

# Thomas Cook India & SOTC Travel Joint Survey Second Holiday Readiness Report (December 2020)

## Confidence In Travel On The Upswing - Indians Display Strong Appetite For Holidays

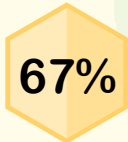


respondents keen to resume travel

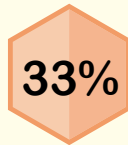


unsure / not decided

### Travel Period Preferred



In 6 Months



Post Vaccine Launch



**29%**  
respondents show preference for road travel



### Key Travel Drivers

**84%**

respondents prefer reputed travel companies and Hotels

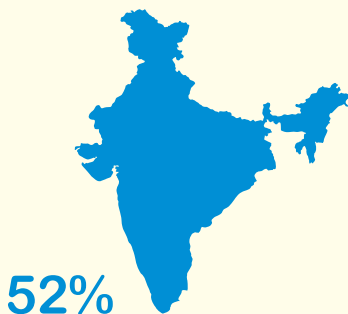
**93%**

respondents rate Health & Safety as a key factor

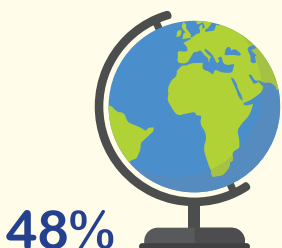
**73%**

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

## Domestic and International Travel – both in Demand



respondents are likely to take a Domestic Holiday



likely to take an International Holiday

### Top Destinations



#### Preferred Travel Destinations in India

38% Goa, 29% Himachal Pradesh, 20% Ladakh & Kerala, 19% North East, 15% Kashmir & Andamans

Europe trending (Switzerland, UK, France, Germany, Italy & Spain etc.)

**58%**

**50%**

Short Haul: Thailand, Singapore, Malaysia, Maldives, Indonesia & Dubai

Preferred International Travel Destinations

Australia & New Zealand

**25%**

**19%**

Americas

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## Group Size



**85%**

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

**15%**  
respondents prefer group of 20+ travellers



## Booking Channels: Indians Need Human Interface For Guidance & Reassurance in Today's COVID Era

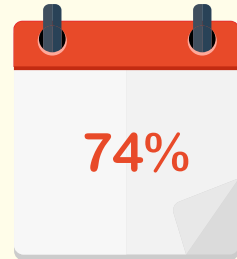


**71%**  
Respondents require guidance (visit an outlet / virtual store / video chat)

**29%**  
Website / App



## Duration of Holiday: Indians Seek Longer Holidays



**74%**

respondents chose 4 to 10 nights

**16%**  
10+ nights



**10%**  
Upto 3 nights

## Holiday Spends: Indians Display Increased Appetite On Holiday Spends

**75%**  
willing to spend more than ₹ 1 Lakh per person

