

An aerial photograph of a coastline. On the left, a rocky cliff meets the sea. The water is a vibrant turquoise color, revealing the seabed. A small boat is visible in the distance. A large black rectangle is overlaid on the center of the image, containing white text.

# **Innovation in Travel Planning inspirock**

WTM London  
2015



# The Story behind the Idea



- Founded by two backpackers in 2012
- Small team of 15 avid travellers
  - HQ in Palo Alto, California
  - Located in US, Europe, India
  - Travelled to 87 countries
- 100+ years of technology experience



# Innovation in Travel



# Innovation in Travel

## Planning



## Booking



## Vacationing



1995

2000

2005

2010

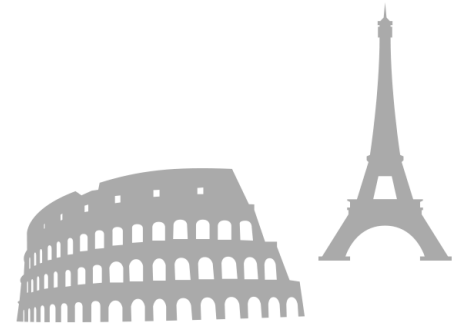
# What the Traveller Wants

A plan that covers the whole trip.

Destination  
information

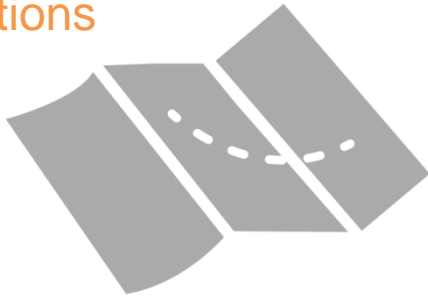


**16**  
DAYS  
in France & Italy  
with kids



Attractions &  
recommendations

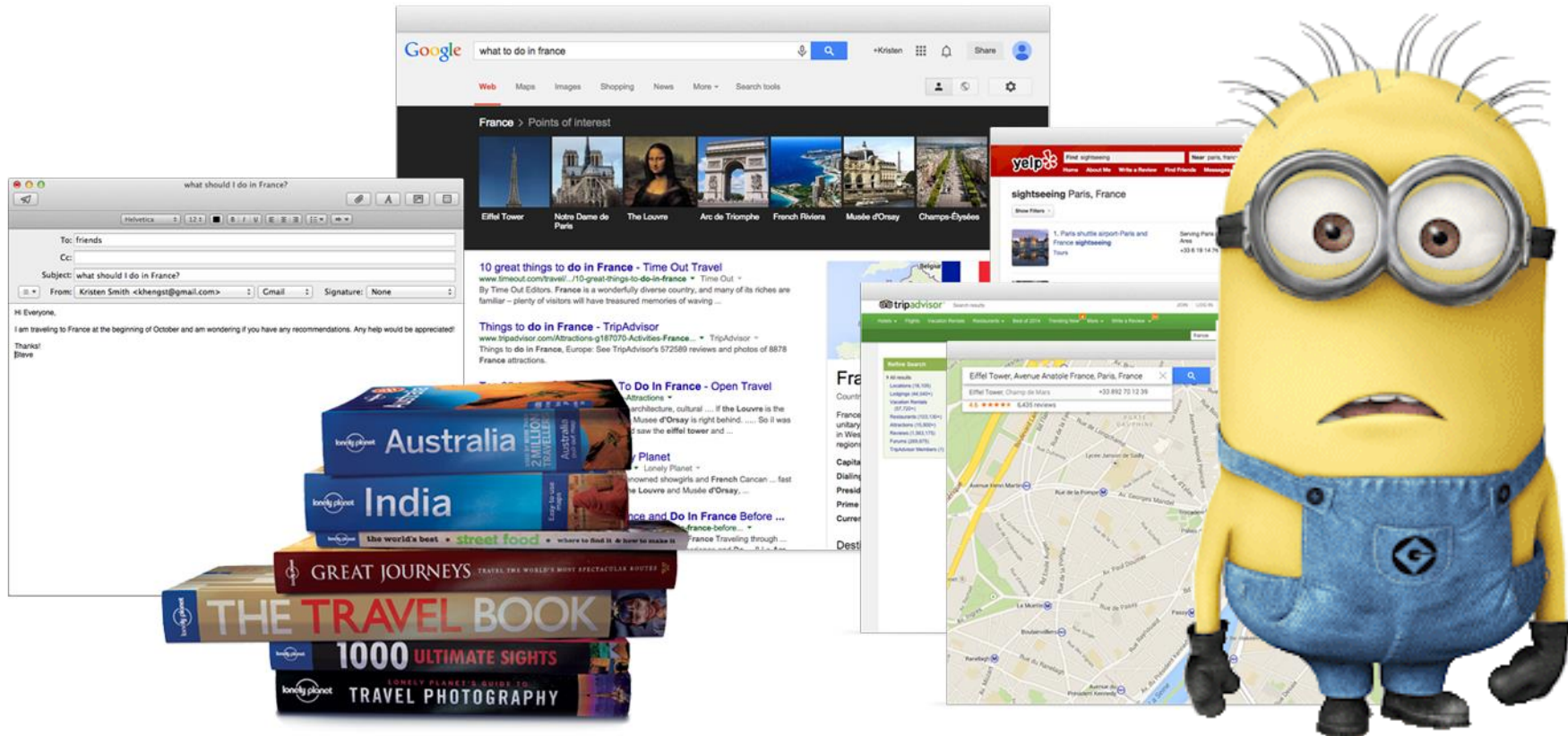
Directions



Daily  
schedules



# What the Traveller Gets



21  
days spent  
planning

38  
websites  
visited

42%  
of users  
frustrated

**Can this need be met?**

# A Trip Planner

MORE THAN  
**11000**  
DESTINATIONS:  
USA & EUROPE

## See and do more

Get the most from your vacation with our free trip planner.

