

www.marina.com

Competitor Study



Harbinger Systems
Your partner in technology innovation





Austin Jones

Age 33, Software Professional

Austin works as software professional. He has two kids. Takes break every year from work and goes for family vacation. Preferably in may to early august.

CHARACTERISTICS

- Being travel freak, Austin loves to travel with different things like scuba diving, water sports and other outdoor activities.
- Concerned with cost

ROUTINE LIFE

Austin work as a manager uses phone as an extension to desktop, also checks appointments, make calls, and receives mails and casually browses smart phone in free time.

GOALS

- To have good time with family with well-planned travel
- Hassel free travel experience

NEED AND CHALLENGES

- Should be able to search site on smart phone
- Ability to select deals seasonably
- Activities should load according to the destination for easy selection
- Wants best deals in reasonable prices

HOW WEBSITE CAN HELP HIM

- Most popular destinations and relevant activities
- Get best deals with activities and its details nearby with destination selection
- Site provides reliable and precise activity details

peek

Sign Up

For Tour Operators >

Find the Best Things to Do
Choose from **Thousands** of
Activities in **20+** Destinations

PICK A PLACE

LET'S GO >

Top destinations combined with all the linked activities. It enables user to search favorite destination and its associated activities.

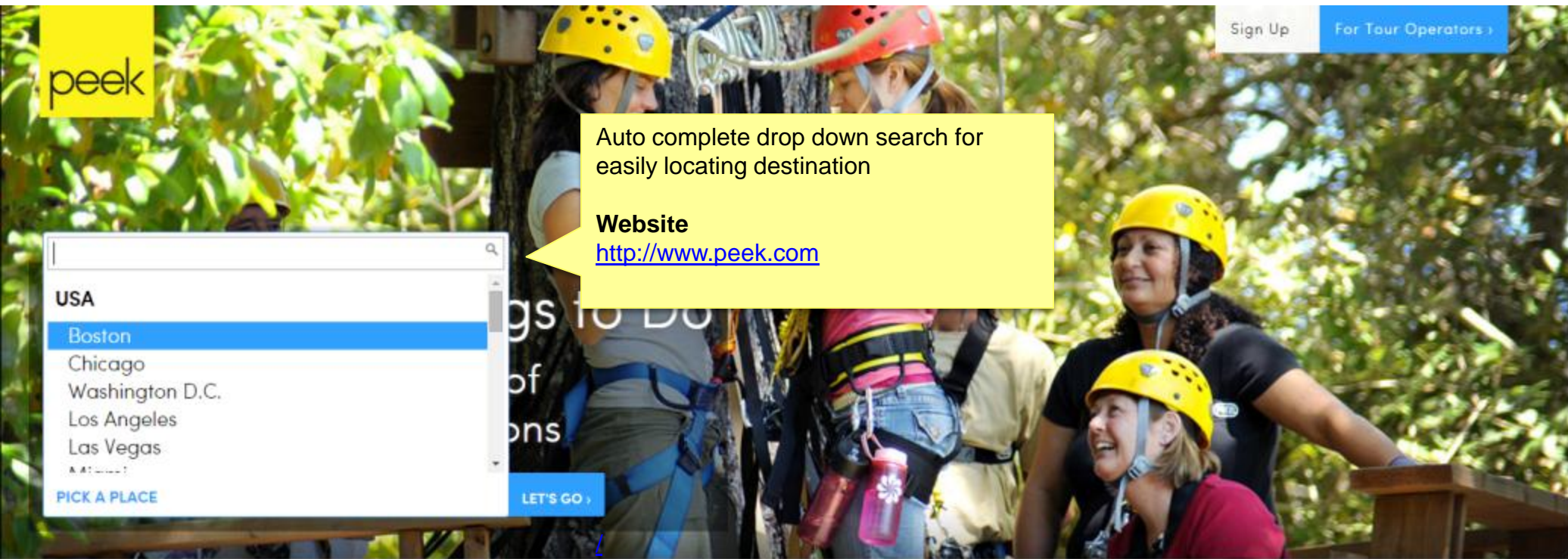
Website<http://www.peek.com/>

Hand-picked **tours** and **activities** for when you're at **home** or **traveling**

