

# travHQ

Decoding travel

MEDIA KIT

travHQ

Rise through the  
travel business of India's West

KNOW MORE

SATTE

HOME NEWS INDUSTRY CAMPAIGNS GUIDES OPINIONS EDITORIAL

LATEST

WHAT'S POPULAR IN TRAVEL



Why Chuttagudi Falls  
Trip is a Classic  
Destinations

By [Author Name]

We capture  
the pulse of the  
digital traveller

travHQ



travHQ

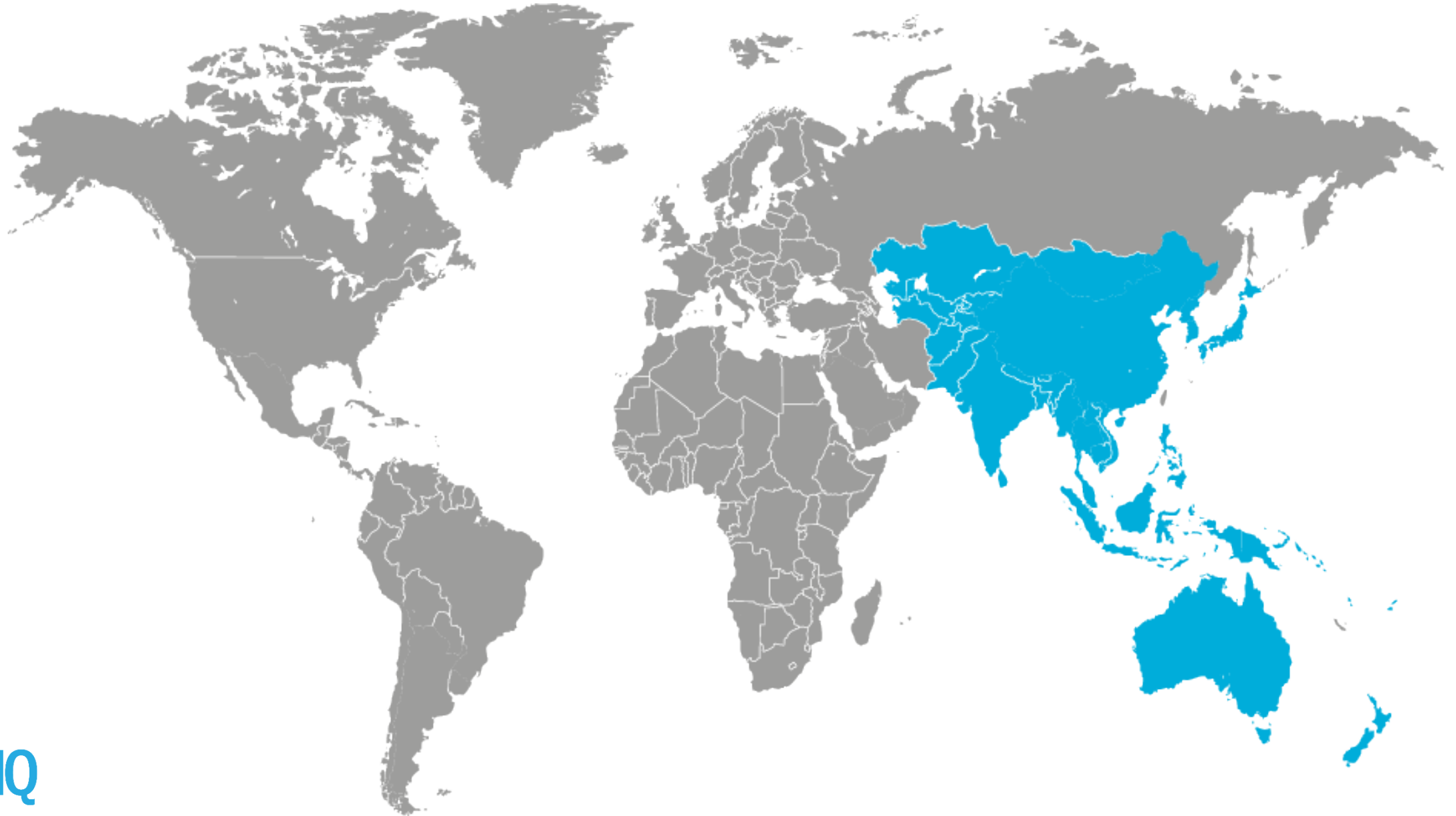


## THE PRODUCT

To be the travel ecosystem's one-stop hub for unbiased insights on latest tech & game changing trends.

