

# Tripped Up!

## Why Trip Planning Startups Stumble

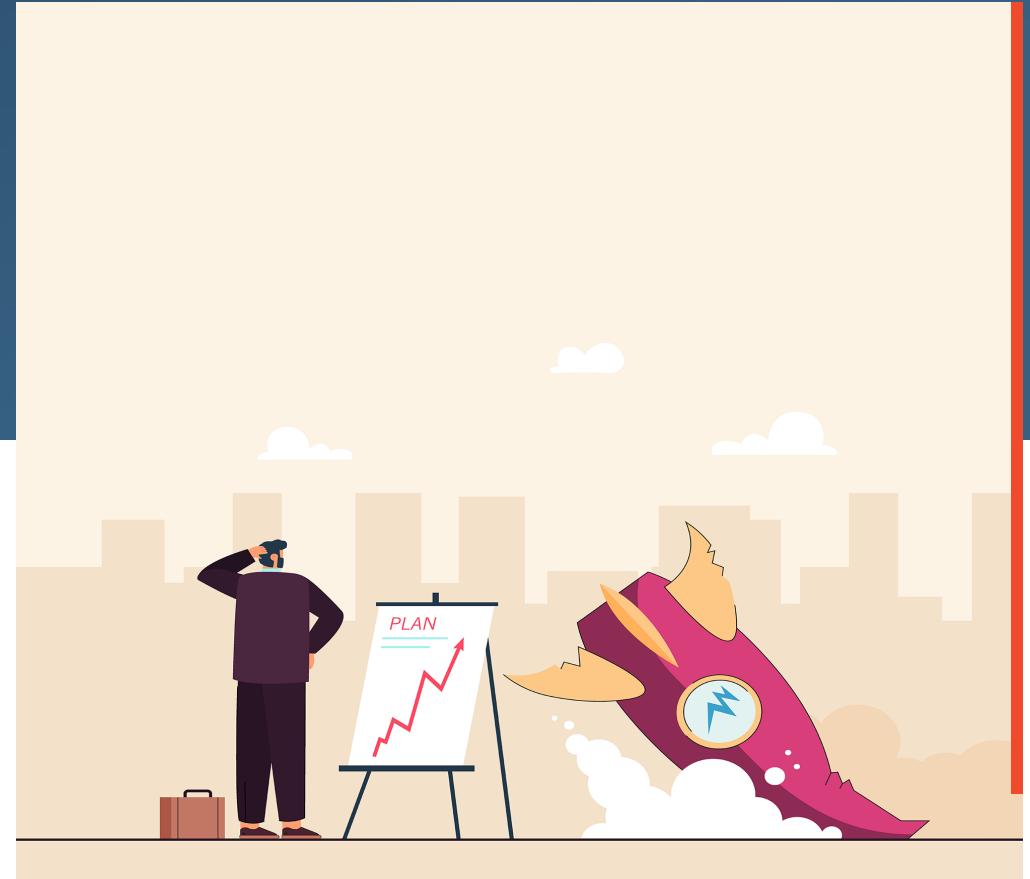
**Mike Coletta**

Senior Manager of Research and Innovation, Phocuswright

**Gilad Berenstein**

Founder, Brook Bay Capital and Founder, Utrip

April 25, 2024



# Definition of a "Trip Planning Startup"

Standalone, consumer-facing (B2C) startup company, focused on helping leisure travelers discover trip ideas, map out their itinerary, and/or consume content during the planning phase. Often aiming to be VC-backed and looking to build a large business.

Phocuswright 

## Not:

Standalone company, or tool within a company, focused on helping high-frequency travel customers plan and book more efficiently e.g. B2B side serving business travelers or travel agents. May be VC-backed but knows its market limitations. Or a B2C trip planning company in China...



# The Beginning? 1998...

[Watch it here.](#)



# Mike's Experience

The background features a light blue line chart with a shaded area underneath. The chart has several data points connected by a line. One data point is highlighted with a target icon consisting of three concentric circles. The overall aesthetic is clean and professional, consistent with the Phocuswright branding.

# Mike's Experience

## iJourney

Desktop Itinerary  
Planner  
2001-2002



Inspiration  
2003-2006



EuropeUpClose  
THE INSIDER'S GUIDE TO TRAVEL IN EUROPE

Blog/Content  
2006-2016



Domain Development  
(USA.com, Europe.com)  
2007-2010



Metasearch  
2011-2013



Online Monetization  
2011-2013

Phocuswright



# Mike's Experience



**Meetup Group**  
2012-2018



**Travel for Events**  
2012-2016



**Accelerator**  
2014-2015



**Incubator**  
2015-2017



**Research and Events**  
2017-Present

Phocuswright



# Phocuswright Pitch Competitions



Phocuswright Innovation   
LAUNCH

Learn more and apply:

<https://www.phocuswright.com/Events/Phocuswright-Innovation>



# GoTravel.com in 2004

**GoTravel**  
HOME ABOUT US FLASH INTRO CONTACT

### SEARCH SUGGESTED TRIPS

Follow the 1-2-3-4 steps below to start the FUN!

- 1 What do you like to do?  
Arts & Culture
- 2 Who do you like to travel with?  
Solos
- 3 Where would you like to go? (optional)  
All
- 4 **GO TRAVEL!** Show me the trips >>>  
[\[ Advanced search \]](#)

### Vacation Suggestions By Interests and Lifestyle!

Discover extraordinary trips and great deals on top destinations and wonderful out-of-the-way places perfect for solo travelers, couples, and families. New trips added weekly! Click [here](#) to see what makes GoTravel.com the best place to plan your vacation.

Imagine the perfect vacation. Are you...

- [Beachcombing with the kids?](#)
- [Cycling with your partner?](#)
- [Exploring a tropical island with new friends?](#)

### TRAVEL MADE EASY

- Prefer to browse?**  
[Tour, Resort and Cruise Partners](#)
- Ease your mind.**  
[Protect your vacation with Travelex](#)
- Add some fun!**  
[Mini-tours, activities and things to do](#)
- What's new?**  
[Announcements, tips, contests and news](#)

### MAKE YOUR RESERVATIONS NOW!

Looking for great deals on all kinds of travel?  
Book independently or complement your Suggested Trip.

- take off**  
[Book your flight](#)
- count sheep**  
[Reserve a room](#)
- hit the road**  
[Rent a car](#)
- set sail**  
[Take a cruise](#)
- live it up**  
[Reserve a condo](#)
- combo**  
[Book flight & room](#)

### SEARCH OTHER TRIPS

Still didn't find the perfect trip?  
Get even more ideas here.

- [Ideal Vacation Finder](#)
- [More Vacations by Category](#)
- [Daily Specials!](#)

FAQ POLICIES AGENTS ALL SUGGESTED TRIPS





# Gilad's Experience

# Gilad's Experience



=



Combining the best of Human & Artificial Intelligence



# What Does The Data Say?

The background features a light blue line chart on a darker blue background. The chart has a grid of vertical lines and a line with circular markers at each data point. One data point is highlighted with a target symbol consisting of three concentric circles.

# Our Database

[Access the database here.](#)



## Travel Startups Interactive Database

[Click here to view our Glossary and FAQs](#)

Overview and Presets
**Companies**
Individual Company
\$ Funding
Individual Investor
Number of Companies
**4,679**

Clear All Filters

Data Presets: All Data

Phocuswright Innovation Alumni: All

PhocusWire Hot 25 Startups: All

Founded Year: 2005 - 2023

Traditional Funding (US\$M): \$0.00 - \$25,862.62

Company Status: All

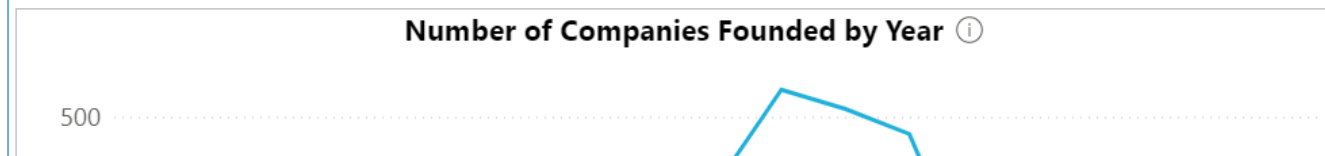
HQ Country: All

HQ Region: All

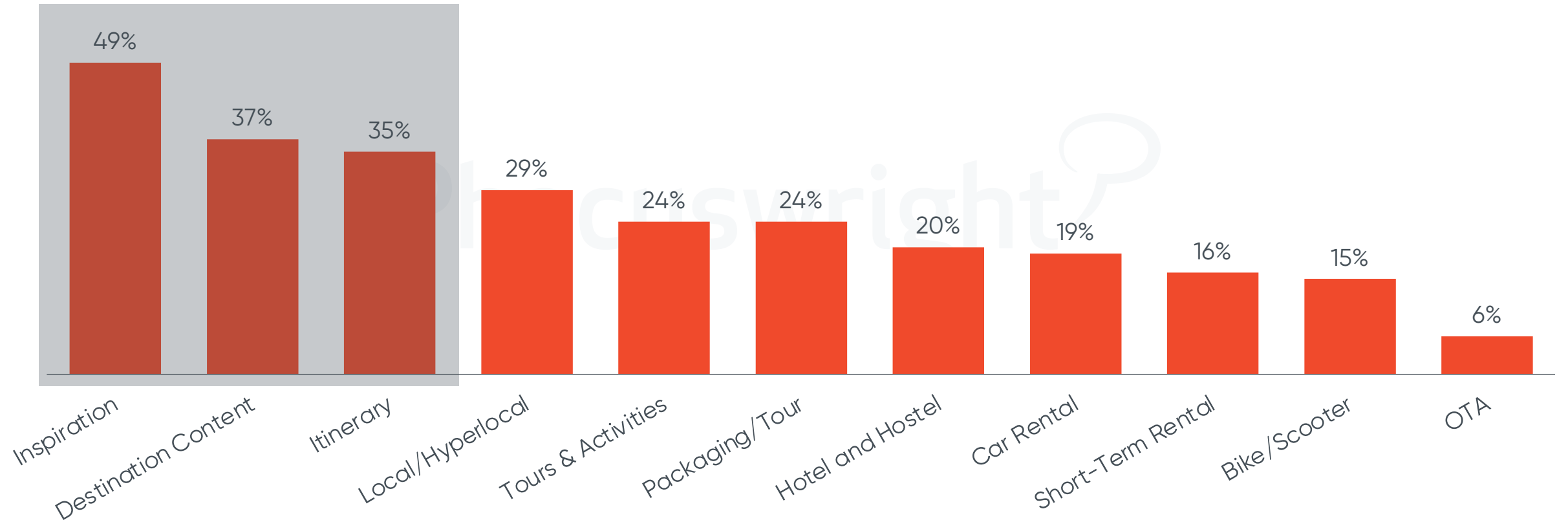
**List of Companies**

To export data, hover over the table and click the 3 dots.

