

**Project Design Phase-I**  
**Proposed Solution**

Date	23 October 2023
Team ID	Team-591270
Project Name	Competitive Analysis of Leading Travel Aggregators
Maximum Marks	2 Marks

**Proposed Solution:**

Sl.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In today's ever-changing environment, one must have a pulse on where you and your travellers are and where they are planning to go. A travel aggregator is a website that finds travel offers and prices across multiple sources and aggregates them all in one place. This helps users find the best prices out of all the results the aggregator has found. Hence, Travel aggregators have become essential tools for travellers in the modern era. They simplify the process of planning and booking trips, offering convenience, cost savings, and a wide range of options.
2.	Idea / Solution description	Develop a competitive analysis of various travel aggregators using the concept of Data Analysis. This travel aggregator will help us in choosing the best path for our travel journey. With the growth of the internet and online travel booking, aggregators have emerged as go-to resources for travellers looking for the best deals and options. These online platforms offer a convenient way to compare prices, find the best deals, and book everything from flights and accommodations to car rentals and other activities. With one such travel aggregator, you gain the ability to combine data from your travel management company, supplier-direct bookings, and OTA sites, you can

		confidently locate your travellers and review any upcoming travel expenditures related to airlines, hotels, car rentals, ride-sharing, and more before they hit expense reports.
3.	Novelty / Uniqueness	The use of data analytics in Travel aggregators can provide rich insights and a comprehensive understanding of customers, market dynamics, operational efficiency, and other key aspects of the travel and tourism business. The detailed database collected from the customer provides also the necessary details of the traveller regarding the personal details, budget, interests etc thus helping travel aggregators arrange the necessary requirements based on the travellers needs.
4.	Social Impact / Customer Satisfaction	By bringing in travel aggregators it has proved to be cost saving, provides a wide range of options, convenient and time saving as well and also the user reviews and rating provided by the previous customers play a major role on the travel aggregators performance and its future development.
5.	Business Model (Revenue Model)	When identification and consolidation of fragmented offers, technological innovations, marketing and advertising techniques, merges with consumer needs, a travel agency would have achieved their first target. To attract customers and succeed in this competitive industry, innovative travel agencies offer customized vacation packages, booking, activities, and audiovisual guides. To generate large revenues from their services, most travel platforms employ a variety of business models suiting their objectives. Some business models are Advertising model, Merchant mode, Agency model etc.
6.	Scalability of the Solution	Online travel aggregators (OTA) have simplified travel efficiency by building scalable marketplaces that help customers and travel providers meet their demand and supply needs. OTAs are the preferred choice

		<p>for travellers to plan and book their travel needs and their penetration has been increasing in emerging markets like the Middle East and India. Industry participants also leverage OTAs to reduce their cost of customer acquisition. Additionally, they are also one of the largest contributors to online marketing spends. Considering the influence that OTAs have on travel marketplaces, it is not surprising to see this segment of the industry witnessing a high degree of competitive intensity which in turn brings pressure on profitability.</p>
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