

Tourism and Technology

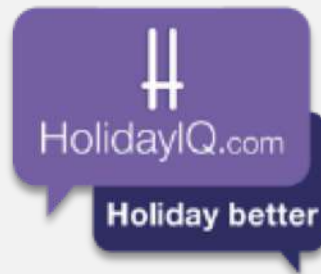
UNWTO

Kovalam, Kerala
March 2018



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

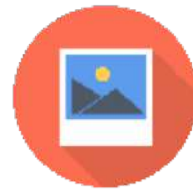


Photo Reviews



Text Reviews

On



Mobile



iOS



Android



Desktop

5Mn

Text Reviews

1.1Mn

Photo Reviews

80K

Video Reviews

6 MN INDIA TRAVELLERS : FEEDBACK & INSIGHTS AS UGC



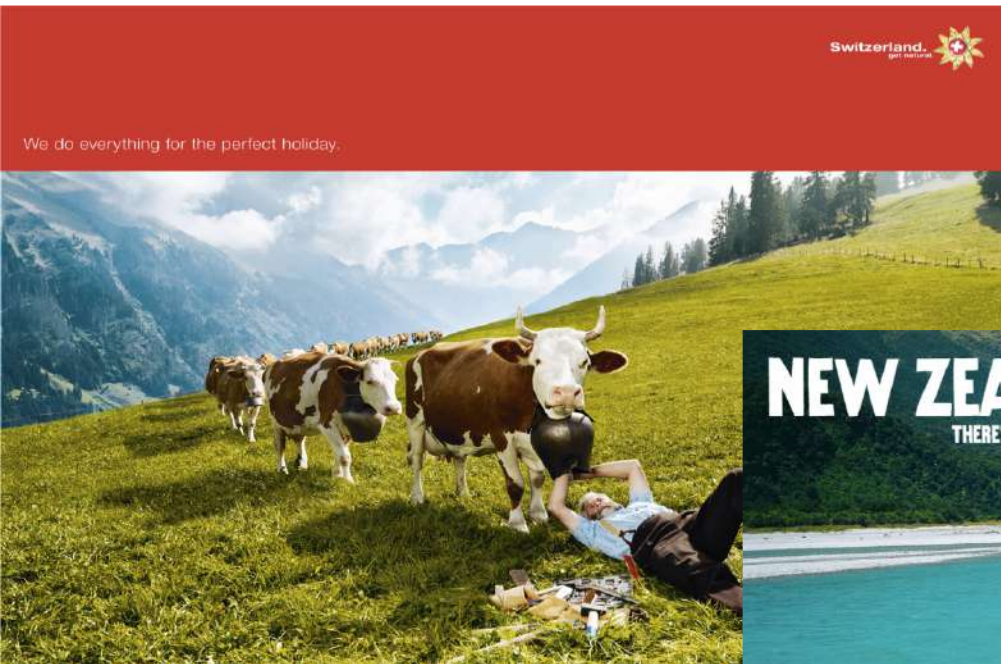
Watch The HolidayIQ Community In Action



[Click here to watch video](#)

