ISRAEL TOURISM

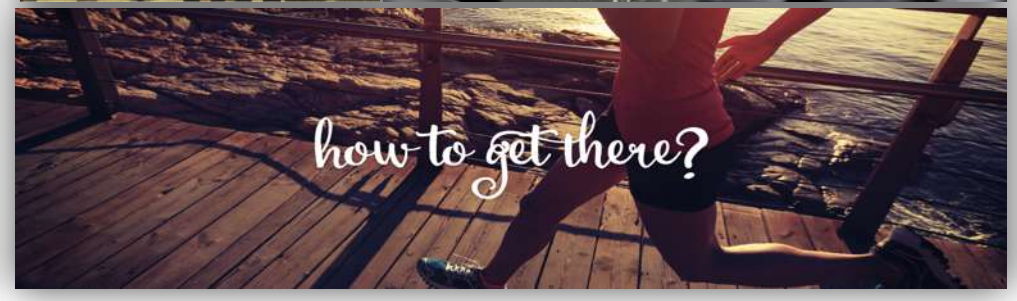
Integration Proposal from HolidayIQ

HolidayIQ
India's first and largest travel community

THE TRAVEL LIFECYCLE

QUESTIONS ASKED BY TRAVELERS

Inspiration → Planning → Sharing



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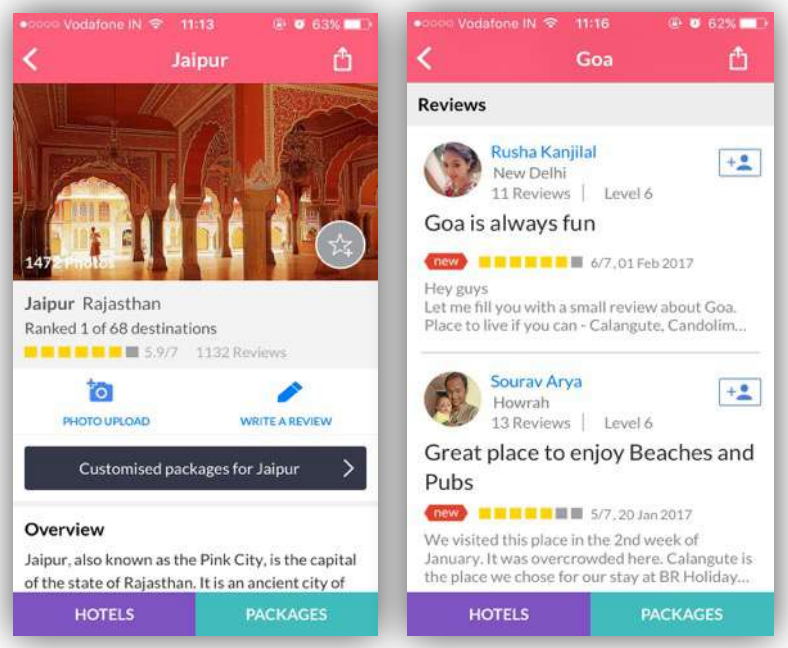
THE TRAVEL LIFECYCLE

ANSWERS PROVIDED BY HOLIDAYIQ

Inspiration

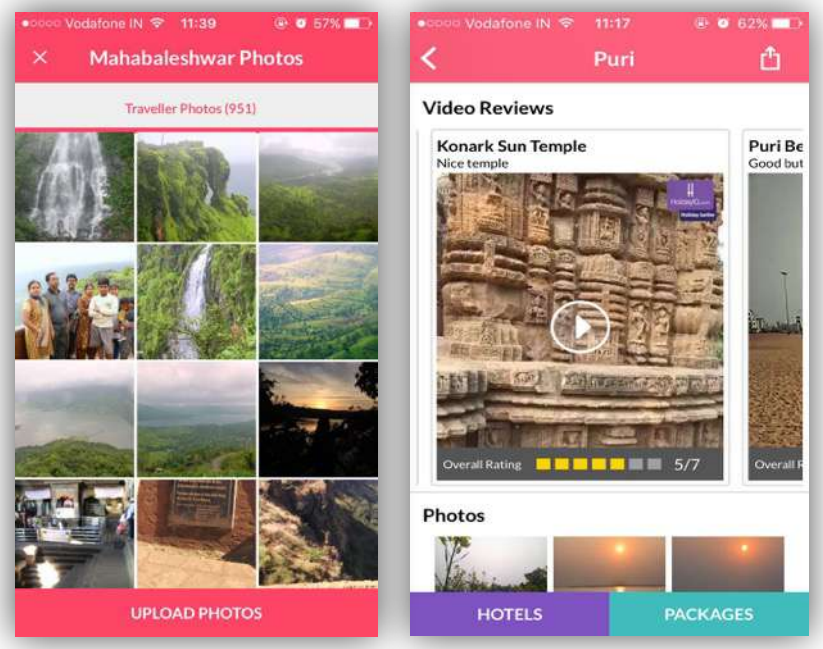
HolidayIQ Blog

Planning



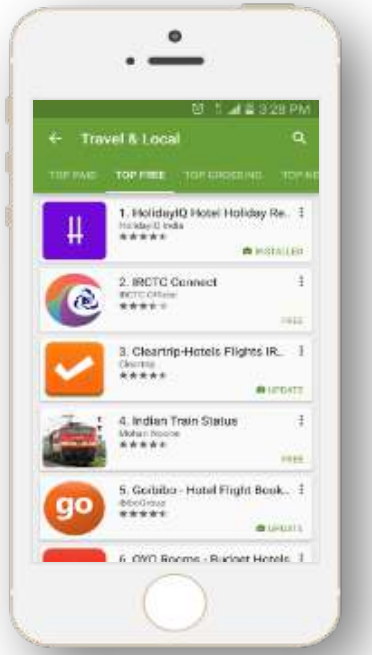
Reviews for destinations, hotels, journeys

Sharing



Shareable content in the form of photos and videos

TRUSTED BY MILLIONS



4.3

No. 1 Rated Travel App in India

Website

12 Million visits per month

Mobile App

1.5 Million App downloads

Registered Users

5 Million registered users

Social Media

2 Million followers

RED HERRING ASIA 100 WINNER

2014 Market Disruption Award

IAMAI Internet And Mobile Association Of India

Best Travel Website

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DEEPLY ENTRENCHED IN THE TOURISM INDUSTRY

INTACH

Tie-up with INTACH (Indian National Trust for Art and Cultural Heritage)

BTAC

HolidayIQ nominated into the Bengaluru Tourism Advisory Committee(BTAC)