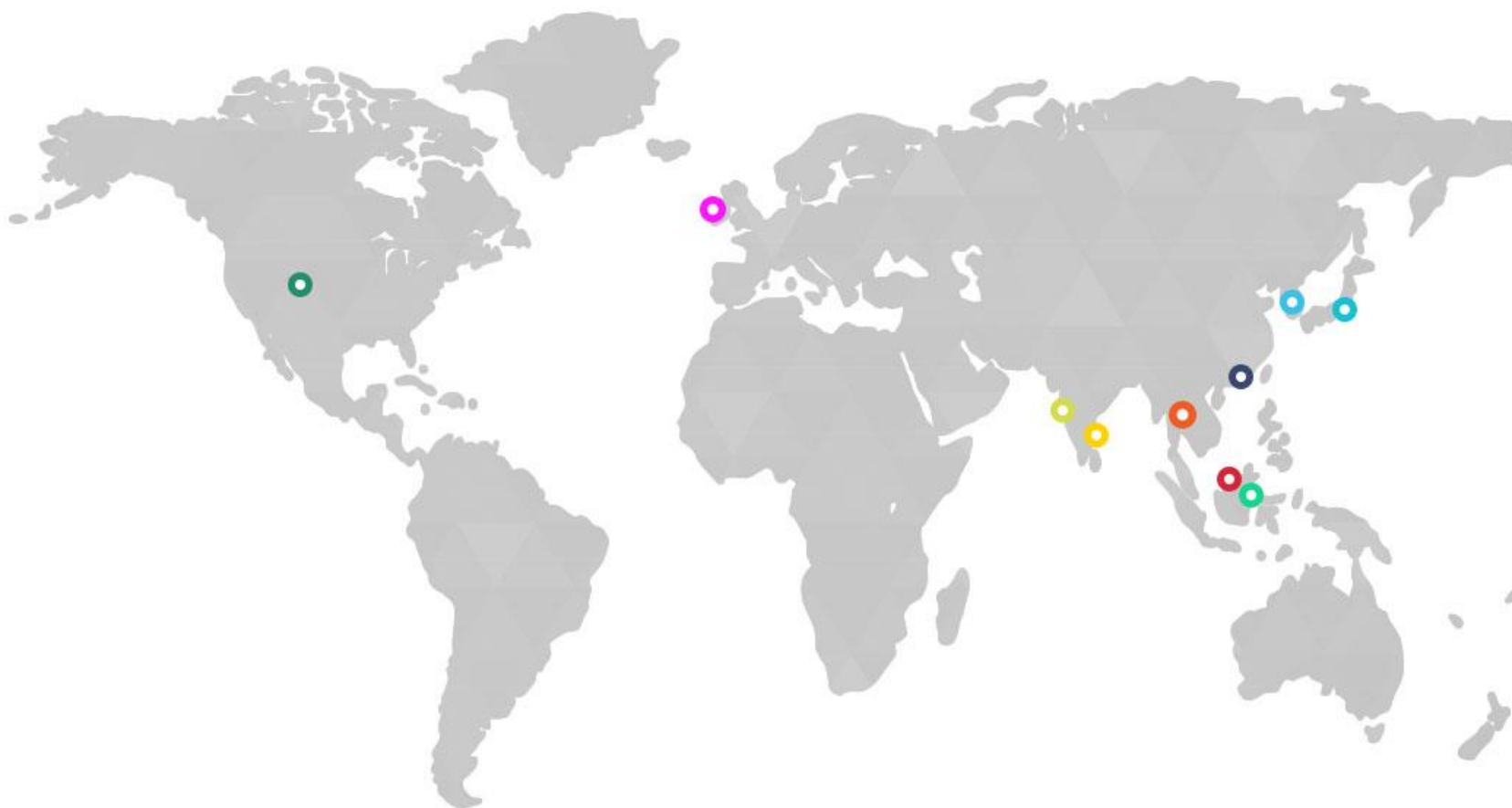
WE FOCUS ON SEA/APAC

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# STARTUP SPOTLIGHT



SINGAPORE  travelog

THAILAND  Take me Tour

SOUTH KOREA  MY REAL TRIP

USA  TRIPVERSE

MUMBAI (IND)  audio compass

BENGALURU (IND)  rt ROOMS TONITE  
Good Hotels, Great Rates!

JAPAN  AirTalk

IRELAND  weestay

MALAYSIA  FLEXIROAM

HONG KONG  HQ HOTELQUICKLY

## EDITOR PROFILES

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**KETKI KUMAR**

Content Editor, TravHQ

Ketki is a digital marketer whose peculiar angle towards travel trends drags her into a discussion and her analytical mind-set propels her forward to manipulate data into industry related implications. She tracks how destinations and brands are leveraging digital platforms to create a buzz around their name.

She's a research driven individual and an avid traveller. She believes that content is the new black in the travel marketing and adapts with growing developments.

You can reach her at [ketki.kumar@travhq.com](mailto:ketki.kumar@travhq.com).



**AKSHAY SHARMA**

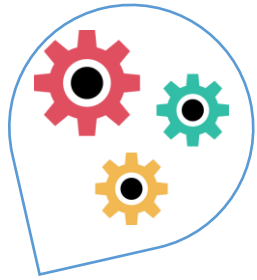
Content Editor, TravHQ

Akshay Sharma is the content editor at TravHQ. He has a strong penchant for writing articles on Travel Startups & tech-trends that can create an impact on the travel industry.

