

Thomas Cook India & SOTC Travel Joint Survey Holiday Readiness Report May 2020

Travel Is Set To Rebound - Indians Will Continue To Travel



respondents keen to travel in 2020



respondents will defer their holiday to 2021



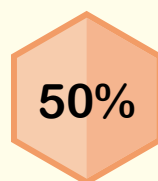
still unsure, not decided yet

Travel Period Preferred

Festive Season



November 2020



December 2020



Key Travel Drivers

72%

respondents preferred reputed brands - including tour operators, hotels, etc.

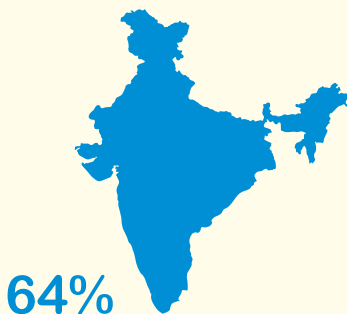
75%

respondents said Health & Safety is a key factor

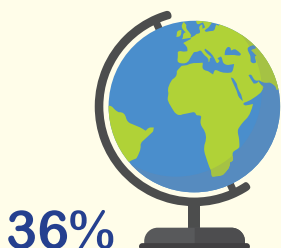
35%

willing to increase their spends to ensure higher levels of Health & Safety

Domestic Tourism Set To Take Centre Stage



respondents are likely to take a Domestic Holiday



likely to take an International Holiday

Top Destinations



Preferred Travel Destinations in India

Kerala, Goa, North East, Ladakh, Kashmir, Himachal Pradesh, (Bhutan - Indian Subcontinent)

Europe remains a favourite (Switzerland, UK, France, Germany, Czech Republic etc.)

38%

41%

Short Haul: Thailand, Singapore, Malaysia, Dubai & Abu Dhabi

Preferred International Travel Destinations

Australia & New Zealand

20%

16%

United States of America

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Group Size



63%
respondents prefer
solo-travel / as a couple
/ with family and friends

25%
prefer travelling in
smaller groups
of below 20



12%
prefer group size
of 35+



Booking Channels: Travellers Prefer A Human Touch / Reassurance



58%
Retail Outlets or
Home Service

38%
Retail Outlets

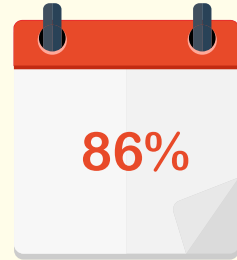
20%
Home Service

40%
Website / App



12%
Online Video Chat

Duration of Holidays



86%

respondents chose
4 to 11 days

51%
prefer
4 to 7 days



35%
prefer
8 to 11 days

14%
respondents opted
for a holiday
of over 12 days

Shift in Holiday Spending Patterns – Value Centric / Pocket Friendly Holidays

67% would spend less than ₹ 1 lakh
per person for their next holiday



11% respondents between
₹ 1 - 2 lakhs per person