

TravelTech

NEW GEN
TECHNOLOGIES IN
THE TRAVEL
INDUSTRY

THE PROBLEM

why is travel not made simple

TIME

takes longer
research
and planning

DELIVERY

complicated online
search and bookings

SAFETY

no one to rely
on in case
of difficulties



THE SOLUTION

A Mobile or a Web app with all the needs
of the traveler



TIME EFFICIENT

search for potential
users based on real-
time statistics



MORE REVENUE

cost-efficient
methods, reducing
unwanted expenses



BETTER EXPERIENCE

boost engagement
with a personalised
approach

A vertical image on the left side of the page shows a person's profile looking out of an airplane window. The view outside the window is a bright, hazy sunset or sunrise over a body of water. The image has a red overlay that matches the page's color scheme.

HOW THIS WORKS

OBSERVE

gather all the information around users, centred around your business needs. Trace out user preferences.

ANALYSE

Figure out what needs to be eliminated and what needs to be added based on gathered information

IMPLEMENT

make the right use of technology. Keep tasks simplified and focused according to business needs

BIG DATA

The exponential growth of smart phones and social media has led to a wave in the travel industry. Travel intelligence is the new smarter way of standing out in business, using the right technology at the right time for the right target.

HOW TO BE TRAVEL INTELLIGENT?

- Make effective use of the voluminous amount of user information being generated over the internet, going through various stages of planning, price search, comparison, etc.
- Big Data Analytics has made possible various events pertaining to competition awareness, customer preferences, personalised approach, etc. Draft an offer that stands out !
- Design and adopt smarter strategies to effectively boost your business in real-time and reach out to goals in shorter time periods
- Internet of things (IoT) has connected most of the travel verticals, making everything linked to the internet.
- Stay ahead in competition with better pricing strategies and a focused marketing approach, all of it based on real-time stats

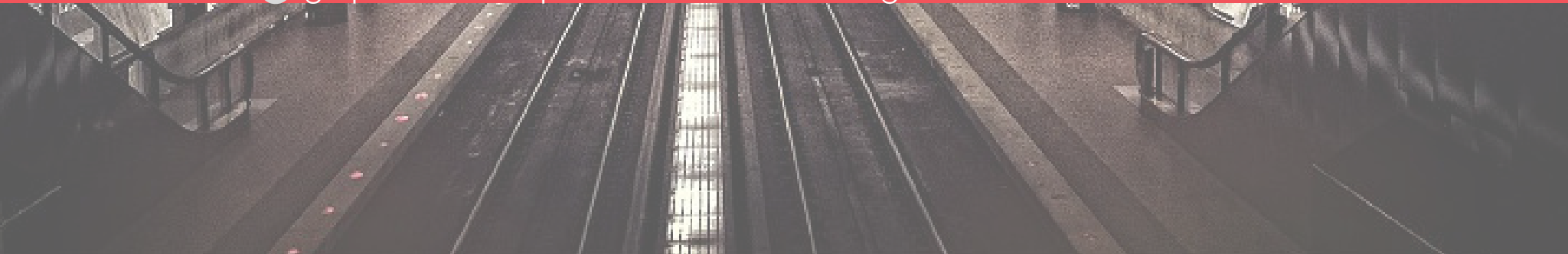




IT'S A YEAR FOR SMART EXPERIENCES!

PREDICTIVE ANALYTICS

PLAN YOUR NEXT MOVE IN DECISION MAKING WITH PRECISION

- Better understand user needs and shape them up into in-demand products and services
Use of recommender systems for hotels, ticket bookings, destinations, etc. is the trend!
 - Advanced predictive algorithms have pushed advertising to attract more and more users based on their preferences. Also helps in estimating conversions.
 - Machine learning adds more value here. It's now possible for machines to interpret graphics and help in better understanding of the customer
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ARTIFICIAL INTEL

"HASSLE-FREE TRAVEL"

An easy to use assistant to search and book traveler-friendly accommodation, hottest spots, activities, and meet-ups.

