# COMPETITIVE ANALYSIS OF LEADING-TRAVEL-AGGREGTORS

## Smart bridge long term virtual internship

*Submitted to Jawaharlal Nehru Technological University, Kakinada In partial fulfillment of requirement for the award of degree of*

### Bachelor of Technology

in

### Computer Science and Engineering(Data Science)

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#### 2022-2023

DEPARTMENT OF CSE(DS)



Smart bridge long term virtual internship



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* To empower students with innovative and cognitive skills to expertise in the field of Data science.
* To Inculcate the seed of knowledge by providing industry conducive environment and excel in data driven world.
* To provide an excellent infrastructure, facilities and ambience to nurture the young professionals.
* Committed to provide professionals with socio-disciplinary attitude and acquire professional ethics.

## DEPARTMENT OF COMPUTERSCIENCE ANDENGINEERING (DATA

**SCIENCE)**



CERTIFICATE

This is to certify that the community service project report entitled “competitive analysis of leading travel aggregators”is being submitted by

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In partial fulfillment for the award **of Bachelor of Technology in Computer Science & engineering(DS)** to the **Jawaharlal Nehru Technological University**, Kakinada is a record of bonafide work carried out by them under my guidance and supervision. The results embodied in this project report have not been submitted to any other University or Instituted for the award of any degree or diploma.

Signature of Guide Signature of HOD

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**CHAPTER-1**

## ABSTRACT

This abstract provides a brief overview of a competitive analysis conducted on the leading travel aggregators in the market. The analysis delves into key aspects of these platforms, including their business models, user experiences, technological innovations, and strategies for staying competitive in the dynamic travel industry. By examining the strengths and weaknesses of each aggregator, the study aims to offer insights into the factors driving their success and their potential impacts on the broader travel landscape. Through this analysis, a comprehensive understanding of the competitive dynamics within the travel aggregation sector can be gained, aiding both industry professionals and consumers in making informed decisions.

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## CHAPTER-2

## INTRODUCTION

### Definition and importance of competitive Analysis of Leading Travel Aggregator

Competitive analysis is the systematic process of evaluating and comparing the strengths and weaknesses of competitors within a specific industry or market segment. In the context of leading travel aggregators, this process involves studying and assessing the strategies, offerings, performance, and positioning of prominent platforms that aggregate travel-related services such as flights, hotels, car rentals, and more. This analysis provides valuable insights into the competitive landscape, helping businesses and stakeholders understand the dynamics that drive success and staying power within the travel aggregation sector.

IMPORTANCE:

1. Market Understanding: Competitive analysis enables businesses to gain a comprehensive understanding of their rivals' strategies, strengths, and weaknesses. This insight helps companies identify gaps in the market and opportunities for differentiation.

2. Strategic Decision-Making: By understanding the strategies employed by leading travel aggregators, businesses can make more informed decisions regarding their own strategic initiatives. This includes product development, pricing strategies, marketing efforts, and partnerships.

3. Identifying Trends and Innovations: Studying competitors allows businesses to stay updated on the latest trends, technological innovations, and changes in customer preferences within the travel industry. This information can drive the development of innovative solutions and services.

4. Risk Mitigation: Competitive analysis helps businesses anticipate potential threats from competitors, allowing them to proactively address challenges and adjust their strategies accordingly.

5. Customer Insights: Understanding the strengths and weaknesses of different travel aggregators sheds light on the preferences of consumers. This knowledge can guide businesses in tailoring their offerings to better match customer needs and expectations.

6. Benchmarking Performance: By comparing their own performance metrics against those of leading travel aggregators, businesses can identify areas where they excel and areas where improvements are needed.

7. Adaptation to Market Changes: The travel industry is dynamic, influenced by factors such as economic shifts, technological advancements, and global events. Competitive analysis helps businesses adapt to these changes by learning from the successes and failures of their competitors.

8. Investor and Stakeholder Communication: Clear insights into the competitive landscape can be essential when communicating with investors, stakeholders, and partners. A well-informed perspective on market dynamics enhances credibility and informs strategic discussions.

## CHAPTER-3

### Data Collection and –Preprocessing :

1. Identify Data Sources: Determine the sources from which you will collect data. This could include websites of travel aggregators, industry reports, customer reviews, social media platforms, and news articles.

2. Data Types: Gather various types of data, such as textual data (reviews, descriptions), numerical data (prices, ratings), and categorical data (services offered, locations).

3. Scraping and Crawling: Use web scraping tools to extract data from travel aggregator websites. This can include information about available services, prices, user reviews, and more. Ensure compliance with website terms of use and legal considerations.

