

## **PROJECT REPORT ANALYSIS**

### **Competitive Analysis Of Leading Travel Aggregators**

#### **1.Introduction**

##### **1.1 Overview**

An Online Travel Aggregator (OTA) is an intermediary / agent selling travel. products and services such as the airlines, car rental, cruise lines, Hotels / Accommodation, railways and vacation packages on behalf of suppliers using internet as a medium.

In today's fast-paced world, planning a vacation can be quite daunting. From booking flights, hotels, and activities to finding the best deals, it can be overwhelming. That's where travel aggregators come in. They make travel planning a breeze by bringing all the necessary information together in one place. A travel aggregator website is one that searches for deals across multiple websites and shows you the results in one place. For example, if you want to find a cheap flight from Dubai to New York City, you check American Airways or just head down to an aggregator website and check for hundreds of airlines at once to select the cheapest. A content aggregator website is a site that collects data from other sources across the internet and puts the information in one place where users can access it. The data collected can be based on many things, depending on the channel or platform it's pulling from various sources and makes our journey more pleasant and economy. Travel aggregators have become essential tools for travelers in the modern era. They simplify the

process of planning and booking trips, offering convenience, cost savings, and a wide range of options. With the growth of the internet and online travel booking, aggregators have emerged as go-to resources for travelers looking for the best deals and options.

## **1.2 Purpose:**

### **A. Convenience and time-saving**

1. Ability to compare multiple options in one place: Travel aggregators provide users with a consolidated view of various travel options, allowing them to compare prices, routes, and schedules from multiple providers simultaneously.
2. Time-saving features such as filters and sorting options: Aggregators offer convenient tools like filters and sorting options, enabling users to narrow down their search based on preferences such as price, duration, departure times, and more.

### **B. Cost savings**

1. Access to discounted rates and deals: Travel aggregators often negotiate special deals and discounted rates with travel providers, allowing users to access exclusive offers that may not be available elsewhere.
2. Ability to compare prices across multiple platforms: Aggregators enable travelers to compare

prices across different providers, ensuring they get the best possible value for their money.

### **C. Wide range of options**

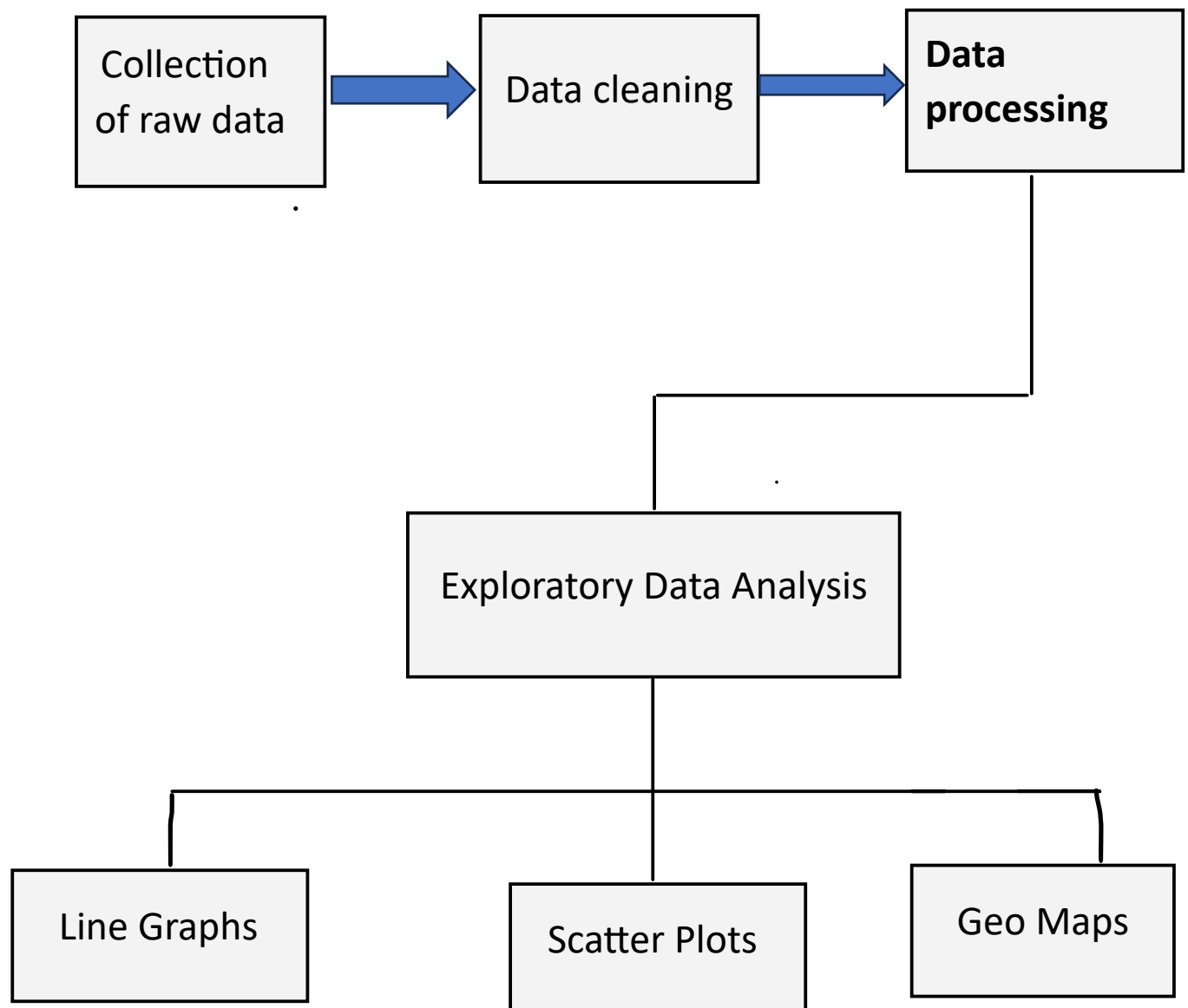
1. Comprehensive search results from various airlines, hotels, and car rental companies: Travel aggregators compile information from numerous travel providers, offering a vast selection of flights, accommodations, and car rental options.
2. Variety of destinations and travel packages: Aggregators cover a wide range of destinations and offer diverse travel packages, catering to different preferences and budgets.