He has tracked a number of Travel events including SATTE, Mumbai & 'The Singapore Dialogue' organised recently in New Delhi.

His content mix includes travel startup reviews, spotlight pieces and breaking news.

More at  
<https://www.travhq.com/profile/akshay-sharma/>



# Our Operational Verticals

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## CONTENT VERTICALS



TECH IN  
TRAVEL



TRAVEL  
STARTUPS



INDUSTRY  
NEWS



EVENT  
COVERAGE



STAKEHOLDER  
INTERVIEWS



REVIEWS &  
OPINIONS





# TOP STORIES

## WHAT'S POPULAR IN TRAVEL

Interviews

Our Exclusive Interview with Sr. Advisor of Amadeus APAC

Exclusive: Bart Bellers, Senior Advisor, Corporate Strategy, Amadeus APAC talks about Amadeus Next

AKSHAY SHARMA / 18 JAN 2016

The entire travel industry is looking at Asia-Pacific for growth opportunities. With the fast growing number of travellers, innovative startups ....

Startup Feature

travHQ

— Presents —

India's Coolest Travel Startups



Our pick of India's 10 coolest travel startups that stole the limelight

ADARSH SRIVASTAVA / 15 JAN 2016

India is witnessing a sudden boom in travel startups. The country is a major contributor to the global travel industry.

