






Competitive SWOT Analysis

	Trivago	Thrillophilia	TripAdvisor	Trodly	Stride Travel
					
Meta-search platform	✓	✗	✗	✗	✓
Payments & Booking	✗	✓	✗	✓	✓
Adventure tours & experiential travel	✗	✓	✓	✓	✓
Post Reviews	✗	✓	✓	✗	✓
Detailed Itinerary & Location on map	✓	✓	✗	✓	✓
Compare tours & activities	✗	✗	✗	✗	✓
Dashboard & Favorites	✓	✗	✓	✓	✓
Online Store	✗	✗	✗	✗	✗

Trivago: <https://www.trivago.in/>

Find your ideal hotel and compare prices from different websites



S: Travel metasearch engine: Discovery & price comparison platform for hotels. Part of Expedia group which has an extensive & strong affiliate network. Very effective UI that gives clear and sufficient information about the hotel and the deal provider based on the filters applied.

W: Trivago makes revenue in 2 ways:

A. Commissions from hotels listed on trivago based on Cost-per-click.
B. Booking sites pay Trivago for the clicks that users make on Trivago when selecting hotel booking deals.
There's no other way Trivago makes money.
It compares just hotels.
O: The business model of trivago can be paired with Montero members-only deals/ privileges. Its UI can be tweaked to add more features.
What Trivago is doing for hotels, can be applied across adventure and activity/ experiences section.
T: It has a massive network and can easily scale their model to compare flight tickets, tour packages, adventure trips, experiences, homestays etc.

Thrillophilia: <https://www.thrillophilia.com/>
Find, Compare & Book Tours & Activities



S: Discovery & comparison platform for adventure tours & activities in India. Also offers international tour packages. Modern UI with good graphics for all activities
W: No coordination between agents/ sub-agents due to lack of contact details. Improper after-sales service. Company has been alleged for copying information & photos from Google, Flickr or Tumblr and showing fake ratings & reviews (all packages have an avg. of 3 or 4 stars & 35 ratings). Unreliable suppliers.
O: Thrillophilia claims that it compares & shows listings from different operators, but essentially it operates as a tour agency itself as you can only book through them. So, there is a need for a travel site that compares different adventure activities.
T: It can partner with other OTAs and start listing adventure activity packages offered by them on their platform.

TripAdvisor: <https://www.tripadvisor.in/Attractions>
Find tours, activities, and more



S: TripAdvisor is essentially a platform where users can write reviews of the things/places they have visited, but they have started offering tour packages through their partners. You can search for a list of things to do at any place and find reviews about it. Most sought-after site by travelers to plan their own custom trips.
W: It does not have a blog section; hence, most reviews are short and not very descriptive. This puts off most travelers looking for a concrete explanation about an activity and hence they have to do additional work of reading travel blogs on other websites.
O: The reviews section is verified by the TripAdvisor team and hence it can be integrated with

listings on Montero.

Also, links to popular blogs written about that place can be provided to help the user find all relevant information in one place.

T: Since its very popular, there's always a possibility of them starting to offer customized or fixed tour packages through their partner websites and also establish a community connecting travelers to tour guides.

Trodly: <https://www.trodly.com/>

Discover amazing Experiences, Tours & Activities



S: This is an online travel agency that caters to activities only across India. It has got a very good interface that makes it easy for travelers to find and book activities.

W: Its not very popular and hence there's no way to check how experienced they are in offering these activities.

O: The activities listed on Trodly are mostly high-altitude adventure activities and hence can be used as a starting point for my MVP

T: Trodly is a nascent adventure tour company and hence, to gain market share from its competitors and increase its customer base, it relies on offering coupons & group discounts.

Stride Travel: <https://www.stridetravel.com/>

Tours & Adventure Trips Reviews Search Engine



S: It's a travel meta-search engine that searches & compares trips, adventure activities, experiences by bringing together trusted reviews on itineraries, companies etc. It offers special discounts & exclusive deals to its members. It has a compare feature where two packages can be compared side-by-side.

W: It's based off San Francisco and hence does not have much presence in India. Also, the packages offered for Indian experiences have a fixed cost and itinerary keeping in mind the international travelers and not locals. It needs to organize its itinerary and offerings from international to local tour operators.

O: Its compare tool can be integrated in Montero so that users can decide clearly. Also, the information on the site is overwhelming for a new traveler.

T: StrideTravel is already operating overseas through its partner relations and hence it can establish its presence locally by offering tailored tours & experiences.