4. APIs: If available, utilize APIs provided by the travel aggregators to access structured data. APIs can provide real-time data on flights, hotels, and other services.

5. Industry Reports: Obtain industry reports that provide insights into market trends, competitor strategies, and performance metrics.

6. Social Media Monitoring: Monitor social media platforms for mentions, reviews, and sentiment analysis related to the leading travel aggregators.

7. Data Preprocessing:

a. Data Cleaning: Remove duplicates, irrelevant or incomplete data, and handle missing values through imputation or removal.

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b. Text Data: Tokenize text, remove stop words, perform stemming/lemmatization, and convert text to lowercase to standardize textual data for analysis.

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c. Numerical Data: Check for outliers and anomalies in numerical data that could skew analysis results.

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d. Categorical Data: Encode categorical variables using techniques like one-hot encoding or label encoding.

e. Normalization/Scaling: Normalize numerical data to bring them to a common scale to avoid biases during analysis.

8. Sentiment Analysis: Perform sentiment analysis on user reviews and feedback to gauge customer sentiment towards different travel aggregators.

9. Feature Engineering: Create new features or metrics that can provide insights into the competitiveness of each travel aggregator. For example, you could calculate average prices, service availability, or user satisfaction scores.

10. Aggregation and Grouping: Group data by relevant attributes (e.g., services, locations) to analyze aggregated trends and patterns.

11. Time Series Analysis: If possible, analyze historical data to identify seasonality, trends, and changes in the competitive landscape over time.

12. Data Integration: Combine data from various sources and formats into a unified dataset for analysis.

13. Exploratory Data Analysis (EDA): Visualize the data to uncover patterns, correlations, and outliers. EDA can provide initial insights into the competitive dynamics.

14. Statistical Analysis: Use statistical techniques to compare metrics, calculate averages, identify significant differences, and determine trends.

15. Machine Learning: Utilize machine learning algorithms for predictive analysis, clustering, or classification to gain deeper insights into the competitive landscape.

16. Visualization: Create visualizations such as bar charts, line graphs, scatter plots, and heatmaps to present findings effectively.

17. Interpretation: Interpret the analyzed data in the context of competitive positioning, strengths, and weaknesses of each travel aggregator.

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## CHAPTER-4

### Descriptive Analysis

Descriptive analysis involves summarizing and presenting data to gain a better understanding of the characteristics, trends, and patterns within the dataset. In the context of a competitive analysis of leading travel aggregators, descriptive analysis helps provide an overview of how these platforms compare in terms of key metrics, offerings, and user experiences. Here's how you can perform descriptive analysis for this purpose:

1. Basic Statistics:

Calculate basic statistics such as mean, median, mode, and standard deviation for numerical variables like prices, ratings, and service availability. This helps in understanding the central tendencies and variations across aggregators.

2. Distribution Analysis:

Plot histograms, box plots, and density plots to visualize the distribution of key metrics like prices, ratings, and user reviews. This provides insights into the range and spread of values.

3. Comparative Metrics:

Compare metrics side by side using bar charts or stacked bar charts to highlight differences and similarities among travel aggregators. For example, you could compare average prices or user satisfaction scores.

4. Service Offerings:

Create pie charts or bar charts to show the distribution of services offered by each aggregator. This gives an overview of the range of travel services they aggregate.

5. Geographical Analysis:

Visualize the geographic coverage of aggregators using maps. This helps in understanding their presence and competitiveness in different regions.

6. Time Trends:

If historical data is available, create time series plots to show trends in metrics like user engagement, service availability, or pricing over time. This can reveal seasonality and long-term changes.

7. User Ratings and Reviews:

Analyze user reviews and ratings to understand the sentiment and satisfaction levels associated with each aggregator. Generate word clouds or sentiment analysis charts to visualize common themes in reviews.

8. Market Share Analysis:

Calculate the market share of each aggregator based on metrics like the number of bookings, revenue, or user engagement. Visualize these shares using pie charts or bar graphs.

9. Competitor Benchmarking:

Create comparative tables or charts to benchmark different aggregators against specific metrics. This provides a concise way to compare strengths and weaknesses.

10. User Demographics:

If available, analyze user demographics such as age, gender, and location preferences to understand the target audience of each aggregator.

11. Cross-Correlations:

Calculate correlations between different metrics to identify potential relationships. For example, you could explore if higher prices correlate with higher user ratings.

12. Data Segmentation:

Segment the data based on criteria like service type, geographic location, or pricing tiers. Analyze each segment separately to uncover specific insights.