Our Listicle featuring 10 coolest and innovative travel startups in India

# TOP STORIES

## WHAT'S POPULAR IN TRAVEL



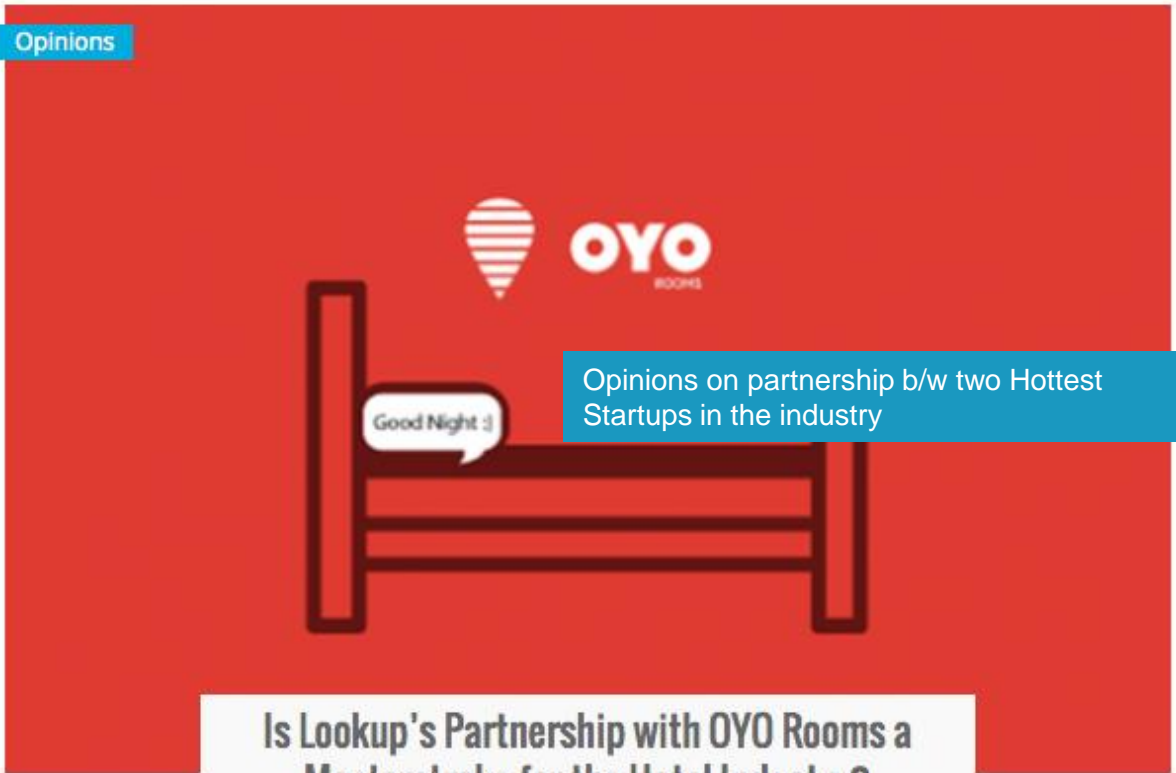
Our Key take-aways from “ The Singapore Dialogue”

### The Singapore Dialogue: 5 upcoming travel trends in Asia

AKSHAY SHARMA / 5 SEP 2015

With new technologies and innovative startups coming up in travel, we are beginning to see new trends emerge rapidly in ....

## Opinions



Opinions on partnership b/w two Hottest Startups in the industry

### Is Lookup's Partnership with OYO Rooms a Masterstroke for the Hotel Industry?

EDITORIAL / 9 SEP 2015

Deepak Ravindran's Lookup was in the news earlier this year, when they became the first Indian startup to raise Series A ....

# TOP STORIES

## Opinions



### 5 HOTEL TECHNOLOGIES THAT WILL GO MAINSTREAM IN 2016

ADARSH SRIVASTAVA / 15 JAN 2016

India is witnessing a sudden boom in travel startups for the past few years. A few

Trends that will impact the Hoteliers and Hotel Marketers

## Campaigns



How are destination marketers leveraging the digital platforms?

### WHY RAJASTHAN TOURISM IS MAKING HEADLINES WITH THE NEW VIDEO CAMPAIGN?

ADARSH SRIVASTAVA / 15 JAN 2016

India is witnessing a sudden boom in travel startups for the past few years. A few contributory factors can be ....



## ROBOT HOTELS WILL BE THE FUTURE BUT ARE WE GOING TO SEE THEM IN INDIA?

Technology

By Akshay Sharma on July 31, 2015 | Opinions



**R**obots are making buildings, driving cars, cleaning houses, mowing lawns, working in banks and now will also manage hotels. In Japan, [Henn na](#) hotel (which appropriately translates into 'weird') recently opened its doors for guests from across the world. It is a budget hotel but what sets it apart is the fact that it is largely managed by robots.

You are greeted by a female humanoid at the front desk (or a slightly scary dinosaur if you would prefer English over Japanese). The guests have to respond by pressing keys at the desk. This hotel runs as a part of an amusement park and according to the hotelier, this move isn't just a gimmick but a serious attempt to employ technology to increase efficiency.



