

# FAQs for MakeMyTrip Campaigns by Yearly Categories (Company POV Insights)

## New Year and Winter Campaigns (January-February)

What type of campaigns does MMT launch at the beginning of the year?

- MMT's New Year and Winter campaigns, such as "New Year Getaways" and "Winter Specials," target snow destinations, ski resorts, and international holiday packages. The aim is to capitalize on post-holiday travel and upcoming events like Valentine's Day by offering exclusive early-bird discounts.

Are there any early-bird deals for summer vacations during this time?

- Yes, early-bird deals for summer vacations focus on popular family-friendly destinations like hill stations and beach resorts. These campaigns encourage advance bookings, providing discounts on international flights and all-inclusive packages.

How do I access winter campaign deals?

- Deals are prominently featured in the "Offers" section of the MMT website and app. Customers are also encouraged to subscribe to newsletters or enable push notifications for first access.

## Spring Campaigns (March-April)

Does MMT offer special discounts for Holi?

- Holi-themed campaigns emphasize **festive destinations** such as **Jaipur**, **Varanasi**, and **Pushkar**, offering **hotel discounts**, **domestic flight deals**, and **themed experiences**.

## What types of discounts are common during spring campaigns?

- Discounts typically include **cashback offers** on domestic travel, **early summer booking discounts**, and **bundled deals** for long weekends.

## Are there special offers for international travel?

- **Yes**, spring campaigns often feature discounted packages to **Southeast Asia**, **Dubai**, and the **Maldives**, aligning with traveler interest in short-haul international trips.

## Summer Vacation Campaigns (May-July)

### What are summer travel campaigns about?

- Summer campaigns focus on **cooler destinations** like **Shimla**, **Darjeeling**, and **Ladakh**, as well as international destinations such as **Europe**, the **Maldives**, and **Mauritius**.

### Are there family-specific offers?

- **Yes**, “Family Vacation Specials” bundle **hotel stays**, **sightseeing tours**, and **travel insurance** to provide a hassle-free experience.

### Can I expect discounts on flights during summer campaigns?

- **Absolutely**. MMT runs **domestic and international flight flash sales** during peak summer months, aimed at capturing high travel demand.

---

## 4. Monsoon and Off-Season Campaigns (August-September)

### What is the focus of monsoon campaigns?

- These campaigns highlight destinations like **Kerala, Goa**, and the **Western Ghats**, offering **discounted stays at eco-resorts** and packages for rejuvenation and relaxation.

### **Are there offers for adventure seekers?**

- **Yes.** MMT promotes **trekking packages, rafting tours**, and **monsoon adventure deals** in scenic locations.

### **What are “Staycation” and “Workcation” offers?**

- These campaigns target **remote workers** and **urban professionals** looking for long-term stays in **peaceful destinations**. Offers include reduced rates for **extended bookings** and **Wi-Fi-equipped accommodations**.
- 

## **5. Festive Campaigns (October-December)**

### **Does MMT run Diwali-specific campaigns?**

- **Yes**, Diwali campaigns cater to families, featuring **domestic travel packages, special hotel deals**, and **holiday offers** for destinations like Jaipur, Agra, and Kerala.

### **What about Christmas and New Year?**

- MMT's "**Winter Wonderland**" and "**New Year Getaways**" campaigns highlight popular winter destinations like **Shimla, Goa, Dubai**, and **European ski resorts**.

### **Are there exclusive campaigns for honeymooners?**

- **Yes.** Curated packages for **newlyweds** include romantic destinations like the **Maldives, Bali**, and **Mauritius**, with perks such as candlelit dinners and private tours.

---

## 6. Annual Campaigns and Flash Sales

### What is MMT's biggest annual campaign?

- The **Great Indian Travel Sale**, typically in January or February, is MMT's flagship campaign, offering **massive discounts** across flights, hotels, and packages. It aims to capture early travel planning and increase app engagement.

### Are there flash sales during the year?

- **Yes**, MMT frequently runs **24-48 hour flash sales** offering steep discounts. These are designed to boost short-term bookings and target spontaneous travelers.

### Does MMT celebrate its anniversary with discounts?

- **Yes**. Anniversary sales feature **app-exclusive offers**, **cashback**, and **loyalty rewards**, targeting long-time users and driving membership program sign-ups.

## Common FAQs About Campaigns (Company POV Insights)

### Are campaigns targeted at specific traveler groups?

- **Yes**. MMT customizes campaigns for **families**, **solo travelers**, **honeymooners**, and **business travelers**, ensuring relevance across customer segments.

### How do I get notified about new campaigns?

- **Enable notifications** on the MMT app, **subscribe to newsletters**, and follow MMT on **social media** for real-time updates.

**Are there cancellation policies for bookings made during campaigns?**

- Cancellation policies vary by campaign. Travelers are encouraged to **review terms and conditions** before booking.