The Best Selection

Instant Booking

A Dose of Happiness





Sign Up

For Tour Operators >

Things to Do This Week in **San Francisco** ▾



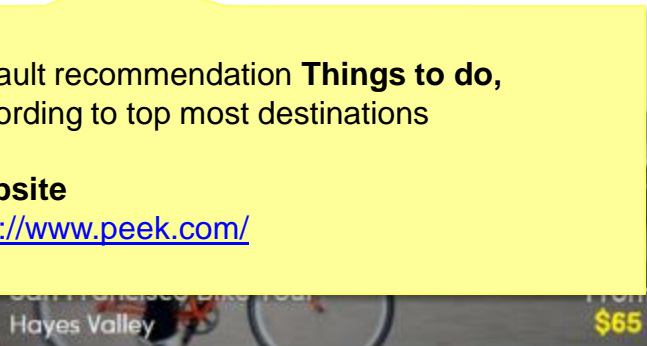
Golden Gate Seaplane Tour
San Francisco Bay

From
\$179

Default recommendation **Things to do**,
according to top most destinations

Website

<http://www.peek.com/>



San Francisco Bike Tour
Hayes Valley

From
\$65



Half Moon Bay Kayak Tour
Half Moon Bay

From
\$75



Private Mission District Tour
The Mission

From
\$100



GoCar Tours in San Francisco
Multiple SF Locations

From
\$54



Open Top Bus Tours
San Francisco

From
\$32





Las Vegas ▾ > Explore ▾

♥ | Sign Up


Book Amazing Activities in Las Vegas

Going: from to Interested in:

Most Popular Activities in


Filters provided for easily search different activities near that location in which user interested in as Food, tour, museum etc.

Website
<http://www.peak.com/>

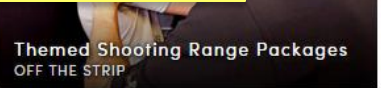


Exotic Track Racing
OFF THE STRIP

BUY FROM \$199




Hoover Dam Photo Tours
HOOVER DAM / COLORADO RIVER



Themed Shooting Range Packages
OFF THE STRIP

BUY FROM \$190



Nathan Burton Comedy Magic Sh...
THE STRIP

BUY FROM \$25



ACTIVITIES

TOP DESTINATIONS

Activities and Top destination are the only two menu items increases user focus in destination selection

Website<http://www.isango.com/>

THE BEST THINGS TO DO AROUND THE WORLD

Search destination or activity...



click to browse our top destinations

Rome in a Day Tour:
Colosseum and More



From Rs9040

San Francisco Golden
Gate Bay Cruise



From Rs1415

Isango provides multi-purpose search for searching destinations and activity together. With minimalist design approach

Website<http://www.isango.com/>

From Rs12235

From Rs2675

①

BOOK TOURS & ACTIVITIES
AT GUARANTEED LOW PRICES

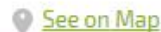
②

RECEIVE AN E-VOUCHER
SENT TO YOUR EMAIL ADDRESS


③

REDEEM YOUR VOUCHER
WITH OUR HANDPICKED SUPPLIERS

We are deeply saddened by the events in Paris and our thoughts are with those affected. If you are due to travel to Paris in the near future and want to change your plans please contact us.



268 reviews

"Fantastic" 
Catherine Young



 Tweet 0

G+1 0

[Overview](#) | [Itinerary](#) | [Reviews](#) | [Schedule](#) | [Inclusions](#)

~~Rs 12,479~~

Rs 12,235

Price per person from



Price guide

Select date

Adult

Children

 CHECK AVAILABILITY >

No cancellation fees on most bookings

On click on of top recommended activities user lands on this page.

layout gives clear representation of a particular activity with highlighted price and tab panel in green enables user to see various details about it.

Website

<http://www.isango.com/>

ACTIVITIES IN THE BAIE DE SOMME

KAYAK AND CANOE



Kayaking or outrigger canoes to explore the Bay Seal with **Va'a en Baie**.

Activities represented with pleasing visual elements which adds user motivation to browse through website.

Website

<http://www.lestourelles.com/>



The old **steam train** that goes around the Bay from Le Crotoy to St Valéry.

HORSE RIDING



Walks exploring the unspoilt Marquenterre with **Henson horses**.

from 80€
BOOK NOW!