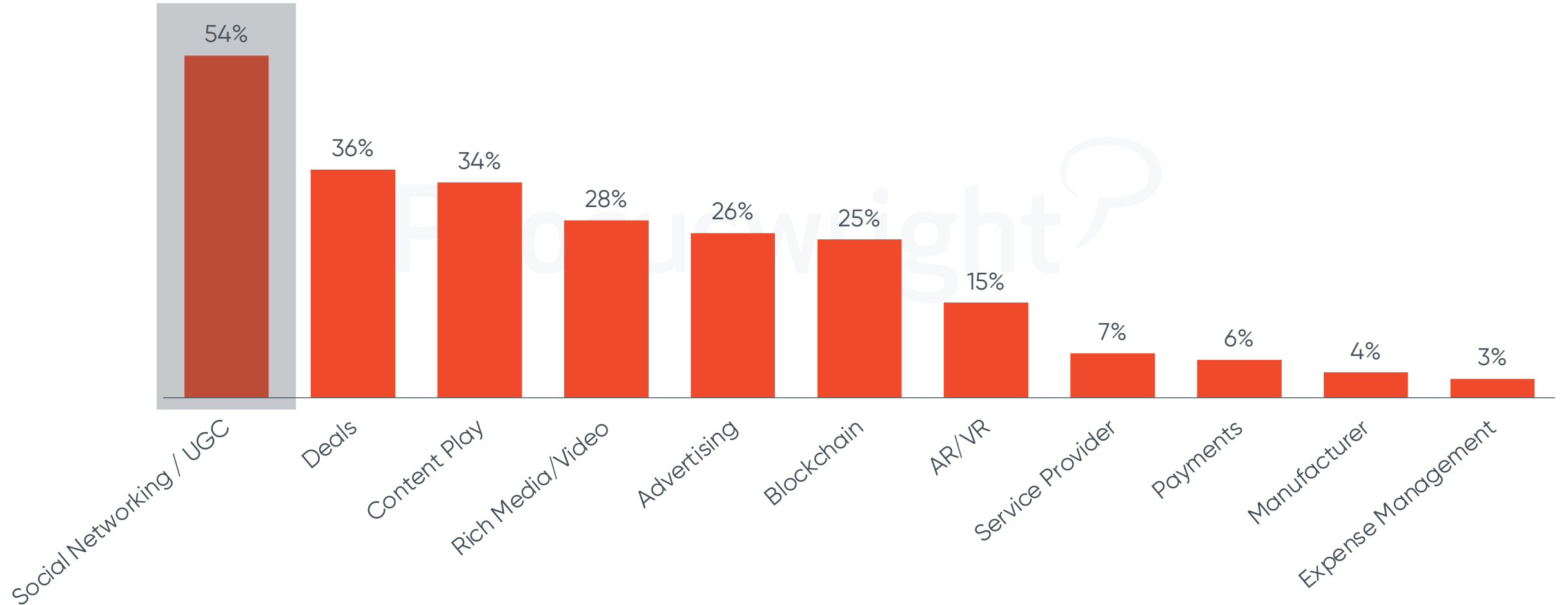
| Company Name            | Website   | Founded Year | Total Funding (US\$M) | Company Status         | HQ Country         |
|-------------------------|---|--------------|-----------------------|------------------------|--------------------|
| Uber                    | <a href="https://www.uber.com">https://www.uber.com</a>             | 2009         | \$25,862.62           | IPO                    | United States      |
| Didi                    | <a href="https://www.didiglobal.com">https://www.didiglobal.com</a> | 2012         | \$24,932.00           | Merged                 | China              |
| Cruise                  | <a href="https://www.getcruise.com/">https://www.getcruise.com/</a> | 2013         | \$15,214.50           | Acquired and Operating | United States      |
| Grab                    | <a href="https://www.grab.com">https://www.grab.com</a>             | 2011         | \$13,921.00           | IPO                    | Singapore          |
| Airbnb                  | <a href="https://www.airbnb.com">https://www.airbnb.com</a>         | 2008         | \$6,404.24            | IPO                    | United States      |
| Gojek                   | <a href="https://www.gojek.com/">https://www.gojek.com/</a>         | 2010         | \$5,293.00            | Merged                 | Indonesia          |
| Ola                     | <a href="https://www.olacabs.com">https://www.olacabs.com</a>       | 2010         | \$4,920.80            | Operating              | India              |
| OYO Hotels & Homes      | <a href="https://www.oyorooms.com/">https://www.oyorooms.com/</a>   | 2012         | \$4,166.17            | Operating              | India              |
| Lyft                    | <a href="https://www.lyft.com">https://www.lyft.com</a>             | 2012         | \$4,112.50            | IPO                    | United States      |
| Waymo                   | <a href="https://www.waymo.com">https://www.waymo.com</a>           | 2009         | \$3,050.00            | Operating              | United States      |
| ofo                     | Company Closed  | 2014         | \$2,523.64            | Closed                 | China              |
| Navan, Inc.             | <a href="https://navan.com/">https://navan.com/</a>                 | 2015         | \$2,240.60            | Operating              | United States      |
| Bolt                    | <a href="https://bolt.eu">https://bolt.eu</a>                       | 2013         | \$1,988.49            | Operating              | Estonia            |
| Hello TransTech         | <a href="https://www.hello-inc.com">https://www.hello-inc.com</a>   | 2016         | \$1,974.56            | Acquired and Operating | China              |
| Yanolja Cloud Pte. Ltd. | <a href="https://www.yanolja.in">https://www.yanolja.in</a>         | 2005         | \$1,938.50            | Operating              | Korea, Republic of |
| Mobike                  | Company Closed  | 2015         | \$1,938.00            | Acquired and Closed    | China              |
| Ramp                    | <a href="https://ramp.com">https://ramp.com</a>                     | 2019         | \$1,645.00            | Operating              | United States      |
| WeRide                  | <a href="https://www.weride.ai/">https://www.weride.ai/</a>         | 2017         | \$1,415.00            | Operating              | China              |
| GoTo Group              | <a href="https://www.gojek.com/">https://www.gojek.com/</a>         | 2011         | \$1,300.00            | Operating              | Indonesia          |
| <b>Total</b>            |   |              | <b>\$205,483.98</b>   |                        |                    |



# Share of Companies Closed by Vertical Category (%), 2005-1Q24




# Share of Companies Closed by Horizontal Category (%), 2005-1Q24



# Notable Pivot: Travefy in 2013 and 2016

PhocusWire



**TRAVEFY, A GROUP TRAVEL STARTUP, RAISES \$320K**

NEWS / DISTRIBUTION  
BY SEAN O'NEIL | SEPTEMBER 23, 2013

SHARE  
f t in e p

This article was originally published on [tnooz](#)

Getting all your friends or family members on the same page about planning and paying for group travel has always been a hassle. But one company is trying to update the sector to suit the internet era.

[Read it here.](#)

EXPLORING TRAVEL TECHNOLOGY AND INNOVATION  
OPPORTUNITIES FOR STARTUPS  
PANEL DISCUSSIONS AND PRESENTATIONS  
TRAVEL INDUSTRY NETWORKING

POWERED BY  
Travel Startups Incubator



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## Travel 2.0 Featuring Travefy

July 14 · 6:00 PM  
WeWork City Hall



Our next travel startup presentation is from **David Chait**, Co-Founder and CEO of **Travefy**, an itinerary collaboration and group travel planning tool for travel professionals and companies. David will share lessons learned while building and pivoting his company from a B2C focus to B2B, and take Q&A from the audience.



**When:** Thursday July 14, 2016, 6 - 8:30pm  
**Where:** WeWork City Hall at 222 Broadway (entrance on Fulton St), 19th floor  
**Cost:** Free

67 went

-  **Mike C.**  
Organizer,  
Organizer,  
Event Host
-  **Joseph Franklyn M.** +1
- Hanna T.**
- Elaine**
-  **Rohini P.**
- Amit**
- Marian G.**

New York, NY  
Founded Oct 27, 2010

About us...

|                   |   |
|-------------------|---|
| Travel Innovators | 1,383   |
| Group reviews     | 29  |
| Past Meetups      | 42  |
| Our calendar      |  |



**Organizers:**  
 **Mike Coletta** and 2 more...



# What's the Problem(s)?





# Problem: Most people enjoy trip planning

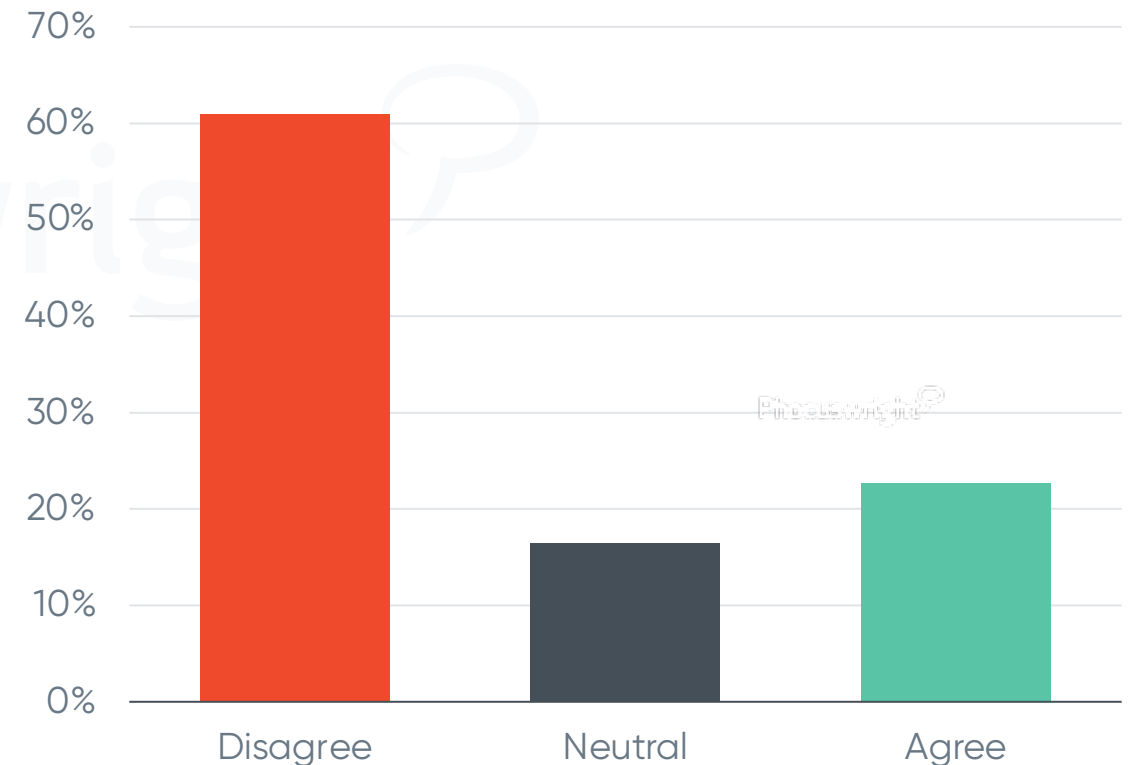
- Researching destination, things to see and do etc builds excitement and anticipation
- The search for hidden gems is addictive
- A successful trip that you planned yourself brings a sense of satisfaction
- Most people want to feel sure that they got the best price(s)

# Startups frequently target the top of the “booking funnel” in the Inspiration, Itinerary, Content and Social Networking categories to tackle travel planning frustration.

