
pickyourtrail
x
MAVERICKS

What we had set out to achieve

- **Shift in positioning:** From a Chennai based focused travel startup to a national startup disrupting travel through personalisation
  – anchored in the two pillars: thought leadership & data stories across the pillars

- **Insight-led narrative building:**
  – Using data to build the credibility and authenticity behind the Pickyourtrail story with 99 data stories

- **Quality over volume:**
  – Focused on building quality stories than the quantity, thus leading to 50% CAT A stories

- **Building recall as a travel expert:**
  –Strengthening brand recall across key media platforms and consistently positioning Pickyourtrail as a trusted travel expert.

Our approach

- **Credibility Over Visibility**
  Shifted focus from chasing coverage to building long-term trust and relevance through earned media.

- **Context-Led Storytelling**
  Expanded narratives beyond travel into business, data, lifestyle, and culture to stay timely and audience-specific.

- **Data-Driven Narratives**
  Used proprietary travel data to fuel consistent, value-led stories, scaling from one story in August 2024 to nearly one story a day by November 2025.

- **Founder-Led Thought Leadership**
  Deployed founder perspective strategically to shape conversations, challenge conventions, and drive inbound media interest.

Numbers At a Glance

500+ stories across top-tier media – almost 1 story every single day.

- **500+** – Total stories in 16.5 months (=1 story/day)
- **48.3%** – Share of Voice
- **360+** – Journalists engaged across key beats
- **51** times Pickyourtrail mentions in the headline

Repeated coverage in India's most influential business and news outlets

- **84 stories** in The Times of India → **1 TOI** story every 4–5 days
- **57** stories in Economic Times → **1 ET** story every week
- **142** stories in print – strong offline presence
- **Thrice** appeared on **ET Front Page**



250+ CAT A

50+ Listicles

300+ Industry Stories

60+ Media queries

60 Press Release

3 Authored articles

10+ Interviews

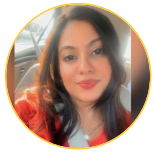
Glimpse of the media relations built so far [350+ jounalists]



Neil Ghai
The Economic Times



Anumeha Chaturvedi
The Economic Times



Sanchita Kalra
Hindustan Times



Anshul
CNBC TV18



Simran Sabherwal
Exchange4media



Priya Srivastava
Times of India



Arzoo Dina
Independent Journalist



Zarafshan Shiraz
Hindustan Times



Priyanka Roshan
Moneycontrol



Smarica Pant
India Today



Sunainaa Chaddha
Business Standard



Surbhi Gloria Singh
Business Standard



Vaibhavi
Times of India
(Astrology)



Shoma Abhyankar
Independent Journalist



Dristi Sharma
India Today



Maryam Farooqui
Moneycontrol



Jude Sanith
ET Now



Puja Awasthi
The Week



Aishwarya Kumar
Hindu BusinessLine



Ishika Roy
Indian Express



Anita Rao Kashi
Independent Journalist

Trendjacking

Leveraged timely trends for deeper, insight-led industry conversations while strengthening category leadership

Azerbaijan and Turkiye Suspension & Kashmir Launch

Quoted with EaseMyTrip, TAAI, MMT, etc

Pickyourtrail's domestic dream takes off via Kashmir after suspending Turkey, Azerbaijan tours

Rerouting...Travel Cos Look to Focus On 'Safer' Hotspots

Pickyourtrail, Go Homestays, And More Indian Travel Brands Cut Ties With Turkiye And Azerbaijan Amid Rising Diplomatic Tensions

Guided national travel-safety discourse by placing Pickyourtrail's sentiments in 200+ stories & domestic travel launch via Kashmir

Valentine's Day Report

Quoted with Agoda, Thomas Cook, etc

50% Indians Opt For Bali, Thailand & Vietnam Getaway This Valentine's Day; Spend Avg ₹1.4 Lakhs On Romantic Escape

Valentine's Day perfect destinations matched to every love language

Valentine's Day: From flowers to diamonds, biz owners expect sales to soar

Activated Valentine's moment for data & insight-driven features

Other Trends

Quoted with Agoda, SOTC, Thomas Cook, EaseMyTrip, etc

What is naked flying, the trend helping travellers catch flights without excess baggage?