Coverage of the disruptive technology in the travel sector

Opinions

Opinions on recent happenings in the Travel Industry



## WILL BUDGET HOTEL STARTUPS EAT THE OTA PIE?

ADARSH SRIVASTAVA / 15 JAN 2016

India is witnessing a sudden boom in travel startups for the past few years. A few contributory factors can be ....



# EVENT AFFILIATIONS

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# INDUSTRY REPORTS

## FREE REPORT: TOP TRENDS OF TRAVEL IN 2016

By Akshay Sharma on December 10, 2015 | Guides



**T**he year 2015 offered amazing growth opportunities for the travel ecosystem. We saw some really interesting trends emerge in the industry and riding on the wave of these trends, many innovative travel startups entered the landscape. As we approach 2016, we have made an attempt to identify the forces that will drive the travel industry forward.



We have collated the thoughts of experts from different verticals in travel to highlight the trends that they foresee.

The report includes:

- Insights of key experts from more than 8 countries
- Contributions from Alitrip, Amadeus, Concur Technologies and more
- Holistic overview of mobile, social media and M&A opportunities
- Global Trends from OTAs, Hospitality & Destination Marketing Industry

## FREE REPORT: FACEBOOK MARKETING ANALYSIS OF 25 TRAVEL BRANDS IN INDIA

By Akshay Sharma on April 13, 2016 | Guides



**F**acebook is an important piece in the marketing puzzle for any travel brand. It boasts of over 1.5 billion monthly active users with almost 65 percent of them accessing the social network on a daily basis. Along with the tech savvy millennials, a large number of people in India who are experiencing internet for the first time on mobile are on Facebook. This allows the brands to reach a wide variety of audience.

### State of Social Travel

by travHQ

Download Free Report

***How travel brands are leveraging Facebook?***



# PANEL DISCUSSIONS: TO CONNECT INNOVATORS & THOUGHTLEADERS

## TRAVHQ PUTS TOGETHER A PANEL OF CONTENT MARKETERS TO STIR DISCUSSION AT FICCI TRAVEL AND HOSPITALITY TECH CONCLAVE 2016

By Ketki Kumar on March 11, 2016 | Events



**T**his space age has been taken by content storm. Content has evolved over the years bringing about a huge metamorphosis in the way we sell and promote brands. Travel industry spiked a decade ago scaling new heights and content has leveraged it into an avenue yet to be explored. After the huge success of content marketing panel discussion at [OTM Mumbai](#), this sure will reckon some new takeaways.



EXPERTS PANEL DISCUSSION ON  
USING CONTENT AND SOCIAL MEDIA FOR TRAVEL & HOSPITALITY BUSINESS

### OUR ESTEEMED SPEAKERS



**Bhawna Grover Bagai**  
Head of Content at Goibibo



**Aashish Chopra**  
Head Content Marketer at ixigo



**Dolly Bhasin**  
Gold medalist Electronics & Communications Engineer



**Sesh Seshadri**  
Director, Lonely Planet India



March 18, 2016



FICCI, Federation House,  
Tansen Marg, New Delhi



4.45 pm - 5.45 pm



**Moderator: Daksh Sharma**  
Founding Partner at TravHQ and Iffort

## TRAVHQ'S ASSOCIATION WITH OTM MUMBAI KICKS OFF WITH PANEL ON CONTENT MARKETING

By Akshay Sharma on February 19, 2016 | Events



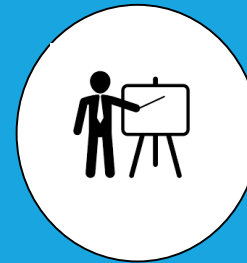
**D**ay 1 of OTM Mumbai kicked off with an interesting panel discussion on 'Leveraging content to inspire travellers'. The panel featured Sesh Seshadri, Director of Lonely Planet India, Lata Subramanian, Ex-CMO, Sterling, Prashanth Rao Aroor, CEO, IntelliStay Hotels Private Limited and Hanisha Lalvani, Multi-property Communications and Marketing Manager, Marriott International and was moderated by Daksh Sharma, Founding Partner at TravHQ.