Other Associations

IRCTC

JET AIRWAYS

Paytm

msn

SONY LIV

UC Browser

Bengaluru INTERNATIONAL AIRPORT

make MY trip .com

wego

trivago

Justdial India's No 1 local search engine

dailyhunt

....1000s of hotels and much more

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LEADER IN REVIEWS

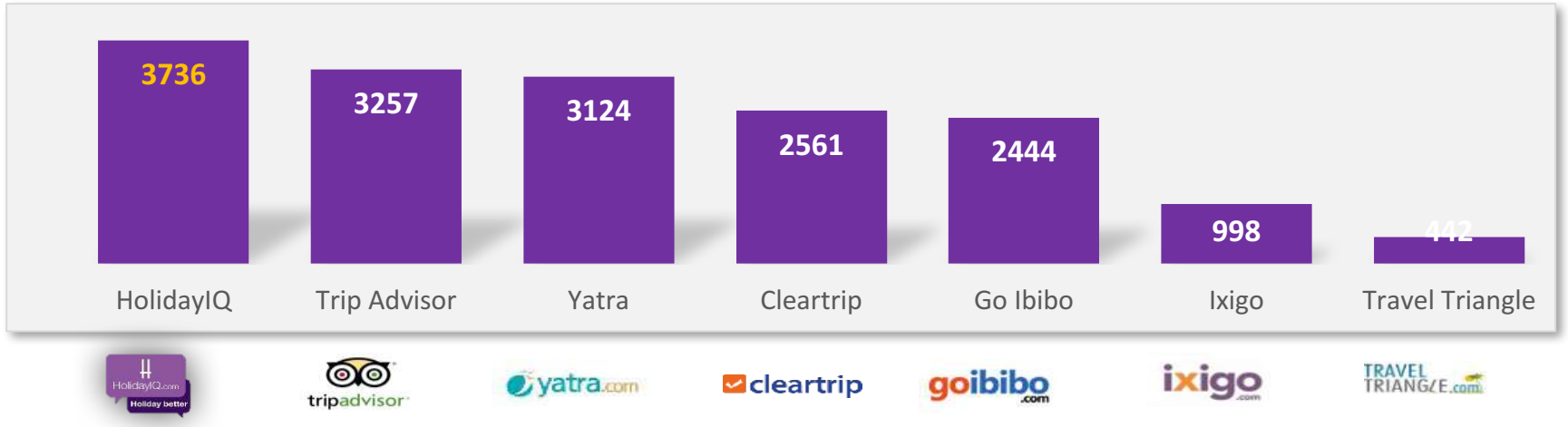
Review Leadership

HolidayIQ Vs. tripadvisor

HolidayIQ has reviews for 1.9x times more hotels than TripAdvisor

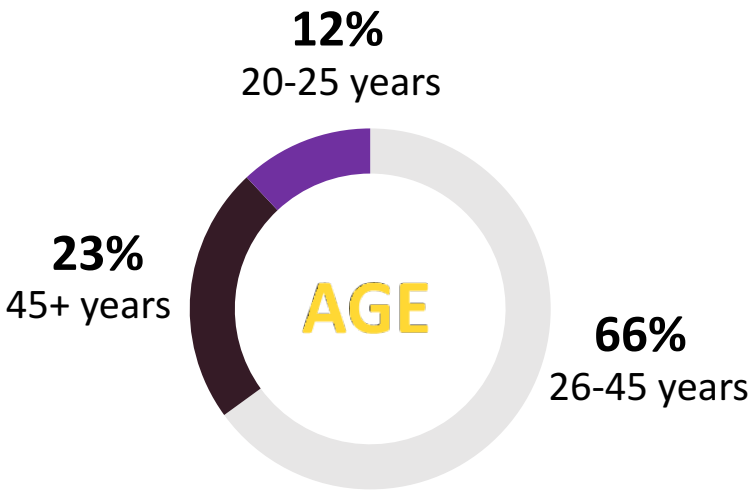
HolidayIQ has 2.3x more reviews for budget hotels than TripAdvisor

