HARI NAIR
Founder & CEO

India’s First And Largest Community Of Travellers

5 Mn+

Indian travellers
from the bustling metros and evolving towns
for whom travel is an integral part of their core personal identity
ENORMOUS VOLUME OF ADVISORY UGC

For
- Hotels
- Sightseeing
- Destinations
- Attractions

In The Form Of
- Video Reviews
- Photo Reviews
- Text Reviews

5Mn Text Reviews
1.1Mn Photo Reviews
80K Video Reviews

On
- Mobile
- iOS
- Android
- Desktop
6 MN INDIA TRAVELLERS: FEEDBACK & INSIGHTS AS UGC

- Destinations
- Video Review
- Accommodation
- Sightseeing
- Photo Review
- Journeys
- Text Review
- Rating

Objects

Formats

HolidayIQ.com
Watch The HolidayIQ Community In Action

Click here to watch video
The Traditional Approach To Content

BRILLIANT PHOTOS = CONTENT
TOURISM PROMOTION
The new DNA of Tourism Content
TOURISM PROMOTION: Content, the new driver of technology

1. TECHNOLOGY OF INSPIRATION
- What is inspiration
- Where to find inspiration
- Technology to find inspiration

2. TECHNOLOGY OF PERSUASION
- What is persuasion
- The architecture of persuasion
- Communication dynamics

3. TECHNOLOGY OF PERSONALISATION
- What is Personalisation
- Traveller personalisation
- Planning personalisation
The Science of Inspiration

What is inspiration?

- A uniquely different experience
- Highly evocative

How to find inspiration?

- Mine ‘stories’
- From traveler-generated content
DATA MINING:
FROM MILLIONS OF TRAVELLER REVIEWS
"Feel the THAR Desert- The land of Golden Sand"

Tourist
Aaraf
Lives in Mumbai
7 photos
9 Reviews
91 Readers

In a word, it's beautiful. Picturesque, a large Sand Dunes without any vegetation at Sam Village - land of golden colour fine and supreme quality sand. But don't expect the desert feel without any vegetation miles after miles, only sand and sand as we used to see in movies. The reality is individual long Sand Dunes are there with small or without vegetation but not like the filmy one (that type of desert might be protected by Govt. and not accessible allowed to the common tourists without permit).

Activities: Camel ride at 75 to 100/- INR per person, Camel cart at 300/- INR for 4 persons (short trip - drop and pick up from sunset point) long trip Rs. 600/- to 1000/- per for 6 persons, Jeep ride at 600/- to 1000/- per for 4 persons. By feet, one can enjoy the desert also in a better way. Should spend at least 4-5 hours to feel the desert, enjoy at desert. Night stay at tent would be a lifetime memory with local cultural programme, dance, puppet show, foods etc. Sand blowing sounds and chill wind snore at winter are adventurous.

Advice to travellers: Travellers used to take wine/ beer bottle, plastics etc (non-biodegradable items) and destroying the nature. Please avoid these items otherwise should bring back with you only. Sunset and sunshine are beautiful, full moon nights all desert are also romantic and charming. Daytime at Winter season also enjoyable. But don't even dare to imagine to be there at Summer.

Things to be carried: Water, Winter clothes at Winter. Shoes are comfortable, slippers to be avoided.

"An unforgettable night below the stars"

Scout
Debarati Basu
Lives in Kolkata
4 Reviews
12 Helpful Votes
1600 Readers

Camel rides to the desert, rolling down the soft sand dunes, seeing the sun set behind the dunes leaving an orange-cinnamon hue all over, dancing up an appetite around the bonfire, gobbling down freshly cooked food, chatting and dancing around the bonfire again till the stars completely light up the sky (a sight so gorgeous you have to stop all other activity and just stare!). Rolling out our beds and snuggling under the comfortable quilts to gaze at all the beauty above, dozing off in the peaceful silence, waking up to see the sun rise, sighing on our morning cuppa and riding the camels back to Badaal ji's house... in one word: Mesmerizing!!!

Staying on the dunes for a night is an absolute must to experience Rajasthan in all its true glory. While the experience seems a little scary, it actually isn’t. Yes it's dark but isn’t every night? Yes it’s cold in winter but you have thick quilts (that they provide) so keep you warm and warm. No, there isn’t too much insect trouble, no wolves at your feet, nothing scary for women, none of the scary things you imagine really. Moreover, there’ll be 2-3 people (the support staff) sleeping just a few meters away just in case you need anything.

Do carry a torch also wet wipes hand sanitizer for your hygiene requirements. The charges are reasonable, vary from 500-1000 depending on the service provider, the camel/camel carts desired and your heart.