Yet Phocuswright surveys show that the vast majority of travelers do not think planning travel online is frustrating.



### U.S. Traveler Technology Survey Eighth Edition: Is planning travel online frustrating?



# The Infamous 2013 Expedia Study

## Custom Research: Exploring the Traveler's Path to Purchase

How Destinations Need to Approach Their Marketing Strategy



### Target the consumer traveler at the right time

When it comes to leisure travel shopping, consumers spend a significant amount of time online researching options. Up to 45 days leading up to a booking, **a consumer will conduct as many as 38 visits to travel sites.** Knowing how and when to influence their decision-making process is crucial to generating mindshare and ultimately driving bookings. With this custom research, you will learn what the overall purchase path looks like from initial exploration through the booking stage, and how you can alter your marketing approach to reach consumer travelers at the right time so that you can **get the best return on your marketing dollars.**

Download the custom research and learn:

- How travel-seeking consumers view content online across multiple types of websites
- When is the **best time to target consumers** in the process
- Why you can't rely on your site alone to generate bookings
- What is the best way to alter your marketing strategy to drive more conversions

Get started by filling out the form to the right.

**Download the  
Research Now**



# Problem: Most leisure travelers travel infrequently



The average leisure traveler takes a trip or two a year



Have to reach them at the right time



Price-sensitive, not loyal to brands or tools

# Problem: Everyone plans differently



Online documents and  
spreadsheets or calendar



Variety of existing online tools



Bookmarks



Pen and paper??

# Problem: Travel content is super fragmented

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- Everyone and their mother produces static travel content – social posts, photos, videos, blogs, articles, lists, newspapers magazines
- Dynamic travel content is expensive and incredibly difficult to get right



# Problem: There are simple trips and complicated trips



A weekend in a major city is very different than a month in Bolivia



Major potential knowledge and information gaps



Most planning tools can only remain highly useful and relevant if specific to their niche

# Problem: Travel marketing is expensive



Building any  
consumer brand is  
only getting more  
cost prohibitive



According to research  
company Statista, in 2023 the  
top 11 publicly listed online  
travel players alone spent  
\$8.4 billion in Google Ads, 19%  
more than 2022 with a  
forecasted growth of another  
+10% in 2024.



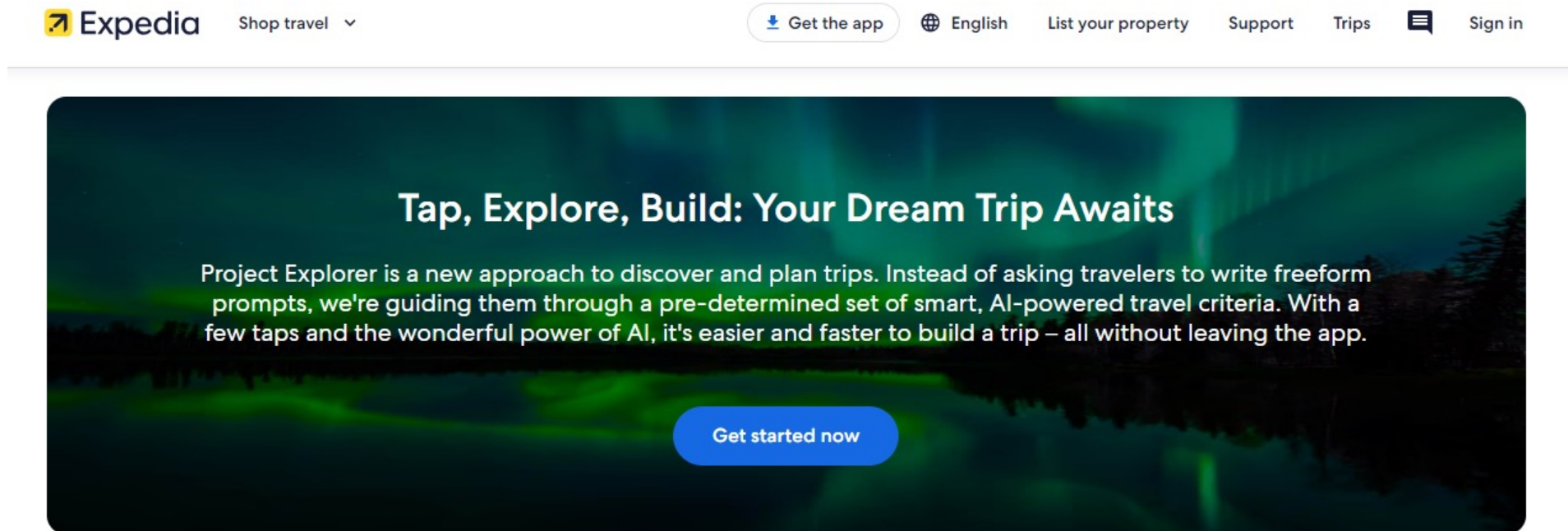
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# Problem: It's hard to monetize

- Top of booking funnel = far from transaction
- Hard to get bookings through affiliate links (not price-competitive)
- Hard to build big enough audience to advertise against
- Hard to get people to pay for your tool

# Problem: Increasingly, you're up against the big guys (and AI)

- Expedia (again), Tripadvisor, Microsoft, Google, many others targeting travel planning and booking



The image shows a screenshot of the Expedia website. At the top, the Expedia logo is on the left, followed by a "Shop travel" dropdown menu. To the right, there are links for "Get the app", "English", "List your property", "Support", "Trips", and "Sign in". Below the navigation bar is a large promotional banner with a dark, scenic background. The banner features the headline "Tap, Explore, Build: Your Dream Trip Awaits" and a paragraph of text describing "Project Explorer" as a new AI-powered approach to trip planning. A blue button labeled "Get started now" is centered at the bottom of the banner.

Expedia Shop travel

Get the app English List your property Support Trips Sign in

## Tap, Explore, Build: Your Dream Trip Awaits

Project Explorer is a new approach to discover and plan trips. Instead of asking travelers to write freeform prompts, we're guiding them through a pre-determined set of smart, AI-powered travel criteria. With a few taps and the wonderful power of AI, it's easier and faster to build a trip – all without leaving the app.

Get started now

# Problem: Increasingly, you're up against the big guys (and AI)

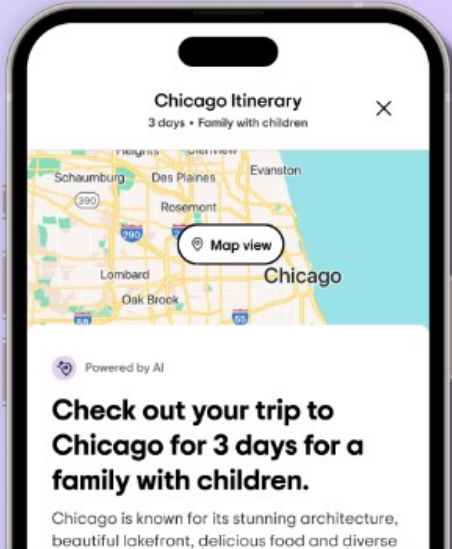


Powered by AI **BETA**

## Build a trip in minutes

Get a personalized itinerary just for you, guided by traveler tips and reviews.

[Start a trip with AI](#)

A smartphone displaying a travel itinerary for Chicago. The screen shows a map of the Chicago area with labels for Schaumburg, Des Plaines, Evanston, Rosemont, Lombard, Oak Brook, and Chicago. A "Map view" button is overlaid on the map. Below the map, the text reads: "Chicago Itinerary", "3 days • Family with children", "Powered by AI", and "Check out your trip to Chicago for 3 days for a family with children." Below this, a short paragraph begins: "Chicago is known for its stunning architecture, beautiful lakefront, delicious food and diverse".

# Problem: Increasingly, you're up against the big guys (and AI)

The screenshot displays the Microsoft Copilot interface. At the top, there are navigation icons for the Microsoft logo, 'COPILOT', and 'NOTEBOOK', along with a 'Sign in' button. The main heading is 'Vacation planner' with a suitcase icon, followed by the text 'I can help you discover new places, create itineraries & help book your travels' and 'By Microsoft'. Below this, four chat cards are shown with titles like 'Hike in Yellowstone National Park', 'Visit Australia's Great Barrier Reef', 'See the Blue Lagoon of Iceland', and 'Swim with sharks off Bora Bora'. A right-hand sidebar lists 'Copilot GPTs' including 'Copilot', 'Designer', 'Vacation planner' (highlighted), 'Cooking assistant', and 'Fitness trainer'. At the bottom, there is a text input field with the placeholder 'Ask me anything...', a character count '0/4000', and a 'Feedback' button.



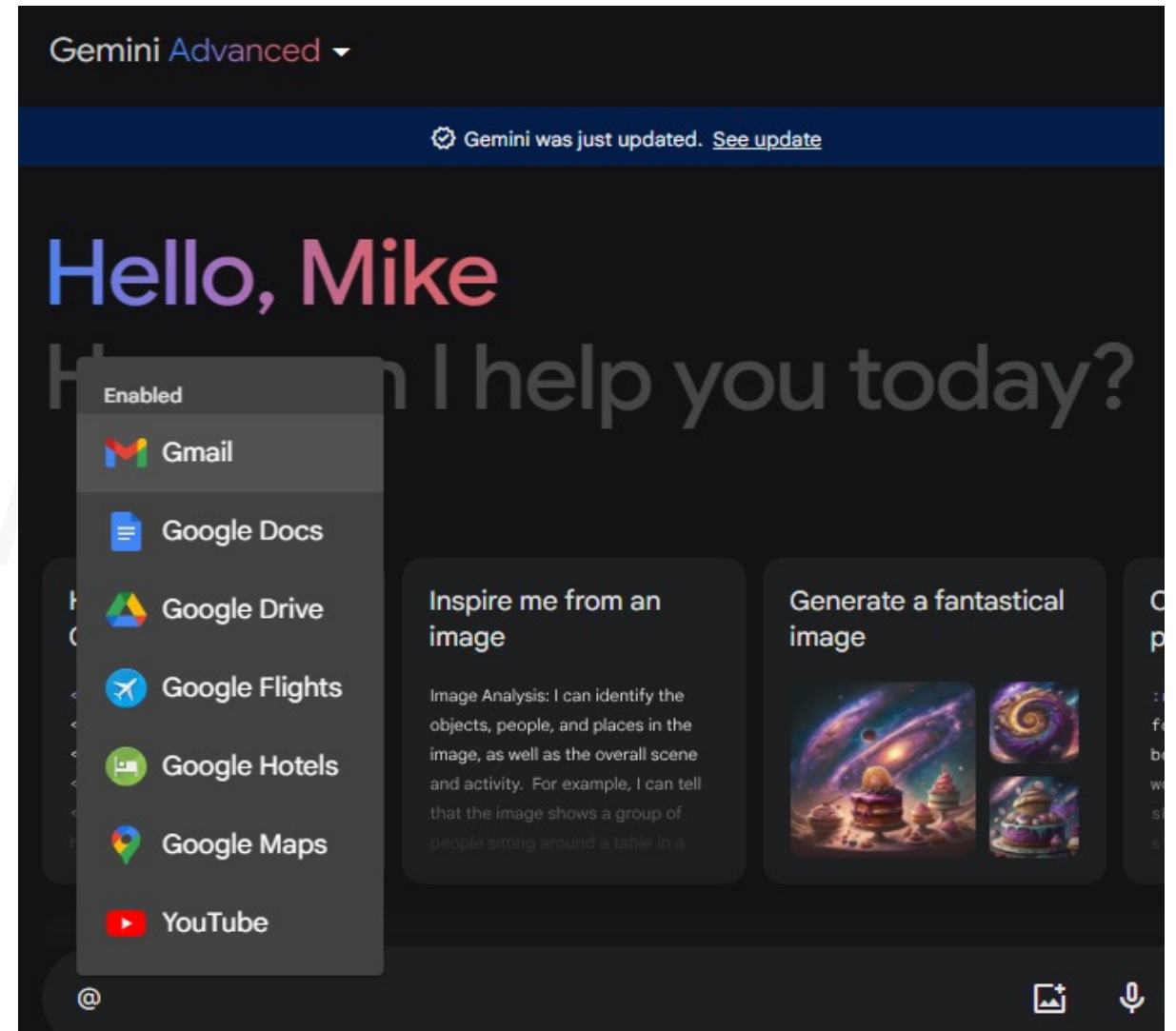
# Problem: Increasingly, you're up against the big guys (and AI)