CULTURE

- **Amiens**cathedral
- **Museum** of Picardie
- **St-Riquier**cathedral

NATURE

- **Walks** in the bay of the Somme
- **Gardens** of Valloires
- Herbarium of **St Valéry**

SPORT

- **Sand Yachting**, sailing
- **Kitesurf**, Speed Sail, windsurfing
- Golf (**Nampont St Martin**, **Belle Dune**)

Himachal Pradesh

Tour Packages, Activities and Things to do

📍 SOUTH INDIA

Alleppey Bangalore Bheemeshwari Chennai Chikmagalur Coorg Dandeli Gokarna Hyderabad
Kochi Madurai Munnar Mysore Ooty Pondicherry Wayanad Andaman and Nicobar Islands
Karnataka Kerala Tamil Nadu

📍 NORTH INDIA

Agra Jaipur Jaisalmer Jodhpur Leh Manali Rishikesh
Rajasthan Uttaranchal

📍 EAST INDIA

Darjeeling Orissa Sikkim

📍 WEST INDIA

Lonavala Mumbai Nashik Pune Goa

Destinations list presented in mega menu for quick selection.

Website

<http://www.thrillophilia.com/>

 Home Things To Do 43 Tours 97 Team Experiences 2 For Booking Help

FEATURED CATEGORIES



Tour Packages, Activities and Things to do

Lonavala Mumbai Nashik Pune Goa

Home

Things To Do 43

Tours 97

Team Experiences 2

For Booking Help

Activities (Things To Do) and tours filters provided with number of available options

Website

<http://www.thrillophilia.com/>

FEATURED CATEGORIES

SIGHTSEEING

46 TOURS & ACTIVITIES

EASY TREKS

Easy Treks

23 TOURS & ACTIVITIES

MODERATE TREKS

21 TOURS & ACTIVITIES

SNOW TREKS

20 TOURS & ACTIVITIES

HIMALAYAN OFFERS

17 TOURS & ACTIVITIES

OUTDOOR ACTIVITIES

16 TOURS & ACTIVITIES

MULTI-ACTIVITY TOURS

13 TOURS & ACTIVITIES

MOTORCYCLE TOURS

12 TOURS & ACTIVITIES

The screenshot shows the ixigo website homepage. The navigation bar includes links for trip planner, flights, hotels, packages, trains, buses, and a more dropdown menu. There are also links for login and adding a business. A main banner features a search bar with placeholder text and a search button. Below the search bar, there are suggestions for weekend getaways from Goa beaches and contact numbers for pirates of grill gurgaon. A yellow callout box provides contextual help for the search bar. At the bottom, there are promotional banners for the ixigo plugin and cashback offers.

ixigo trip planner flights hotels packages trains buses more ▾ login add your business

know & go | search places, compare prices, plan your trips

find destinations, places to visit, things to do, restaurants & more search

weekend getaways from
goa beaches
contact number of pirates of grill gurgaon

plan your trip

get inspired with ixigo plugin add to chrome

flat cashback

destination? find it on ixigo

Give us feedback!

Ixigo introduces, multi-purpose search with destination, place to visit and **activities** which can be searched easily.

Contextual help for what to type in search bar is provided with subtle animation

Website
<https://www.ixigo.com>

The screenshot shows the ixigo website with a navigation bar containing links for trip planner, flights, hotels, packages, trains, buses, and a more dropdown menu. There are also links for login and add your business. The main header features the text 'know & go | search places, compare prices, plan your trips'. A search bar is present with the text 'para' and a 'search' button. Below the search bar, a list of results is displayed:

	Parasailing In Panaji
	Paragliding In Mussoorie
	Paragliding In Pune

A yellow callout box highlights the search functionality:

Type ahead search provided with selected location and its linked **Activities nearby** to speedily find relevant activity.

Website
<https://www.ixigo.com>

Below the search results, more results are visible:

	Parasailing In Matheran
	Paragliding In Matheran

On the left side of the page, there is a vertical blue button that says 'Give us feedback!'. On the right side, there is a promotional image with the text 'Looking for an offbeat destination?'.