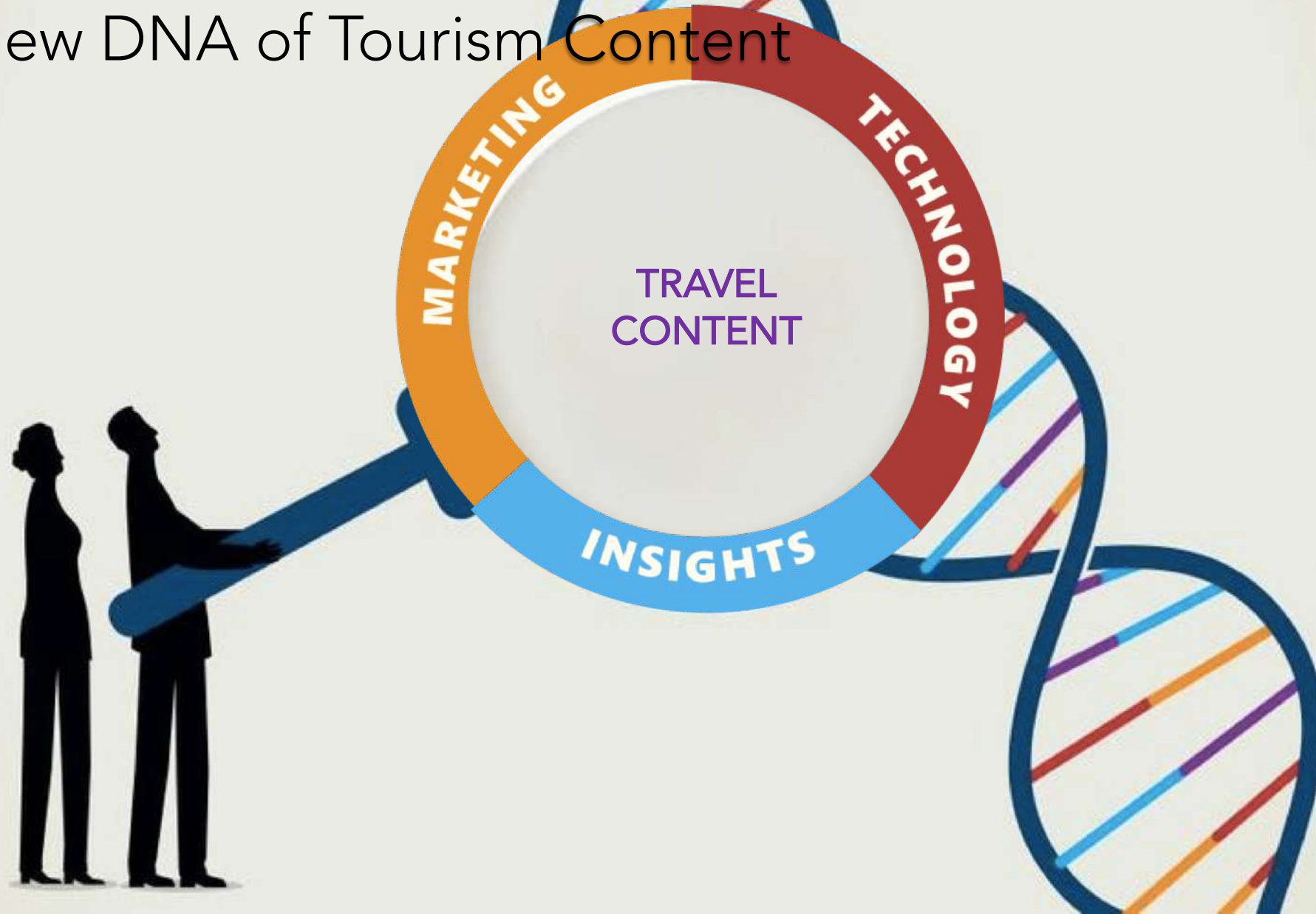
The Traditional Approach To Content

BRILLIANT PHOTOS = CONTENT



TOURISM PROMOTION

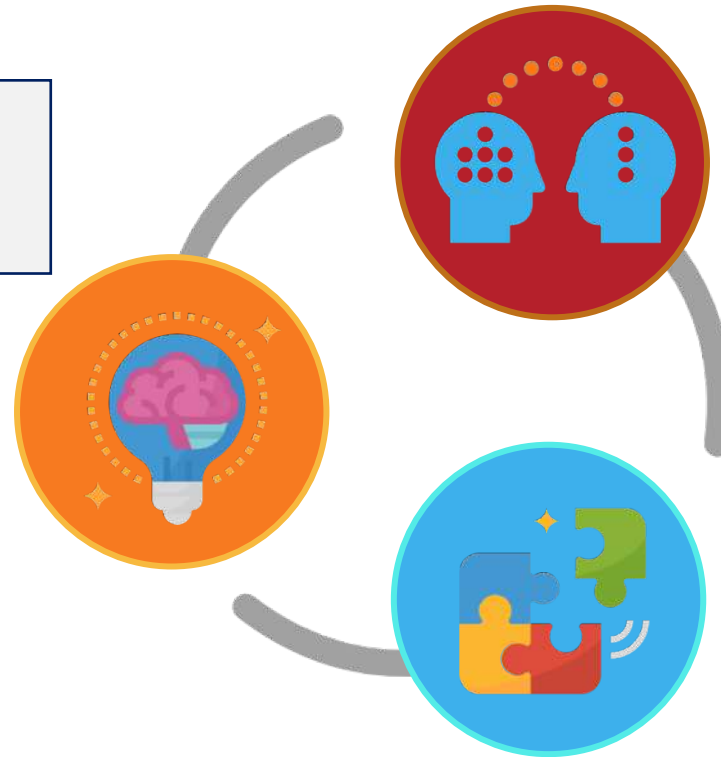
The new DNA of Tourism Content



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?

How to find inspiration?