### **D. User reviews and ratings**

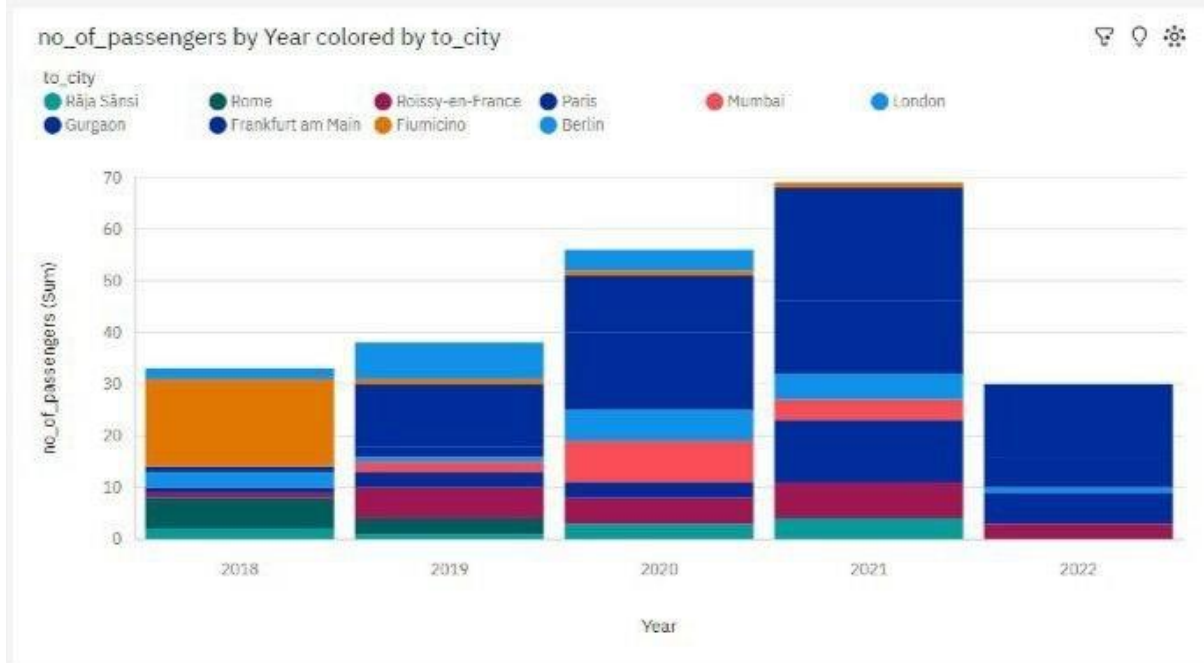
1. Valuable insights from other travelers: Travel aggregators often feature user reviews and ratings, providing valuable insights into the quality and experience of specific airlines, hotels, and other travel services.
2. Helps in making informed decisions: User reviews and ratings allow travelers to make more informed decisions based on the experiences of others, helping them choose the best options for their needs.
3. Travel aggregators provide convenience, cost savings, a vast selection of options, and helpful user reviews.