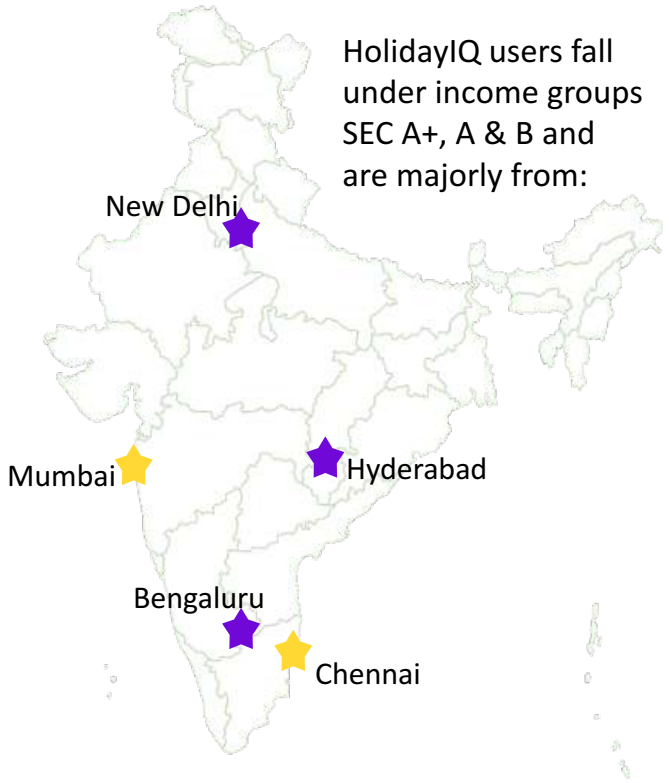
Traffic ComScore

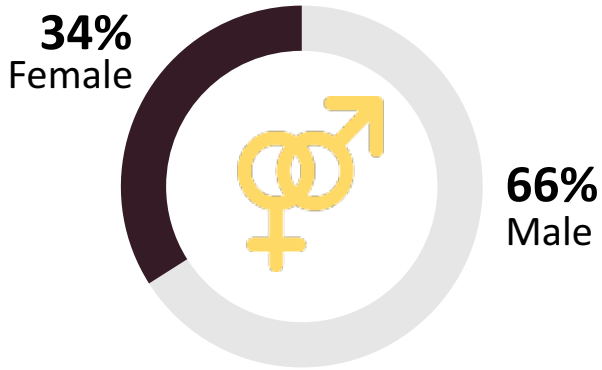


Source: Based on ComScore data of UV in Aug'16

WITH A VARIED USER PROFILE

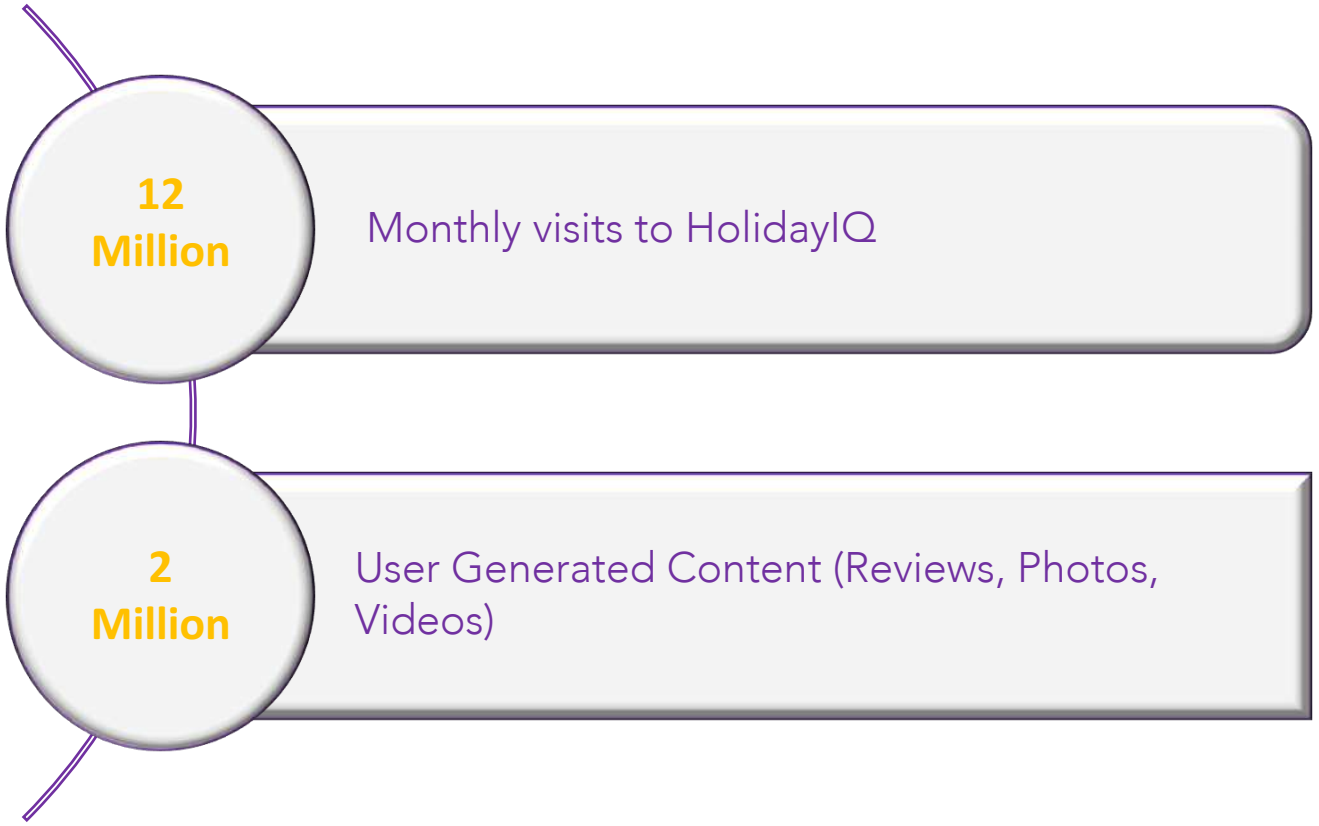






AND A DYNAMIC CONTENT PLATFORM

LARGEST

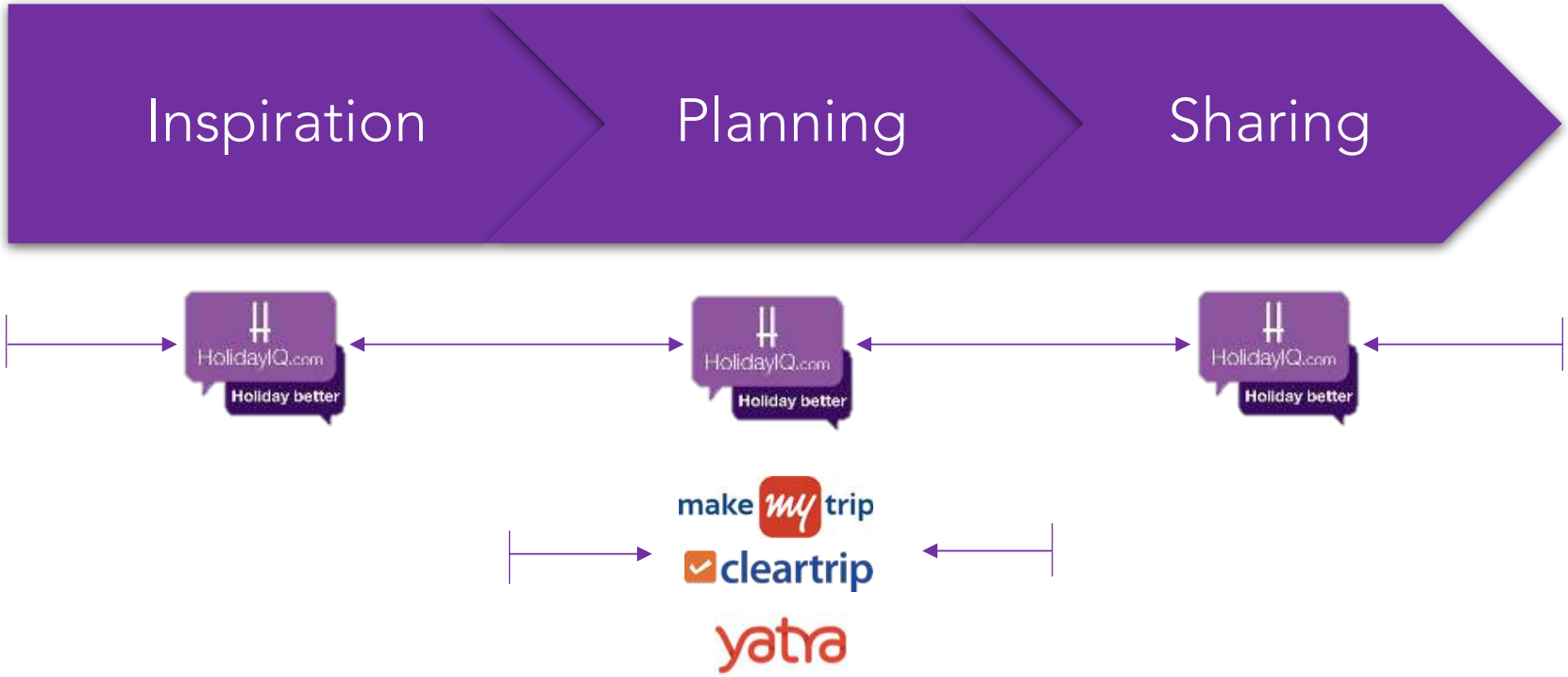


THAT GOES BEYOND OTAs

Travel Lifecycle

HolidayIQ supports the traveler throughout the travel lifecycle

As a subset of the travel cycle, OTAs only fulfil the planning and booking needs of the traveler



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AND HAS AN EDGE OVER TRIPADVISOR