Crowded Europe pushes Indian travellers to Eastern cities, visa-free spots

Music Tourism: The rising wave of experiential travel

Where are Indians headed this long weekend? Top international destinations revealed

Timely trendjacking that unlocked high-impact media visibility

Leading the data-led narrative

*Data-led storytelling designed to move beyond updates and into thoughtful, strategic dialogue leading to **99 data stories so far***

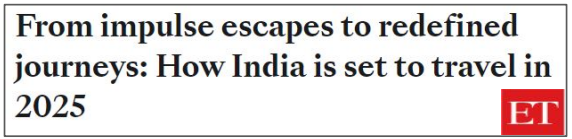
2025 Trends: Fueled media coverage through insight-led 2025 travel forecasts based on behavioural travel data

Festive Data Story : Leveraged festive travel insights to drive high-impact media coverage

Honeymoon Travel : Used rich honeymoon travel insights to shape narratives, spark trend conversations, and drive stronger media visibility.

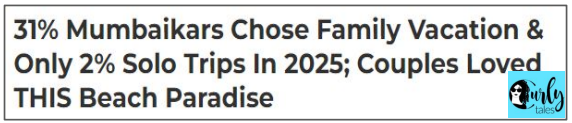
Data-Driven Listicle : Utilised segmented, data-backed listicles, including regional travel patterns and city-level insights to drive differentiated coverage across niche media.











Industry stories



Young travellers lead the trend

Among Gen Z and younger millennials, most travellers tend to book their trips during the last moment getaways or a trip with a close friend. "Group holidays are also common, particularly to destinations like Bali, Thailand, and Dubai, reflecting a clear preference for shared travel experiences within this age group," says Hari Ganapathy, co-founder of Pickyourtrail.

Gen Z & Millennials drive monsoon holiday trend

Anagha Sawant

With monsoon in full swing, travellers are busy planning their rain-soaked getaways. A recent survey by leading travel planning platforms reveals a growing interest in monsoon travel among Gen Z and Millennials. So, where are holidaymakers heading this year to make the most of the season?

Rainy retreats are in high demand

- According to PaakhiBoo, Clortrip's travel trends tracker, there has been a 46% surge in bookings to popular monsoon destinations such as Munnar, Coorg, and Ooty.
- Other top spots like Kerala, Mumbai, Udaipur and Pondicherry continue to attract visitors," highlights Gandhi, adding that Gandhinagar, emerging favourites such as Varanasi, Bhubaneswar, Dwarka, and Dharamshala reflect India's diverse monsoon appeal.

Weekday wanderlust and work-life flexibility

Experts attribute this shift in travel trends to the growing culture of flexible work lifestyles, which are now allowing more people to travel during the week. "The rise of hybrid lifestyle is driving a noticeable shift towards weekday departures, while most travellers opt for short two-night hotel stays," adds the spokesperson.

Flight anxiety fuels rise in bus bookings

According to data from a travel platform, there has been a 10-12% increase in intercity bus travel demand over the past month alone. "One reason could be the fear of air travel due to the recent plane crash incidents, particularly during the monsoon. Additionally, we have observed that road travel for shorter distances has become the preferred mode," says Rikant Pittie, Co-founder and CEO of EaseMyTrip.

- Tier 1 cities contribute a remarkable 78% of total travellers, as per EaseMyTrip.
- For most Southeast Asian destinations – and increasingly for Dubai – the average trip spend for two people ranges between ₹1 lakh and ₹3 lakh, as per EaseMyTrip
- Travellers from Chennai, Bengaluru, and Mumbai dominate outbound bookings to Bali. Maldives, Singapore, Dubai this monsoon, highlights Pickyourtrail data

Spending patterns reflect conscious international travel

Young travellers today aren't overly frugal or lavish. Their spending reflects a mindful approach to travel, with a clear preference for value-driven outbound destinations — and increasingly Dubai — average trip spends for two people range from ₹1 lakh to ₹3 lakh."

He adds that places like Bali, Thailand, and Dubai strike a strong balance between cost and experience, offering diverse activities across budgets. This makes them particularly attractive to younger, value-conscious travellers.

THE TIMES OF INDIA

No Firing Rockets! Indians Plan Short & Sweet Diwali Trips

Travel platforms see bookings surge for nearby local & international destinations such as Thailand, Vietnam, Jaipur, Udaipur

Anumeha Chaturvedi & Prachi Verma

New Delhi: Many Indians are trading crackers and sweets for boarding passes and short getaways this Diwali, with travel and accommodation providers reporting a sharp uptick in bookings for short-haul international holidays and luxury domestic escapes.

