TOOL SHEET
Exploding Topics

DIFFICULTY: Easy

A. General Description

TOOL NAME	Exploding Topics
LINK	https://explodingtopics.com
TYPE	Trend Discovery Tool
BEST FOR	Emerging trends, market opportunities, startup ideas, innovation research, and niche discovery.
LANGUAGES	English
FREE/PAID	Freemium: selected trends and basic data are free; Pro is required for advanced search, filters, forecasts, and additional insights.
KEYWORDS	#TrendDiscovery #MarketResearch #StartupIdeas #AITools #TourismInnovation #Entrepreneurship #EmergingTrends

1. What is this tool?

Exploding Topics helps users spot emerging products, technologies, and market opportunities before they become mainstream. It analyses search activity, news, social media, and other digital signals to highlight fast-growing topics. Entrepreneurs, startups, marketers, and innovators can use these insights to explore opportunities, validate ideas, and support market decisions.

B. Practical Task & Step-by-Step

2. Practical task

Use Exploding Topics to explore emerging trends relevant to the tourism industry. Select three promising trends, compare their growth potential and business value, and recommend the most suitable trend to integrate into the VoyAIge platform.

3. Scenario / example business

Business name: VoyAIge
Product/Service: VoyAIge is an AI-powered travel platform that helps users discover personalised destinations, generate customised travel itineraries, and receive intelligent recommendations based on their interests, budget, and travel preferences.
Target audience: Young travellers, digital nomads, and tech-savvy tourists aged 18–40 seeking personalised, smart, and sustainable travel experiences.
Tone of voice: Innovative, inspiring, user-friendly, and technology-driven.
Final goal: Use Exploding Topics to identify emerging AI trends in tourism, evaluate their growth potential and business value, and recommend the most suitable trend to integrate into the VoyAIge platform to enhance the user experience and strengthen its competitive advantage.

4. Before you start

- Business idea
- Industry or niche
- Target audience
- Relevant keywords
- Research goal
- Target market (optional)
- Internet connection

#	Action	Instruction
1	**Open tool**	Open Exploding Topics and navigate to the Trends database.
2	**Choose format**	Select the Travel category to explore emerging topics and products related to tourism.
3	**Add input**	Review the available travel trends and select three topics that could be relevant to the VoyAIge platform.
4	**Use AI feature**	Examine the growth rate, search volume, trend graph, and available topic information for each selected trend.
5	**Edit result**	Compare the three trends based on their growth potential, relevance to the target audience, and possible business value for VoyAIge.
6	**Export/share**	Record your findings and prepare a short trend analysis highlighting the recommended trend and explaining why it should be considered for the VoyAIge platform.

Expected final result

A one-page trend analysis report presenting three emerging tourism trends, their growth potential and business value, with a recommendation for the most suitable trend to integrate into the VoyAIge platform.

C. Tips & Complementary Information

7. Example prompts / inputs

Prompt 1
Find three emerging trends relevant to the tourism industry.
Prompt 2
Compare the growth potential of the identified trends and determine which one offers the best business opportunity.
Prompt 3
Recommend one emerging trend that could be integrated into the VoyAIge platform to improve the user experience.

8. Tips for better results

Tip 1
Use specific keywords related to your industry instead of broad search terms.
Tip 2
Compare multiple trends before selecting the most promising business opportunity.
Tip 3
Review trend growth graphs and related topics to better understand market potential.

9. Common mistakes to avoid

Mistake 1
Selecting a trend based only on popularity without evaluating its business relevance.
Mistake 2
Ignoring the trend growth data and supporting insights.
Mistake 3
Choosing a trend without considering the needs of the target audience.

10. Screenshot / visual example

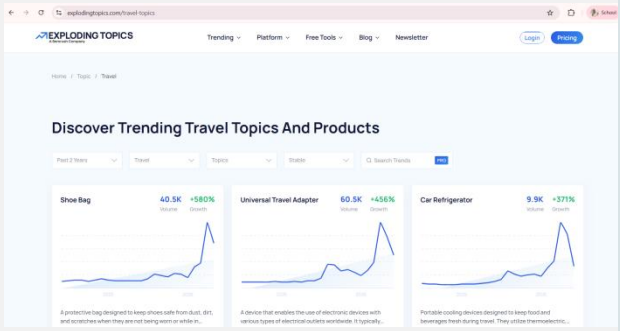


Figure 1. Example of the Exploding Topics Travel dashboard showing emerging travel trends and growth data.

11. Supporting material

1. Exploding Topics Blog
https://explodingtopics.com/blog
Official articles covering emerging trends, startup ideas, and market opportunities.
2. Exploding Topics Newsletter
https://explodingtopics.com/newsletter
Weekly updates featuring emerging trends across different industries.
3. Exploding Topics Help Center
https://explodingtopics.com/blog
Official step-by-step guide explaining how to use Exploding Topics to discover, analyse, and track emerging trends.

12. Responsible AI / trainer notes

AI warning:
Exploding Topics uses data analysis and predictive algorithms to identify emerging trends. Trend forecasts should be validated through additional market research before making business decisions.
Trainer notes:

- **Estimated time:** 20–30 minutes.
- **Recommended format:** Individual or pair work.
- **Easier version:** Provide learners with predefined tourism-related keywords.

Advanced version: Compare two emerging travel trends and justify which one offers greater business potential for the VoyAIge platform.