- Doesn't offer video reviews
- Doesn't capture the inspiration leg of the travel cycle
- Doesn't promote offline community sharing and connect- no community meets

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TRAVELER INSIGHTS

KEY INSIGHTS ABOUT THE INDIAN TRAVELERs

Budget Segments

- Same Region 44%
  - Economy ~55%
  - Mid Range ~20%
  - Luxury ~25%
- Cross Region 56%
  - Economy ~52%
  - Mid Range ~27%
  - Luxury ~21%

DOMESTIC 76%

- Asian Countries 78%
  - Economy ~28%
  - Mid Range ~38%
  - Luxury ~34%
- Others 22%
  - Economy ~NA
  - Mid Range ~45%
  - Luxury ~55%

INTERNATIONAL 24%

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KEY INSIGHTS ABOUT THE INDIAN TRAVELERs

Travel Behavior

Average trip length of Indian travellers to International destinations

Indian travellers prefers booking their International travel 3 months in advance

Budget Range	Percentage share
50,001 – 1,00,000	22%
1,00,000 – 2,00,000	42%
> 2,00,000	36%

78% of the total traffic to have the ability to spend more than 1 Lac which forms an important target base for Israel

Huge Potential To Convert Affluent Domestic Travelers Into International Travelers

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ISRAEL: KEY CHALLENGES

- Israel is viewed as another Middle Eastern country- and the war-like situations prevalent in the neighboring countries also tend to effect the tourism reputation for Israel

- There is very little understanding of the travel attractions that Israel has to offer

- Surrounded by Islamic countries, Israel is not viewed as a destination where one can expect fun and excitement

ISRAEL: WHAT'S MISSING

INSPIRATION

There is a big gap in content that can motivate individuals for travelling to Israel for the purpose of fun and leisure.
This can be addressed by creating content that specifically aims to bridges the gap for:

Awareness

Information

Desire

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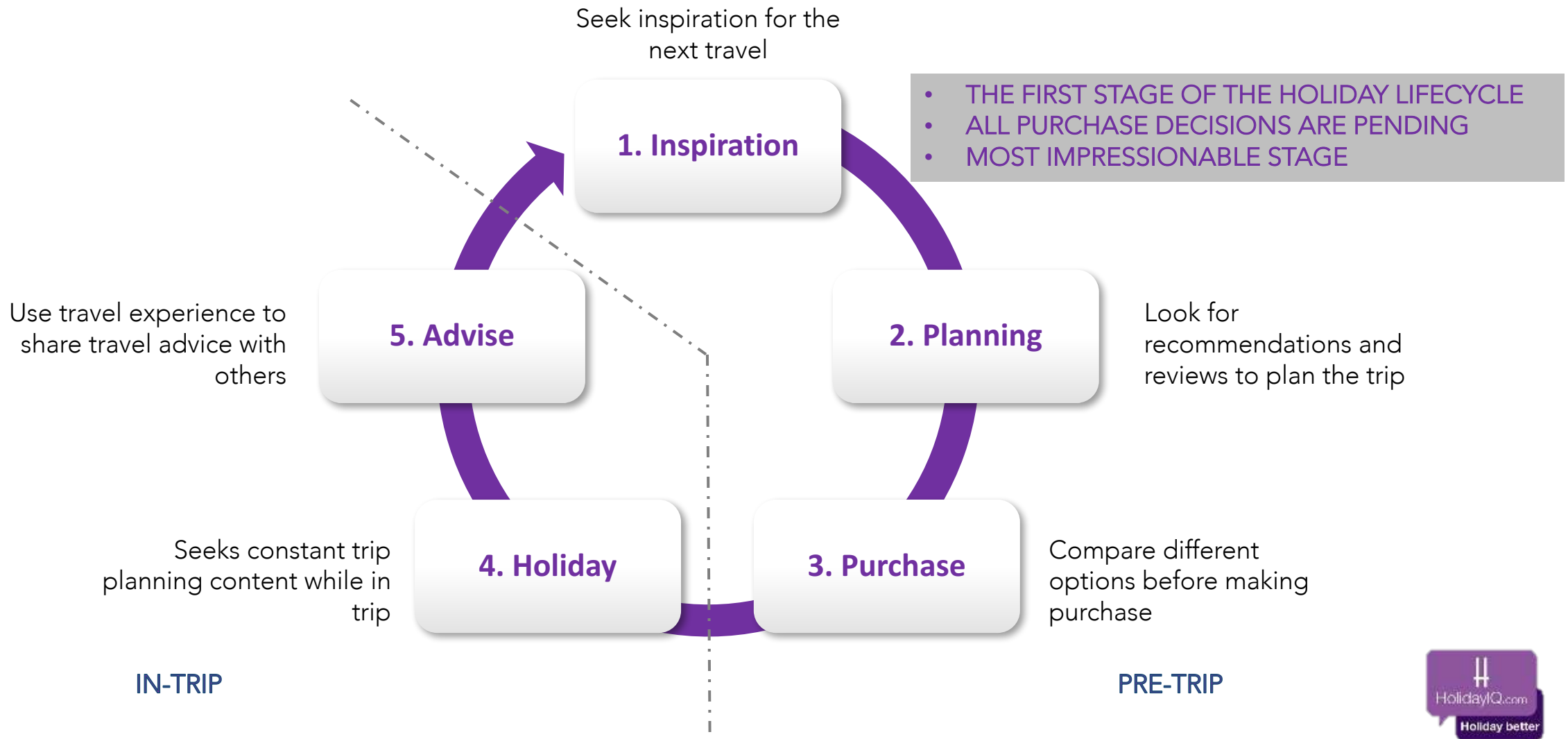
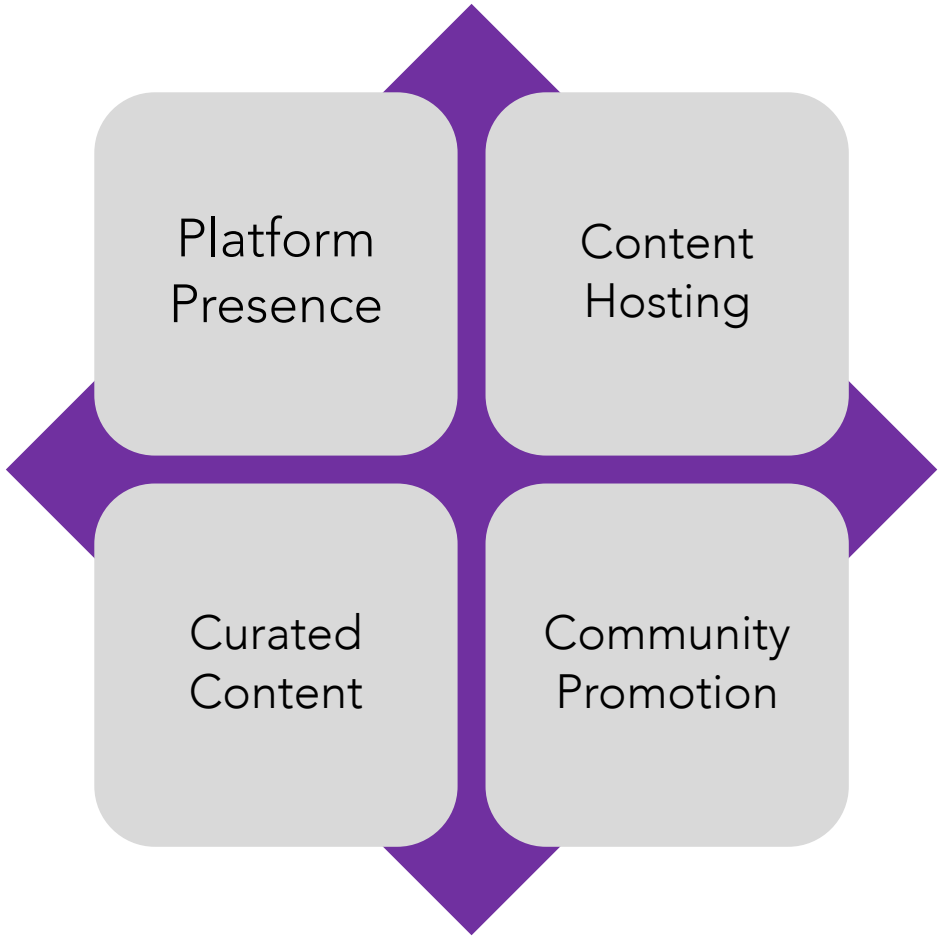
WHY INSPIRATION MATTERS?