Give us feedback!



trip planner

flights

hotels

packages

trains

buses

more

Login

add a business

paragliding in pune



pune tourism > things to do > activities > air sports / activities > 3 paragliding in pune • 414 hotels in pune • 4424 restaurants in pune • 721 places to visit in pune • 86 questions about pune • pu



3 Paragliding In Pune

3.5 GOOD

Nirvana Adventures

Native Place, Golden Glades, Vadivali Lake, Uksan Village, Karve Nagar, Pune
Adventure Seekers, Fun Lovers

Want to feel the thrill of flying high in the sky? Wait, we

nearby • hotels • restaurants • things to do

search by name

reset

e.g. Taj Mahal

search by location

reset

search by location

sort by Popularity

Popularity

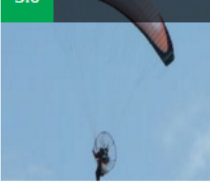
Ixigo provides sorting option for list of Activities in the selected destination.

To gauge activity, rating has been provided for easy decision making.

Website

<https://www.ixigo.com/>

5.0 GREAT



Temple Pilots

Old Mumbai Pune Highway, Talegaon Dabhade
Adventure Seekers, Photo Fanatics

nearby • hotels • restaurants • things to do

5.0 GREAT

Paragliding

Sanjay Rao, Golden Glades, Vadivali Lake, Village Uksan, Post Kara...





trip planner

flights

hotels

packages

trains

buses

more ▾



add a business

paragliding in pune



pune tourism > things to do > activities > air sports / activities > 3 paragliding in pune • 414 hotels in pune • 4424 restaurants in pune • 721 places to visit in pune • 86 questions about pune • pu



3 Paragliding In Pune

sort by Popularity ▾

3.5 GOOD

Nirvana Adventures

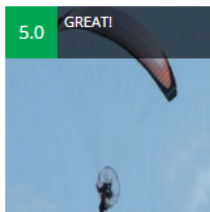
Native Place, Golden Glades, Vadivali Lake, Uksan Village, Kamshe...

Adventure Seekers, Fun Lovers

“ Want to feel the thrill of flying high in the sky? Wait, we are not talking ...

nearby • hotels • restaurants • things to do

5.0 GREAT



Temple Pilots

Old Mumbai Pune Highway, Talegaon Dabhade

Adventure Seekers, Photo Fanatics

nearby • h

5.0 GREAT

Paraglidin

Sanjay Rad

search by name

reset

e.g. Taj Mahal

search by location

reset

search by location

Ixigo provides, things to do option to explore activity details. It also gives useful option to **add to trip** and **been here**, which enables user to organize activities.

Website

<https://www.ixigo.com/>



paragliding in pune



< back to list view

search by location



search by name

reset

e.g. Taj Mahal



Nirvana Adventures

⌚ 10:00 AM to 05:00 PM



Temple Pilots

⌚ 08:00 AM to 06:00 PM



Paragliding

On click of View map, user lands map page.

User can see available activities in particular destination in map view.

User can toggle between activities and map refreshes accordingly

At the same time one can review rating and other details like pricing, working hours etc.

