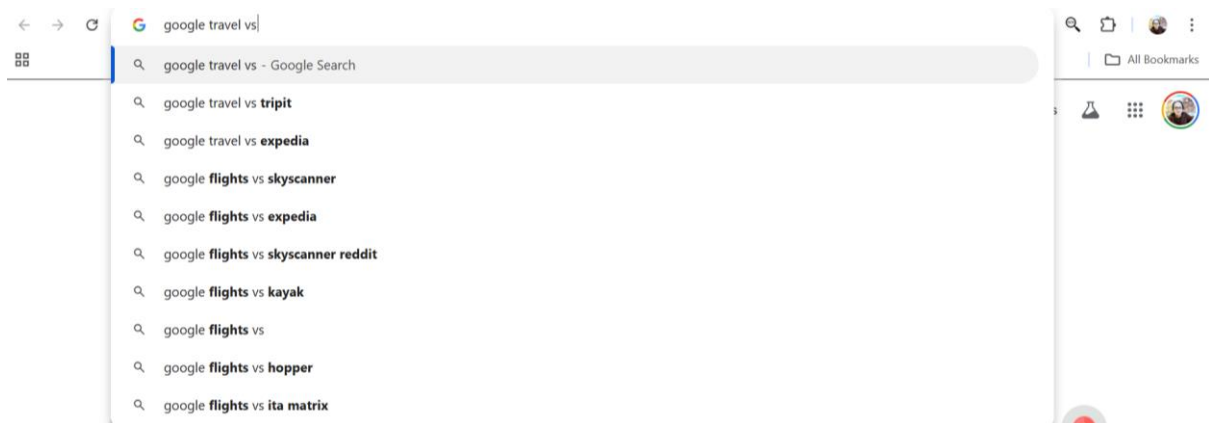


# Competitor/Market Analysis

## 1. Identify the competitors:

Sources: Multiple sources across google and using [mention.com](https://mention.com)

There are number of apps for searching places and making an itinerary. Popular ones that I use to make itinerary are MakeMyTrip, Airbnb for places, Expedia, Booking.com, TripAdvisor, Kayak, Trip It, Roadtrippers.



## 2. Segregating the competitors

Primarily 4 quadrants of – Direct, Indirect, Potential and Substitute competitors

<b>Direct - Same target audience, same problem, different solution.</b>  Offer similar all-in-one travel planning & booking services  <b>Expedia, Booking.com, MakeMyTrip, Kayak</b>	<b>Indirect Competitors - Same target audience, different problem, different solution.</b>  Specialize in certain aspects of travel but don't offer full itinerary planning  <b>TripAdvisor, Airbnb, Roadtrippers</b>
<b>Substitutes - Different target audience, same problem, different solution</b>  Alternative ways users plan trips without using Google Travel  <b>Trip It, Google Docs, WhatsApp</b>	<b>Potential Competitors - Same target audience, evolving problem, emerging solution.</b>  Companies that could expand into Google Travel's space  <b>AI Travel Assistants, Airbnb, TripAdvisor with AI</b>

### 3. Feature Table:

As a **Product Manager**, the primary focus should be on **Direct Competitors**, as they pose the most immediate threat when introducing a new feature. Understanding how quickly they can implement a similar solution and neutralize our competitive advantage is crucial.

Feature table with competitors across various dimensions

	Expedia	Booking.com	MakeMyTrip	Kayak	Proposed Feature-Google Travel
Core Product	Full-service OTA (flights, hotels, packages).	Accommodation-first OTA with travel add-ons.	Indian OTA with itinerary templates.	Travel search aggregator.	Real time collaboration with AI integration and drag and drop Features
Reliability	High	High – Specially in accommodation	High – Strong in Indian Market	High	High – Seamless integration through Google ecosystem
Current Features	Bookings, loyalty programs, price tracking.	Hotels, flights, flexible search options.	Flights, hotels, local experiences.	Search, price alerts, basic itinerary tracking.	AI itineraries, real-time collaboration, drag-and-drop bookings.
Ability to implement Feature	Moderate – has itinerary tools but lacks collaboration.	Moderate – strong in booking, weak in planning.	Moderate – itinerary templates but no AI.	Low – focus on search, not planning.	High – integrates AI, Maps, and real-time collaboration.