Apps

## Google will now let you use AI to build travel itineraries for your vacations

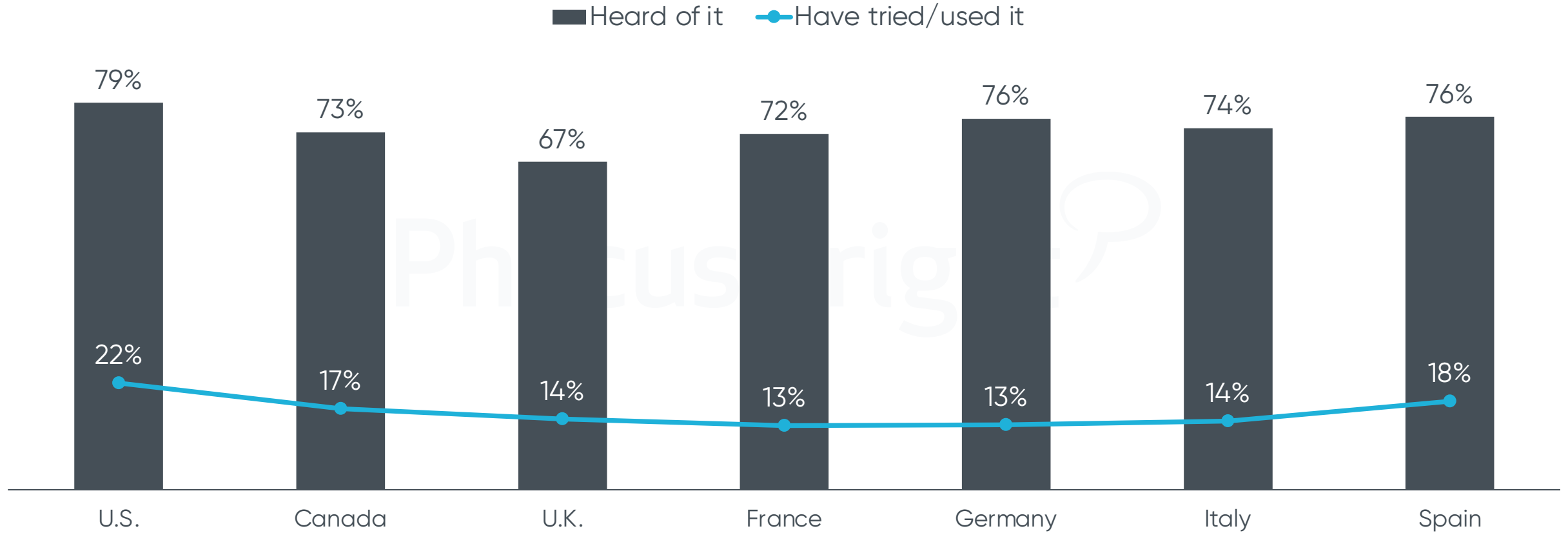
Aisha Malik @aiishamalik1 / 12:00 PM EDT • March 27, 2024



# Is AI A Game-Changer?

The background features a dark blue gradient with a faint, light blue line chart. The chart has several data points connected by a line, showing an overall upward trend. A circular target icon with concentric rings is positioned on the chart line.

# Familiarity/Usage: Generative AI (e.g., ChatGPT or DALL-E)

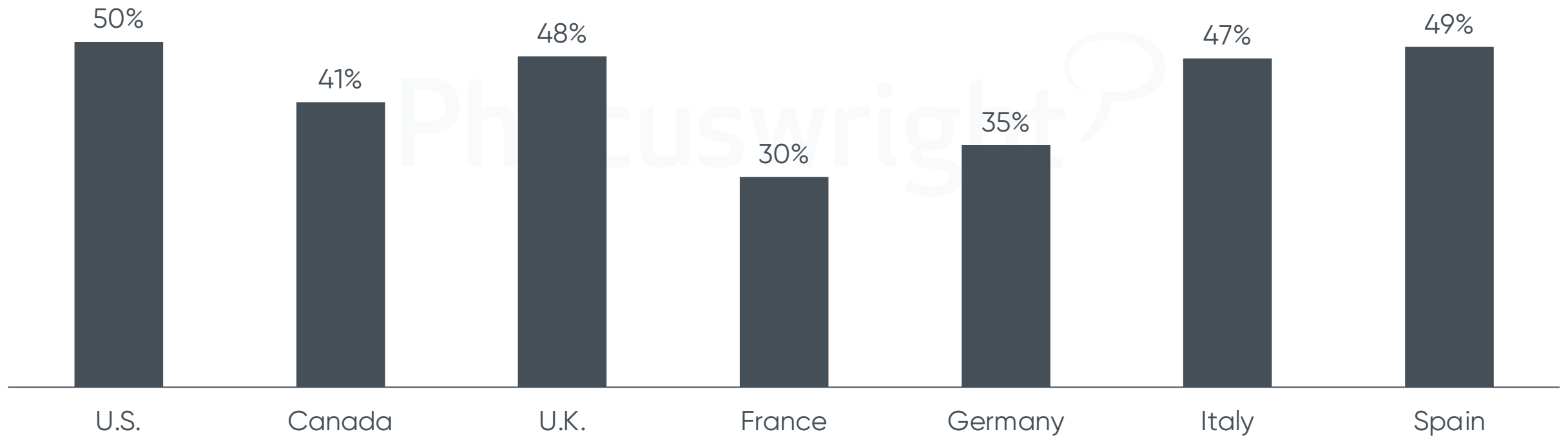


Base: Travelers (U.S. N=2,025; Canada N=1,012; U.K. N=1,017; France N=1,012; Germany N=1,028; Italy N=1,035; Spain N=1,042)  
Source: Phocuswright's U.S., Canada and Europe Consumer Travel Reports 2023



# Comfortable Using a GenAI Platform Such as ChatGPT to Help Plan a Trip

Percent Extremely/Somewhat Comfortable (Among Those Aware)



Base: Travelers aware of Generative AI/ChatGPT (U.S. N=891; Canada N=397; U.K. N=311; France N=371; Germany N=379; Italy N=352; Spain N=400)

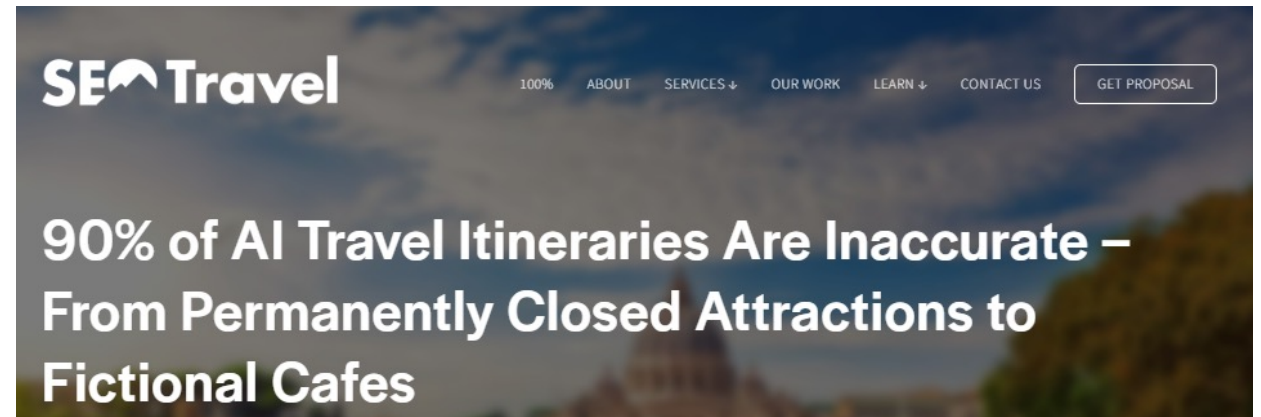
Source: Phocuswright's U.S., Canada and Europe Consumer Travel Reports 2023





# Weaknesses of AI

- Hallucinations (making up places, transportation options, other important information)
- Poor logic (bad suggestions, route planning/scheduling)
- Limited to available data
- Generality (generic recommendations)





