



“The Ultimate Guidebook”

## Positioning

Trip Advisor positions itself as the world’s largest travel site and travel community in the world. TripAdvisor’s well-built community offers over 250 million reviews on accommodations, restaurants and attractions. TripAdvisor’s brand places heavy emphasis on its community of users and the comprehensiveness of reviews available. It is a price aggregator that then ranks the search results based on a combination of parameters provided by the customer as well as the ratings and reviews provided by its community.

Additionally, TripAdvisor is concerned with a travelers total travel experience rather than simply help one find a flight and hotel. They offer city guides online that offer recommendations on when to travel,

## Primary Audience

Their primary audience appears to be travelers looking to get the most out of their vacations and may like to plan ahead how they will spend their time. As mentioned previously, their site and app do more than focus on flights and hotels but also offer suggestions and reviews for activities and restaurants for a given destination. These travelers want to make sure they are doing the things on their trips that suit their tastes, and would like to hear from the travelers that went before them about their experiences positive and negative.

## Differentiators

TripAdvisor goes further than other travel booking sites and apps by also offering reviews, rankings and ratings of destination restaurants and attractions. The app formerly had downloadable city guides for travelers concerned with data usage while abroad. TripAdvisor aims to be part of each step of a traveller’s experience rather than simply helping them book a flight and a hotel.

Strengths	Weaknesses
<p>Brand:</p> <ul style="list-style-type: none"> <li>Recognized as community based/oriented</li> <li>Number of reviews available</li> <li>Consumer trust of reviews and website</li> <li>Viewed as ultimate travel guide for destinations</li> <li>Reviews for more than hotels – restaurants, activities, attractions, necessities EVERYTHING, but with travellers in mind.</li> <li>Lots of information for travelers</li> <li>Popular forums for travellers to exchange ideas and ask questions to one another</li> <li>Comprehensive database of attractions, restaurants and activities for review</li> <li>Informative</li> <li>Used as a resource while on vacation</li> <li>No car rentals</li> <li>Mobile App:               <ul style="list-style-type: none"> <li>A lot of available content and resources</li> <li>Most functions from website available from mobile app (reviews, forums, booking)</li> <li>Can book tours</li> <li>Airport information available</li> <li>Downloadable maps and guides to save on data usage</li> <li>Hotel price comparisons available from app</li> <li>Ability to save places of interest</li> </ul> </li> </ul>	<p>Brand:</p> <ul style="list-style-type: none"> <li>Meta search/aggregator, not known for offering the best deals or discounts</li> <li>Price not guaranteed</li> <li>Reviews sometimes can be misleading (both positive and negative reviews)</li> <li>Reviews and suggestions not curated, and hard to distinguish venues that may fit needs unless reading a lot of reviews.</li> <li>Almost too much information available to users</li> <li>Mobile App:               <ul style="list-style-type: none"> <li>Maybe too many resources available</li> <li>Can feel kind of clunky because of number of taps that are allowed to get to information</li> <li>Reviews are a bit long to read on a phone</li> </ul> </li> </ul>
Opportunities	Threats
<p>Brand:</p> <ul style="list-style-type: none"> <li>Emphasize finding better prices</li> </ul> <p>App:</p> <ul style="list-style-type: none"> <li>Clean up bulk of mobile app</li> <li>Provide suggested itineraries with checklists from app</li> </ul>	<p>Brand:</p> <ul style="list-style-type: none"> <li>Other sites are better known for getting better prices.</li> <li>Other sites can provide reviews in a shorter fashion – maybe travelers are just long winded.</li> </ul> <p>App:</p> <ul style="list-style-type: none"> <li>Reviews are long to read on a phone.</li> </ul>



“Your Information Gatherer”

## Positioning

Kayak positions itself as a travel search service designed to get its visitors all the information they need to be able to compare prices and availability to plan their vacation. It is a no-frills fare aggregator that searches hundreds of travel sites for available flights, hotels and rental cars. They take a data driven approach to help their customers.