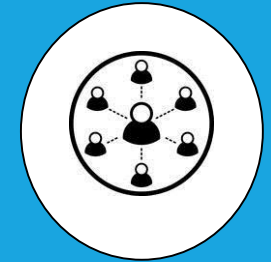


# TRAVEL STARTUP KNOCKDOWN

## STARTUP KNOCKDOWN



Showcase your innovation at India's leading Business Event



Connect & engage with Industry Leaders across the globe



Access to Investors and Valuable guidance from experts to nurture your business



Grab media recognition

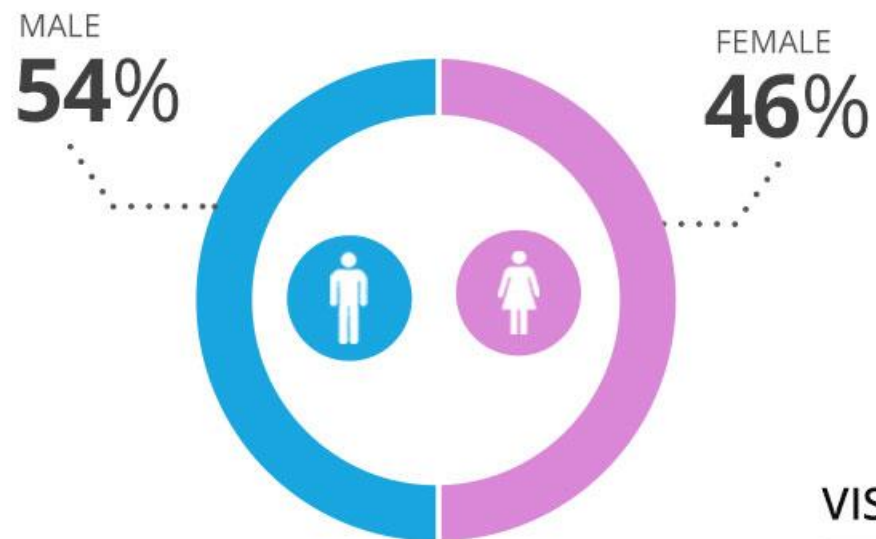


# ANALYTICS

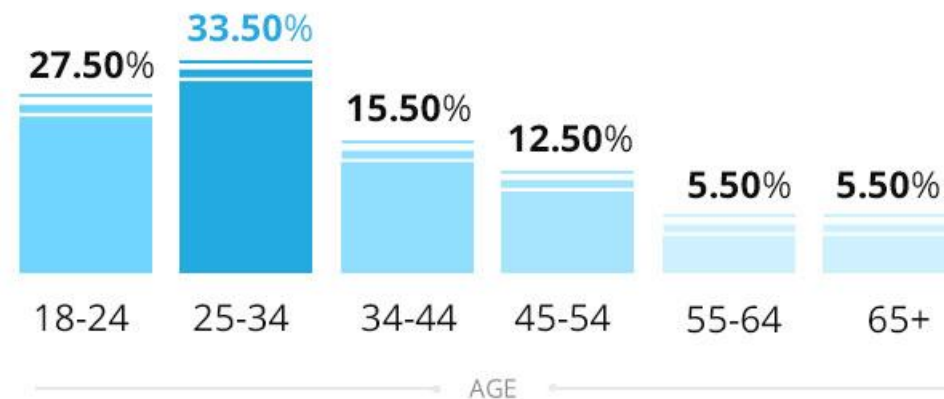
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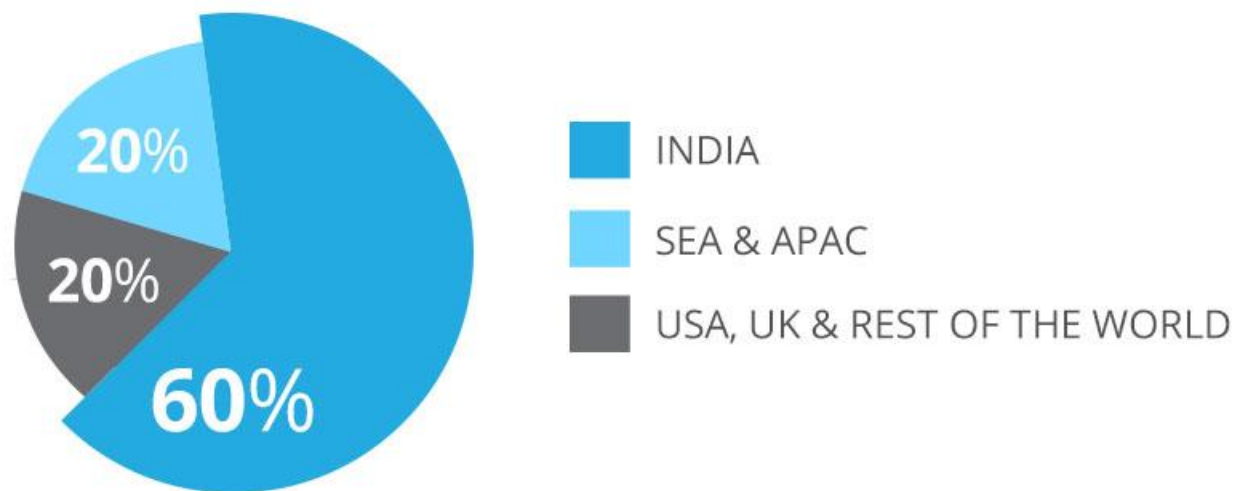
## GENDER SPLIT