13. Data Storytelling:

Combine visuals, statistics, and insights into a cohesive narrative that tells a story about how the leading travel aggregators compare and combine.

### CHAPTER-5

### Cost Prediction Models

Cost prediction models within the context of competitive analysis for leading travel aggregators involve developing predictive models to estimate various cost-related factors that influence the operations and profitability of these platforms. These models can provide insights into cost structures, pricing strategies, and potential cost-saving measures. Here's how you can approach building cost prediction models:

1. Data Collection and Preparation:

Gather historical data related to costs and relevant variables, such as marketing expenses, technology investments, customer acquisition costs, operational costs, and revenue. Ensure data quality, consistency, and completeness.

2. Feature Selection:

Identify features that have a significant impact on costs. These could include factors like marketing spending, staffing levels, transaction volume, technology investments, and external economic indicators.

3. Data Preprocessing:

Clean and preprocess the data by handling missing values, outliers, and normalizing numerical features. Convert categorical variables into numerical formats if needed.

4. Exploratory Data Analysis (EDA):

Conduct EDA to understand the distribution and relationships between variables. Explore correlations between cost-related factors and other metrics such as revenue, user engagement, or service availability.

5. Feature Engineering:

Create new features or metrics that might enhance the predictive power of the model. For example, you could calculate cost per transaction or cost per user.

6. Model Selection:

Choose appropriate regression algorithms for cost prediction, such as Linear Regression, Ridge Regression, Lasso Regression, or more complex methods like Random Forest Regression or Gradient Boosting Regression.

7. Training and Testing:

Split the data into training and testing sets to evaluate the performance of the model. Consider using techniques like cross-validation to ensure robustness.

8. Model Training:

Train the chosen regression model using the training data. The model will learn the relationships between input features and cost outcomes.

9. Model Evaluation:

Evaluate the model's performance using appropriate metrics such as Mean Absolute Error (MAE), Mean Squared Error (MSE), or Root Mean Squared Error (RMSE).

10. Hyperparameter Tuning:

Fine-tune the model's hyperparameters to optimize its performance. This might involve adjusting regularization parameters, tree depth, or learning rates.

11. Validation and Interpretation:

Validate the model's predictions against the test data. Interpret the coefficients or feature importance scores to understand which variables have the most significant influence on costs.

12. Prediction and Insights:

Use the trained model to predict costs for new scenarios or time periods. Extract insights on how different factors impact costs and identify areas where cost optimizations can be made.

13. Scenario Analysis:

Perform scenario analysis to predict costs under various hypothetical conditions, such as changes in marketing spending, shifts in user behavior, or changes in competitive landscape.

14. Visualization and Reporting:

Visualize the model's predictions and insights using charts, graphs, and tables. Present the findings in a clear and understandable manner for stakeholders and decision-makers.

15. Continuous Improvement:

Continuously update and refine the model as new data becomes available and as the competitive landscape evolves.

Cost prediction models offer valuable insights into the financial aspects of leading travel aggregators' operations, aiding in strategic decision-making, budget planning, and competitive analysis.

### CHAPTER-6

### Problem and Solutions

### PROBLEMS:

**Data Availability and Quality:** Obtaining comprehensive and accurate data from various sources can be challenging, as aggregators might have different data formats, update frequencies, and APIs.

**Data Privacy and Ethics:** Privacy concerns arise when collecting and using customer data, especially when dealing with user reviews and personal information.

**Rapidly Changing Market Trends:** The travel industry is influenced by frequent changes in consumer preferences, technological advancements, and global events.

**Data Volumes and Complexity:** The volume of data available for analysis can be overwhelming, making it challenging to process and extract meaningful insights.

**Competitive Landscape Heterogeneity:** Travel aggregators can differ greatly in terms of service offerings, target markets, and business models.

**Lack of Transparency:** Not all information about competitors may be readily available, especially in areas like internal operations and financials.

**Pricing Complexity:** Pricing strategies in the travel industry can be intricate due to dynamic pricing, discounts, and various fees.

**Limited Historical Data:** Historical data might be limited or inconsistent, making it difficult to perform trend analysis.

**Benchmarking and Metrics Selection:** Selecting relevant metrics for benchmarking against competitors can be challenging, as not all metrics might be readily comparable.

### SOLUTIONS:

**Data Availability and Quality:** Invest in web scraping tools, APIs, and data integration techniques to gather data from multiple sources. Implement data validation and cleaning processes to ensure accuracy and consistency.

**Data Privacy and Ethics:** Ensure compliance with data privacy regulations (e.g., GDPR) and use anonymization techniques when working with sensitive data. Focus on aggregated and anonymized insights rather than individual data points.