"This year's Diwali is shaping up to be one of the biggest festive travel seasons we've seen in recent years," said Abhishek Daga, cofounder at travel platform Thrillophilia.

"Outbound travel is seeing the strongest surge, up by 24% year-on-year, especially to short-haul Asia-Pacific destinations such as Thailand, Singapore, and Vietnam, which have become the new Goa for many Indian families," he said.

Domestically, Jaipur, Udaipur and Jaisalmer are seeing some of the highest advance bookings ever, he said.

Holiday booking platform Pickyourtrail's cofounder Hari Ganapathy said Gen Z and millennials are driving the rush.

"The festival of lights has turned into a festival of journeys," he said. "Couples are picking romantic breaks, families are using the holiday for quality time, and groups of friends are chasing shared adventures."

According to Ganapathy, leisure travel is making up 46% of festive trips, with Vietnam stealing the spotlight. Bengaluru, Chennai, and Delhi are leading the bookings, he added.

SOTC Travel said it has partnered with Disney Cruise Line for exclusive sailings from Australia-New Zealand, as cruises gain popularity.

"We have designed our Diwali festive packages curated specially for families and multi-generational groups," said SD Nandakumar, president and country head for holidays and corporate tours at SOTC Travel. "We are seeing interest not only from India's metros, but also from regional India's tier-2 and -3 markets, reflecting a strong, nationwide aspiration to travel."

Spiritual Tourism Trend ▸▸ 7



Domestic tourism continues to grow in India, new travel players look to cash in

While the shadow of the Pahalgam terror attacks is proving slow to recede, and Kashmir hoping to regain some of its lost tourist mojo, some travel companies are doubling down on their investments in the tourism sector.

ET | CNBC TV18

Early bookings, bundled packages, higher demand from Tier 2 towns mark festival travel surge

50 per cent of bookings are from young travellers packing bags to cultural getaways

Hari Ganapathy, co-founder, Pickyourtrail, finds that customers are now prioritising early bookings and seeking more experience-led journeys. "Travellers are planning 2-4 months in advance with a clear preference for premium, multi-city itineraries and special customisations rather than last-minute deals," he added.

Uptick in fares

According to Pickyourtrail, bookings this year have gone up 15-20 per cent y-o-y primarily fuelled by festivals, weddings and winter holidays. Early bookings, says Ganapathy, were up 8 per cent, indicating that customers are prioritising certainty over just waiting for discounts.

businessline.

HT Citylifestyle 03

SATURDAY, MAY 10, 2025

'BOYCOTT AZERBAIJAN, TURKEY' CALLS TAKE OVER SOCIAL MEDIA



'No more Baku visits': Indians call for Azerbaijan, Turkey boycott over support to Pakistan after Operation Sindoor

Navya Sharma

For many Indian travellers, Azerbaijan and Turkey had in fact become favourites with their history, architecture, and relatively accessible travel options. But a shift in geopolitical winds is now causing a ripple in travel plans.

It began in the wake of Operation Sindoor, India's decisive military response to the Pahalgam terror attack in Pahalgam, Kashmir, which claimed the lives of 26 civilians. In the days that followed, targeted terror camps deep inside Pakistan and Pakistan-occupied Kashmir (PoK) were struck, sending a message against cross-border terrorism.

Azerbaijan's foreign ministry issued a statement backing Pakistan, saying, "It's stand in solidarity with the people of Pakistan." Turkey soon followed with similar remarks.

Well, #BoycottAzerbaijan has been trending on social media platforms, with users demanding why Indian travellers should support countries that openly support adversaries of the nation. Many have also called for boycotting Gujarat Sikhs's chinese-brownstone mixed plans, calling for a show of unity through economic choices.