A uniquely different experience



Highly evocative



Mine 'stories'



From traveler-generated content

DATA MINING: FROM MILLIONS OF TRAVELLER REVIEWS

Just started exploring. Not sure if I am booking

I am definitely going on holiday, but not sure where

My Destination is decided. Waiting for best quotes

My Tickets are booked

Uploaded by joyaet | Delhi

Sam Sand Dunes (Desert) snapshot

Download Jaisalmer Travel guide in PDF format

Rank 1

Ranked 1 of 52, Sightseeing in Jaisalmer

Average Rating 6.2 / 7

104 Ratings & 84 Reviews

257 Photos

3 Hotels

What travellers are saying about Sam Sand Dunes

Experience scale	Travellers recommend	Facilities available
Excellent 44	Best Time: During Sunset	Food available for purchase
Very Good 27	Length of visit: More than 3hrs	Bathroom facilities
Good 8		Camera/Video allowed
Average 2		Wearing of shoes/footwear allowed
Below Average 1		Lockers/Storage
Poor 0		
Terrible 2		

84 traveller reviews for Sam Sand Dunes

Sort by: Latest Ratings Read reviews from your city

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

7.0/7 Posted Dec 9, 2015

Scout

Burnt dasgupta

Lives in Ahmedabad

2 Reviews

52 Helpful Votes

495 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 camels, traditional folk, music and dance. And of course Rajasthan's 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 doesn't properly. 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? 10/10 Be the first to vote

"Desert Camp with Adventure activities"

6.0/7 Posted Nov 30, 2016

Explorer

Tant Ray

Lives in Gurgaon

38 Reviews

124 Helpful Votes

26436 Readers

Two experiences has set up a desert camp with multiple adventure activities like quad biking, zorbing, zip line etc. It also arranges a package with stay with camel safari, food and cultural programme. The camel safari is a must to see the sunrise and sunset. You can do jeep safari also. The tents in the camp are quite nice and you can enjoy folk dance in the evenings. The food though vegetarian is quite tasty and the service excellent. A must do activity.

Was this review useful? 10/10 Be the first to vote

"Memorable desert experience"

7.0/7 Posted Nov 24, 2016

Explorer

A.K. Patel

Lives in Bhavnagar

18 Photos

6 Reviews

4 Helpful Votes

2042 Readers

If want to see the desert and stay in tent you must visit Sam Sand Dunes near Jaisalmer (40km). Where one can enjoy camel safari, Jeep safari. You must watch sunrise or sunset at dunes. Enjoy folk song, dance and dinner at camp.

Was this review useful? 10/10 Be the first to vote

"Superb experience at the Dunes"

7.0/7 Posted Nov 14, 2016

Scout

Amit Patel

Lives in Mumbai

7 Photos

4 Reviews

4 Helpful Votes

3793 Readers

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PLAN HOLIDAY NOW

Find Jaisalmer Hotels of your choice

- Hotels in Jaisalmer (273)
Rs. 150 onwards
- Nature Camps in Jaisalmer (135)
Rs. 731 onwards
- Resorts in Jaisalmer (71)
Rs. 1200 onwards
- Guest Houses in Jaisalmer (64)
Rs. 176 onwards
- Heritage Hotels in Jaisalmer (16)
Rs. 400 onwards
- Self Catering Villas in Jaisalmer (13)
Rs. 400 onwards
- HomeStays in Jaisalmer (4)
Rs. 1341 onwards
- Farm House in Jaisalmer (1)
Rs. 4600 onwards
- Boutique Hotel in Jaisalmer (1)
Rs. 4712 onwards

View all Jaisalmer hotels

Jaisalmer Photos



View all Jaisalmer photos

Popular Destinations

- Jodhpur
558 Jodhpur Hotels
31 Jodhpur Sightseeing
- Udaipur
756 Udaipur Hotels
166 Udaipur Sightseeing
- Mount Abu
244 Mount Abu Hotels
32 Mount Abu Sightseeing
- Agra
1672 Agra Hotels

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"Feel the THAR Desert- The land of Golden Sand"

6.0/7 Posted Jan 11, 2016

Tourist

Asraf

Lives in Mumbai

7 photos

4 Reviews

81 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 movie. The reality is individual long Sand Dunes are there with small or without vegetation but not like the filmy one (that type of desert are 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 4/5 persons (short trip - drop and pick up from sunset point), long trip Rs. 600/- to 1000/- per for 4/5 persons. Jeep ride at 600/- to 1000/- per for 5 persons. By foot, one can enjoy the desert also in a better way. Should spend at least 4-5 hours to feel the desert, enjoy at sunset. 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 sunrise are beautiful, full moon nights at 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.