4. However, it's important to note that these platforms may have drawbacks such as limited personalization, hidden fees, inconsistent customer service, and
5. As a savvy traveler, conducting thorough research, comparing prices, and being aware of the limitations and risks associated with travel aggregators is crucial.

### 3.THEORITICAL ANALYSIS



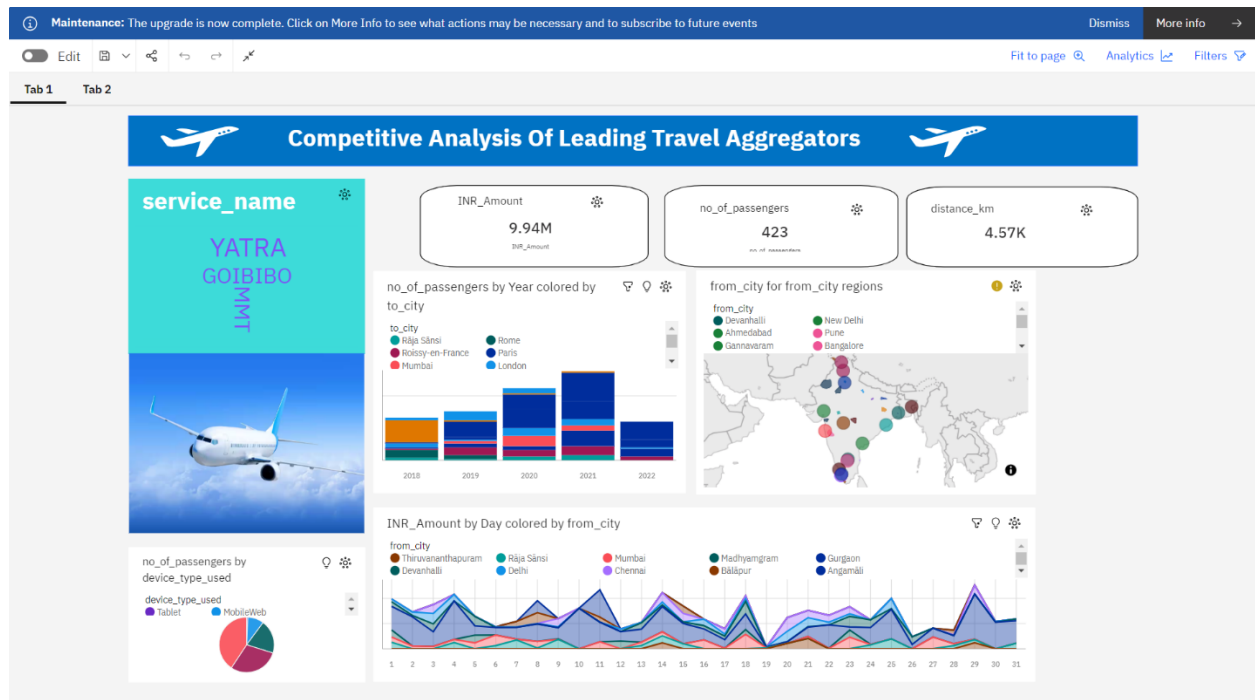
**Number of passengers travelled in an year:** This graph shows that number of passengers travelled in an year colored according to the cities.



Number of passengers in a year

## 4.Result

To make understanding the given data in an easy way we made an overall analysis of the data. This made the user to understand and make effective decisions. By analyzing the exhibited data he can come to a state of understanding the scenario of travelling elements. So that he can make his trip more economy and comfortable.

