

THE TRAVEL CRM

Buyer's Guide 2026

How Indian travel agencies, tour operators and DMCs can choose the right CRM: what to look for, what it should cost, the questions to ask in every demo, and a 30-day rollout plan.

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How to use this guide

Read sections 1–4 before you talk to vendors. Take section 5 into every demo, and fill in the scorecard in section 7 as you go. Shortlist two products, then trial both with real enquiries for a week.

1. Do you need a travel CRM?

If any of these are true, you're losing bookings you could have won:

- Enquiries arrive in WhatsApp, Gmail, Facebook and spreadsheets, and some never get a reply.
- Follow-ups depend on someone remembering.
- Each quote is rebuilt from scratch in Word or Excel.
- You aren't sure which bookings are fully paid.
- You don't know the real profit on each booking.
- You can't tell which lead source brings bookings, only enquiries.

Why it matters

Travellers usually send the same enquiry to several agents. The booking tends to go to whoever replies first with a clear, believable plan, and then follows up. A CRM makes speed and follow-up a habit rather than a heroic effort.

Our early research with agencies of 10-20 people suggests they lose around ₹3-4 lakh a year on bookings whose real margin nobody tracks. That alone can pay for a CRM many times over.

2. Travel CRM vs generic CRM

Generic CRMs such as Zoho CRM or HubSpot are excellent at tracking deals. But a travel business sells trips, not deals.

	Generic CRM	Travel CRM
Lead details	Name, company, deal value	Destination, travel dates, nights, travellers
Quotes	Generic quote or add-on	Day-by-day itinerary with prices
After the sale	Usually ends at 'won'	Vouchers, suppliers, invoices, payments
India-specific	Often needs add-ons	GST invoices, Razorpay/Cashfree, WhatsApp
Set-up	Customisation, often a partner	Ready for travel out of the box
Pricing	Often per user	Varies; some flat per agency

A generic CRM can be right if your sales are mostly phone calls and you don't need itineraries or vouchers, or if your company already runs on that ecosystem.

3. The 12 features that matter

Tick what each vendor does without customisation.

Feature	What good looks like	Vendor A	Vendor B
Lead capture	Facebook Lead Ads, Google Ads forms, website forms, webhooks and marketplace leads arrive automatically.	☐	☐
Trip details on every lead	Destination, dates, nights, travellers, status, source and owner.	☐	☐
Follow-up reminders	A reminder calendar, ideally synced with Google Calendar.	☐	☐
Itinerary builder	Reuse past trips, generate drafts, choose a design, share on WhatsApp.	☐	☐
Quotations	Price the trip where you build it; avoid retyping numbers.	☐	☐
Vouchers	Issue vouchers from the confirmed booking.	☐	☐
GST invoices	Invoices with your GSTIN; check SAC codes and CGST/SGST/IGST handling.	☐	☐
Payment links	Razorpay, Cashfree or your gateway, tracked against the booking.	☐	☐
Profit per booking	Money in from the customer and out to suppliers on the same record.	☐	☐
WhatsApp	The official WhatsApp Business API with a shared inbox, not a browser hack.	☐	☐
Reports	Leads and conversion by source and by person; payments due.	☐	☐
Data and privacy	Easy export; clarity on whether your data trains AI.	☐	☐

4. What a travel CRM should cost

Travel CRM pricing in India follows three models. Always compare the year-one total for your team size, including set-up, add-ons and GST.

Model	How it works	Watch out for
Per user	A price per person per month	Costs rise with every hire
Flat per agency	One price for a set number of users	Check the user limit on each plan
Quote-based	Price given after a demo	Hard to compare; ask for it in writing

Typical ranges (October 2026)

- Free plans: some generic CRMs offer free tiers for very small teams.
- Per-user generic CRMs: roughly ₹800–₹2,600 per user per month for paid plans.
- Flat travel CRMs: TripClap CRM costs ₹14,999–₹24,999 a year per agency, plus GST.
- Quote-based travel suites: ask for a written year-one quote including set-up fees.

Hidden costs to ask about

- Implementation or onboarding fees
- Paid add-ons for WhatsApp, AI or extra integrations
- Extra users
- Annual-only billing
- Messaging charges (WhatsApp template messages are charged by Meta)

5. Ten questions to ask in every demo

1. Show me a live Facebook lead arriving and being assigned.
2. Build a 5-day Kerala itinerary with prices and send it to WhatsApp. How long did that take?
3. How do I issue a voucher and a GST invoice from the same booking?
4. How do I see the profit on one booking?
5. What will year one cost for a 7-person team, in writing, including GST and add-ons?
6. Is there a free trial I can run with my own enquiries?
7. How do I export all my data if I leave?
8. Is your WhatsApp integration on the official API?
9. Is my data used to train AI?
10. Who answers support on a weekend in peak season, and in which languages?

Tip: ask the vendor to do the tasks live, not show slides. The time it takes is the time it will take your team.

6. Your 30-day rollout plan

Week	Do this
Week 1	Set up users and lead sources (ads, website, marketplace). Import open leads. Add follow-up reminders to every open enquiry.
Week 2	Save your 10 best-selling trips as reusable itineraries or packages. Send every new quote from the CRM.
Week 3	Issue vouchers and invoices from bookings. Send payment links. Start recording payments in and out.
Week 4	Review reports: response times, conversion by source and by person, payments due, profit per booking. Fix gaps and set targets.

Make it stick

- Agree one rule: if it isn't in the CRM, it didn't happen.
- Start each day from the reminder calendar.
- Review the dashboard together every Monday.

7. Vendor scorecard

Score each from 1 (poor) to 5 (excellent) after the demo and trial.

Criterion	Weight	Vendor A	Vendor B	Vendor C
Lead capture and follow-up	×3			
Itineraries and quotes	×3			
Vouchers, invoices and payments	×2			
Profit per booking	×2			
WhatsApp	×2			
Ease of use for my team	×3			
Year-one cost	×2			
Support and onboarding	×2			
Data export and privacy	×1			
Weighted total				

8. About TripClap CRM

TripClap CRM is a travel CRM built in Delhi NCR by Tripclap Technology Private Limited, the team behind the TripClap travel marketplace. It's used by travel agencies, tour operators and DMCs in India, the UAE and South-East Asia.

Plan	Price	Users	Highlights
Growth	₹14,999/year or ₹1,999/month	3	Leads, calendars, reports, payment ledger, profit per booking, AI Assistant
Pro Plus	₹19,999/year or ₹2,999/month	10	+ itinerary builder, vouchers, GST invoices, lead integrations, payment links, Amadeus flight search
Enterprise Elite	₹24,999/year or ₹3,499/month	Unlimited	+ WhatsApp Business, automations, n8n and Zapier, payment schedules

Prices exclude GST. The 7-day free trial runs on Enterprise Elite, so every feature is unlocked, with no credit card.

Start your free trial: tripclapcrm.com/free-trial

Book a demo: tripclapcrm.com/demo

Call or WhatsApp: **+91 82877 76858** · help@tripclap.com

Prices and features of other products change; check current details with each vendor. Tax rates are general information, not tax advice; confirm with your chartered accountant.