Booking.com

Building AI Assistant to Plan the PERFECT SUMMER HOLIDAY

Go coconuts over tropical Vibe-cation!

About Booking.com

Booking.com is a premier online travel agency offering a wide range of accommodations, flights, car rentals, and vacation packages. They solve users' problems by providing a vast selection of options, competitive pricing, and an easy-to- use platform, simplifying the travel planning process and helping users find the best deals and accommodations to suit their needs.

Mission Statement:

"To make it easier for everyone to experience the world."

Founder
Geert-Jan Bruinsma

Business Model

Commission based model

Agency Model

competitors

tripadvisor

agoda

airbnb

Key Statistics

$17.1B Revenue

220+ Countries

443 million monthly active users

~2.7M Properties

Nishchitha

Data Scientist

California

Jobs to be done

When I am excited to go on a solo trip Miami, **But** it is really hard to find a good hostel, plan my itinerary with my busy schedule.
Help me easily book my travel, stay, plan itinerary and activities recommendations.
So That, I can peacefully enjoy my summer vacation hassle free.

Pain Points

- Searching for a hostel for hours is exhausting and takes up too much time, the ai feature discoverability is quite hard.
- I don't have time to plan an itinerary, and finding all the places and activities is frustrating and tiring.

Needs

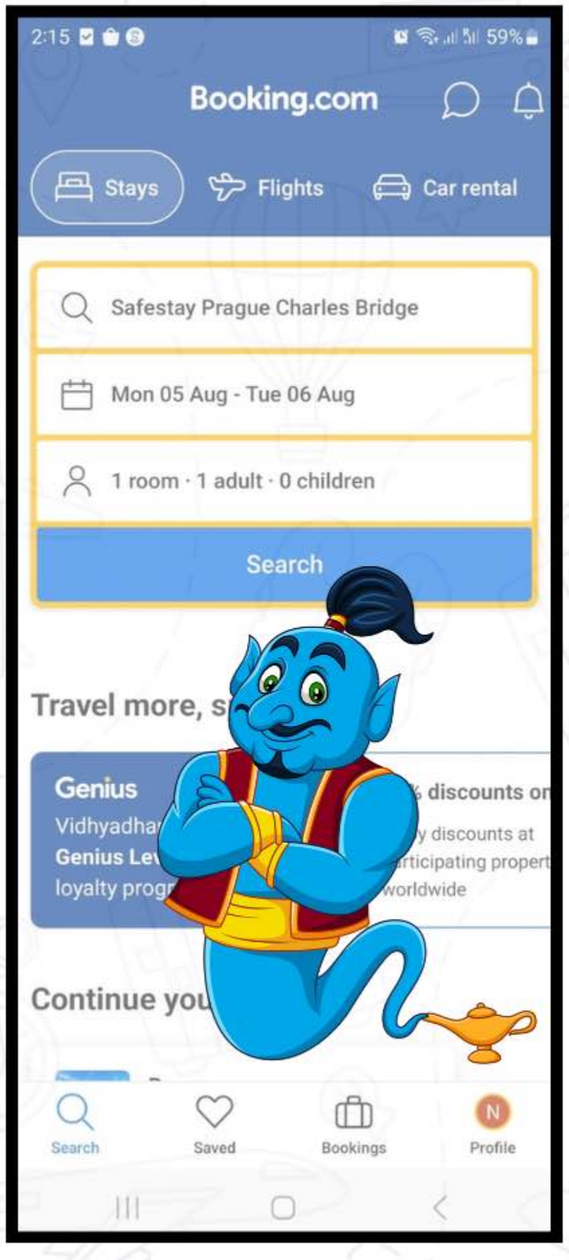
- Someone to help find a good, affordable, and clean hostel in the city that is safe for women.
- Someone to plan my Itenary and provide a list of activities and events happening around me according to my interest.

What is the true Problem?

User is very Busy with work & wants a one roof solution, for their complete travel plan. She is annoyed with time crunch and having to lookup things manually and plan by herself.

This leads to user dissatisfaction & lesser conversion even during peak holiday season.

Proposed Solution



Introducing Virtual assistant- Travel Genie

- **Finds Good Stay Recommendation**
- **Plans the itinerary Based on Personal interest**
- **Based on Itinerary and user interest gives nearby activity recommendation**
- **Resolves issues with any other previous issue.**

User jouney

Opens ai assistant- AI genie

Travel Genie appears

Inspire me

Are you a beach person, mountain person, city break.

