

# MAKE MY TRIP

What types of campaigns does MakeMyTrip run?

-> MakeMyTrip runs campaigns such as:

- Seasonal travel deals (e.g., summer, winter, monsoon offers)
- Festival-specific promotions (e.g., Diwali, Christmas, New Year offers)
- Flash sales and limited-time discounts
- Flight and hotel combo offers

When does MakeMyTrip usually launch campaigns?

-> Campaigns are typically launched during:

- Start of a new travel season
- Festive periods and public holidays
- Long weekends

Do MakeMyTrip campaigns include international destinations?

->Yes, many campaigns feature discounts on international flight tickets, hotel stays, and holiday packages.

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How do I apply a promo code during booking?

->Promo codes can be applied during the checkout process on the payment page. Make sure to review the terms and conditions to ensure the promo code is applicable to your booking.

Can I combine multiple discounts in a single booking?

-> Typically, only one promo code can be applied per booking to maintain clarity and fairness in promotional offers. However, you can

often stack these with wallet offers, loyalty rewards, or bank-specific cashback programs for additional savings.

Does MakeMyTrip offer discounts for specific payment methods?

-> Yes, MMT frequently partners with banks, payment gateways, and wallets to provide exclusive discounts or cashback offers for specific credit/debit cards, UPI transactions, and wallets like Paytm, Amazon Pay, or MobiKwik. These partnerships aim to give users flexibility and added value when booking.

What are the benefits of using MMT Wallet for payments?

-> The MMT Wallet offers quick refunds, loyalty bonuses, and exclusive discounts on bookings. Users can earn wallet cash through promotions and use it as part of their payment, ensuring faster and seamless transactions.

Are there any discounts for first-time users?

-> First-time users are often eligible for special promo codes or introductory offers, encouraging them to experience the ease and reliability of booking with MMT.

What payment-related insights does MMT gather to improve offers?

-> MMT analyzes payment trends, user preferences, and feedback to create targeted offers that align with customer needs, such as introducing discounts for popular payment methods or festive season promotions.

## **Seasonal and Festive Campaign FAQs (Company POV Insights)**

### **1. What are popular seasonal campaigns by MakeMyTrip?**

-> **Summer Campaigns:** These campaigns are designed to encourage early planning for summer vacations. MMT offers early-bird

discounts on domestic and international destinations, including hill stations, beach resorts, and international summer hot spots. The goal is to capture demand ahead of peak travel times.

**Monsoon Campaigns:** Focused on destinations ideal for the monsoon season, MMT promotes scenic hill stations, coastal regions, and nature retreats. Offers often include special discounts on eco-friendly accommodations, spa resorts, and monsoon adventure packages.

**Winter Campaigns:** MMT tailors campaigns for winter sports, ski resorts, and festive holiday destinations. This includes destinations like snow-capped mountains, ski resorts, and popular winter vacation spots like Europe and North America.

**Festive Campaigns:** During major festivals like Diwali, Holi, Eid, and New Year, MMT provides special discounts and packages for both domestic and international travel. These campaigns are designed to cater to family getaways, group bookings, and long vacations during festive seasons.

### **Do MMT campaigns cover last-minute bookings?**

- Yes, MMT does offer campaigns for last-minute bookings, often focusing on discounted rates for flights, hotels, and holiday packages. These campaigns cater to spontaneous travelers or those looking for quick getaways. To incentivize bookings at the last moment, these campaigns typically feature limited-time offers with competitive pricing on popular destinations.

### **How does MMT ensure competitive pricing during seasonal campaigns?**

- To maintain competitive pricing during high-demand periods, MMT negotiates with travel suppliers and accommodation providers for bulk deals and exclusive partnerships. This allows

MMT to offer attractive discounts and promotions during peak seasons.

### **Do seasonal and festive campaigns affect flight and hotel availability?**

- While MMT strives to offer a wide range of choices, higher demand during festive seasons and popular travel periods may result in limited availability. MMT recommends booking early to secure the best deals and ensure availability at popular destinations.

### **How are MMT's seasonal campaigns advertised?**

- Seasonal campaigns are often advertised through a mix of digital platforms, TV commercials, print media, and social media campaigns. MMT uses targeted advertising to reach different customer segments and locations. They may also send personalized email offers to registered users based on their past travel patterns.

### **Can I avail multiple offers during seasonal campaigns?**

- While most campaigns allow only one promo code per booking, MMT may offer stackable benefits in specific cases, such as combining seasonal discounts with wallet offers or cashback from particular payment methods.

### **How does MMT handle travel-related challenges during festive seasons?**

- MMT closely monitors travel disruptions during busy seasons like Diwali and New Year. If delays or cancellations occur, they proactively notify customers about changes and work with their

partners to manage affected bookings, offering solutions like rescheduling or compensation where applicable.

### **Are the discounts available during festive campaigns truly significant?**

- MMT's festive campaigns are designed to offer high-value discounts, typically ranging from 10%-40% off on hotels and flight bookings, with additional incentives like free upgrades or exclusive add-ons, to ensure that customers feel they are getting substantial savings.

### **Loyalty and Membership Campaign FAQs (Company POV Insights)**

#### **1. What is the MMT Black or Double Black membership?**

- **MMT Black** and **Double Black** are premium membership programs designed to provide a range of exclusive benefits for frequent travelers. Members enjoy priority customer service, free cancellations on select bookings, and access to special member-only deals on flights, hotels, and holiday packages. These memberships also come with personalized travel assistance, upgrades, and early access to sales, making the travel experience smoother and more rewarding.
- **Double Black** members, in particular, receive even more elite benefits, including higher priority for customer service, larger discounts on select products, and invitations to exclusive events and offers. The program is designed to cater to high-frequency travelers who value personalized experiences and superior perks.