PROPOSAL FOR ISRAEL

OFFERINGS


Platform Presence
Content Hosting
Curated Content
Community Promotion

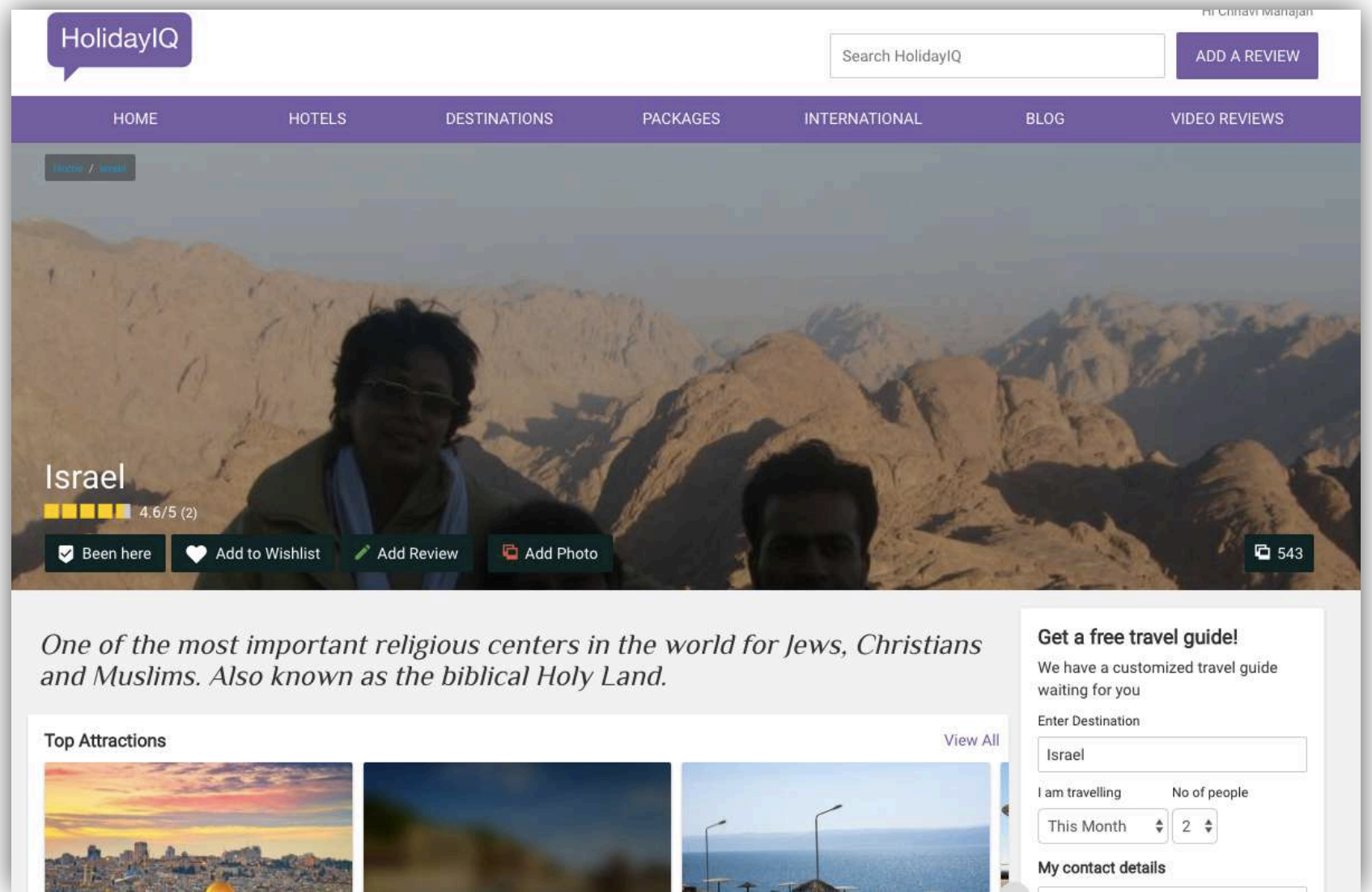
PLATFORM PRESENCE

Overview

- Dedicated landing page to target the prospective International travelers
- Information hub that houses content in the form of photos, reviews and videos
- Customer funnel initiation and query generation for the interested travelers

PLATFORM PRESENCE

Dedicated Landing page



PLATFORM PRESENCE

Key Sections on Home Page

Important Travel related information about the destination

Prospective Customers can receive a detailed destination guide by filling out a simple query forms