Chatbots- smart digital assistants that interact with travelers in the most-human like manner and answer all their queries 24x7

Provide a better interaction to users, spending most of their time on smart phones and social media, with an increased demand of comfortable technology

Attract greater customer satisfaction, increased revenue, reduce overhead expenses, and increase efficiency



AR - VR

embrace reality in virtual ways

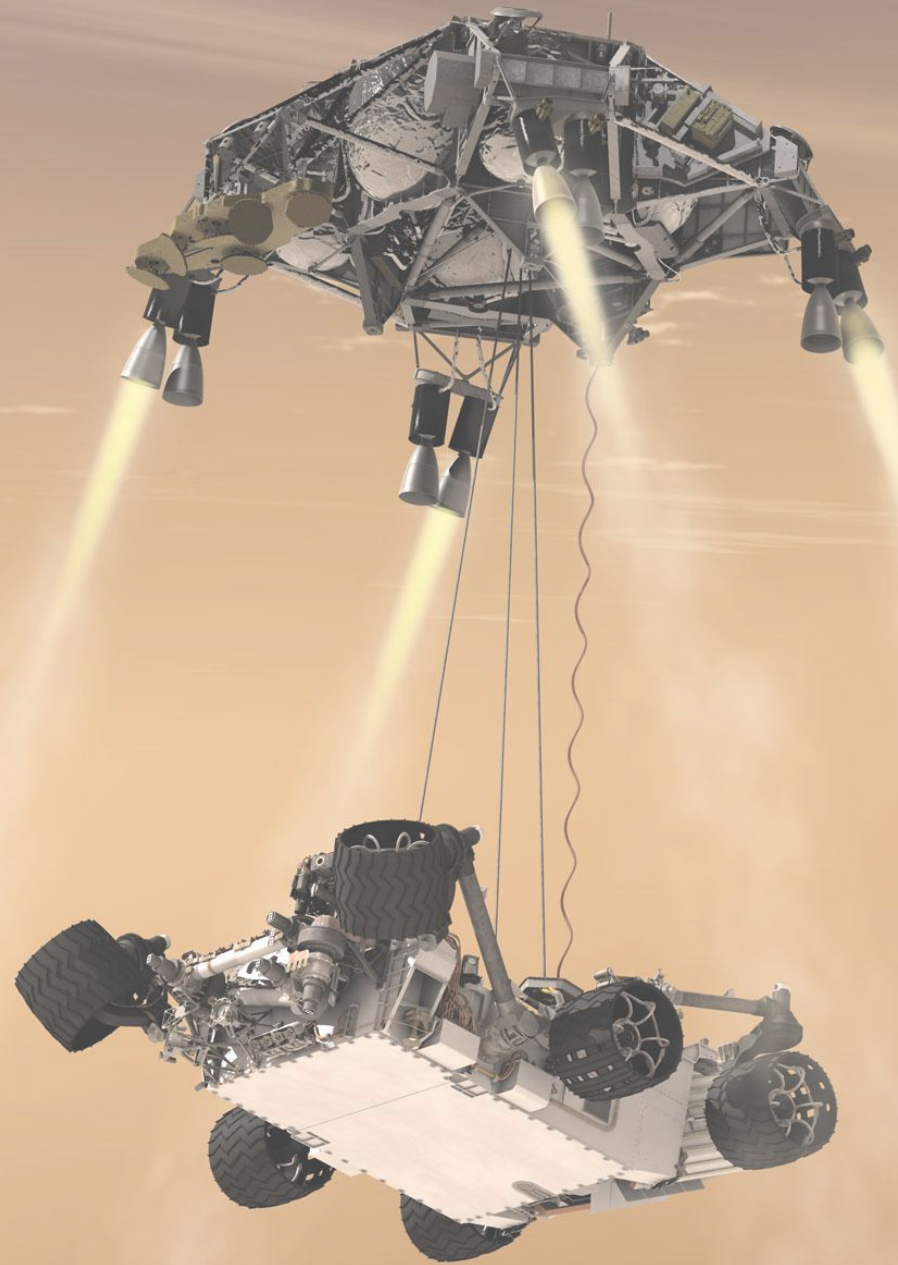
With the advent of technology, a demo of the actual product in the virtual and augmented frames makes decision-making easier and deeper.

—○ Fabricate an absorbing travel experience with interactions in a digital environment, in real while creating real-life simulations

—○ Actually trigger senses together in order to create the illusion of a real-time destination, offer,etc.

—○ Simplify the booking and search experience, more creatively and more effectively

—○ In addition to virtual walk-throughs, integration of smart speakers lets you engage emotionally with the user



MOBILE & WEB APPS

With an exponential growth of smartphones and smart phone users across the globe, how apps are ruling over humans is something all of us are well familiar with. Here are some numbers that justify this trend when it comes to the travel division.

Four in 10 smartphones have travel apps.

85% use smartphones to plan their travel when on leisure tours

Travel & Tourism related apps rank as the 7th most downloaded category of apps

Millennials comprise 32% of U.S. travelers and are the fastest-growing age segment in travel

65% cite "simplification of tasks" as the most important component in mobile travel experiences



THANK YOU!



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