## Primary Audience

Kayak’s primary audience appears to be the customer who needs to quickly find comprehensive information to make travel decisions and solve their travel problems. Because they pull prices and itineraries from other websites to find people prices they help people save time from having to search multiple sites.

## Differentiators

Their focus is on searching on behalf of its visitors as opposed to selling to its visitors. It searches hundreds of different travel websites to give its visitors a comprehensive list of all options available. Additionally they offer a “Price Forecast” based on analysis of historical price changes to help visitors decide when the best time might be to buy their tickets.

Strengths	Weaknesses
<p>Brand:</p> <p>Trusted for having comprehensive search of several different websites</p> <p>Not sell sell sell oriented</p> <p>Emphasis on providing information</p> <p>“Price forecast” provides visitors with suggestions on whether to buy or wait</p> <p>Mobile App:</p> <p>Clean interface</p> <p>Offers “explore” function that allows users to discover destinations based on dates and price</p> <p>Hotel reviews and ratings well summarized</p>	<p>Brand:</p> <p>Offers almost too many options for users to consider.</p> <p>Requires customers to go to different sites to book flights/hotels.</p> <p>No price guarantee – not aimed at sales.</p> <p>Mobile App:</p> <p>Because it is flight aggregator, must book flights on a 3<sup>rd</sup> party website</p> <p>Packages unavailable on app</p>
Opportunities	Threats
<p>Brand:</p> <p>None</p> <p>Mobile App:</p> <p>Ability to pay directly on app without being outsourced to third party site</p> <p>Ability to book package on app</p> <p>City guides</p>	<p>Brand:</p> <p>Others are offering price guarantees</p> <p>Mobile App:</p> <p>Other apps allow for booking of packages</p>



“Your Online Travel Agent”

## Positioning

Expedia positions itself as a full-service online travel agency whose goal is to find you the best prices and the best deals on travel. They search over 500,000 hotels and work with over 400 airlines worldwide. Additionally, they offer a Best Price Guarantee that will give its customers a refund of the difference if a cheaper fare is found on a different site, as well as a travel credit for future travel. The focus is on price, value and saving. Customers book directly on the website or the mobile app to get these best prices.

## Primary Audience

The primary audience for Expedia is the traveller looking to find the best deal and save the most money. They likely have a destination already in mind, and are looking for a source that will give them the best price.

## Differentiators

They offer incentives for booking via their mobile app by offering a “first-time discount” as well as offering triple points for their loyalty program for purchased made via their app. They are known for doing the hard work required to find you the best price available... Guaranteed! Additionally they offer the ability to book activities in a given destination (or locally)

Strengths	Weaknesses
<p>Brand:</p> <ul style="list-style-type: none"> <li>World's largest online travel agency</li> <li>Recognized for having some of the best prices and a wide variety of hotel and airline options</li> <li>Name recognition</li> <li>Can set reminders/price alerts</li> <li>“ScratchPad” automatically keeps history of previous searches</li> </ul> <p>Mobile App:</p> <ul style="list-style-type: none"> <li>Incentivize users to book through the app by offering discounts and bonus loyalty points</li> <li>Clean layout, easy to read</li> <li>Can find cheap hotels on-demand for tonight</li> </ul>	<p>Brand:</p> <ul style="list-style-type: none"> <li>“2 seats left!” seen as pressure tactics</li> <li>Not always the best prices available</li> <li>Must sign up for newsletter to get better deals</li> <li>Does not specialize in any one thing</li> <li>One among many travel websites</li> </ul> <p>Mobile App:</p> <ul style="list-style-type: none"> <li>Heavy emphasis on finding hotels for tonight</li> <li>Fairly standard / expected design and flow</li> <li>Cannot book packages (<i>offered on Orbitz app</i>)</li> </ul>
Opportunities	Threats
<p>Brand:</p> <ul style="list-style-type: none"> <li>Can offer expertise in a particular area of travel booking, or develop a unique angle</li> </ul> <p>Mobile App:</p> <ul style="list-style-type: none"> <li>Ability for app to provide more information on destinations</li> <li>Ability for app to integrate restaurant reviews and suggestions for activities</li> <li>Emphasize more than just hotels for this evening</li> </ul>	<p>Brand:</p> <ul style="list-style-type: none"> <li>There are a number of websites that do similar things (Orbitz, Travelocity, Priceline, etc.)</li> </ul> <p>Mobile App:</p> <ul style="list-style-type: none"> <li>Maybe over emphasizes booking hotels</li> <li>App colors and experience not inviting, and could turn away mobile users for not feeling too modern</li> </ul>