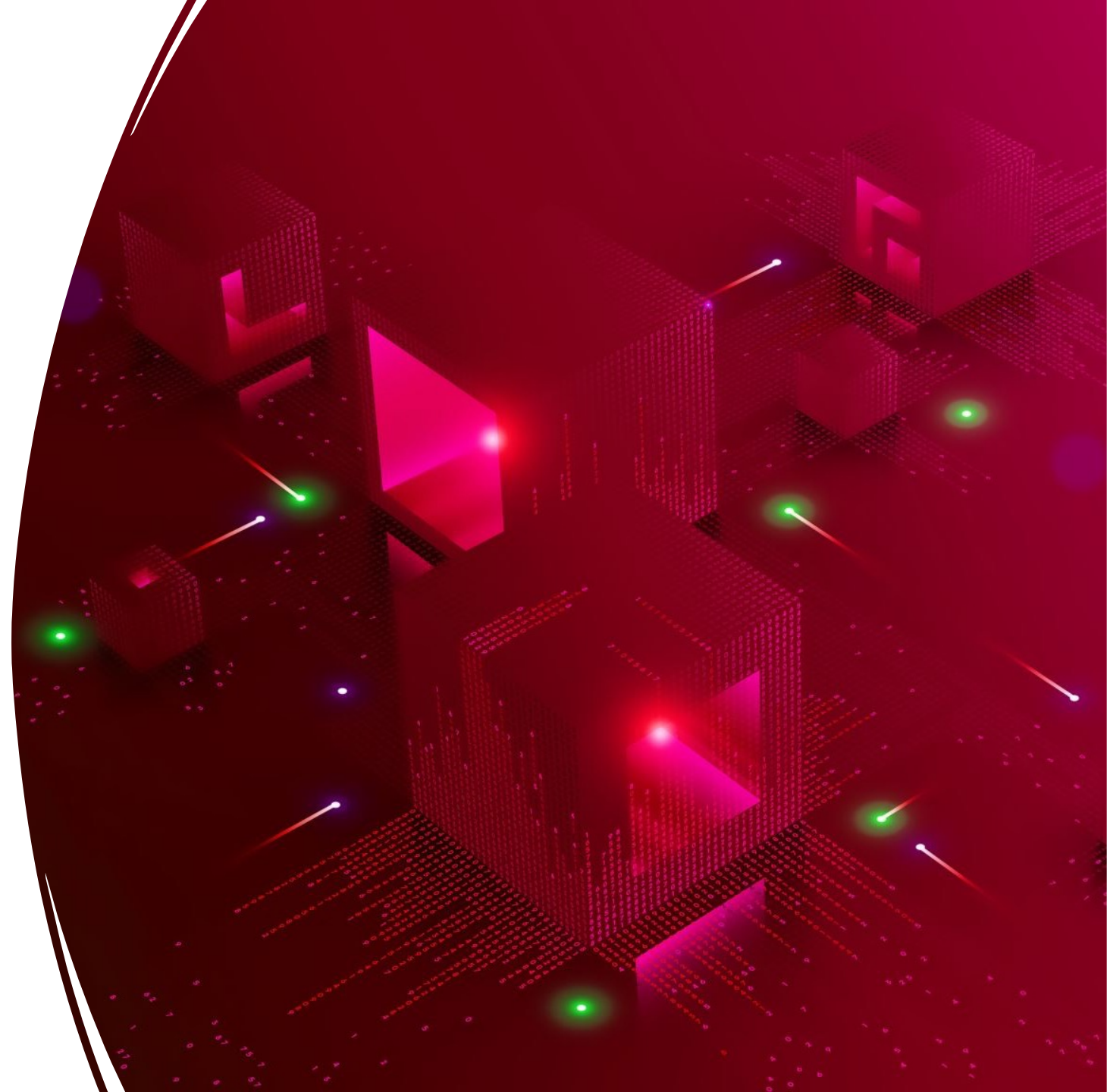
# Strengths of AI

- Travel planning is an unstructured process which is conducive to natural language
- Good summarization/distillation of massive quantities of information
- AI interfaces will continue to improve as multimodal/visual content is integrated
- Potential for personalization, two-way conversation, real-time communication



# AI Considerations

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- Favors big companies
- Subject to regulation
- Subject to publisher / aggregator dynamic
- Will improve drastically (GPT-5 on horizon)
- Removes tech as competitive moat



# Notable Failure



**WAYBLAZER POSTMORTEM: WHY DID TRAVEL'S HIGHEST-PROFILE AI COMPANY FAIL?**

OPINION / TECHNOLOGY  
BY ARNIE WEISSMANN - TRAVEL WEEKLY | AUGUST 21, 2018

SHARE

f t in e l

Among the reasons many of us were surprised last month by the demise of WayBlazer, travel's highest-profile artificial intelligence initiative, was that we had become habituated to the success of enterprises operated with Terry Jones' oversight.

He had compiled an impressive track record, introducing multiple generations of automated travel booking. As Sabre's chief information officer, he nurtured Eeasy Sabre, a self-booking tool featured through dial-up services in the 1980s.

Still working for Sabre, he headed up Travelocity as its founding CEO. During the period he ran it, Travelocity was king, larger than competitors Priceline and Expedia (the latter would eventually

[Read it here.](#)



# Autonomous Agents – Lots of Travel Examples

## AI BUSINESS



Deborah Yao  
February 8, 2024

|   |      |       |        |              |             |             |
|---|------|-------|--------|--------------|-------------|-------------|
|  | ML ▾ | NLP ▾ | Data ▾ | Automation ▾ | Verticals ▾ | Responsible |
|---|------|-------|--------|--------------|-------------|-------------|

OpenAI, the maker of ChatGPT, reportedly is working on AI agents that can execute tasks for the user autonomously.

The Information is reporting that one type of agent software OpenAI is developing would effectively take over a user's device to automate complex tasks within an environment such as work. Normally, people will have to move the cursor, click and type to transfer between applications.

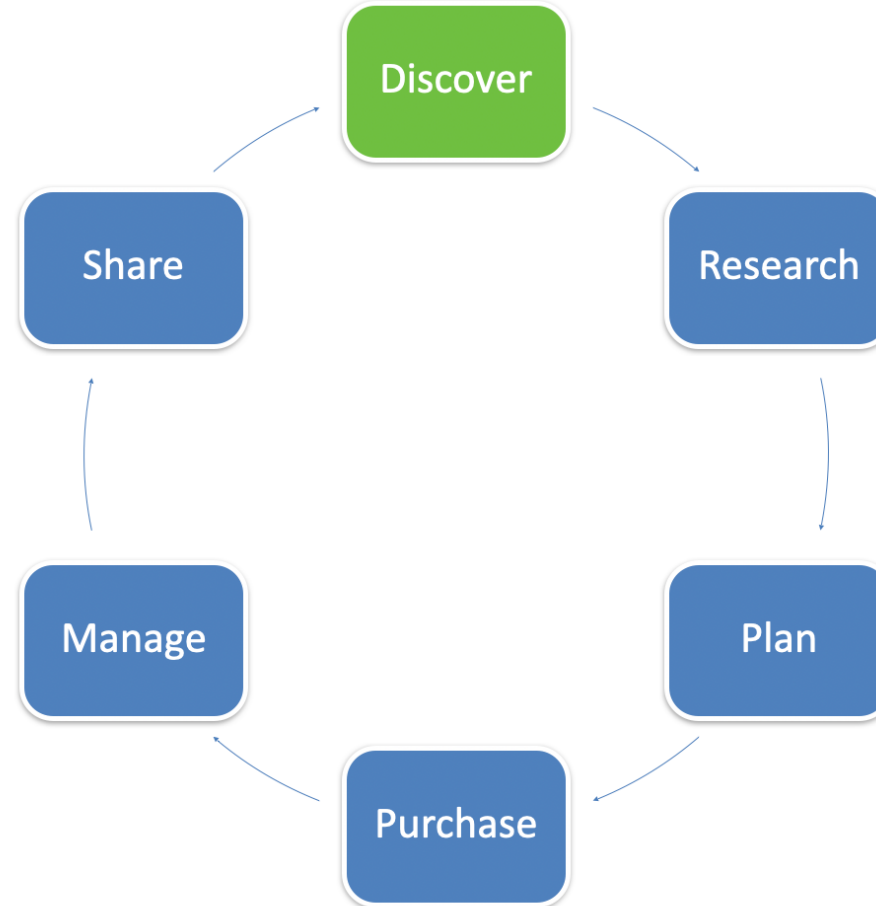
For example, ChatGPT could transfer the information on a document to a spreadsheet for analysis.

Another type of AI agent OpenAI is developing handles web-based tasks such as **booking airfares or creating travel itineraries** without access to APIs. ChatGPT currently can do agent-like tasks but it has to use the relevant third-party's APIs.



# Case Study: Utrip

The background features a dark blue gradient with a faint, light blue line chart. The chart has a grid of vertical lines and a line with circular markers at each data point. A target icon, consisting of three concentric circles, is positioned on the chart line.