Was this review useful? 10/10 Be the first to vote

"Excellent place"

6.0/7 Posted Jan 7, 2016

Explorer

Manish bhattacharjee

Lives in Jaipur

30 photos

50 Reviews

32 Helpful Votes

45727 Readers

This is the place for the people who love adventure. Excellent Sand Dunes and Camel Ride makes your day memorable and it's the lifetime experience of wandering in the sand. Sunset point is excellent. You need to carry water bottle and something to eat if you want.

Was this review useful? 10/10 Be the first to vote

"Very nice place for desert safari and viewing sunset"

7.0/7 Posted Jan 3, 2016

Scout

Vishal Varshney

Lives in Delhi

3 photos

7 Reviews

4 Helpful Votes

3793 Readers

What To do :

1. Night camping
2. Desert safari
3. Watch Folk dances and folklore during night camping at one of the camps.

First of all, if you are a first time traveller either Pre book your night camp or if you wanna save a good amount of money, go to sand dunes ahead of Jaisalmer (approx. 40 km) and then book it by seeing the amenities. People in Jaisalmer have started fooling people for these camp and take Booking promising many things but can't hold their word even for a minute.

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Jaisalmer Photos



View all Jaisalmer photos

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244 Mount Abu Hotels
37 Mount Abu Sightseeing
- Jaipur
1795 Jaipur Hotels
263 Jaipur Sightseeing
- Jodhpur
558 Jodhpur Hotels
31 Jodhpur Sightseeing
- Gurgaon
1671 Gurgaon Hotels
29 Gurgaon Sightseeing
- New Delhi
2940 New Delhi Hotels
1570 New Delhi Sightseeing



Tourist

Asraf

Lives in Mumbai

7 photos

4 Reviews

91 Readers

"Feel the THAR Desert- The land of Golden Sand"

6.0/7 Posted Jan 11, 2016

6 photos with review


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 movie. The reality is individual long Sand Dunes are there with small or without vegetation but not like the filmy one (that type of desert are might be protected by Govt. And not accessible/ allowed to the common tourists without permit).

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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 at 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.

INTELLIGENT AUTOMATION: REVIEW CURATION ENGINE



Scout

Debarati Basu

Lives in Kolkata

4 Reviews

12 Helpful Votes

1550 Readers

"An unforgettable night below the stars"


7.0/7 Posted Apr 7, 2015

Camel rides to the desert, rolling down the soft sand dunes, seeing the sun set behind the dunes leaving a orange-crimson 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, sipping on our morning cuppa and riding the camels back to Badal ji's house.. In one word: Mesmerizing!!!

Staying on the dunes for a night is an absolute must to experience Rajasthan in all it's 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) that'll keep you comfy 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 :). Highly recommend Badal House.

Was this review useful? ☒ YES ☐ 2 votes



Scout

Sumit dasgupta

Lives in Ahmedabad

2 Reviews

2 Helpful Votes

496 Readers

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

7.0/7 Posted Dec 9, 2015

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Was this review useful? ☒ YES ☐ Be the first to vote.

CURATED BLOG

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 Holiday IQ travellers recommend the best places to visit to make your budget friendly trip worth your time.

1. Jaisalmer



[Click to See More Photos](#)



Watch Videos



When to Visit



Top Places to Visit

HolidayIQ Reviewer Asraf 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](#)

WITH SELECT REVEIWS

HolidayIQ

blog

7 Charming Deserts For The Love Birds To Vacation



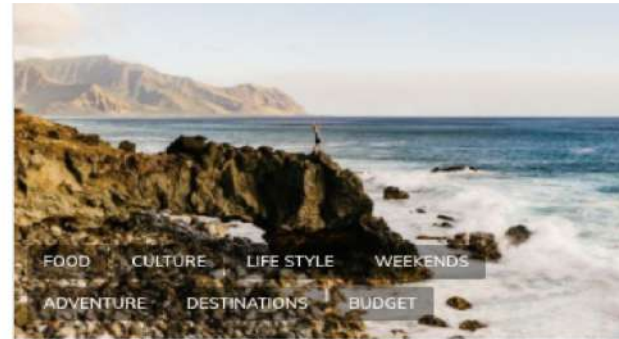
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1. Jaisalmer