Flexible Search Options

## Positioning

SkyScanner is a travel search site that aggregates flight, hotel and car rental information from a variety of sites with no hidden fees. SkyScanner positions itself with having the most flexible search options and offering unbiased information. It is a no frills website dedicated to giving its users the information they need to go on the trips they want to go on – including charts to help identify the cheapest days to fly, and the cheapest destinations from a particular origin.

## Primary Audience

Their primary audience is comprised of flexible travellers looking for an organized way to find the best deal in travel. Their travelers are open to destinations based on price as well as have flexibility in their schedules to get the prices available – and SkyScanner will help them find the best price. Also they attract savvy travellers who will want to “hack” to find the best deals.

## Differentiators

SkyScanner’s strength is in its ability to find the best deals for travelers who are very flexible. Visitors may select “Everywhere” as their destination and are then shown a list or a map of destinations showing the cheapest first. Similarly if travelers are flexible with their dates of travel and their carriers, visitors can select their flights after consulting a bar chart reflecting comparative flight prices across the calendar. They have a number of loyal users who have used these services to discover new locations and “hacked” the booking process to find tremendous values.

Strengths	Weaknesses
<p>Brand:</p> <ul style="list-style-type: none"> <li>Underground favorite</li> <li>Firm recognition to help visitors help themselves to find the best deals</li> <li>Can set reminders/alerts for changes</li> </ul> <p>Mobile App:</p> <ul style="list-style-type: none"> <li>Offers most of the same functionalities as the website</li> <li>Allows for multiple windows for different searches</li> <li>Shows potential “everywhere” destination on a movable globe</li> <li>Can save searches</li> </ul>	<p>Brand:</p> <ul style="list-style-type: none"> <li>No frills – app and web design are very basic and do not command attention</li> <li>Unknown to the mainstream</li> <li>Does not offer travel guides or information on destinations</li> </ul> <p>Mobile App:</p> <ul style="list-style-type: none"> <li>Three separate apps for flights, hotels and cars</li> <li>Must pay for apps that do not show ads</li> <li>Filter icons on results unclear or unrecognizable</li> <li>Must go to external site to book via browser on phone</li> <li>No information on destinations</li> <li>UI is difficult to make changes to specified search parameters</li> <li>Unclear on what has actions and what doesn’t</li> </ul>
Opportunities	Threats
<p>Brand:</p> <ul style="list-style-type: none"> <li>Unique approach to travel distinct from many power players</li> <li>Improve UI to gain more visibility and trust</li> <li>Offer information on suggested destinations</li> </ul> <p>Mobile App:</p> <ul style="list-style-type: none"> <li>Ditch the ads – distraction</li> <li>Cut down to one app</li> <li>Clarify the design to make intuitive and easier for users to use best parts of service</li> </ul>	<p>Brand:</p> <ul style="list-style-type: none"> <li>Unknown by many, but exposed to major competitors for duplication</li> <li>Other websites have similar functionalities as SkyScanner that are currently undiscovered by some users</li> </ul> <p>Mobile App:</p> <ul style="list-style-type: none"> <li>Not updating and improving UI as quick as competitors it’s competitors</li> </ul>