Top attractions in the destination

Destination and sightseeing photos shared by previous travelers

Destination and sightseeing video reviews shared by previous travelers

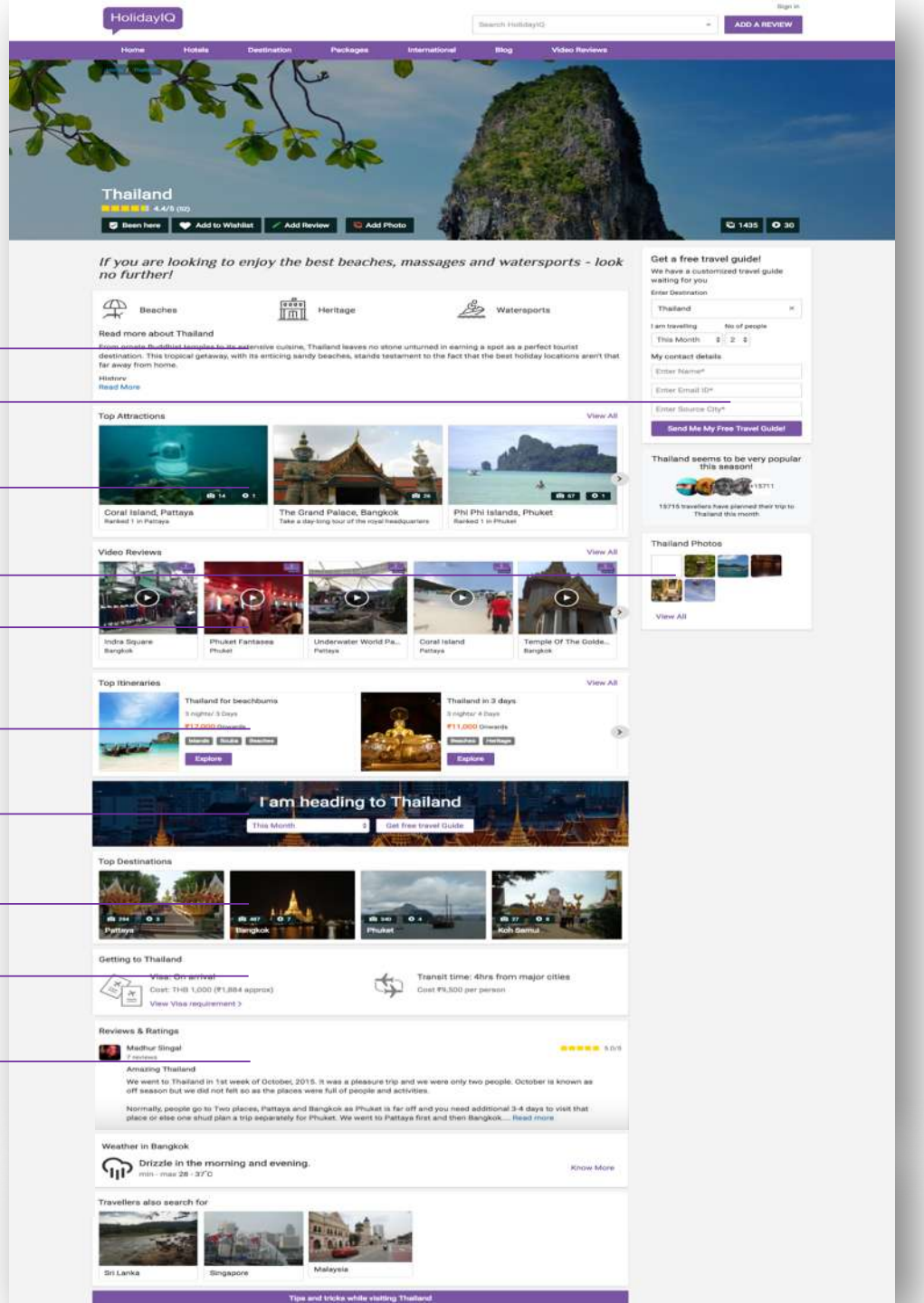
Top itineraries for travel to the destination

Prospective Customers can receive a detailed destination guide by filling out a simple query forms