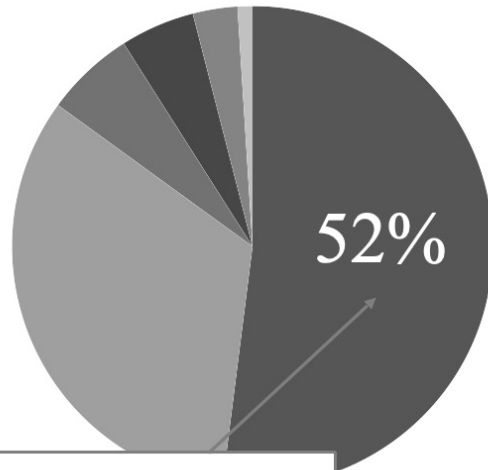


# Travel Life-Cycle

6 Staged Circle

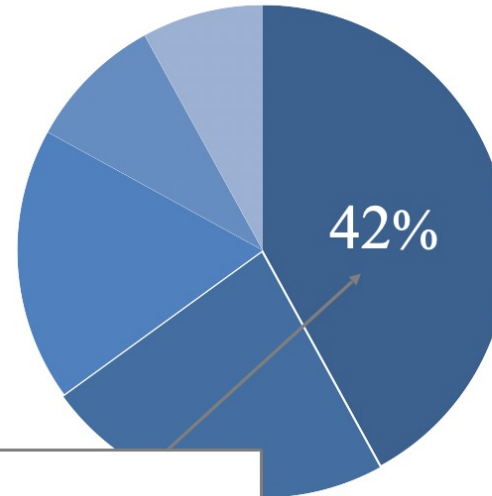
# Market Research

Bad Trip



Misinformation & Wasted Experiences

Good Trip



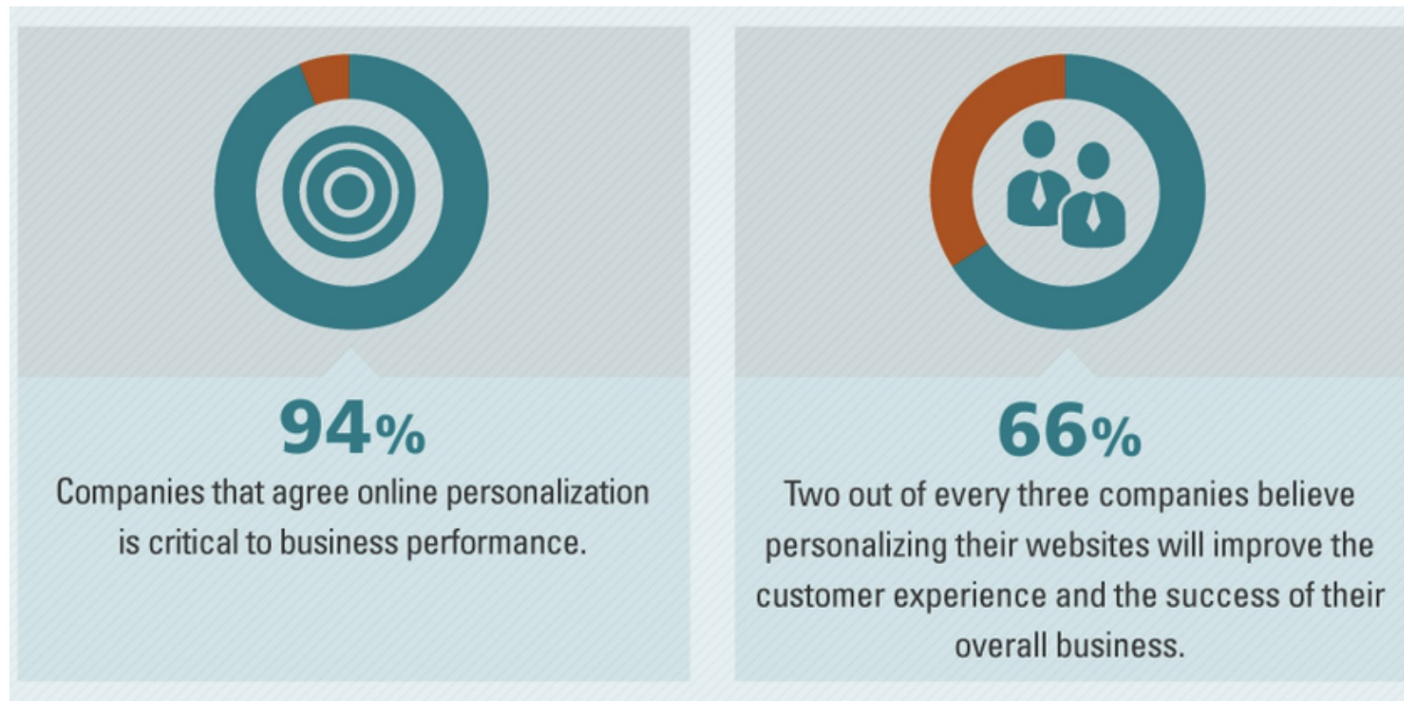
Authentic Experiences

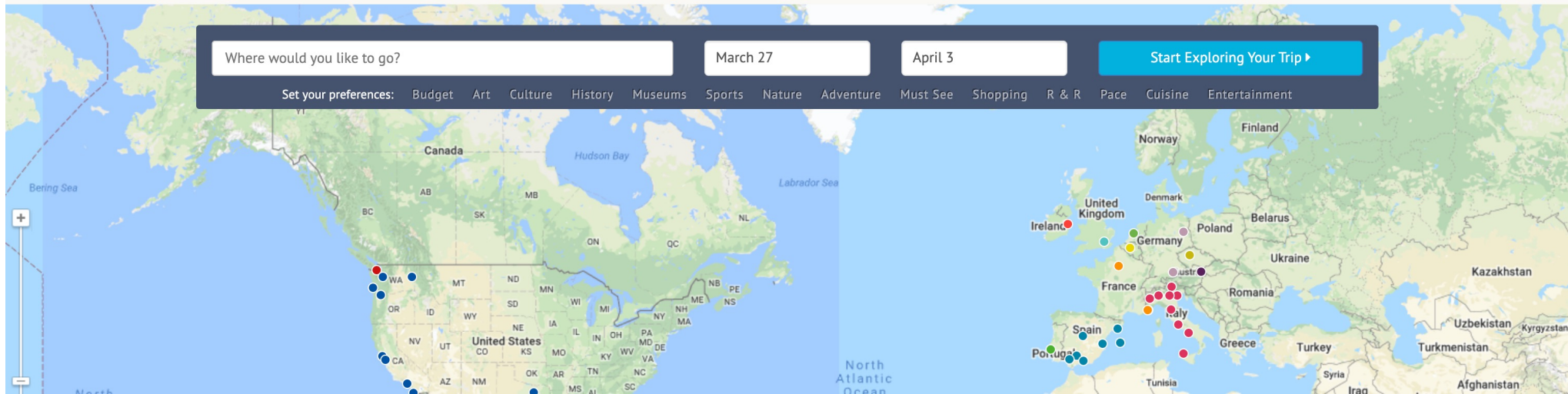
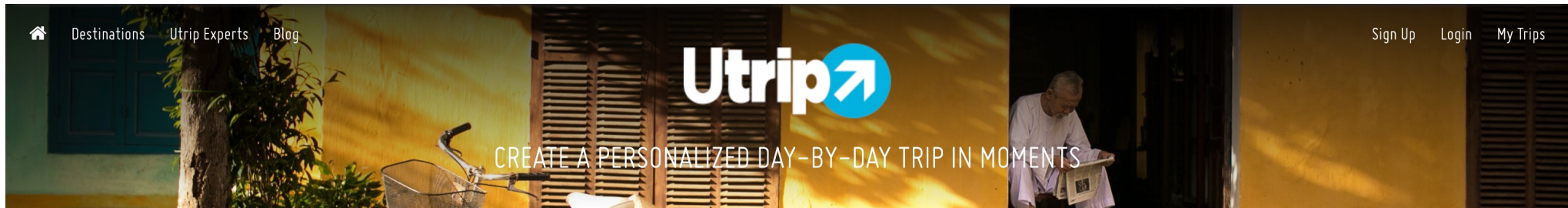
*\*Based on independent study of leisure travelers in 2011*





## Personalization Matters





# Utrip

**Trip Budget** Luxury

**Art** Important To Me

**Culture** Complete Immersion

**History** Important To Me

**Museums** Only The Best

**Sports** Limited Interest

**Nature** Limited Interest

**Adventure** Kiddie-Pool Fun

Family-friendly activities only

**Must See** Must See Some

**Shopping** Souvenirs & Gifts

**R & R** Like Tea Time

**Spontaneity** Structured

**Pace** Standard

**Cuisine** Major Foodie

**Entertainment** Only the Best

**Nightlife Types**

- Bar, Club, & Lounge
- See The Town At Night
- Events & Entertainment



## Looking for Inspiration?

Local Experts in art, cuisine, history, and more created [itineraries featuring](#) their favorite spots. Begin exploring the world with their suggestions.



### Barcelona Architecture & Design

On the Barcelona Architecture & Design travel plan let our expert Jordan take you through the...

*by Brianna Baldwin*



### First Timer in Concord

Experience the sights, sounds, and tastes of Concord and Diablo Valley!

*by Dan Adika*



### A Brief History Of Berlin

Ever since the return of the capital to Berlin, nothing has been the same. What has resulted is the...

*by Jennifer Korten*





### Underground Paris

If you've already seen the Eiffel Tower and the hyper-trendy Le Marais district, then it is time to...

*by Julia Tio*





VISIT SPOKANE  
Near Nature. Near Perfect.


New Trip
Day Week Overview
Trip Profile Add Activity Book
Sign Up Login
powered by 


SPO


F 12/4  
S 12/5  
S 12/6  
M 12/7  
T 12/8


SPO → ✈


 **Arriving in Spokane** 8:00 AM


**Lodging**  **The Davenport Grand...**


9:45am-10:45am  **Atticus**  
Coffee, Tea, and More!


11:30am-12:30pm  **The Wandering Table**  
Culinary Whims of Fancy

1:15pm-2:15pm  **Coeur Coffeehouse**  
Sustainable Coffee

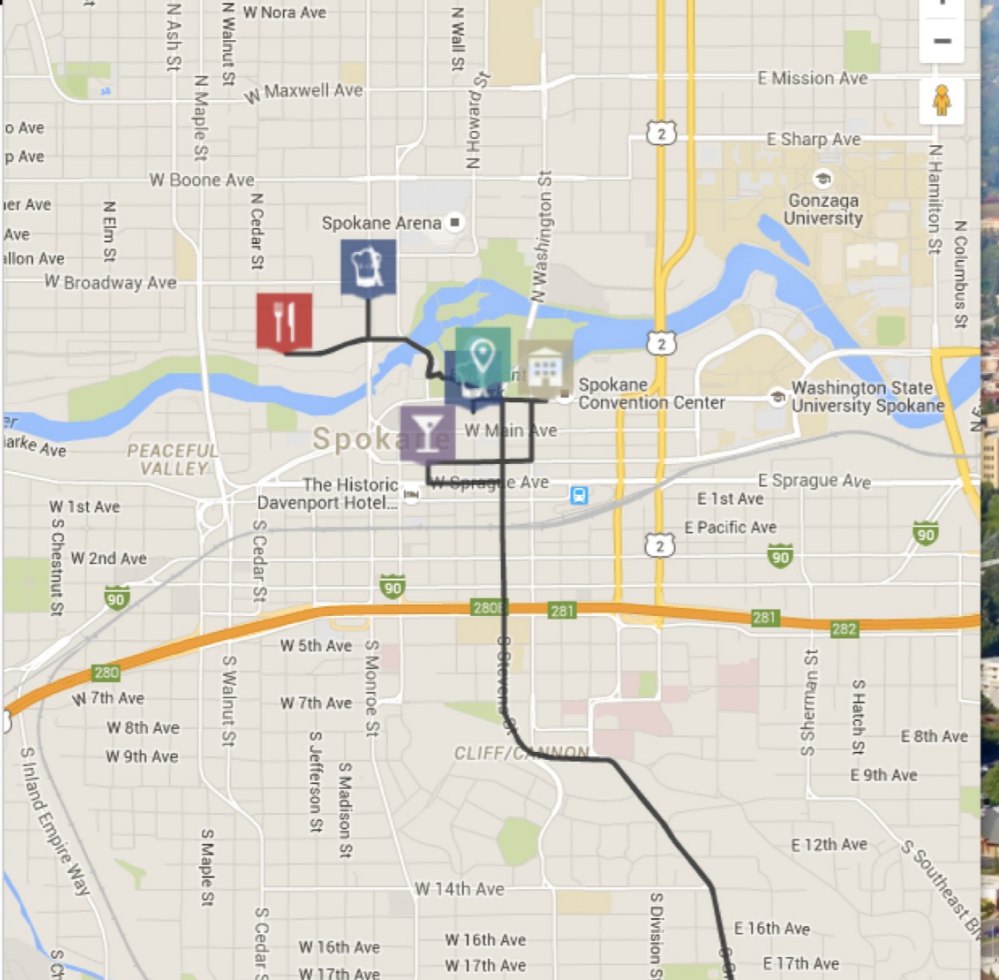
3:00pm-4:30pm  **Riverfront Park**  
Down on the River  
\* Must See

5:00pm-6:00pm  **Spokane Falls SkyRide**  
Spokane: From Above  
\* Must See

7:00pm-8:30pm  **Luna**  
A City Favorite

9:30pm-10:15pm  **The Volstead Act**  
Artisan-created Cocktails ...

Click on any of the items to view more details.