Website<https://www.ixigo.com/>

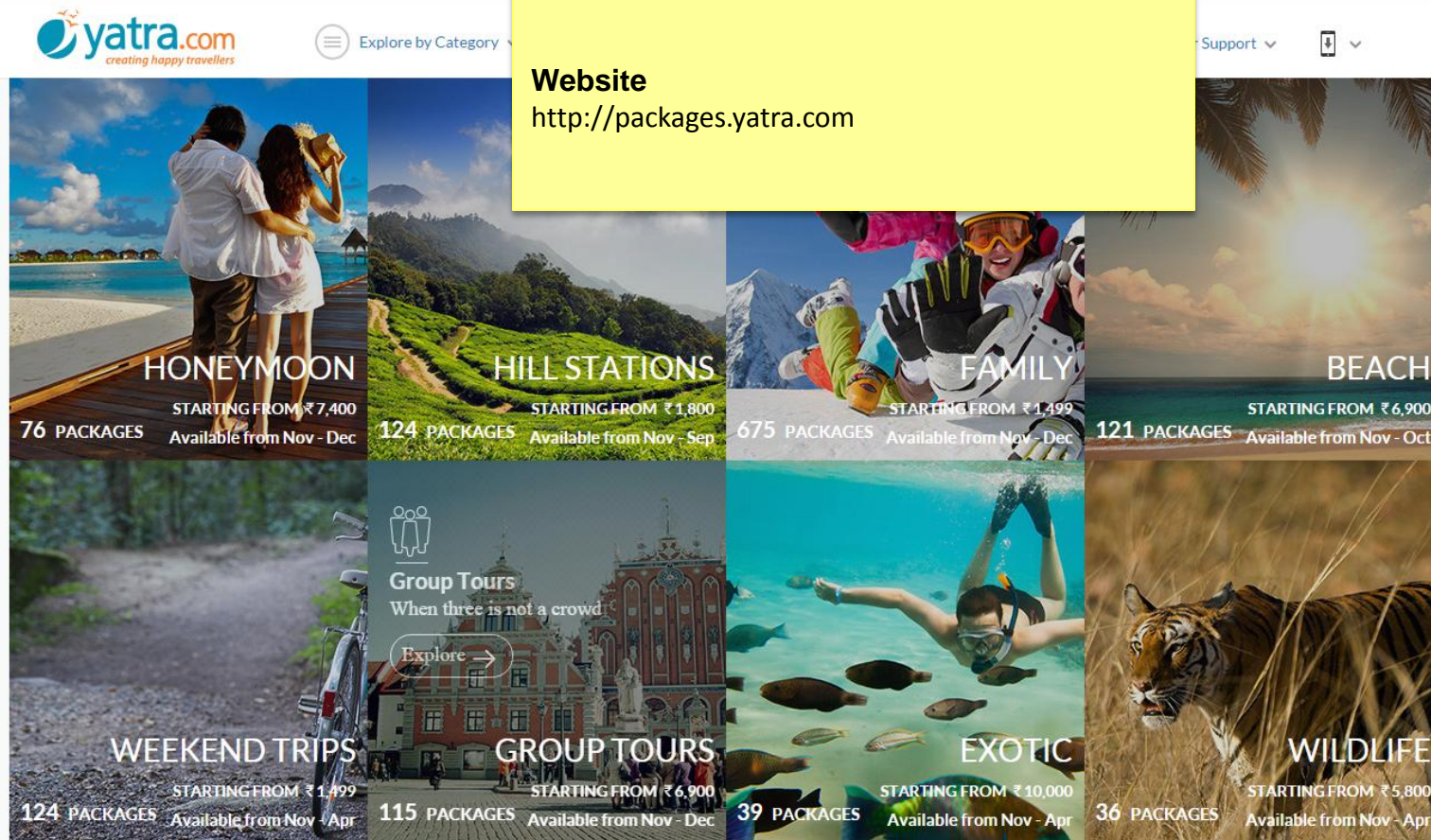
Gazebo



Canacona

**Features** Poolside, Outdoor Seating, Wifi, Serves Alcohol**Working Hours** Opens: 10:00 AM Close: 07:00 PM**Cost:** ₹ 2500 for two onwards

Displaying the destinations upfront will help to the travelers to choose from with wide range of variety.



Website

<http://packages.yatra.com>

On selecting a specific city for the tour, its activities are displayed. These are displayed without any grouping or categorization. On this site, activities are given first preference whereas package or tour selection are given second preference.

Website
<http://www.makemytrip.com>

Home > International Holidays > Dubai - International Holiday Packages

I'm From Pune | I want to go to Dubai | Date All Dates

What's on in Dubai?

ACTIVITIES

ATTRACTIONS

Things you should know about Dubai

Desert Safaris
Dubai is a huge playground for adventure enthusiasts. Hitting the desert sands in a monstrous 4x4 SUV is where the fun begins. While you're here, indulge in some dune bashing..
[Read More](#)

Water Sports
Head to the shimmering white sandy beaches and test your aquatic skills as you enjoy some fun-filled water sports. Dubai has some picturesque beaches that make an excellent h..
[Read More](#)

Sky Diving
The sky is certainly not the limit in Dubai. Head to the clouds, take a deep breath and dive your way back to the sands of Dubai. Dubai has some of the most extraordinary sky..
[Read More](#)