Top travel destinations linking to their individual pages

Important Travel related information about the destination

Reviews and ratings shared by previous travelers

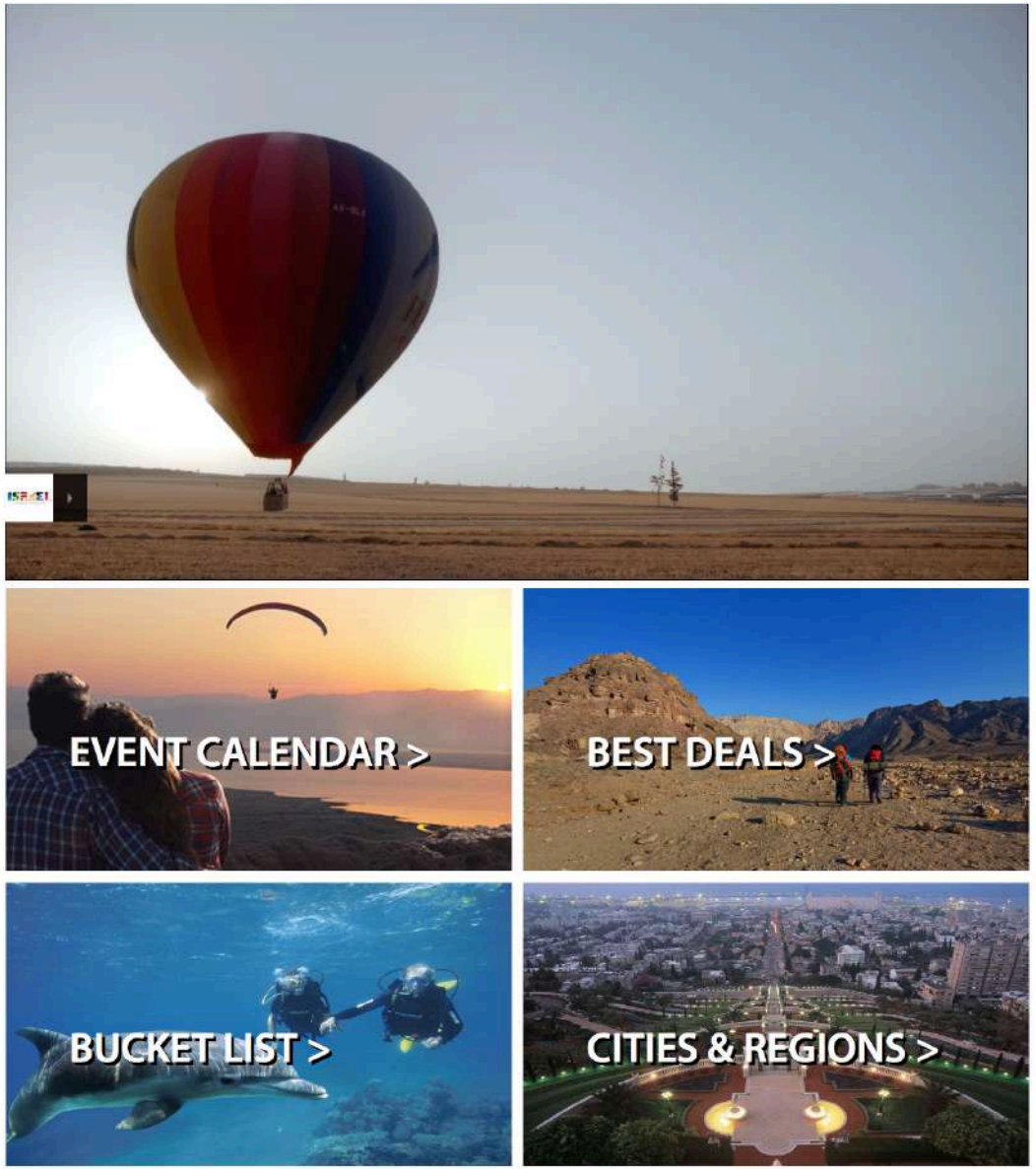


Thailand has been used for reference to showcase the full range of sections

CONTENT HOSTING

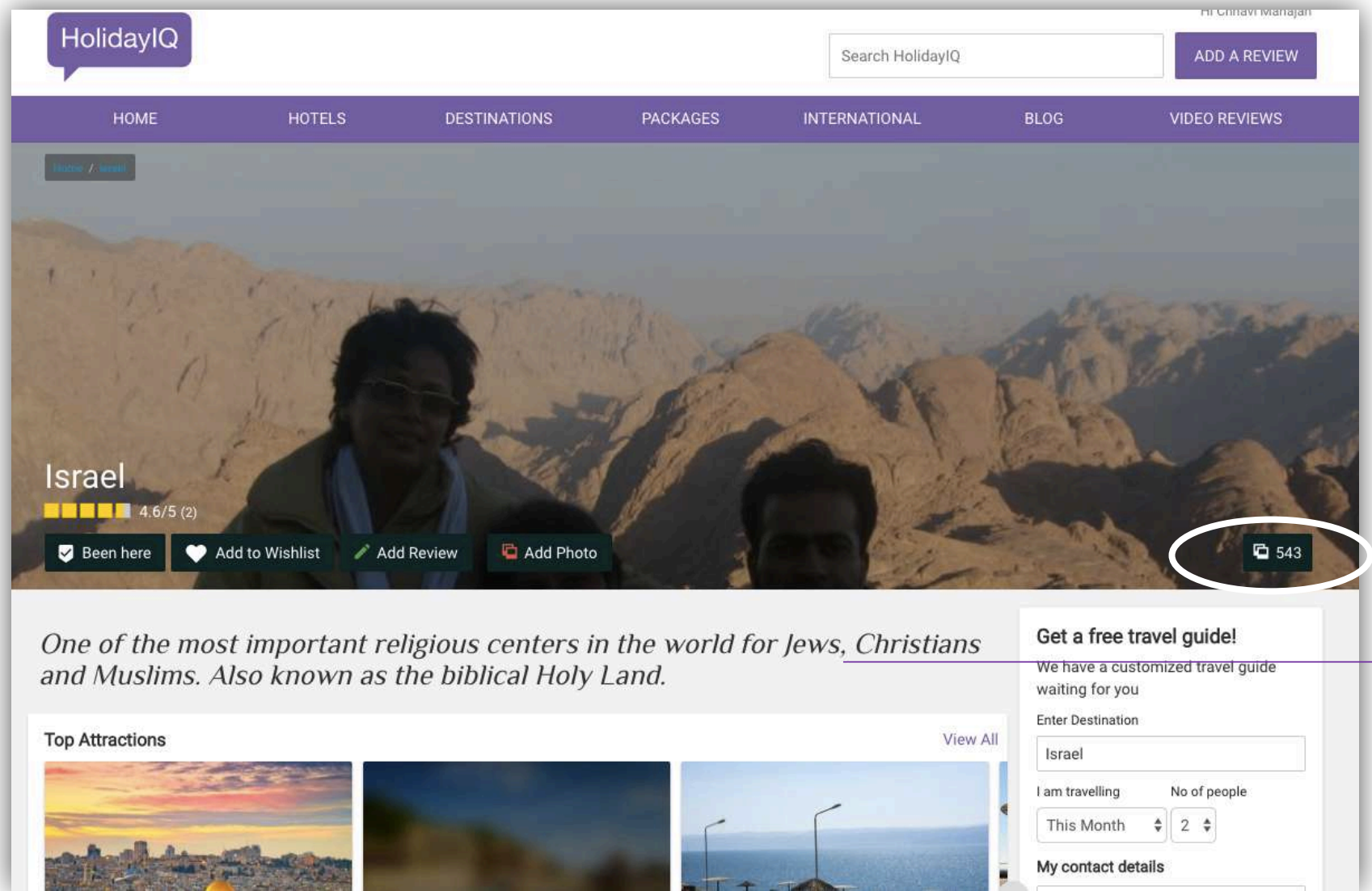
Overview

- The existing content from Israel Tourism Board can be hosted on the dedicated landing page for the destination on HolidayIQ
- Content can be in the form of photos as well as videos
- Furthermore the top banner of the Israel homepage can be utilized for featured images of the destination



CONTENT HOSTING

Reference



This space can be utilized for pictorial banners

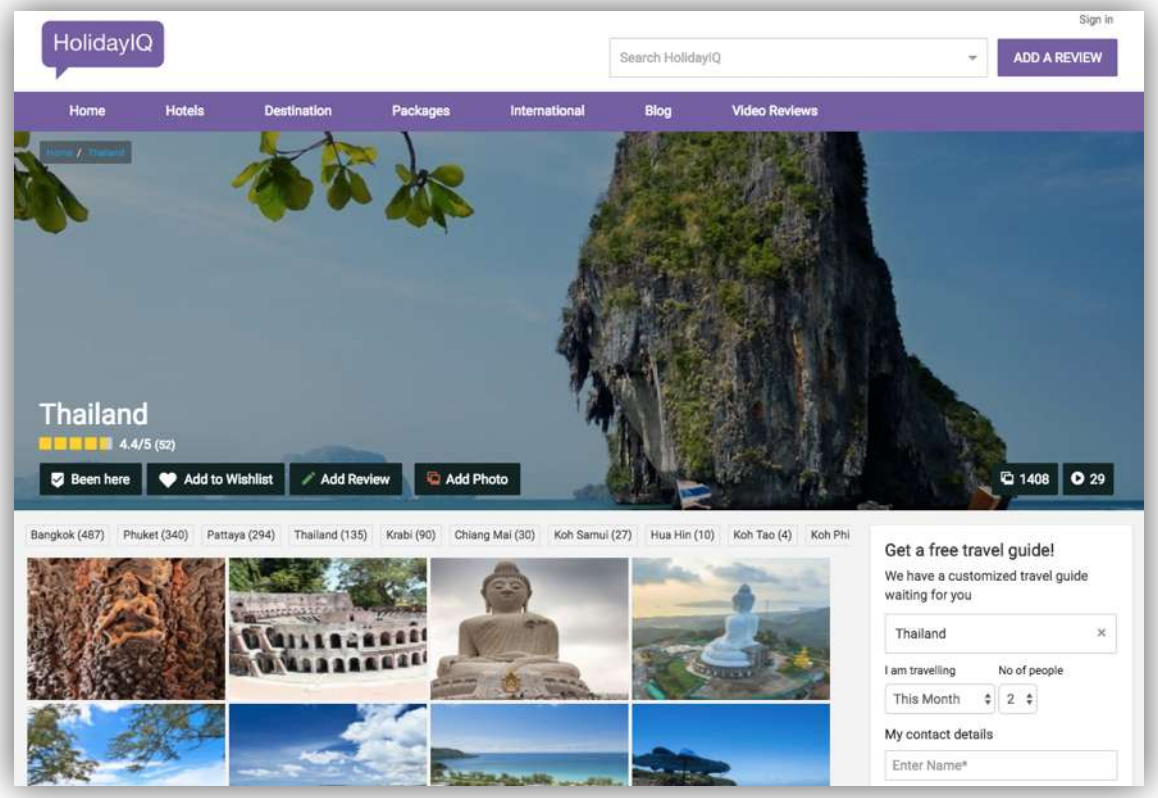
Quick links to destination photos and videos