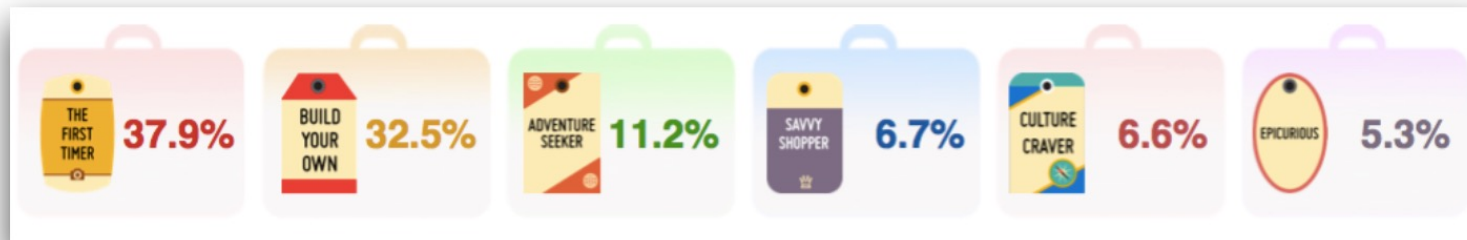




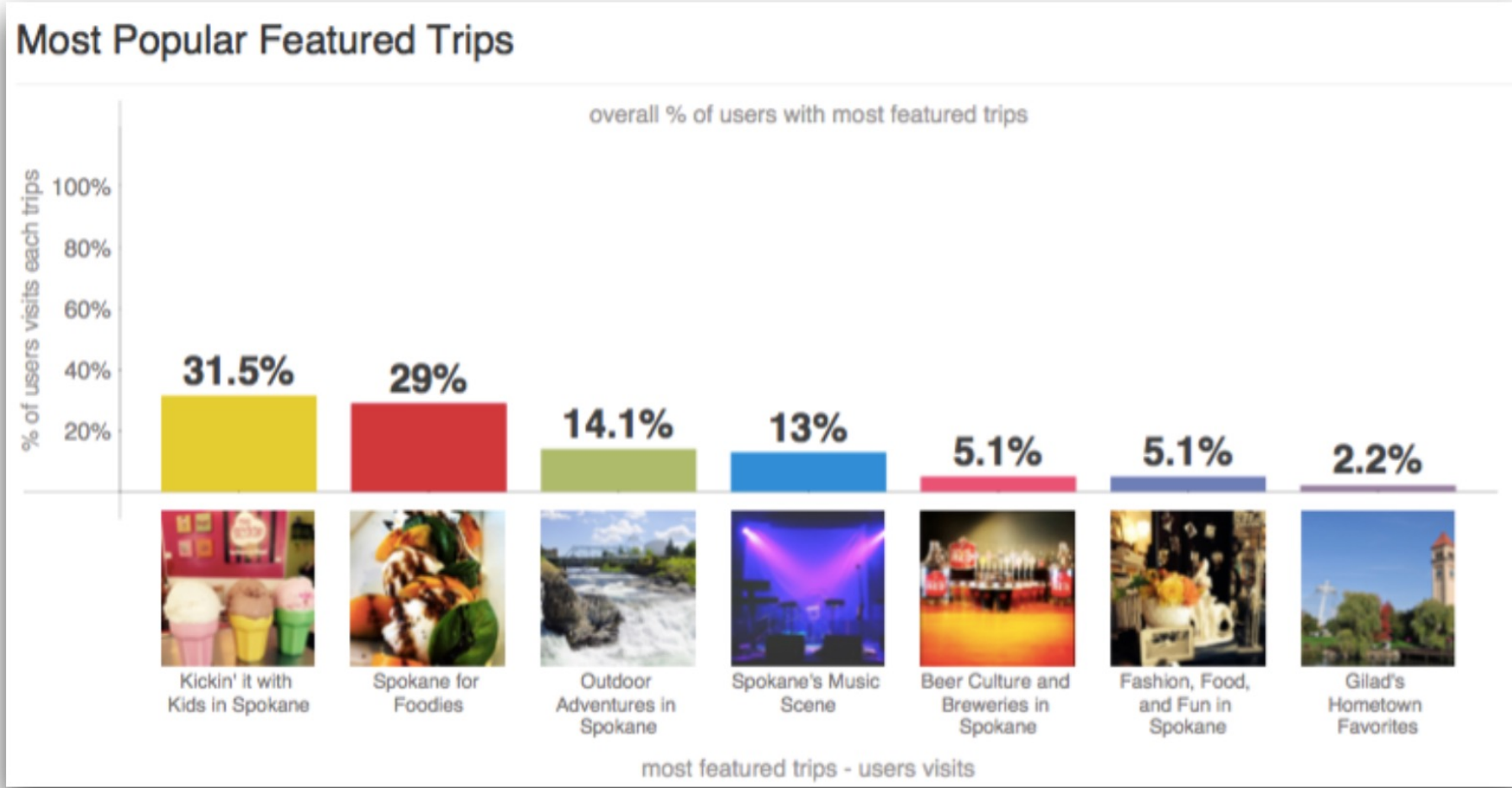
## Data Makes You Better Marketers

### Activity and Travel Preferences

Average ranking for each activity or preference option

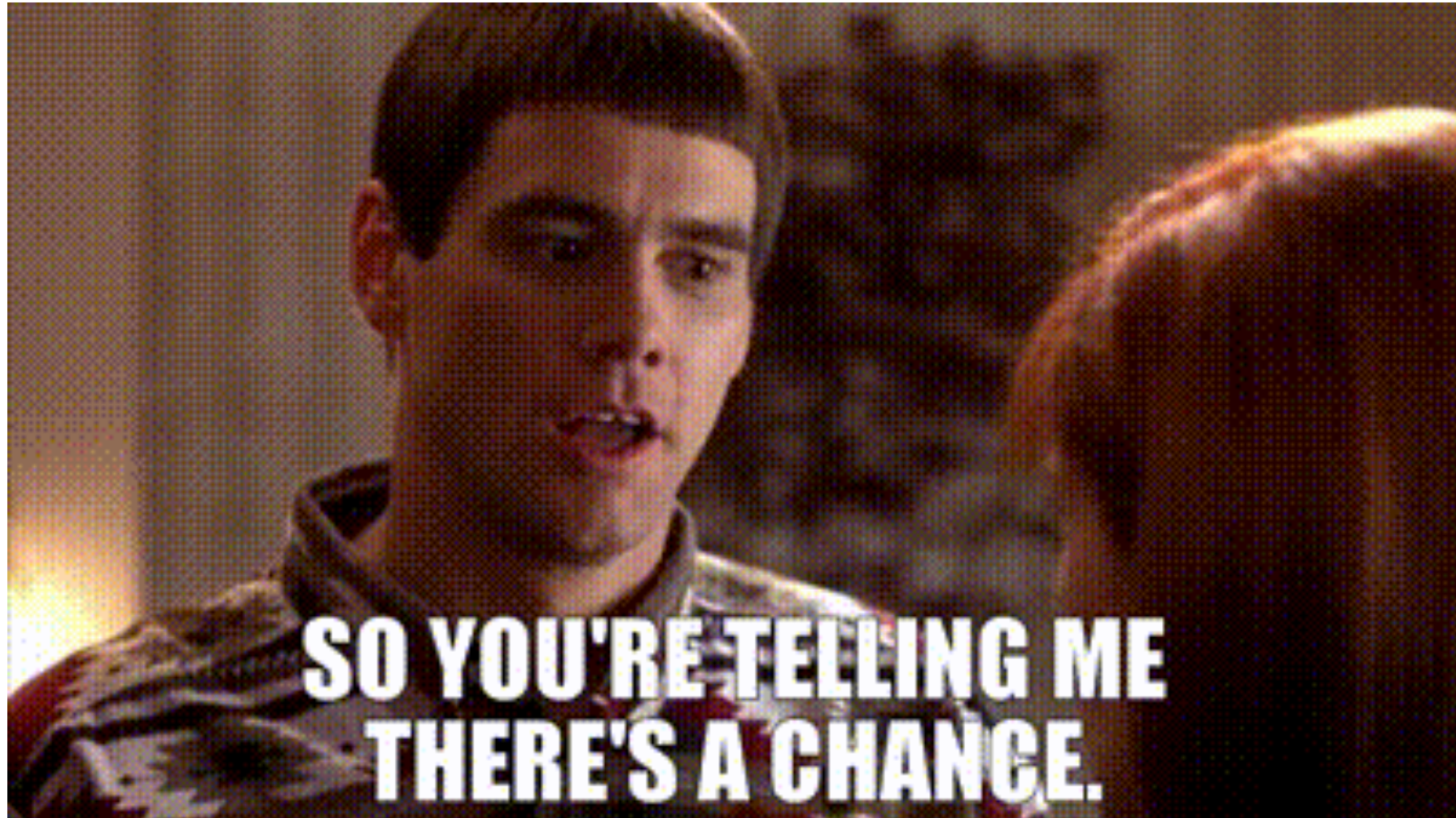


## Data Makes You Better Marketers

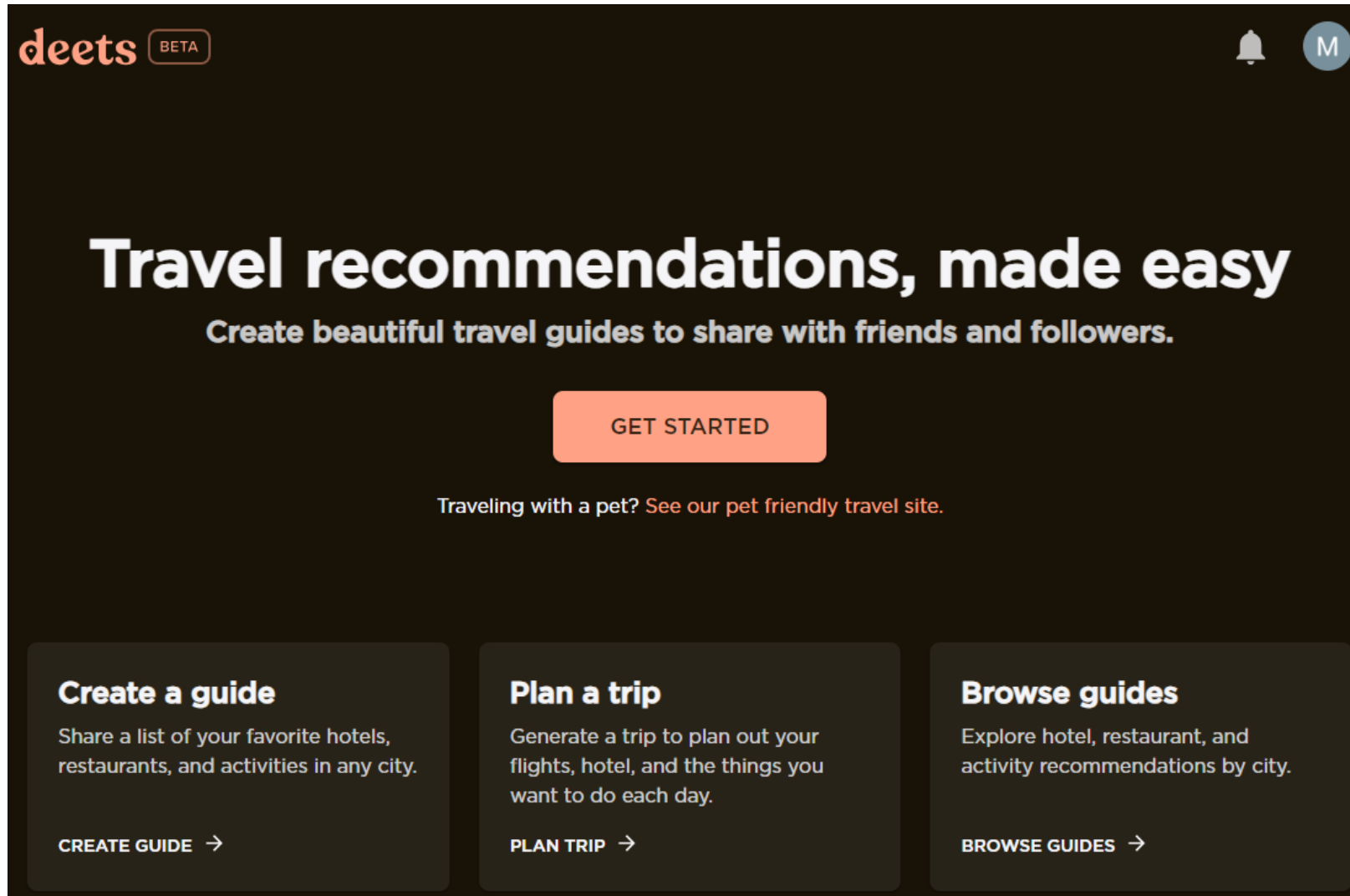


# So... Should I Do It?





# Interesting Example!



The screenshot shows the Deets website homepage with a dark background. At the top left is the 'deets' logo with a 'BETA' badge. At the top right are a notification bell and a user profile icon with the letter 'M'. The main heading is 'Travel recommendations, made easy' in large white text, followed by the subtext 'Create beautiful travel guides to share with friends and followers.' Below this is a prominent orange 'GET STARTED' button. A link for 'Traveling with a pet?' is positioned below the button. At the bottom, there are three dark grey cards: 'Create a guide' (with a 'CREATE GUIDE' button), 'Plan a trip' (with a 'PLAN TRIP' button), and 'Browse guides' (with a 'BROWSE GUIDES' button).