### ITINERARY PLANNER

#### 1. DESTINATIONS & DATES

France

+ ADD DESTINATION

Apr 10, 2016

Apr 21, 2016

#### 2. TRAVELERS

☒ adults

☐ teens

☒ kids

#### 3. ACTIVITIES

☒ popular

☐ balanced

☐ hidden gems

☐ fast-paced

☒ medium

☐ slow & easy

☒ culture

☐ outdoors

☒ relaxing

☐ beaches

☐ historic sites

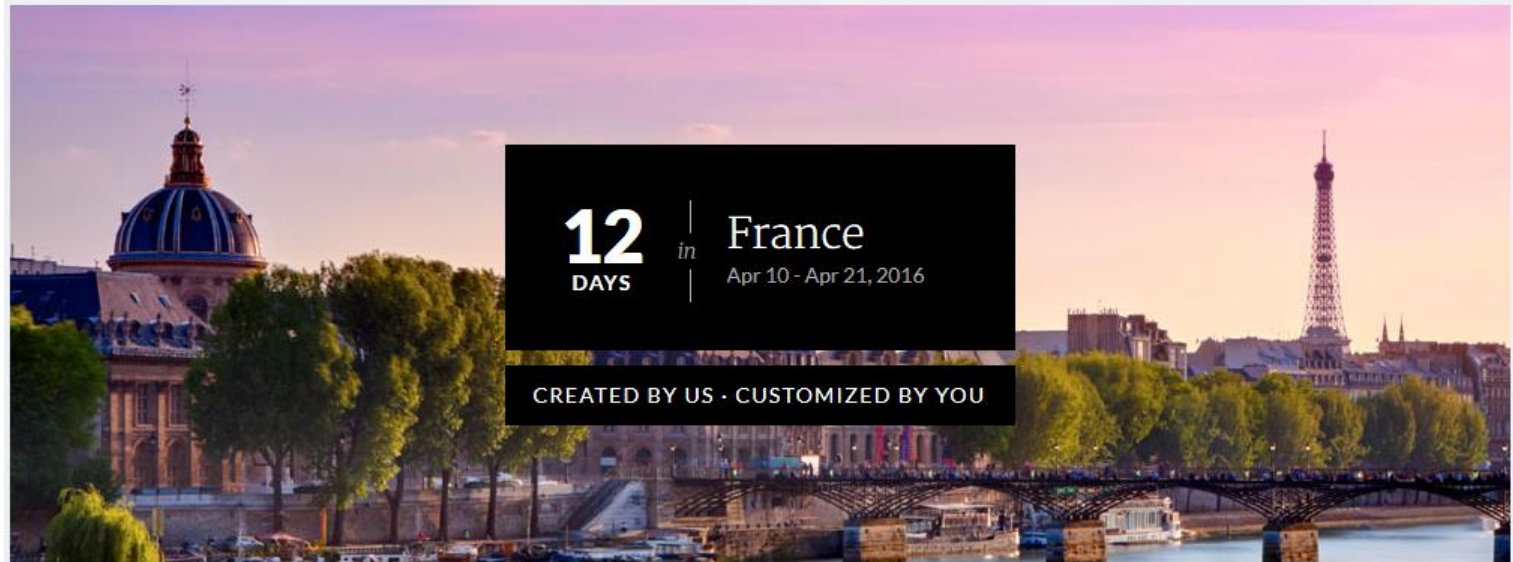
☐ museums

☐ shopping