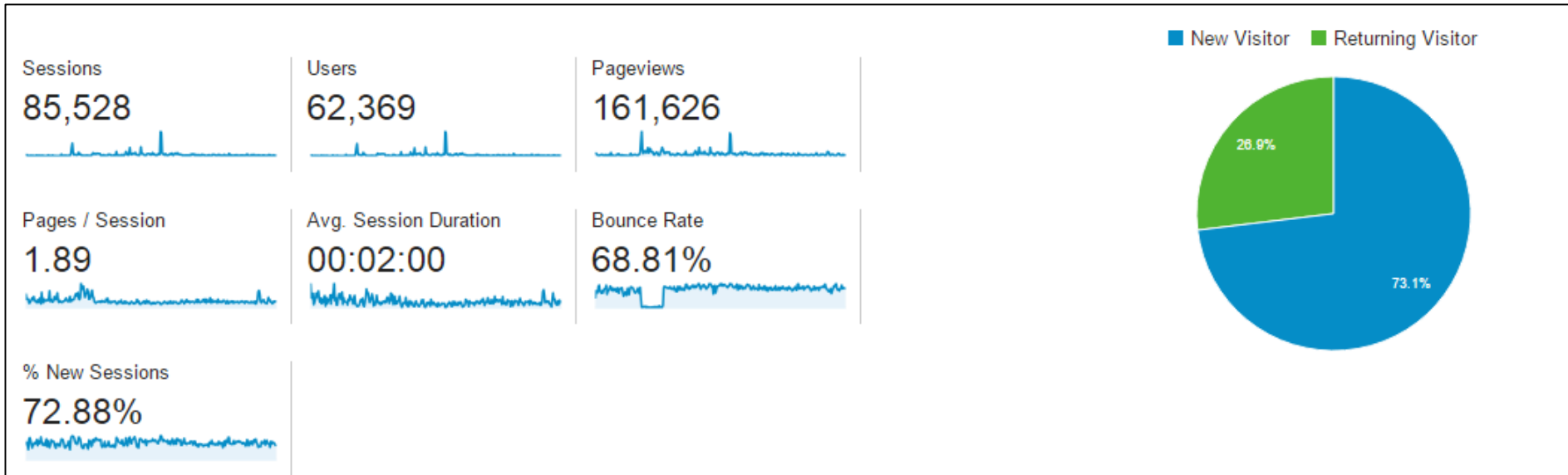
## KEY AGE GROUPS



## VISITOR GEOGRAPHY



## OUR GROWING TRAFFIC BASE: JUL 2015 – MAY 2016



- 85,000+ Visits
- 62,000+ Unique Visitors
- 1,60,000+ Page views
- 300+ Subscribers