**deets** BETA

🔔 M

## Travel recommendations, made easy

Create beautiful travel guides to share with friends and followers.

[GET STARTED](#)

Traveling with a pet? [See our pet friendly travel site.](#)

**Create a guide**

Share a list of your favorite hotels, restaurants, and activities in any city.

[CREATE GUIDE →](#)

**Plan a trip**

Generate a trip to plan out your flights, hotel, and the things you want to do each day.

[PLAN TRIP →](#)

**Browse guides**

Explore hotel, restaurant, and activity recommendations by city.

[BROWSE GUIDES →](#)



# The Future Is Being Written Now

Someone could prove any of this wrong.

Just please go into it:

- With eyes wide open
- Understanding all the challenges
- Having learned from past mistakes

Being aware of where things are going.

- Tech giants remain formidable
- Interactive planning using Apple Vision Pro?
- Discussion with virtual AI travel agent avatar?



# Recommended Reading

PhocusWire



NEWS / DISTRIBUTION  
BY VIEWPOINTS | JANUARY 14, 2016

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f t in e p

**WHY YOU SHOULD NEVER CONSIDER A TRAVEL PLANNING STARTUP**

[Read it here.](#)

This article was originally published on [tnooz](#)

Having founded WorldMate and Desti (which also swallowed Plnnr), not a week goes by without me being approached by an entrepreneur who has started/is starting/is contemplating a travel startup.

**NB:** This is an analysis by [Nadav Gur](#), principal at NG Vanguard Enterprises in the US.



# Recommended Reading



PhocusWire

NEWS / DISTRIBUTION  
BY VIEWPOINTS | FEBRUARY 8, 2016

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**PART ONE OF TWO: HOW A TRIP  
PLANNING STARTUP CAN SUCCEED**

[Read it here.](#)



This article was originally published on [tnooz](#)

A lot has been said and written in the past few weeks about “trip (or travel) planning” as a startup idea, mostly negative. I am writing this piece to offer a different take.

**NB:** This is the first part of a two-part viewpoint by Saket Newaskar, co-founder and chief technology officer at [Triphobo.com](#).



# Recommended Reading



**OPINION / STARTUPS**

BY CHRISTIAN WATTS - MAGPIE | APRIL 15, 2024

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f t in e p

[Read it here.](#)

## CAN TRIP PLANNING STARTUPS EVER SUCCEED?

The trip planner pitch has been around for a while now. It starts with “Travel is broken, the average consumer has to use 36 websites to plan a trip.”

The solution is to create a super-platform to do all travel research, bookings, sharing and management in one place.

The go-to-market strategy used to be content marketing and SEO, but now involves mostly peer-to-peer sharing and influencers on social networks.

ADVERTISING

What industry are you in?\*

Please select

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MOST POPULAR

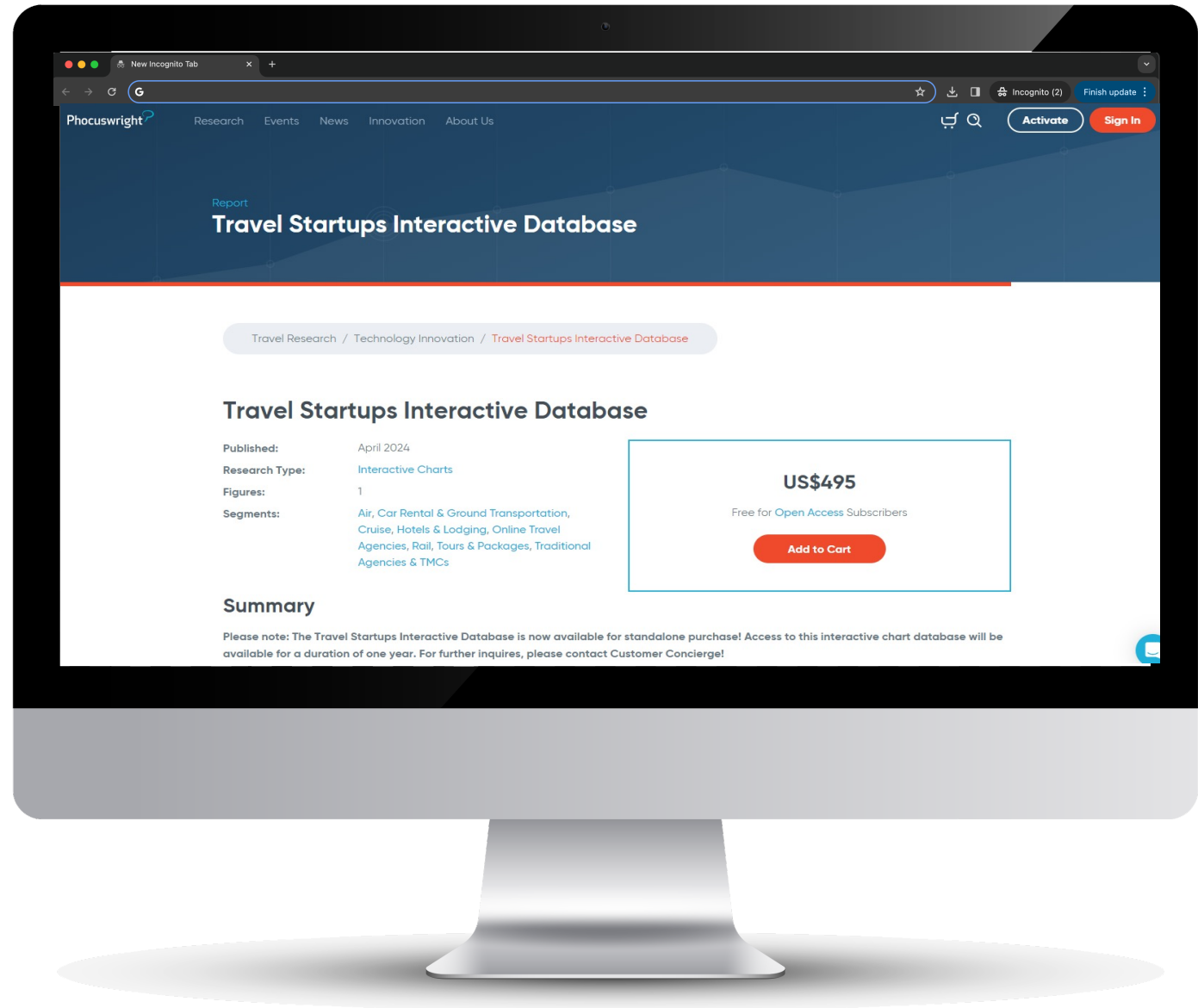
LATEST STORIES



# Travel Startups Interactive Database

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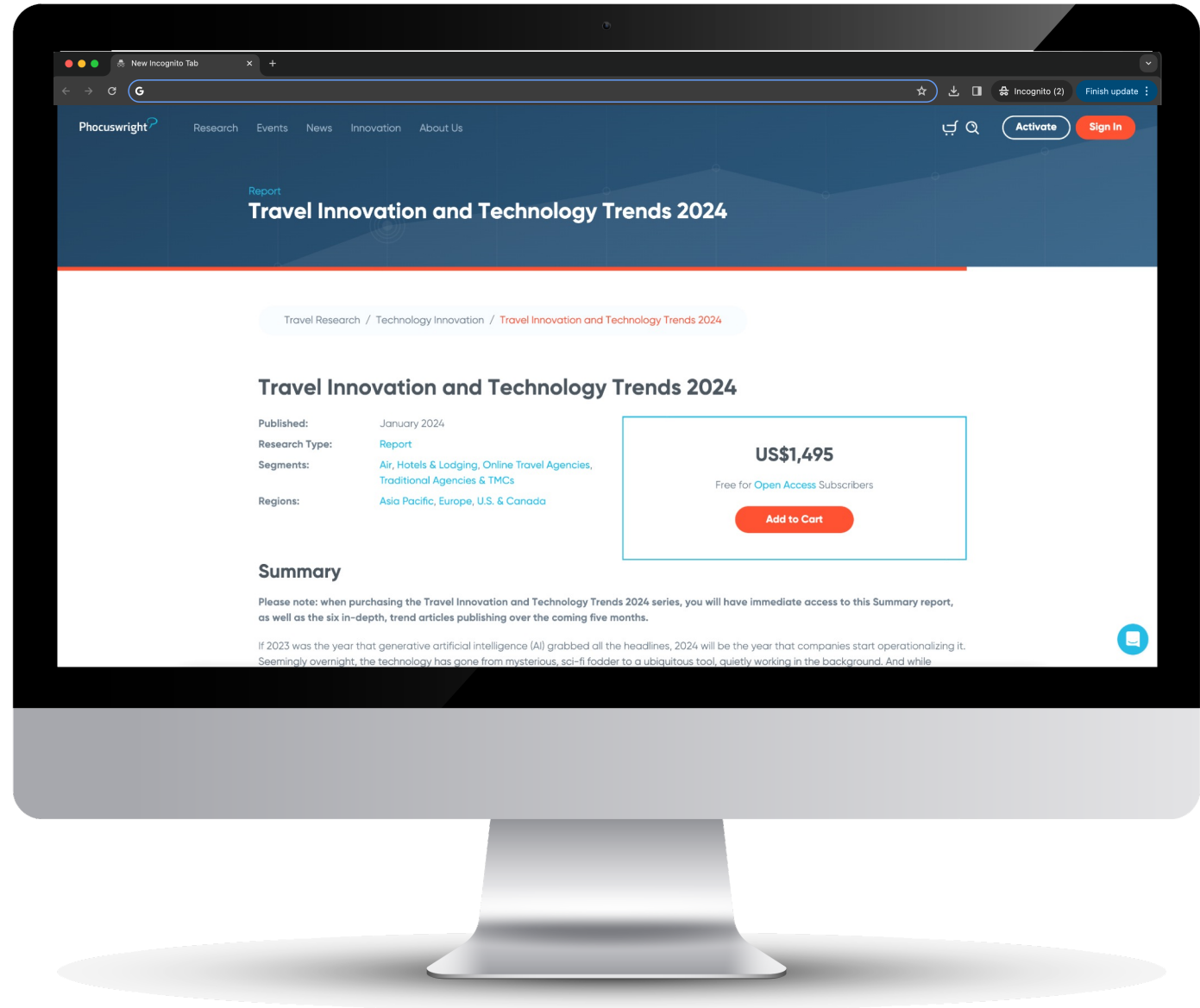
[Access the database here.](#)



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**Thank You and Good Luck!**