SEE THE PLAN



# Get a plan in seconds



## Planned route We've calculated how to spend the most time in each destination.

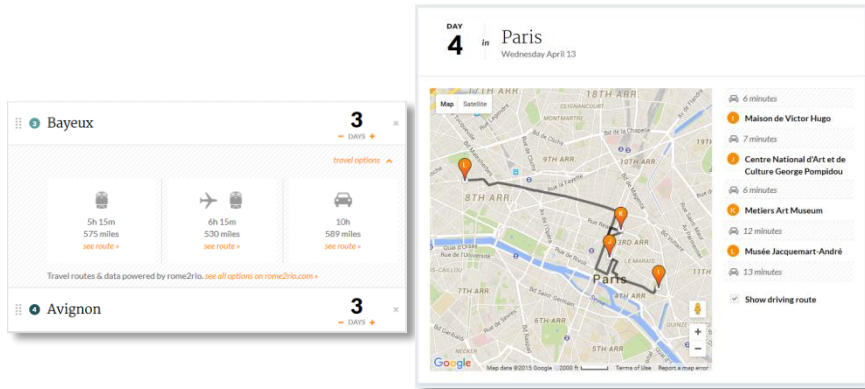
- 1 Paris
- 2 Rouen
- 3 Bayeux
- 4 Avignon

Su	M	T	W	Th	F	Sa
APR 10	11	12	13	14	15	16
17	18	19	20	21		

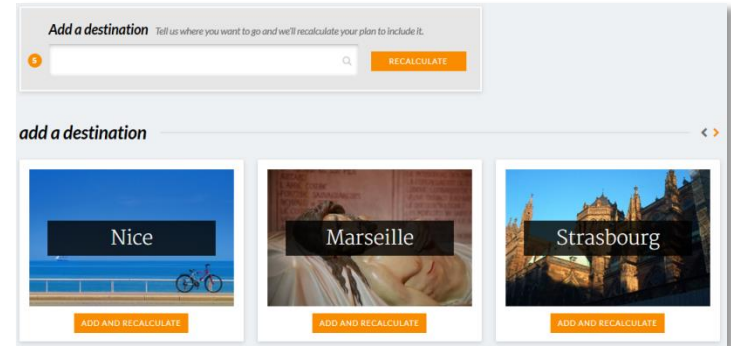
ADJUST ROUTE



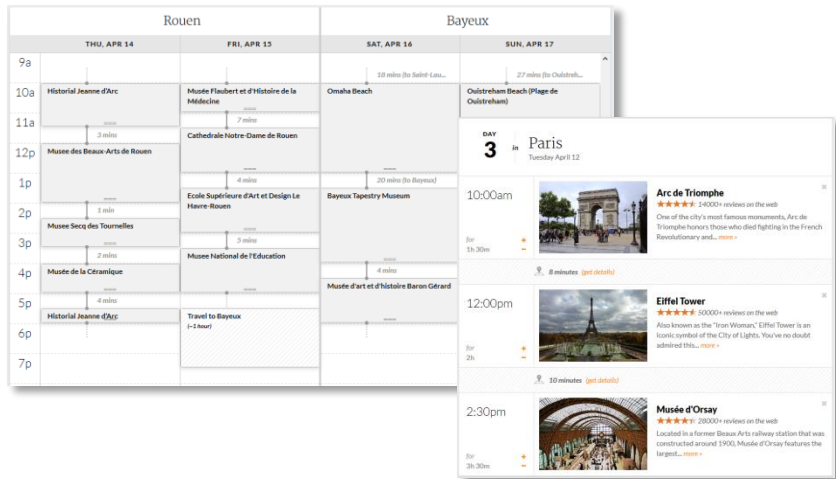
# and more help...



