



# CASE STUDY

FMS - DELHI • GRASSROUTES



## GRASSROUTES CASE STUDY

### About Your Company:

Grassroutes is a venture which works in experiential learning programs & community based tourism. We work with communities to help develop their villages as hospitality centers, which the villagers own, manage & run.

To develop a village hospitality center, Grassroutes does the following:

- Trains women and youth in simple basic hospitality services
- Helps the villagers develop homestays or campsites for people to stay
- Develops itineraries for people on a holiday
- Helps establish a village tourism committee which manages the hospitality services in the village

Once set up, we then connect these hospitality centers to the markets.

We currently run 3 business verticals catering to different consumer needs.

- Village Tours: Where people come to have an authentic village living holiday (duration of stay: 1-3 days)
- Village Education Tours: Where students from various institutions come for an out of classroom learning experience (duration 1-5 days)
- Corporate Rural Immersion Programs: Where corporate employees come to learn about working in rural India. We conduct MDP (Management Development Programs) in villages for corporates to better understand their rural consumer and rural eco systems.

### Case Details:

Domestic tourism is growing at over 15% annually, with over 380 million visits in 2015. The big tourism trend is towards short stint multiple holidays in a year. Travel business estimates a 27% increase in Responsible tourism and a 19% increase in Rural tourism. At the same time, the sales of weekend holidays and budget holidays is expected to increase by 39% & 29% respectively.

Grassroutes offers short, experience filled getaways to people from Bombay & Pune, and has built a name over the past 8 years as an authentic heartfelt village holiday experience. Our trips allow the consumers to experience all of the following:

- Local culture
- Nature
- Traditions
- Agriculture
- Lifestyles
- Community living
- Health & wellbeing

### Target Group:

Our target groups include

- Families wanting to travel, especially those with kids between 4 and 14 years old.
- Travelers looking for a unique, experiential holiday. These include:
  - ~ Mixed gender groups of all ages looking for something different
  - ~ Young couples
  - ~ International travelers wanting to experience the Real India
  - ~ Travelers attracted to off-grid, nature and culture based tourism
  - ~ Long stay travelers willing to fully immerse in a rural lifestyle

A responsible traveler, to us, is one who respects the local people and culture (no drinking, smoking, wearing revealing clothing etc.) and environment (zero waste footprint) and is open to new experiences.



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### Challenge/Opportunity:

The current client base for Grassroutes is largely travelers from Mumbai and Pune who are mostly aware of our program through word of mouth and digital media. However, we want to expand the awareness of our program so that we can expand to include all international and local visitors who come to Mumbai on a vacation. We want to attract and build a community of responsible travelers through our brand. Our ambition is to become a must-do activity in the states in which we operate. In order to do this we need the following:

- Define a clear brand proposition for Grassroutes which makes us a brand that stands for authentic experiential tourism in India thus driving up footfalls
- How should our brand be promoted to reach the TG in the most cost effective and always on manner as possible? Our current promotion strategy is largely built around Social Media (Facebook/Instagram), PR (<https://in.pinterest.com/grassroutesj/>) and Word of Mouth. The benefits of PR are usually short lived. Events conducted by us seem to have the highest appeal and marketability but they don't help in getting a steady stream of visitors through the year which helps our model
- Understand if there are any other triggers and barriers besides Promotion and Proposition which could help drive new users coming into the program and how Grassroutes can tap into those

### Expected Outcome/Deliverables:

Brand strategy for our Grassroutes Village Tourism.

### Recommended Methodology:

Useful References for Facts and Industry Insights.

### Mentor details:

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