#### **2. Do campaigns offer bonus reward points for MMT Black members?**

- Yes, MMT frequently runs campaigns that offer **bonus reward points** or additional perks for Black and Double

Black members. These campaigns are specifically designed to reward loyal customers and encourage further bookings. Bonus points can be redeemed for future travel, offering an extra incentive for members to book more frequently. The points may also be used for discounts on future bookings, upgrades, or other special benefits exclusive to loyalty members.

**3. How do I become an MMT Black or Double Black member?**

- Membership in the **MMT Black** or **Double Black** programs is generally available to customers who meet certain spending thresholds or booking frequency. MMT may invite customers to join the program through targeted offers, or users can sign up directly through their account. These memberships often come with an annual fee, but they provide extensive value in terms of savings, rewards, and added services.

**4. Can I avail of seasonal campaigns while being an MMT Black member?**

- Yes, **MMT Black members** can participate in seasonal and festive campaigns while enjoying additional benefits. For example, Black members may receive extra discounts or bonus reward points on top of the existing seasonal offers, ensuring that they get even greater value. These members are often prioritized in high-demand campaigns like flash sales and limited-time offers.

**5. Are the bonus reward points tied to specific campaigns or booking categories?**

- Yes, **bonus reward points** are often tied to specific campaigns, booking categories, or destinations. For example, members may receive extra points for booking flights to specific international destinations, reserving a premium hotel category, or booking holiday packages

during festive seasons. MMT curates campaigns that allow members to maximize their reward points based on their travel preferences.

**6. Do loyalty program members get early access to campaigns or deals?**

- Yes, MMT often provides **early access** to campaigns or exclusive deals for Black and Double Black members. This ensures that loyal customers can enjoy the best deals before they are available to the general public. Early access can include discounts, limited-time offers, or exclusive products that are only available to members.

**7. How can I redeem my reward points from MMT Black or Double Black membership?**

- Reward points earned through **MMT Black** or **Double Black** can be redeemed for discounts on future bookings, room upgrades, or additional services such as priority customer support. Members can apply these points during the booking process to lower the cost of their flights, hotels, or packages. The reward points can also be accumulated and used for special rewards like free stays or flight upgrades, enhancing the overall travel experience.

**Specific Campaigns by Year FAQs (Company POV Insights)**

**1. Does MakeMyTrip launch an annual travel sale?**

- **Yes**, MakeMyTrip consistently launches an **Annual Travel Sale**, typically in **January or February**, to align with New Year travel resolutions and summer vacation planning. This sale features significant discounts on flights, hotels, and holiday packages, catering to both domestic and international travelers. The campaign's goal is to encourage early bookings by offering limited-time deals,

exclusive offers for loyalty program members, and partnerships with banks and wallets for additional cashback or discounts.

- The Annual Travel Sale also serves as a platform to introduce new travel themes or categories, such as adventure tourism, luxury stays, or experiential travel.

## 2. What was the theme of MMT's last campaign?

- The theme of MMT's most recent campaign typically reflects **emerging travel trends** or **seasonal preferences**. For example:

- **Workcations:** Focused on enabling professionals to combine work with leisure at scenic destinations, offering long-stay discounts and Wi-Fi-equipped accommodations.
- **Staycations:** Highlighted the convenience of short getaways or local luxury stays, emphasizing hotel deals within the same city or nearby destinations.
- **Sustainable Travel:** Promoted eco-friendly travel options, such as stays at green-certified hotels, responsible tourism packages, and support for local communities.

- These campaigns aim to address changing customer needs while aligning with broader travel industry trends.

## 3. How does MMT decide the theme for its campaigns?

- MMT's campaign themes are driven by **consumer behavior insights, travel trend analysis, and seasonal demands**. For example:

- **Consumer Behavior:** If data shows an increase in demand for weekend getaways, campaigns like "Short Break Specials" are launched.
- **Travel Trends:** A rise in remote work led to the introduction of Workcation-focused campaigns.



- **Seasonal Needs:** Winter campaigns may focus on snow destinations, while summer campaigns highlight beach and hill station escapes.
  - The themes are also designed to resonate emotionally with travelers, often focusing on reconnecting with loved ones, self-discovery, or escaping routine.
4. **Do annual campaigns include partnerships with other brands?**
- **Yes**, MMT often collaborates with **banks, payment platforms, and lifestyle brands** during its annual campaigns to offer value-added benefits. For instance:
    - **Bank Partnerships:** Discounts or cashback offers for specific credit/debit card users.
    - **Wallet Collaborations:** Instant cashback or promotional credits for transactions via wallets like Paytm or Amazon Pay.
    - **Brand Tie-ups:** Partnerships with airlines, hotel chains, and tourism boards to create exclusive packages and deals.
  - These collaborations enhance the appeal of campaigns by providing multi-layered discounts and rewards.

### **What was a standout campaign in recent years?**

- **#AsliStar Campaign (2024):** Launched during the IPL season, this campaign celebrated MMT as the "real hero" for seamless travel planning. Featuring celebrities like Jackie Shroff, Shankar Mahadevan, and Prabhu Deva, the campaign showcased MMT's diverse offerings, including hotel and homestay deals. The ads emphasized convenience and affordability, driving increased bookings during the high-visibility IPL period.