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

HOLIDAY INTEREST → DESTINATION INTEREST



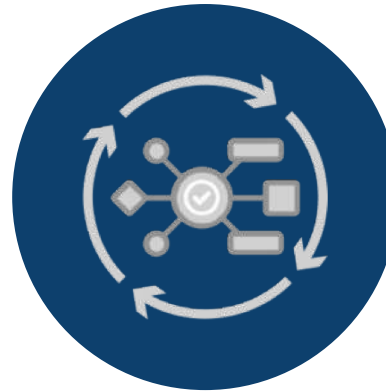
MICRO SEGMENTS

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



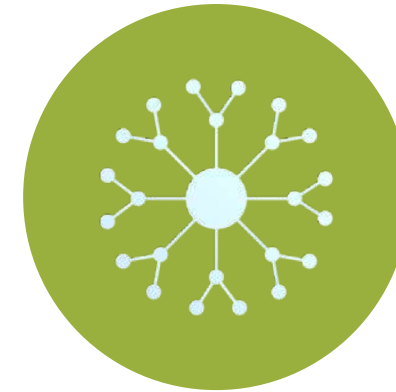
INSPIRATION CONTENT

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

HolidayIQ

Blog Automation

Keywords

fort

palace

Keyword 3

Travel Companion

Family

Holiday Type

Relaxed

Destination Type

Heritage

Get Destinations

All Destinations

Domestic Only

International Only

Destination Name	Number of Reviews	Use in Blog
Jaipur*	135	<input checked="" type="checkbox"/>
Udaipur*	105	<input checked="" type="checkbox"/>
Mysore*	91	<input checked="" type="checkbox"/>
Jodhpur*	53	<input checked="" type="checkbox"/>
Agra*	44	<input checked="" type="checkbox"/>
Bangalore*	33	<input type="checkbox"/>
Kochi (Cochin)*	31	<input type="checkbox"/>

HolidayIQ

Blog Automation

New Post





Post Title

Cover Image

Choose file No file chosen

Jaipur X

Jaipur



☐

☐

☐

☐

fort (405)

palace (305)

heritage (194)

history (168)

temple (161)

shopping (130)

culture (114)

architecture (113)

museum (108)

elephant (71)

lake (51)

shop (50)

weather (48)

garden (48)

monument (35)

historical place (34)

elephant ride (34)

village (30)

peaceful (30)

hill (29)

Destination Type : heritage

Destination : Jaipur

Jaipur Diaries - Hava Mahal
I had been to Jaipur many many years ago as a child and had seen the Hava Mahal from outside, while passing through the market then.
This time got lucky, to visit the renovated Hava Mahal, Hava Mahal (Place of winds) is located in (Badli Choped area) in Jaipur. This is the same area which has the famous LMS (Laxmi Meheran Bhander) and Juhani Bazar. Hava Mahal is in close vicinity to the City Palace and Jantar Mantar.

Select snippet

Destination Type : heritage

Destination : Jaipur

A day in Jaipur
Jaipur- Pink city of Rajasthan rich in culture, heritage and majestic architecture of Royals. Being an avid wanderer, Jaipur was always on my list. As we had planned to visit Ajmer dargah, we executed Jaipur trip too.
We went via Shatabdi from Delhi- Ajmer Ram and reached the destination on time. We had already booked hotels online for Ajmer and Jaipur as its always hassle free and money saving. We stayed for a day and left for Jaipur the next day.
Jaipur has many places to explore and a day

Select snippet

Destination Type : heritage

Destination : Jaipur

Wonderful Museum
The City Palace is the main tourist spot of Jaipur. There are 3 galleries in the palace - the garments gallery, weapons gallery and Jaipur Darbar gallery. At the entry of the museum, we find the garments gallery, spread out in having several rooms. The following garments among others are displayed in these rooms:
- Choies of kings Pratap Singh and Sawai Ram Singh II.
- Carpets, including the rare pashmina carpet woven in 1550.