Do you know where you are going?

Where are you Headed?

What dates are you planning to go on

How many of you are travelling

All Inclusive or would you like to do it separtely?

separate

Inclusive

Mode of transportation

What stay option you would like?

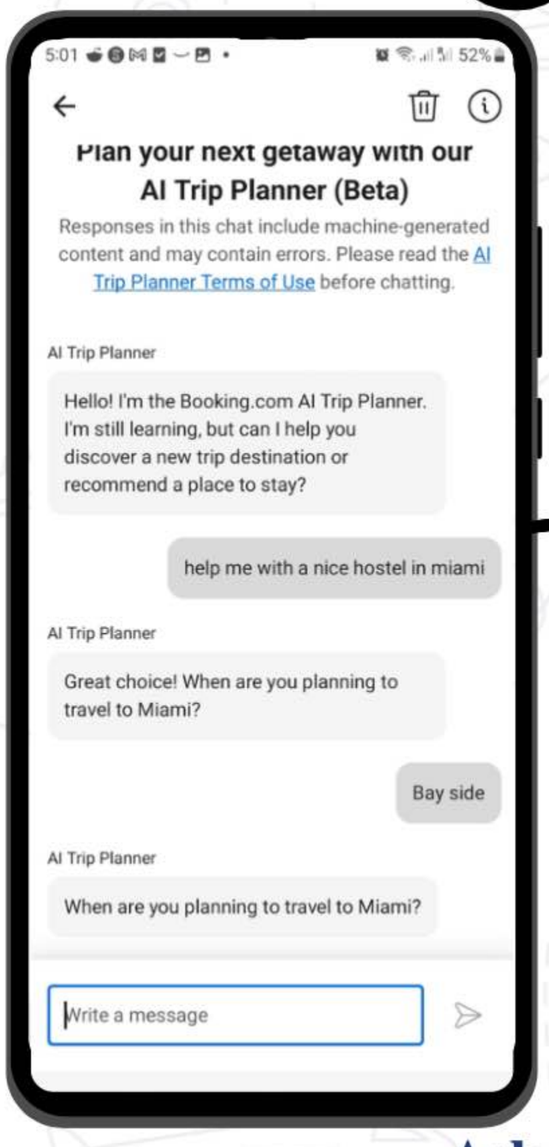
How would you like to spend your vacation?

What is the budget on mind

Ai Genie- Results

WireFrame

1



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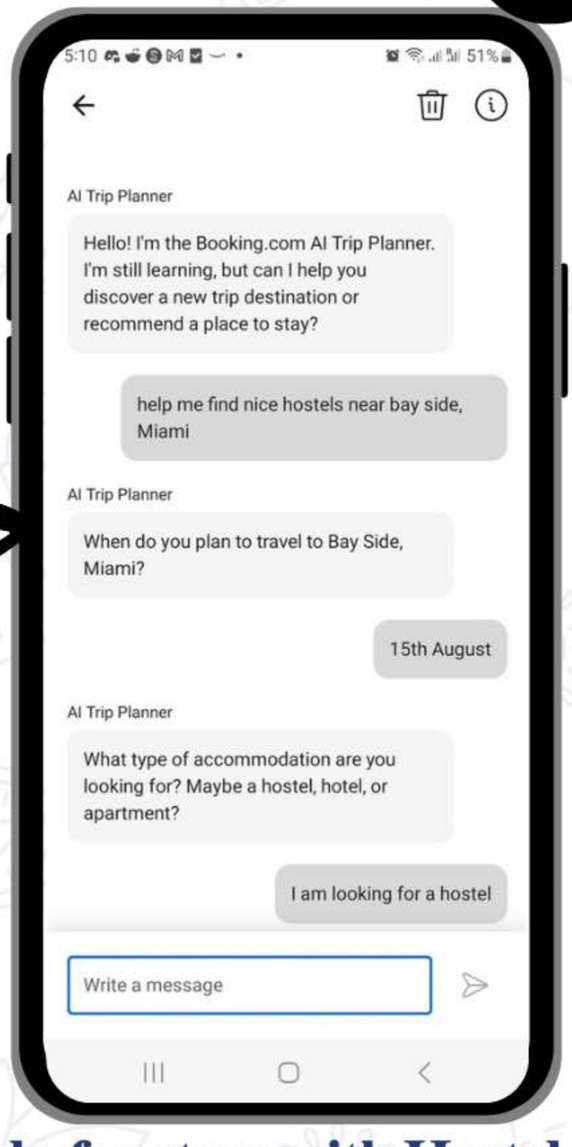