Was this review useful? [Yes] 2 votes

"Exotic family freak out Jaisalmer and also with Sam Sand Dunes"

Scout
Suman Dasgupta
Lives in Ahmedabad
2 Reviews
2 Helpful Votes
466 Readers

Our journey start early for Sam Sand Dunes. Book your stay in the desert well in advance. Distance is about 60 kms roughly an hrs journey. Enjoy the sunrise, sunset, the campfire, traditional folk, music and dance. And of course Rajasthani traditional food. Do not forget the Camel and Jeep Safari, it’s once in a lifetime experience. On your return journey you can visit Longewala post of Indian Army, many of you might have seen the film Border. It’s based on true life events. You can also visit Tantra temple where none of the bombs exploded and those undiffused bombs are on display. These were fired by Pakistan.

Jaisalmer is about 286 kms from Jodhpur approximately 4 hrs by road. Roads are good one can notch up to decent speed. I drove my Hyundai Creta at 160 top speed. You can easily cruise at 110/120 kmph. Our Hotel was booked through a mutual friend at Heritage Inn decent property. Good rooms, Room service not up to the mark. Overall a good place for night halt. Very near to Jaisalmer Fort. Beautiful and Majestic one the detective Bengali film shot here by Satyajit Ray. "Sonar Kella" meaning Fort made of Gold. The Fort is made from yellow sandstones and it glows like Gold under sunlight.

Was this review useful? [Yes] Be the first to vote.
7 Charming Deserts For The Love Birds To Vacation

Enjoy the clear desert sands and skies with your person and leave the world behind. Our HolidayIQ travellers recommend the best places to visit to make your budget friendly trip worth your time.

1. Jaisalmer

HolidayIQ Reviewer Aaraf shares, "The land of Golden Sand in a word, it’s beautiful, picturesque, a large Sand Dunes without any vegetation at Sam Village - land of golden colour fine and supreme quality Sand.... camel ride at 75 to 100/- INR per person" Read Full Review

HolidayIQ Reviewer Sumit Dasgupta adds, "Enjoy the sunrise, sunset, the campfire, traditional folk, music and dance. And of course, Rajasthani traditional food. Do not forget the camel and “Jeep safaris” Read Full Review

HolidayIQ Reviewer Debarati Basu shares, "chatting and dancing around the bonfire again till the stars completely light up the sky. All the activities are reasonable" Read Full Review

Free Travel Guide to Jaisalmer  How To Reach Jaisalmer
7 Charming Deserts For The Love Birds To Vacation

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1. Jaisalmer
On A Shoe-String Budget? Here Are 7 Heritage Spots For Your...
Is your budget stopping you from taking up a trip? Then head to these heritage spots that won't burn a hole in your pocket! Check...

7 Secluded Beaches For the Solo Wanderer To Unwind!
Here are 7 secluded beaches for a solitary getaway as recommended by HolidayIQ travellers...

7 Legit Reasons Your Solo Trip Must Be Filled With Music
Let HolidayIQ travellers tell you how to combine your two favourite things - travel & music!...

Kindle The Photographer In You At These 7 Spots Across The W...
Love photography? Then never miss out on these spots that will help you capture the picture of a lifetime! Check the reviews shar...
HOLIDAY INSPIRATION: The Technology of Top of Funnel

MICRO SEGMENTS
Leisure travellers across: travel type, destination type, travel companion(s)

INSPIRATION CONTENT
from utility reviews

CONTENT-SEGMENT MAPPING
400 Content Posts matched to 200 Micro Segments

DISTRIBUTION
Facebook, Email, Jio etc.

PROSPECT MAXIMIZATION
Use of effective CTAs
HOLIDAY INSPIRATION: Intelligent automation
HOLIDAY INSPIRATION: Calls To Action

2. Conquer rocks at Hampi

HolidayIQ Traveller Sarita Thomas suggests “rock climbing is a must do while you are in Hampi.”

HolidayIQ reviewer Tarun says, “It was very pleasant stay in Hampi, so natural mountains and monuments. It is also called God of whispering rocks. It was wonderful and weather was also pleasing. Sunrise and sunset point is extraordinarily beautiful. So nice to see from hilltop, bicycle ride was also awesome.”
HOLIDAY INSPIRATION: tech integration for very wide distribution

FACEBOOK
240M User Base (India)