TOURISM TAKES A HIT

Azerbaijan's tourism industry has been growing fast in recent years, according to Turkish tourism authorities — a 25.7% year-on-year rise in foreign visitors in the first quarter. Several companies in the Indian travel industry, including travel influencer Ankita Goa Villas, a homestay company, announced it had cut ties with Turkey and said it would no longer accommodate Turkish citizens. EaseMyTrip, one of India's largest travel firms, also advised travellers to avoid Turkey and Azerbaijan, citing security concerns. Pickyourtrail, a Pickyourtrail, a customised holiday platform, paused all bookings to Azerbaijan and Turkey to indicate more against their

"There's genuine concern among travellers," said Ankita Goa, who has travelled to Turkey and Azerbaijan, citing security concerns. Pickyourtrail, a customised holiday platform, paused all bookings to Azerbaijan and Turkey to indicate more against their

WHAT TO DO

- Don't cut it close to your flight's departure
- Avoid carrying prohibited items
- Don't bring excess carry-on luggage
- Be extra cautious during immigration, no matter how routine they are

WHAT TO AVOID

- Don't cut it close to your flight's departure
- Avoid carrying prohibited items
- Don't bring excess carry-on luggage
- Be extra cautious during immigration, no matter how routine they are

'For travel rules or visas, AI should be a reference, not final authority'



A couple missed their flight recently after they relied entirely on

TOI TIMES ENTERTAINMENT BY THE TIMES OF INDIA

documents," they caution.

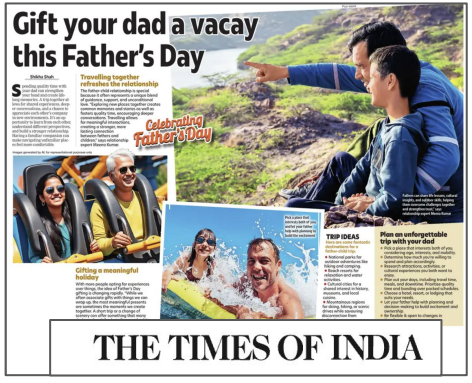
Relationship advice? Ask AI. Career tip? Ask AI. Travel help? Just ask AI! All good – until a major hiccup occurs. A Spanish couple recently missed their flight to Puerto Rico after their AI advisor told them they didn't need a visa, skipping the mandatory ESTA (Electronic System for Travel Authorization – an online application determining EU visitors' eligibility to enter the US). Travel agents warn this isn't the first AI-related travel mishap. "AI can plan trips, but it can't be trusted for visa rules, flight changes, or critical

Listicles


bt Business Today
With year-end trips surging, six destinations dominate India's 2025 holiday bookings this winter
With international leisure bookings up 20–25% for the November–December window, year-end getaways are skewing short, experience-driven, and easy to plan


Explained: How to unlock 60+ days of holidays in 2025 with just 20 leaves
Long weekends, extended breaks, and festive escapes are all within reach. Here's a guide to make the most of your leaves and turn 2025 into a year of unforgettable travel.
Business Standard


31% Mumbaikars Chose Family Vacation & Only 2% Solo Trips In 2025; Couples Loved THIS Beach Paradise
Pickyourtrail data insights reveal that for Mumbaikars, travel in 2025 is less about places and more about celebrating life with the people who matter. Nearly 31% of travellers prefer a family vacation, with only 2% deciding to go solo this year.
by Tashika Tyagi Updated: September 30, 2025 12:28 PM
curly tales


Gift your dad a vacay this Father's Day
Celebrating Father's Day
THE TIMES OF INDIA


Oktoberfest In Munich No Longer Just For Europeans; Indian Travellers To Germany Jump 8.6% In 2024!
Indian travellers spend anywhere between ₹60,000 and ₹1,20,000 per person for Oktoberfest. Around 20-30% of this budget goes into steins, traditional outfits, and tent passes, while the remaining 70-80% is spent exploring Europe.
by Ashmeet Guliani Updated: September 19, 2025 2:35 PM
curly tales


OTT inspired travel: Vacation spots straight out of TV and movies
Hindustan Times


International Women's Day: 5 Reasons Why Women Are Traveling More—and Smarter—Than Ever
This International Women's Day, celebrate how women are redefining travel! From solo adventures to cultural getaways, discover why they're traveling more, smarter, and with purpose.
PRIYANKA ROSHAN | MARCH 06, 2025 / 18:44 IST
moneycontrol

Corporate Stories

ET TravelWorld.com
From The Economic Times

Our online and offline customer market knowledge makes us valued partner for attractions and tourism boards: Pickyourtrail co-founder

Pickyourtrail has recently forged a strategic partnership with Resorts World Sentosa (RWS) Singapore to promote customised resort itineraries for Indian leisure travellers. The online travel company considers the partnership as a recognition of its ability to reach out to more tech-savvy, upwardly mobile Indian travellers, who are looking for experiential tailor-made itineraries.