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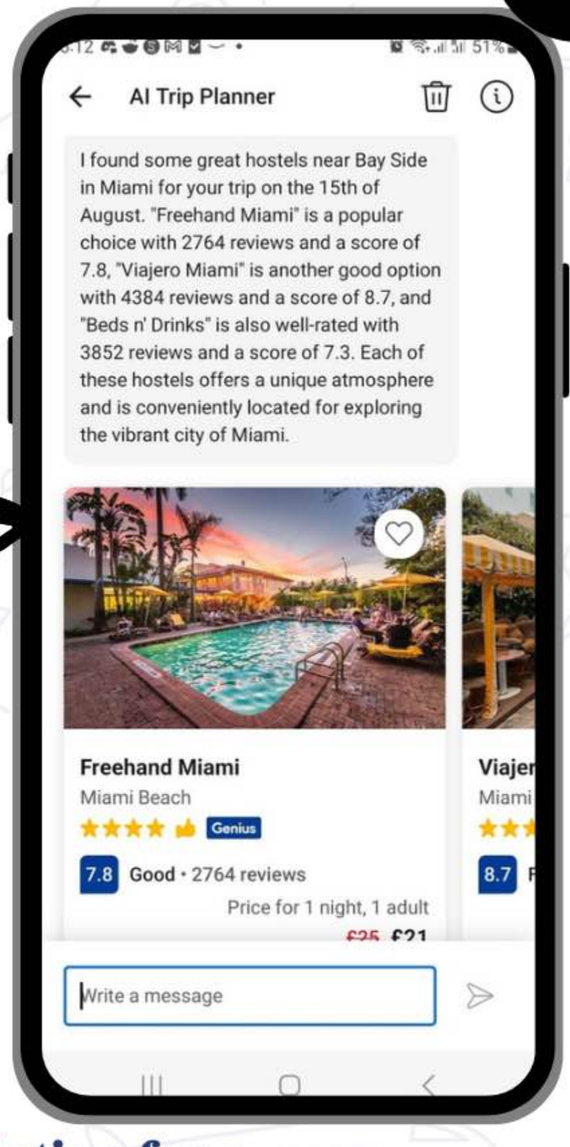
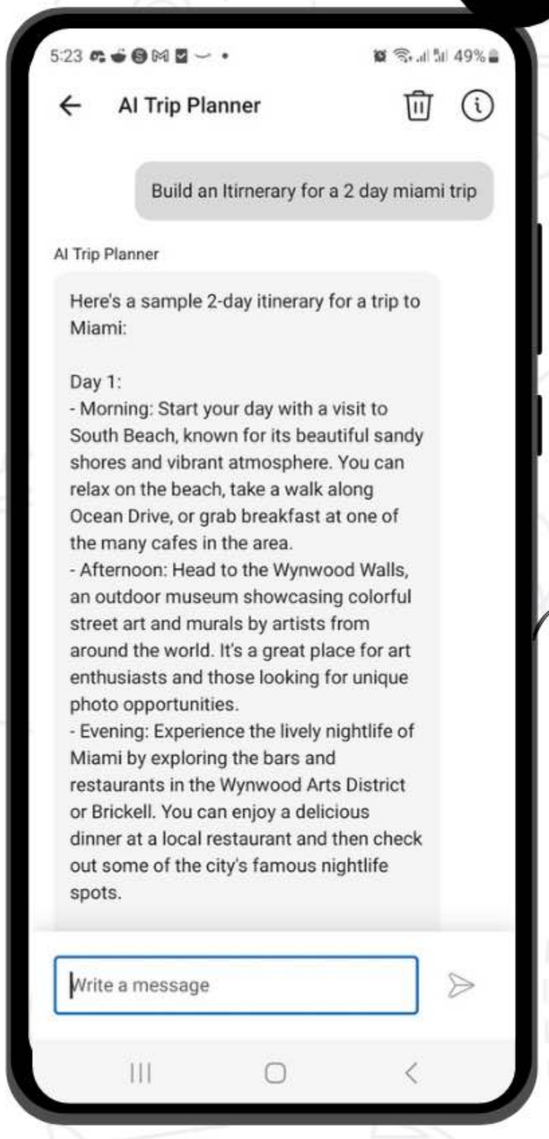


Asked AI to help for stays with Hostel recommendation for a particular date and genie came up with the result for stay