Select snippet

Use this block

☐

HolidayIQ.com
Holiday better

HOLIDAY INSPIRATION: Calls To Action

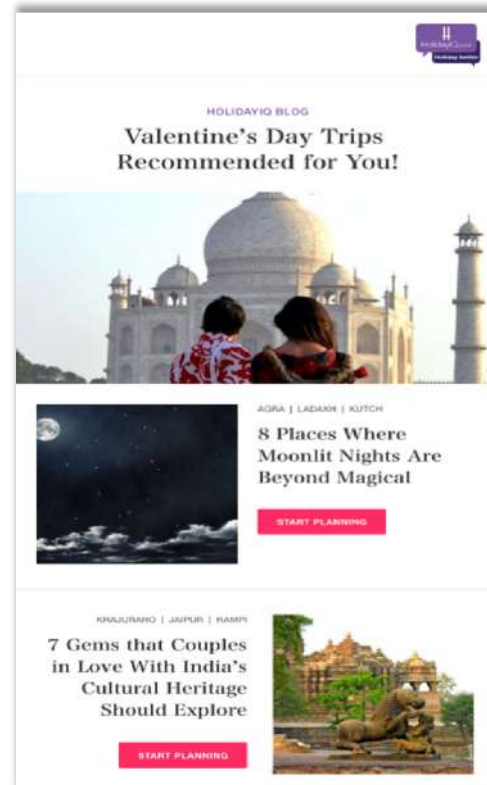


HOLIDAY INSPIRATION: tech integration for very wide distribution

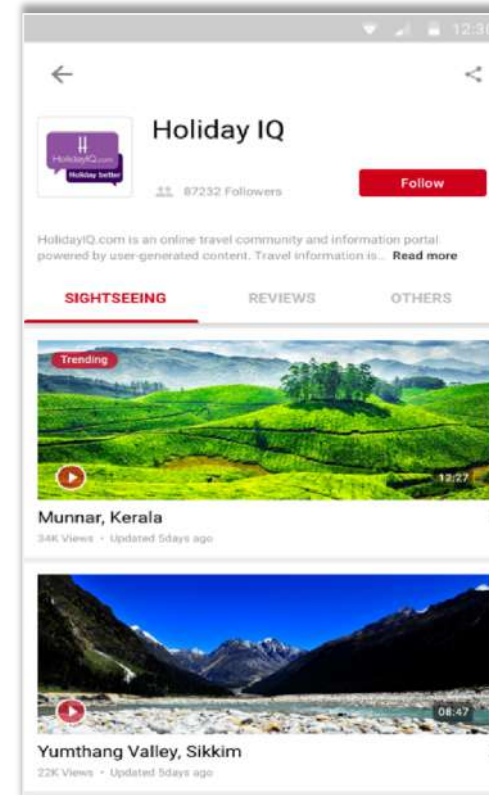
FACEBOOK
240M User Base (India)