## MONTHLY STATS

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15,000+

UNIQUE VISITORS

20,000+

TOTAL VISITORS

67%

BOUNCE-RATE

1.30  
minutes

AVERAGE SESSION DURATION

60+

STORIES



# MEDIA INVENTORIES

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# AD OPTIONS

- 1 LEADER BOARD
- 2 MENU INSERT
- 3 SIDEBAR AD 1
- 4 SIDEBAR AD 2
- 5 SPONSORED CONTENT 1
- 6 SPONSORED CONTENT 2

## LATEST



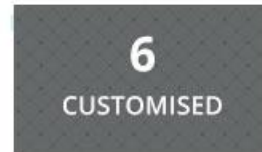
Why Chhattisgarh Tourism's Blogger FAM Trip is a Classical Case-Study for Other Destinations?  
EDITORIAL / 14 AUG 2015



In conversation with Kyle Armstrong, CEO & co-founder Kaligo  
EDITORIAL / 14 AUG 2015



This Independence Day video by OYO Rooms will bring teardrops to your eyes  
EDITORIAL / 12 AUG 2015



A month into our Journey. Here is what's coming next!  
EDITORIAL / 11 AUG 2015



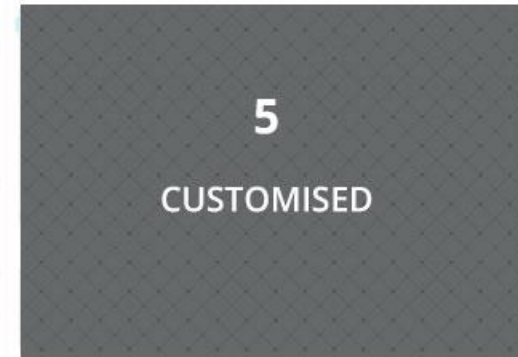
TripVerse handles lot more than just your itineraries

## WHAT'S POPULAR IN TRAVEL



TripVerse handles lot more than just your itineraries  
EDITORIAL / 10 AUG 2015

During our recent visit to the NSE conference, we came across some really innovative startups that are determined to things around it. ...



Welcome to Hong Kong where we are reporting live to you from the NSE Summit, which is currently being organized. ...  
EDITORIAL / 1 AUG 2015



Does Zeebarr's first music video on YouTube inspire you to travel?  
EDITORIAL / 5 JUL

3

300X250

4

300X250

## NEWS



This Independence Day video by OYO Rooms will bring teardrops to your eyes  
EDITORIAL / 12 AUG 2015



eTailing and Travel Commerce Conference Starts Tomorrow, What to Expect  
EDITORIAL / 22 JUL



Breaking: Spicejet Announces India's First Mobile Only Flight Fresh Sale  
EDITORIAL / 15 JUL



Does Zeebarr's first music video on YouTube inspire you to travel?  
EDITORIAL / 5 JUL

# RATE CARD

AD MODEL	SIZE	DURATION	PRICE IN INR	PRICE IN USD
Leaderboard Banner Ad	728*90	15 DAYS 1 MONTH	15,000 20,000	225 275
Menu Insert	Customised	1 MONTH	45,000	700
Sidebar ad 1	300*250	15 DAYS 1 MONTH	13,000 18,000	175 230
Sidebar ad 2	300*250	15 DAYS 1 MONTH	8,000 12,000	150 200
Sidebar 3	300*250	15 DAYS 1 MONTH	7,000 10,000	115 175
Sponsored Content 1	Customised	15 DAYS	25,000	400
Sponsored Content 2	Customised	15 DAYS	20,000	325
Newsletter Ad/ Top 5 stories	Customised	Weekly	4,000	60



## CONTACT US

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**DAKSH SHARMA**

*Founding Partner*

+91-9891700977

info@travhq.com

**TANU ARORA**

*Account Manager*

+91-9990663373

tanu.arora@travhq.com