4

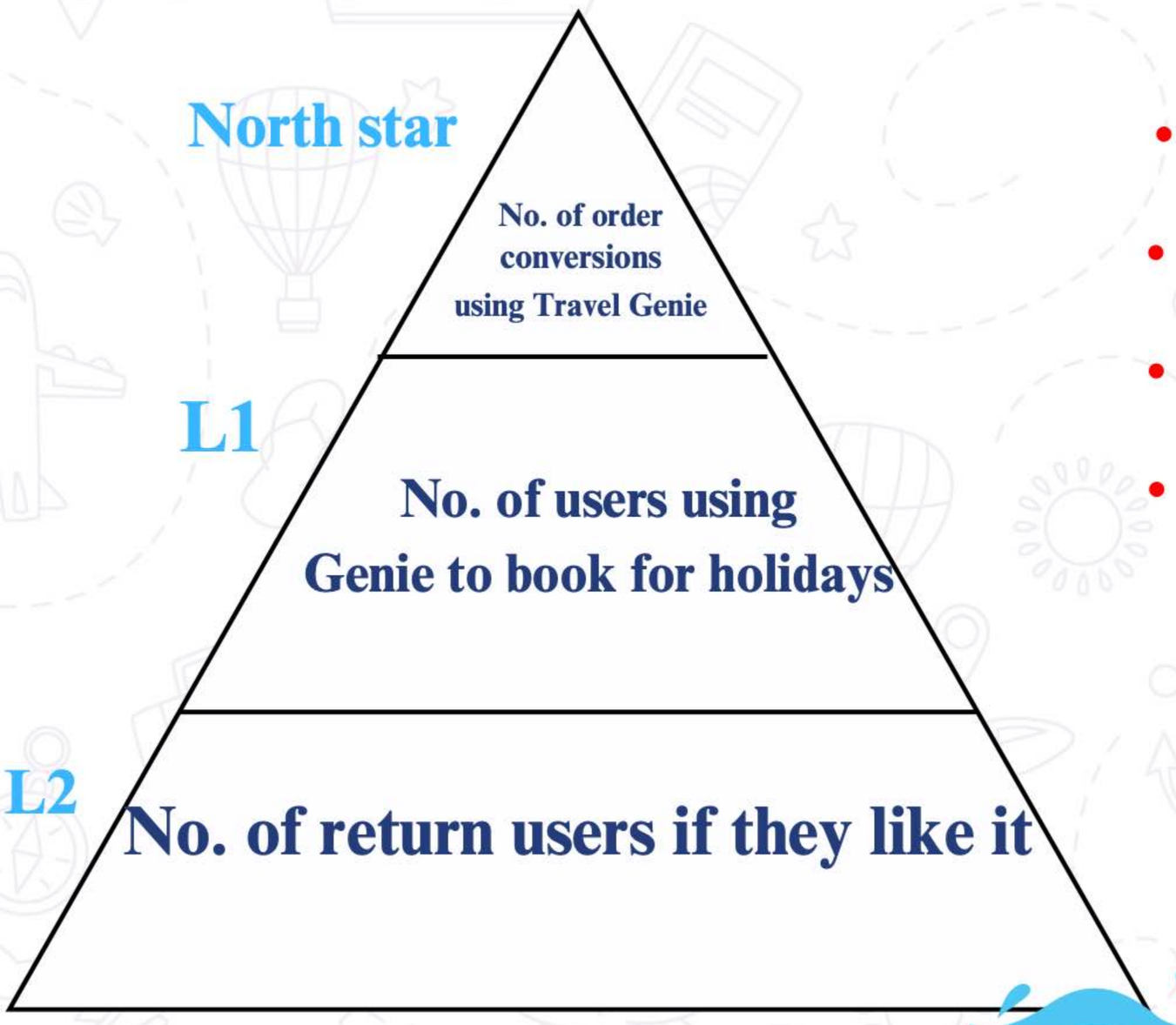


5

Finally The stay was booked, Itinerary Planned, Activity recommendation was done and now our Girl Nishchita has packed her bags and off to Miami for a weekend get away from her busy work schedule.

Based on the Itinerary there are activities which users can choose.

Key Metrics



Value Generated For Business

- Increased Revenue
- User Satisfaction and retention
- Staying Ahead of Competition
- Personalised Data For Future

Beat the heat this summer! with Booking.com!

THANK YOU!

By : Tanishq Pathania