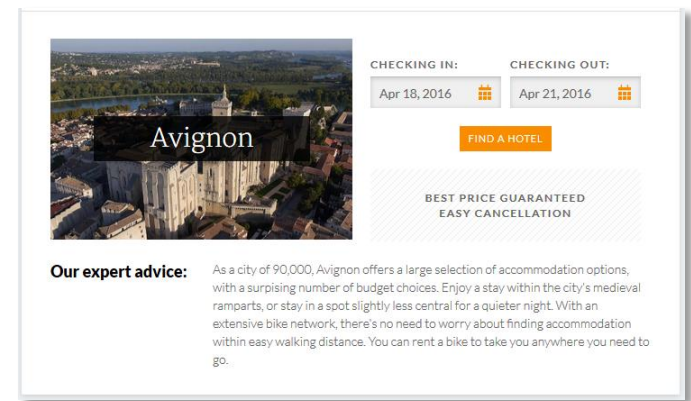
How to Get Around



Customise Destinations



Customise Daily Itinerary



Book Accommodation

# Friends & Family



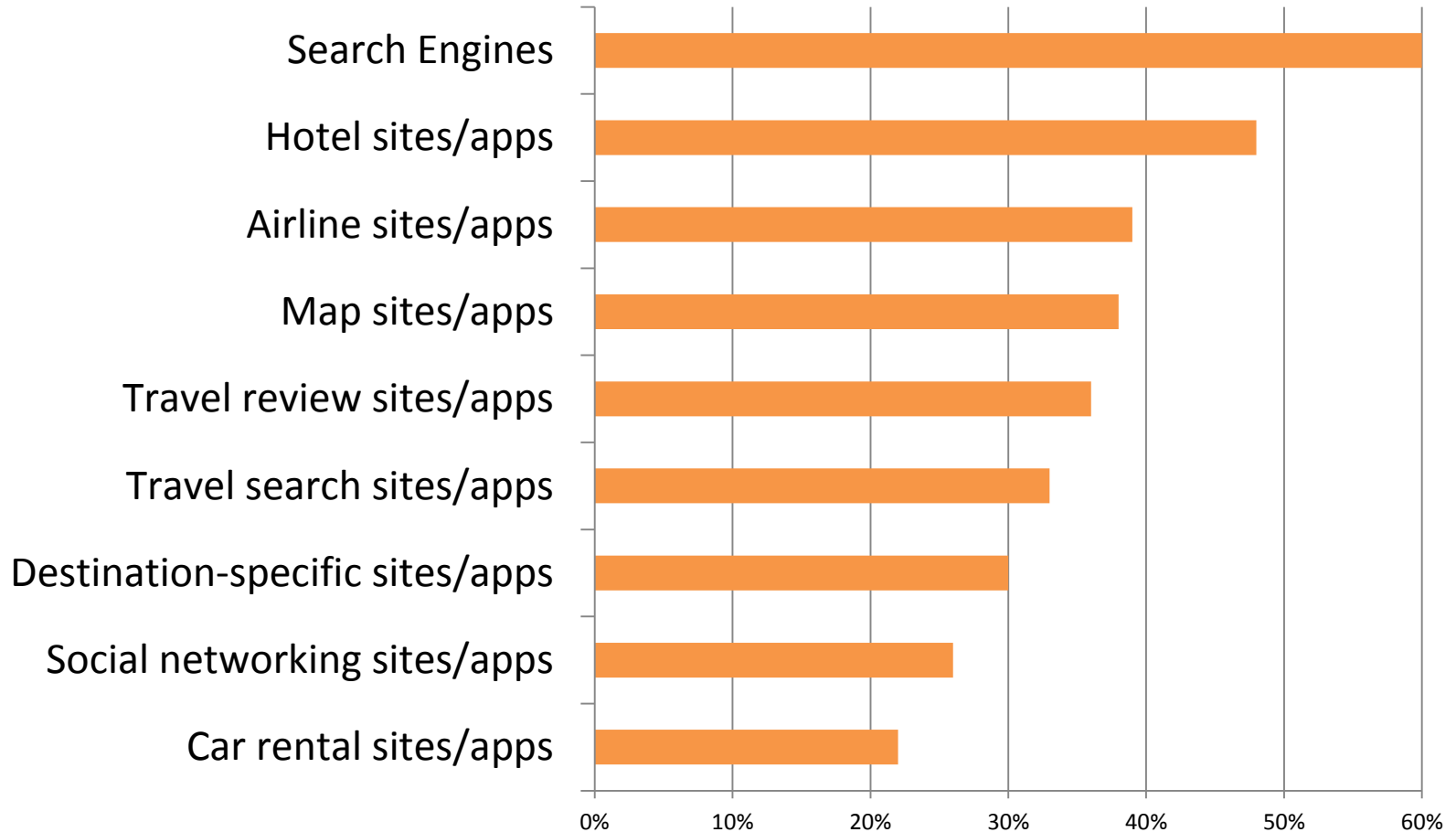
# **Why help travellers Plan a Vacation?**

- Travellers discover new destinations
- Travellers rediscover popular destinations
- Travellers plan, collaborate, and book on your site
- Get data and insights on what travellers really want



# The alternative

## Top 10 Online Sources used by Leisure Traveller



# Summary

- Rich content, combined with Big Data, Machine Learning, Artificial Intelligence, will enable breakthrough experiences in Travel
- All of us should use these to help the independent traveller plan great vacations

An aerial photograph of a coastal scene. On the left, a rocky cliffside with some green vegetation meets the sea. The water is exceptionally clear, showing various shades of blue and green, indicating a sandy or rocky seabed. A small, white boat is visible in the lower right portion of the frame. A large, dark rectangular box is superimposed over the center of the image, containing white and orange text.

# Thank you

[Prakash.Sikchi@inspirock.com](mailto:Prakash.Sikchi@inspirock.com)

[Denise.Otero@inspirock.com](mailto:Denise.Otero@inspirock.com)

[Anoop.Goyal@inspirock.com](mailto:Anoop.Goyal@inspirock.com)