Moreover, Pickyourtrail is also growing its footprint as an offline travel player establishing offline shops across Tier II and III cities, where more hand-holding and face-to-face interactions are required.



e4m

Post Covid, our numbers grew almost 3X from pre-pandemic: Hari Ganapathy, Pickyourtrail

Hari Ganapathy, Co-Founder, Pickyourtrail tells us how consumers are looking at customised experiences, seeking right collabs for influencer marketing, growth in demand from Tier II and Tier III towns

Pitch BrandTalk

Hari Ganapathy
Co-Founder
pickyourtrail

IN CONVERSATION WITH
Simran Sabherwal

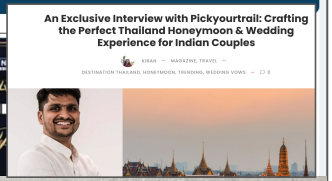


Hari Ganapathy, Co-Founder, Pickyourtrail In Conversation With Simran Sabherwal, Associate Editor, exchange4media Group

How a travel fund SIP may change the way people save for vacations

What if you could save for travel via an SIP? A travel fund SIP could help travellers systematically set aside money for vacations while securing better deals and exclusive perks.





ET TravelWorld.com
From The Economic Times

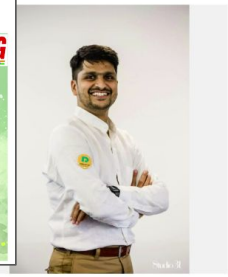
From impulse escapes to redefined journeys: How India is set to travel in 2025



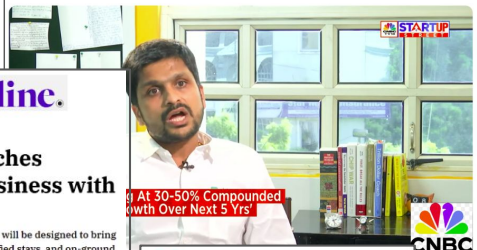
businessline.

Chennai start-up Pickyourtrail launches domestic travel business with trips to Kashmir

Pickyourtrail's curated Kashmir itineraries will be designed to bring together immersive local experiences, verified stays, and on-ground partners committed to hospitality and safety



Looking At 30-50% Compounded Growth Over Next 5 Years: PickYourTrail Co-Founder | CNBC TV18



adgully®

Pickyourtrail partners with Miral Destinations to boost Indian tourism to Yas Is



Pickyourtrail: Expanding brick-and-mortar footprint

TTG



ET TravelWorld.com
From The Economic Times

Where the mind is without baggage: Experiencing freedom as an Indian traveller



ourtrail expands retail presence, plans 50 new stores in 2 years

The Chennai-based startup previously raised undisclosed funds from Cred CEO Kunal Shah, Adit Parekh, Vinay Ahuja, and existing investors



Pickyourtrail eyes acquisitions, domestic travel, overseas expansion

TIMES NEWS NETWORK

Chennai: Personalised international holidays startup Pickyourtrail plans to launch domestic travel and expand into overseas markets tapping on the demand for leisure travel. Compay's co founder and chief executive **Hari Ganapathy** said the company will roll out domestic travel offerings this quarter, starting with destinations such as Andaman, Kashmir, the Northeast and Rajasthan.

He said the company will look at international expansion after stabilising its domestic business, initially targeting English-speaking markets including the US, Australia, Singapore and the Middle East. "We are already seeing interest from the Indian diaspora and travel behaviour in these markets is familiar with customised holidays," he said. Ganapathy said that while the company is cash flow positive, it is exploring the possibility of raising fresh capital in the next one to two years to fund international expansion, scale its corporate travel business and pursue acquisitions. "Travel as an industry lends itself to a house of brands strategy and we are looking at niche travel operators that have either cracked a specific use case or customer cohort," he said.



The startup expects growth of around 40%, driven by rising demand for international travel, including from first time travellers, easier visa access such as visa on arrival facilities and broader shifts in consumer preferences. "We are seeing travel become more frequent and less seasonal, with customers taking shorter trips, planning further in advance and travelling for specific events or experiences rather than just annual holidays," Ganapathy said. The startup has raised around Rs 45 crore so far.

Thank you