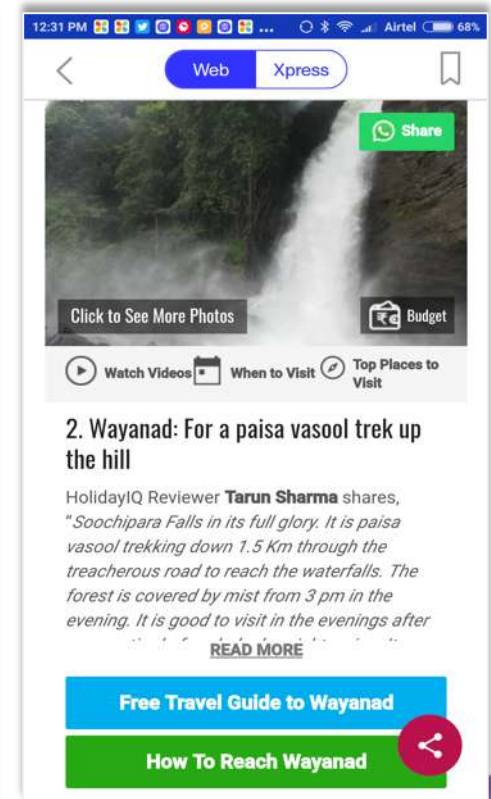
HOLIDAYIQ
12 M Travellers/Month



DAILYHUNT
35M MAU

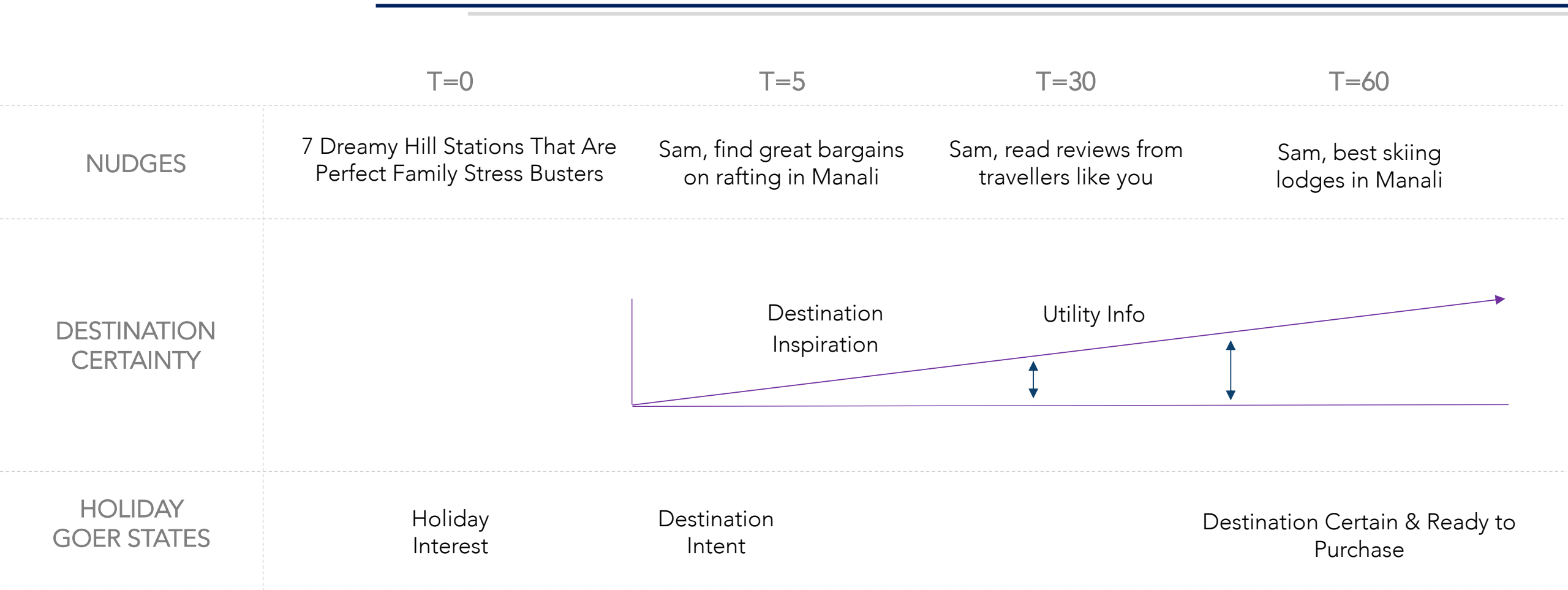


JIO
100M Downloads



PERSUASION

Trip Planning : Proactive Push



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

<input type="checkbox"/>	☆	📌	HolidayIQ (2)	Inbox	Read Stories from Manali by Real Travellers - Mail - HolidayIQ Hi Vakul, Still wondering whether you
<input type="checkbox"/>	☆	📌	HolidayIQ	Inbox	You Need This Guide to Manali - Mail - HolidayIQ Hi Vakul, Let's start planning your holiday to Man
...	HolidayIQ, me (2)	Inbox	You have unlocked Manali Travel Guide - From: HolidayIQ Date: Sun, 17 Dec 2017 at 4:01 PM Subj



Manali,

Himachal Pradesh

Ranked 2 in Himachal Pradesh

6.1/7



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

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.



Do's

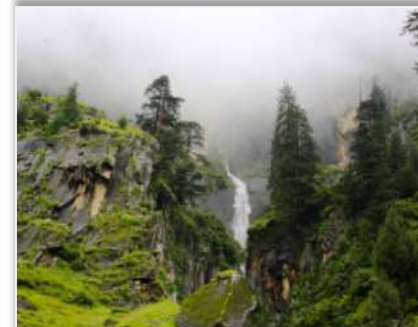
Carry your gum boots for skiing

Carry extra petrol / complete car kit if going



Don'ts

Don't jump/go into the river without guidance or a life jacket



Manali,

Himachal Pradesh

Ranked 2 in Himachal Pradesh

6.1/7



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. Set on the Beas River, it's a gateway for skiing in the Solang Valley and trekking in Parvati Valley. It's also a jumping-off point for paragliding, rafting and mountaineering in the Pir Panjal mountains, home to 4,000m-high Rohtang Pass.

[Read more](#)

Reviews

Mukund Sarda

Superb fun

We were 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

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"