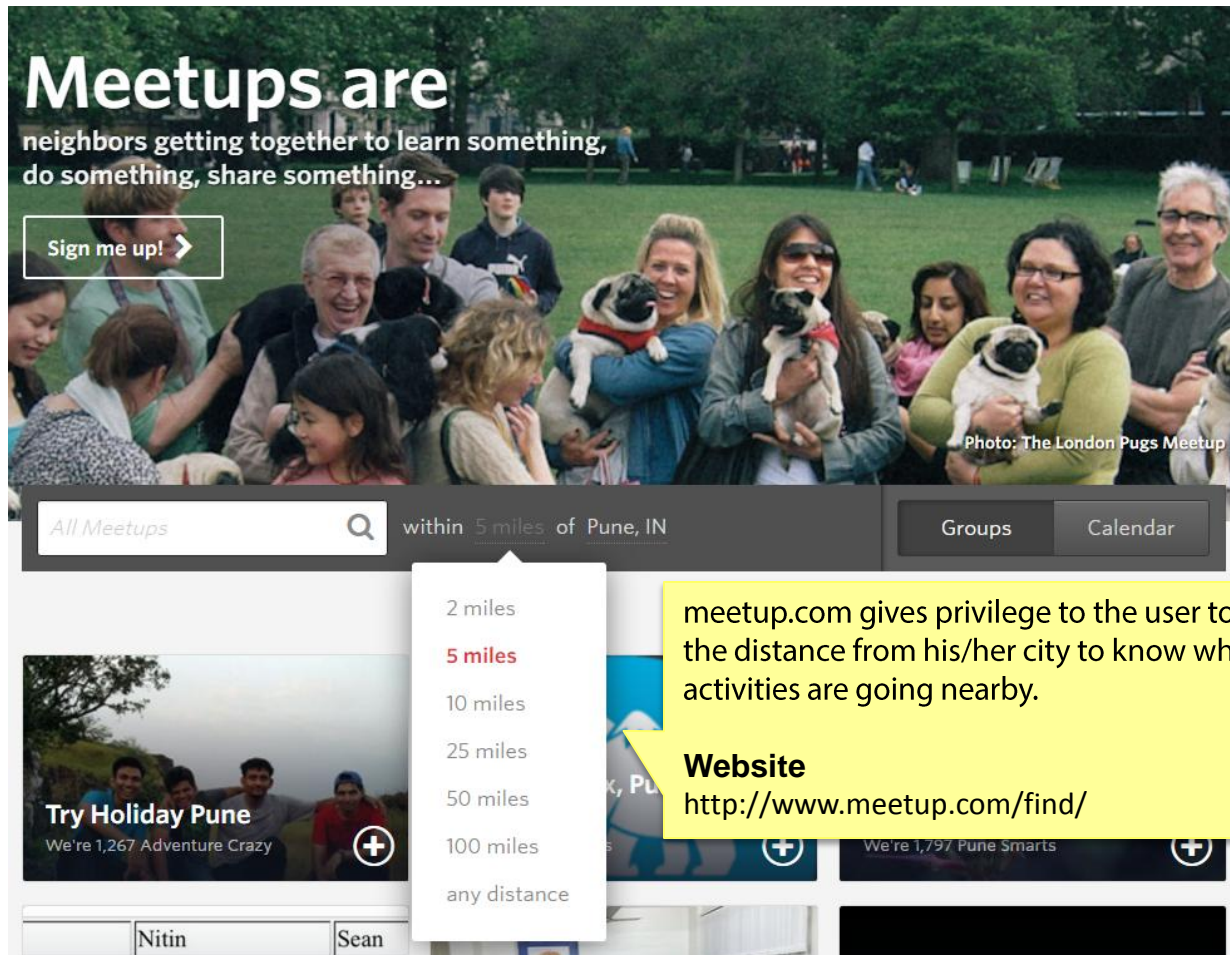
Hot Air Balloon Rides
You can choose to begin or end your day in an adventurous way as you enjoy the most spectacular sunrise or sunset by elevating yourself above the mounds of sand in a hot air ..
[Read More](#)

Click to know more about Dubai [Travel Guide](#)

MAKE YOUR OWN PACKAGE

Make your holiday based on your interests by building your own holiday package...

[Build](#)



Meetups are
neighbors getting together to learn something,
do something, share something...