**Rapidly Changing Market Trends:** Continuously monitor industry news, reports, and customer feedback to stay updated on market trends. Employ machine learning models for trend forecasting based on historical data.

**Data Volumes and Complexity:** Implement big data processing techniques, cloud-based solutions, and data visualization tools to handle and interpret large datasets effectively.

**Competitive Landscape Heterogeneity:** Segment the analysis by factors like service type, geographic location, or customer demographics. Focus on specific subsegments to gain deeper insights.

**Lack of Transparency:** Combine available data sources, industry reports, and expert insights to build a comprehensive view of competitors' strategies and operations.

**Pricing Complexity:** Collect historical pricing data, incorporate market trends, and use advanced pricing models to predict competitors' pricing strategies.

**Limited Historical Data:** Use statistical techniques to extrapolate trends from available data and consider employing external data sources to augment historical insights.

**Benchmarking and Metrics Selection:** Focus on a combination of industry-standard metrics (e.g., market share, customer satisfaction) and metrics specific to your business goals.

### CHAPTER-7

### OUTCOMES:

The outcomes of a competitive analysis of leading travel aggregators can provide valuable insights and inform strategic decisions within the travel industry. These outcomes help businesses understand their competitive landscape, identify opportunities for growth, and adapt their strategies to remain competitive. Here are some potential outcomes:

### 1. Competitor Benchmarking:

By comparing the strengths and weaknesses of different travel aggregators, businesses can identify areas where they excel and areas where improvements are needed. This benchmarking helps set performance targets and guides strategy development.

### 2. Market Insights:

Competitive analysis reveals market trends, customer preferences, and shifts in the industry. This information assists in identifying emerging markets, new service opportunities, and areas where demand is growing.

### 3. Differentiation Strategies:

Understanding what sets leading travel aggregators apart helps businesses develop unique value propositions and differentiation strategies. This could include focusing on exceptional customer service, niche offerings, or innovative features.

### 4. Pricing Strategy Optimization:

Insights into competitors' pricing strategies aid in setting competitive and profitable pricing for services. Businesses can adjust their pricing based on market trends and competitors' offerings.

### 5. User Experience Enhancement:

Analyzing competitors' user experiences highlights best practices and areas for improvement. This can guide user interface design, website optimization, and overall user satisfaction.

### 6. Innovation and Technology:

Observing technological innovations among competitors provides ideas for adopting new technologies or enhancing existing ones to stay relevant and offer superior user experiences.

### 7. Marketing Strategies:

Understanding how competitors market their services helps refine marketing campaigns, target specific customer segments, and communicate unique value propositions effectively.

### 8. Partnership Opportunities:

Identifying partnerships and collaborations that competitors have established can provide insights into potential collaboration avenues that could enhance offerings and expand market reach.

### 9. Risk Mitigation:

By identifying potential threats and vulnerabilities within the competitive landscape, businesses can proactively address challenges and minimize risks to their market position.

### 10. Investor Communication:

Detailed competitive analysis findings can enhance investor communication and presentations by demonstrating a thorough understanding of the market and competitors' positions.

### 11. Long-Term Strategy Development:

Insights from competitive analysis contribute to the formulation of long-term strategic plans that anticipate market shifts and capitalize on emerging trends.

### 12. Mergers and Acquisitions:

Competitive analysis can reveal potential acquisition targets or partnership opportunities, guiding decisions related to business expansion and industry consolidation.

### 13. Performance Measurement:

The data collected during the analysis can serve as a baseline for ongoing performance measurement. Regular updates to the analysis help track changes in the competitive landscape and the effectiveness of implemented strategies.

In summary, the outcomes of competitive analysis provide businesses with a comprehensive understanding of their position in the market, insights into competitors' strategies, and a roadmap for making informed decisions that drive growth and competitiveness in the travel aggregation sector.

### CHAPTER-8

### SUGGESTIONS:

Performing a thorough and effective competitive analysis of leading travel aggregators requires a strategic approach and careful consideration of various factors. Here are some suggestions to guide you through the process:

### 1. Define Clear Objectives:

Start by outlining the specific goals you want to achieve through the competitive analysis. Whether it's understanding pricing strategies, user experience, market trends, or technological innovations, having clear objectives will help focus your analysis efforts.

### 2. Identify Key Competitors:

Select the leading travel aggregators that are most relevant to your analysis. Consider factors such as market share, geographic coverage, services offered, and user base.

### 3. Gather Comprehensive Data:

Collect data from various sources, including websites, APIs, industry reports, customer reviews, and social media platforms. Ensure you're obtaining both quantitative data (e.g., prices, ratings) and qualitative insights (e.g., user feedback).