HOLIDAYIQ
12 M Travellers/Month

DAILYHUNT
35M MAU

JIO
100M Downloads
## PERSUASION

### Trip Planning: Proactive Push

<table>
<thead>
<tr>
<th>T=0</th>
<th>T=5</th>
<th>T=30</th>
<th>T=60</th>
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<tr>
<td><strong>NUDGES</strong></td>
<td>7 Dreamy Hill Stations That Are Perfect Family Stress Busters</td>
<td>Sam, find great bargains on rafting in Manali</td>
<td>Sam, read reviews from travellers like you</td>
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<tr>
<td><strong>DESTINATION CERTAINTY</strong></td>
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<td><strong>HOLIDAY GOER STATES</strong></td>
<td>Holiday Interest</td>
<td>Destination Intent</td>
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- **Destination Inspiration**: Information that encourages the shopper to consider a specific destination.
- **Utility Info**: Information that helps the shopper make a decision about a specific destination.
ELEMENTS OF PERSUASION

PERSONAS VS. TRIP PROFILE
- Deal based
- Social Led
- Planning junkie
- No Regret
- Laidback

NURTURING MECHANICS
- How
- What
- Frequency
- Formats

PERSONALIZATION ENGINE
Planning persona + Trip profile

SCORING
for destination certainty

VALIDATION MECHANISM
for destination certainty
Reasons to take this trip to Manali!
Top 4 reasons why you must visit Manali this Season

“Found good hotels within 1km of most of the adventure activity sites”
“Enough buses and taxis to get to various spots. Can easily cover many activities in a day”
“Mornings are less crowded than afternoons. Good for fully enjoying adventure activities”

Travel Tip
Carry woolen or leather jackets, umbrellas, etc. to safeguard from the weather. While going to Rohtang Pass carry nuts, chocolate bars, for if you get stuck all this will be very helpful. Carry your first aid kit as well if going for adventure sports.

About Manali
Manali is a high-altitude Himalayan resort town in India’s northern Himachal Pradesh state. It has a reputation as a backpacking center and honeymoon destination. Situated at an altitude of 2052m, it is a popular destination for adventure sports like trekking, mountaineering, and skiing.

Do’s
- Carry your gum boots for skiing
- Carry extra petrol / complete car kit if going to Rohtang Pass

Don’ts
- Don’t jump/go into the river without guidance or a life jacket
- Don’t go for base camp camping

Experiences
We are a group of 10 boys on an adventure trip. Manali is a very small town in itself. All the spots like Solang Valley, Rohtang Pass

Manali, Himachal Pradesh
Ranked 2 in Himachal Pradesh

Reasons to take this trip to Manali!
Top 4 reasons why you must visit Manali this Season

“More than 50% of travelers booked the cattle along the river”
“Travelers from Delhi suggested visiting Manali in advance from Delta before reaching Manali”
“The best Facebook photos in North India come from Manali trips”

Travel Tip
Being the most popular hill station in India, Manali is recommended by majority of both adventure enthusiasts and travel experts. It offers the richest range of adventure activities in North India.

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Reviews

Makand Sarsa

Superb fun
We are a group of 10 boys on an adventure trip. Manali is a very small town in itself. All the spots like Solang Valley, Rohtang Pass

Manali is popular among adventure travelers

91% Adventure Quotient
50% Your friends Recommend
78% HolidayIQ Experts Recommend
35% HolidayIQ Travellers Recommend
Traditional Approach To Personalization: By Traveller Type

TRAVELER PROFILES

MALINI G. Entrepreneur | Jaipur
NIKHIL KASHYAP Marcom Strategist | Pune
JOSLYN CHITTILAPALLY Photographer | Mumbai
HIRA SINGH Photographer | Varanasi
NIKHIL KASHYAP Marcom Strategist | Pune
HIRA SINGH Photographer | Varanasi
JOSEPH CHITTILAPALLY Photographer | Mumbai
PRADIP PRABHU Banker | Indore
MAHUA PAUL Architect | Kolkata
MANISH BHATNAGAR Business Head | Delhi
MAHESH SUTHAR Journalist | Bangalore

SINGLES

COUPLES

FAMILIES
The New Age Approach: By Personality Type

Need To Focus On The Personality Type For The Most Effective Personalization

Sample Persona 1: No Regret
Sample Persona 2: Social Led
PERSONA: NO REGRET

Reasons to take this trip to Manali!
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About Manali
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Do’s
- Carry your gum boots for skiing
- Carry extra petrol / complete car kit if going early in the season

Don’ts
- Don’t jump/go into the river without guidance or a life jacket
PERSONA: SOCIAL LED

Reasons to take this trip to Manali!
Top 4 reasons why you must visit Manali this Season

“More than 50% of travellers loved the cafes along the river”
“Travellers from Delhi suggested renting snowshoes from Delhi before reaching Manali”
“The best Facebook photos in North India come from Manali trips”

About Manali
Manali is a high-altitude Himalayan resort town in India’s northern Himachal Pradesh state. It is a popular destination in a backpacking centre.
Singular objective: Achieve threshold level of destination-certainty prior to booking