Sign me up! ➔

Photo: The London Pugs Meetup

All Meetups Groups Calendar

2 miles
5 miles
10 miles
25 miles
50 miles
100 miles
any distance

Try Holiday Pune
We're 1,267 Adventure Crazy

Website
<http://www.meetup.com/find/>

Nitin Sean

meetup.com gives privilege to the user to select the distance from his/her city to know what activities are going nearby.

Website
<http://www.meetup.com/find/>



ABOUT ECUADOR

WHERE TO GO

WHAT TO DO

Ecuador displays, **WHERE TO GO** and **WHAT TO DO** (Activities) on click of activities, user provided with all the activities by default and relevant destinations, where those activities can be performed.

Site also offers destination wise browsing as well.

Website

<http://ecuador.travel/en/toDo>

W

LCANO NEWS

SHOW ALL

FAUNA, FLORA AND
ECOTOURISM

CULTURAL

RECREATION AND
ADVENTURE

GASTRONOMY AND
LEISURE

CITY TOUR

TOURISM



RECREATION AND ADVENTURE

A MOUNTAIN BIKE ON THE CRATER

Explore with your mountain bike the crater of Pululahua.

→ LEARN MORE

FAUNA, FLORA AND ECOTOURISM

A TRIP TO THE PAILON DEL DIABLO

Close to Puyo there is a rock formation known as "El Pailon del Diablo".

→ LEARN MORE

FAUNA, FLORA AND ECOTOURISM

ADMIRE VOLCANIC LANDSCAPES

Fernandina is considered to be one of the most exotic islands of the archipelago. Its major attractions are the lava formations that show traces of how the Earth was formed.

→ LEARN MORE

ACTIVITIES



ACTIVITIES



Ecuador introduces, custom map view and on click of certain activity relevant locations where that activity can be performed being shown (Please refer yellow marker)

Website

<http://ecuador.travel/en/toDo>

Whale W... to López





82 things to do in Florence (province)

Ask Your Friends ▾

Filter by

- ☐ Private Transfers (5)
- ☐ Shared Transfers (3)
- ☐ Adventures (5)
- ☒ Air, Balloon & Helicopter Tours (1)
- ☐ Attractions (21)
- ☐ Day Trips & Excursions (16)
- ☐ Food & Drink (18)
- ☐ Multi-Day & Extended Tours (1)
- ☐ Nightlife (2)
- ☐ Private Tours (1)
- ☐ Show & Sport Tickets (2)
- ☐ Tours & Sightseeing (63)
- ☐ Walking & Bike Tours (36)

Sort by: Price Most Popular

Expedia provides easy conventional filtering to get to the activities/things to do user wishes to perform.

With sorting option lowest to highest deals adds effectiveness in selection for deal

Website
<https://www.expedia.com/>

Attractions & Nightlife avg
\$57



Cinque Terre Full-Day Tour by My Tour

by My Tour SRL

12h
 Free cancellation

\$83
per adult

Florence in 1 Day Combo Saver: Walking Tour with Accademia & Uffizi

by City Wonders Limited

6h
 Free cancellation
Save!

\$104
\$96
per adult

Highlights of Tuscany: Siena, San Gimignano & Pisa with Lunch

by Caf Incoming Tours

12h
 Free cancellation

\$72
per adult



Account ▾

My Scratchpad ▾

My Trips

Support ▾

Español

[Home](#) [Bundle Deals](#) [Hotels](#) [Cars](#) [Flights](#) [Cruises](#) **Things to Do** [Deals](#) [Rewards](#) [Mobile](#)

Florence (province), Italy Thu, Nov 19 - Mon, Nov 30

Change search

82 things to do in Florence (province)

[Ask Your Friends ▾](#)

Filter by

Sort by: [Price](#) [Most Popular](#)

Expedia also uses element of social connections to get tips on the best activities. One can get tips if someone's friend have been to particular destination before.

Website

<https://www.expedia.com/>

Get tips on the best activities.

Share this page with friends who have been to Florence (province)!
<https://www.expedia.com/things-to-do/?location=Pari%2C+Civitella+Pagan...>

Share With:



Facebook



Email



Twitter



Google+



Pinterest

Close ✕

- ☐ Private Tours (1)
- ☐ Show & Sport Tickets (2)
- ☐ Tours & Sightseeing (63)
- ☐ Walking & Bike Tours (36)

Cinque Terre Full-Day Tour by My Tour

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Thank you!