Travel Tip

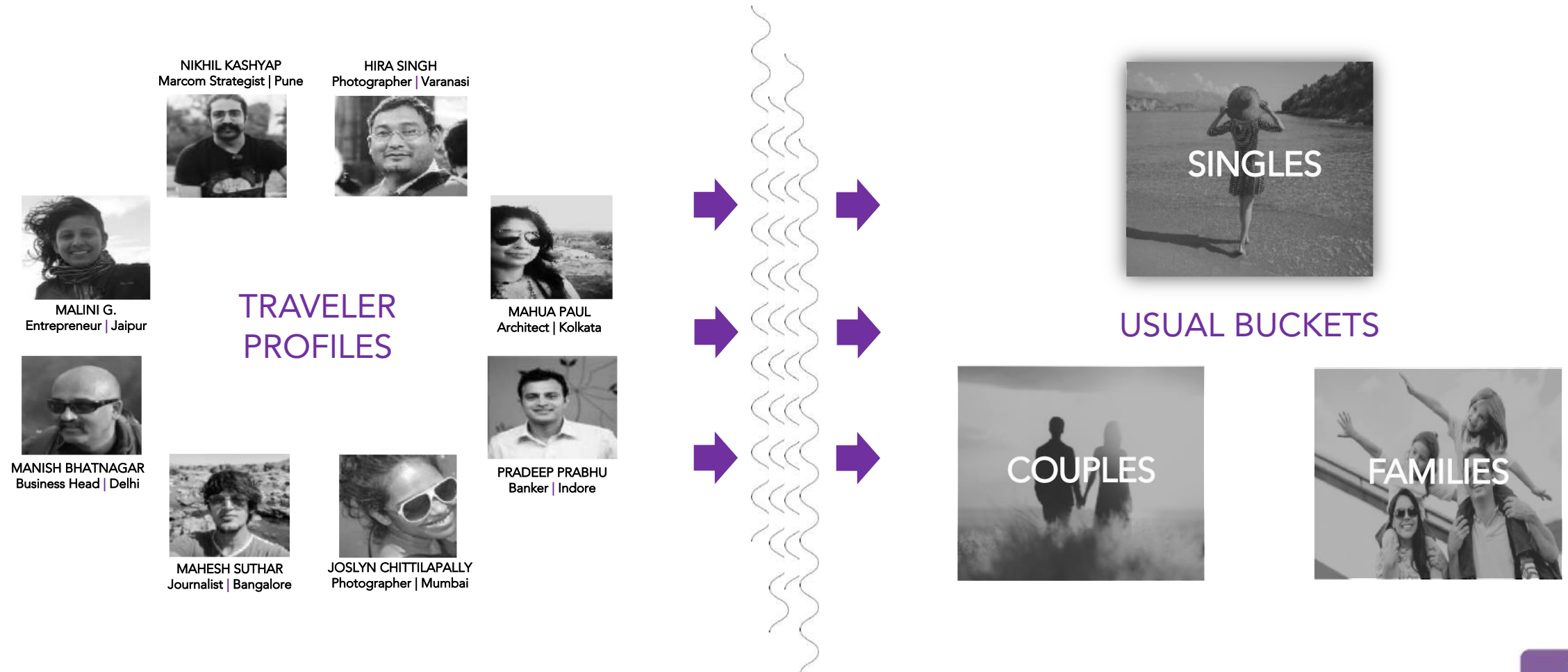
Being the most popular hill station in India, Manali is recommended by majority of both adventure junkies and travel experts. It offers the widest range of adventure activities in North India

Manali is popular among adventure travelers



Experiences

Traditional Approach To Personalization: By Traveller Type



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!


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"

Manali is a high-altitude Himalayan resort town in India's northern Himachal Pradesh state. It has a reputation as a backpacking center.

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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.


Do's

- Carry your gum boots for skiing
- Carry extra petrol / complete car kit if going

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





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Manali is popular among adventure travelers

PERSUASION


Singular objective: Achieve threshold level of destination-certainty prior to booking

Your Holiday to Manali, Now 50% Planned

✓

Destination

Manali, Himachal Pradesh



Manali

Hills | Temples | Adventures

Awesome place. Just love this place... Perfect stay for nature lovers. Really a blissful place. Living in this eagle cottage gives travellers a great experience to enjoy nature.

[Read Reviews...](#)

✓

Things to Do

Top Places to Visit in Manali

RANKED 1

Rohtang Pass

6.0/7

RANKED 2

Solang Valley

6.1/7

RANKED 3

Manikaran Gurudwara

5.0/7


[Get Itineraries ...](#)

✓

When to Visit

Weather & Season information

Current Weather



Cloudy

Excellent,
Less Crowded

Mostly cloudy and chilly a flurry around this afternoon

[Know More...](#)

✓

Getting There

How to Reach

3 hrs by Flight

BLR
Bengaluru

DEL
Delhi

6 hrs by Bus

DEL
Delhi

KUU
Manali

Duration: 9 hours

Fare starting from:

₹ 8,000

[BOOK TRAVEL](#)


✓

Where to Stay

Time to book your stay in Manali

Top Hotels

Exclusive 10% Off for you!



Manuallaya Resorts

Ranked 1 in Manali

6.1/7


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Hotel Bookings

Cab / Bus / Flight Bookings


Holiday better