### 4. Focus on User Experience:

Evaluate the user experience of each aggregator's platform. Consider factors such as website design, ease of navigation, search functionality, booking process, and mobile responsiveness.

### 5. Analyze Pricing Strategies:

Examine how each aggregator prices their services. Compare base prices, additional fees, discounts, and dynamic pricing strategies. Understand how they position themselves in terms of affordability versus luxury.

### 6. Explore Service Offerings:

Assess the range of services offered by each aggregator, including flights, hotels, car rentals, vacation packages, and more. Analyze the diversity and comprehensiveness of their offerings.

### 7. Evaluate Technology and Innovation:

Look into technological advancements and innovative features that set each aggregator apart. This could include AI-powered recommendations, virtual reality experiences, or unique booking interfaces.

### 8. Examine Marketing Strategies:

Study the marketing tactics employed by each aggregator. Explore their advertising channels, branding strategies, social media presence, and content marketing efforts.

### 9. Understand Customer Feedback:

Analyze user reviews and feedback across platforms. Understand customer sentiment, pain points, and areas of satisfaction. Consider sentiment analysis tools to quantify user opinions.

### 10. Assess Partnerships and Alliances:

Investigate partnerships and collaborations that each aggregator has formed with airlines, hotels, and other service providers. These partnerships can significantly impact the range and quality of offerings.

### 11. Consider International Reach:

Evaluate the global reach of each aggregator. Analyze their presence in various countries, languages supported, and the effectiveness of their localization strategies.

### 12. Track Market Trends:

Stay updated on industry trends, regulatory changes, and shifts in consumer behavior that could impact the competitive landscape.

### 13. SWOT Analysis:

Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for each aggregator. This framework helps in identifying internal and external factors affecting their competitiveness.

### 14. Scenario Analysis:

Perform scenario analysis to simulate how each aggregator might respond to different market situations or changes in consumer preferences.

### 15. Utilize Tools and Software:

Consider using competitive intelligence tools and software to automate data collection, analysis, and visualization, which can enhance efficiency and accuracy.

### 16. Collaborate with Stakeholders:

Involve cross-functional teams, including marketing, operations, and technology, to gain diverse perspectives and insights during the analysis.

### 17. Regular Updates:

Competitive analysis is an ongoing process. Regularly update your analysis to reflect changes in the industry, market dynamics, and the competitive landscape.

### 18. Summarize and Communicate Findings:

Compile your findings into clear, concise reports or presentations. Highlight key insights, actionable recommendations, and strategic implications for decision-makers.

Remember that competitive analysis is not a one-time effort. It requires continuous monitoring and adaptation as the industry evolves. By following these suggestions, you'll be better equipped to gather meaningful insights and make informed decisions within the competitive travel aggregator landscape.

### CHAPTER-9

### ANALYSIS REPORT :

1. In our survey we noticed that we identify the limitations and challenges encountered during the analysis, including data quality issues, limited data availability, and ethical considerations.
2. Based on our findings, we provide recommendations for improving data quality, expanding data sources, refining modeling techniques, and addressing ethical concerns.

### CHAPTER-10

### CONCLUSION:

In conclusion, the competitive analysis of leading travel aggregators is a multifaceted endeavor that provides invaluable insights into the dynamics of the travel industry and the strategies employed by prominent players. Through a comprehensive examination of their offerings, user experiences, pricing strategies, technological innovations, and market positioning, a nuanced understanding of the competitive landscape emerges. This understanding equips businesses, stakeholders, and decision-makers with the knowledge needed to make informed choices and drive strategic initiatives within the travel aggregation sector.

The competitive analysis sheds light on the strengths and weaknesses of each aggregator, identifies opportunities for differentiation, and highlights areas where optimization can lead to enhanced competitiveness. It empowers businesses to fine-tune their pricing models, tailor their marketing strategies, prioritize technology enhancements, and create unique value propositions that resonate with their target audience.

Furthermore, by tracking market trends, adapting to changing consumer preferences, and staying attuned to industry shifts, businesses can position themselves for growth and long-term success. The outcomes of competitive analysis enable stakeholders to foster innovation, forge strategic partnerships, and proactively address challenges that arise in the ever-evolving travel landscape.

In a globally connected world where the travel industry is subject to constant transformation, the insights gleaned from competitive analysis serve as a compass, guiding organizations to navigate challenges and seize opportunities. By embracing the findings and recommendations of the analysis, businesses can stay ahead of the curve, offer compelling experiences to travelers, and contribute to shaping the future of travel aggregation.