This space can be utilized for showcasing destination videos from Israel Tourism Board

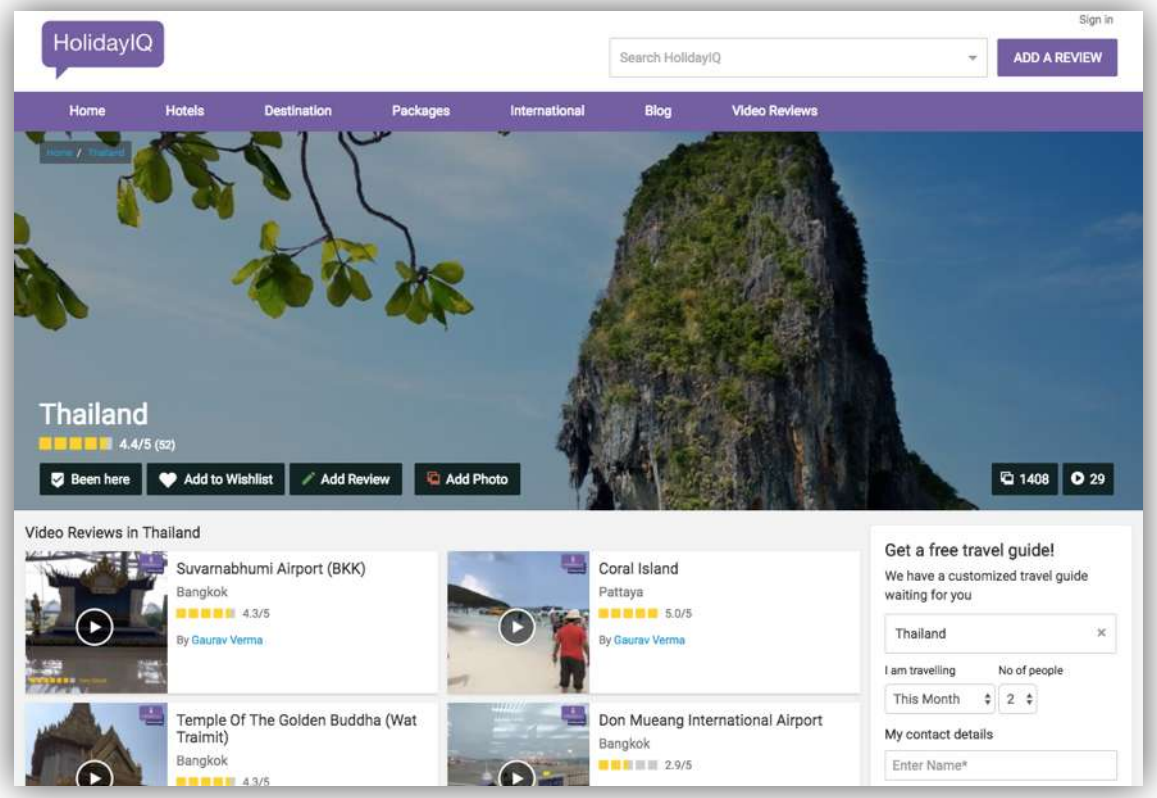
CONTENT HOSTING

Reference

Photo Gallery



Video Gallery



Thailand has been used for reference to showcase the full range of sections

CURATED CONTENT

Overview

- HolidayIQ Blog is a key source of travel inspiration for the 5 million registered community members
- Different story pegs make interesting reads for travelers of all kinds
- Varied formats appeal to different consumption tastes: listicle, how-to, experiential etc.

CURATED CONTENT

Blog Gallery

Then and Now: Traveller Routes in India Explorers Dared to Find

India has always attracted explorers, discoverers and soul searching wanderers. Is it the people? Food? Natural heritage? Or simply a sense of mystery and...

On the Trail of the Abominable Snowman – the Yeti

Thick forests and snow capped mountains of Sikkim are home the elusive snow leopard. The Kanchenjunga and its surrounding valleys are rife with stories and sightings of a man-like mysterious creature both feared and revered.

Meet the People Who Quit their City Jobs for Their Passion

Learn cookery, take cycle tours or enjoy home cooked food. Meet people who quit their city jobs to follow their passions. Turn the location into a culture, time into...

7 Unexplored Villages in India Your Camera Will Fall in Love With

These villages are some of the best if you're looking for some alone time with nature. Go on, get back to your roots!

One Giant Guilt Trip! Take One Last Holiday With Your Good-for-Nothing Ex

Don't drink to death to numb the pain. We know break-ups are hard. Stop sulking, do something crazy! Like a 'one-last-time trip', perhaps?

Who Said Your Pet Must Stay Home? 6 Awesome Places Where They're Treated like a VIP!

Beach, forest or mountains - I want my furry buddy with me. In honor of our four-legged friends, here's our roundup of places where Fido is more than welcome.

CURATED CONTENT

Sample for Israel Tourism

SLIDES FROM MARISHA TO BE ADDED HERE

COMMUNITY PROMOTION

Social Media Activation

- A month long promotion that celebrates Israel for what it truly is- rather than what is a pre-defined notion in people's heads

- Breathtaking, inspirational photography of the destination will be shown – with copy that conveys the message that this is the real, beautiful Israel

COMMUNITY PROMOTION

Samples

Israel- See It To Believe It

COMMERCIALS AND DELIVERABLES

Option	Deliverable	Cost* (in INR)
Platform Integration and Social Media Activation	Platform integration, discoverable by monthly traffic of 12 Mn visitors • Destination Listing on dedicated landing page • Content hosting for tourism board photos and videos • Query generation for prospective customers Social Media Activation, outreach to 2 Mn strong fan-base across Facebook, Twitter and Instagram	25,00,000
Curated Content	• 6 Blog posts by the editorial team of HolidayIQ • Min 15K views • Min 100K impressions	

THANK YOU