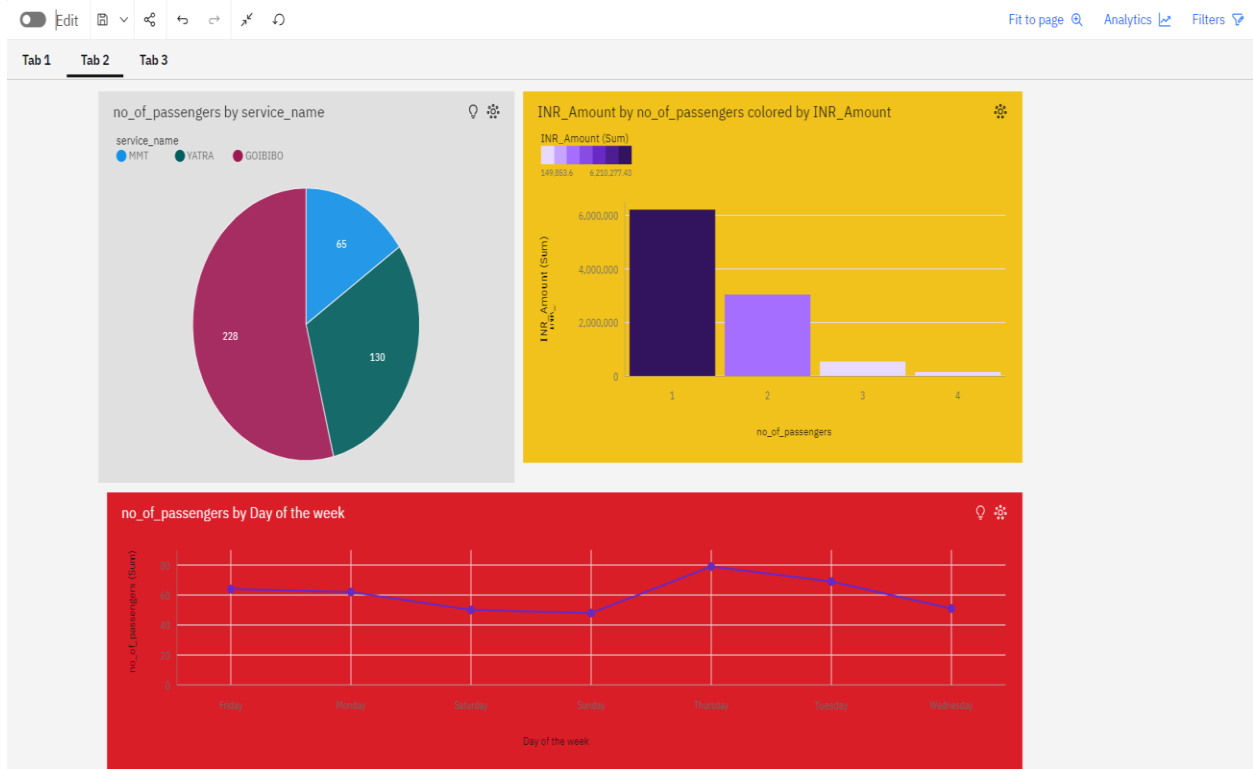


This shows the service name, number of passengers, amount etc.

We made an analysis on the data and we made some visualizations to make the work more easier. This shows that what are the service name included in the data which the user can understand what services are included. And small rectangle boxes depicts the Amount, number of passengers, and the distance travelled by the passengers. And this includes 4 types of visualizations i.e. the first bar shows the number of passengers travelled in a year. The Geo maps shows us about the passengers who travelled from different countries in India. And we can understand from the pie chart that what number of passengers used

Different types of devices (tablet, mobile web, computers).

And the last graph shows that the amount from different cities.



The user can understand how many number of passengers used different services represented with colours. The bar graph shows that the number of passengers with different amount ranges. The last graph shows that number of passengers travelled in different days. The above visualizations may help the user to make good decisions.

## **5.Applications**

In today's fast-paced world, planning a vacation can be quite daunting. From booking flights, hotels, and activities to finding the best deals, it can be overwhelming. That's where travel aggregators come in. They make travel planning a breeze by bringing all the necessary information together in one place. Most of the time you can book hotels, flights, buses, trains, cruises and car rentals directly through the aggregator (who may receive a commission for your booking) but there are also those that only list prices and direct you to other pages for booking. While aggregators are not strictly essential and goods or services booked through them can be more expensive than those booked directly, they can be a godsend in weeding through countless offers for example in air travel. Aggregators are notorious for displaying different prices to different customers based on browsing history, past purchases, and other inscrutable factors. It may help to clear your cookies and cache, or to open a "private" window in your browser before using these websites.

## **6.Conclusion**

Aggregation ultimately provides value to the end-user, the consumer. Those middlemen who stand to profit by the inefficiencies in the value-chain are fighting this technology, but it can be avoided for only so long. Legal battles surrounding the application of aggregation technology to the music industry have



hit the forefront of the media, as in the case of the Recording Industry Association of America v. Napster, Inc. The RIAA, which arguably, does not provide value to the consumer or small-time artist who, again arguably, contributes more to the advancement of the art of music than a big commercial star. The RIAA may well halt Napster's business, but unaffiliated, de-localized clones, such as FreeNet and Gnutella, have already appeared, and cannot be likewise shut down with legal action. Because this benefits the consumer, the market will be forced to conform. Aggregation, financial and otherwise, ultimately benefits the consumer, and therefore it will become embedded into the tools with which we buy and sell. There is evidence of this happening everywhere - comparison-shopping tools and the like are freely available, and are becoming more and more integrated and invisible with time. Apple's MAC OS (v8.x and higher) has taken this a step further, building automatic aggregation directly into the user's operating system. It will no longer be a choice or separate task the user performs; every user query will aggregate the information from all available sources. Aggregation is the future of online commerce, financial and otherwise, and in many cases is already the most beneficial method of commerce for consumers. Companies are successfully applying several business and technology models to create successful aggregation services, and these will only improve with the pace of technology.