

Thomas Cook India & SOTC Travel Joint Survey THIRD HOLIDAY READINESS REPORT (June 2021)

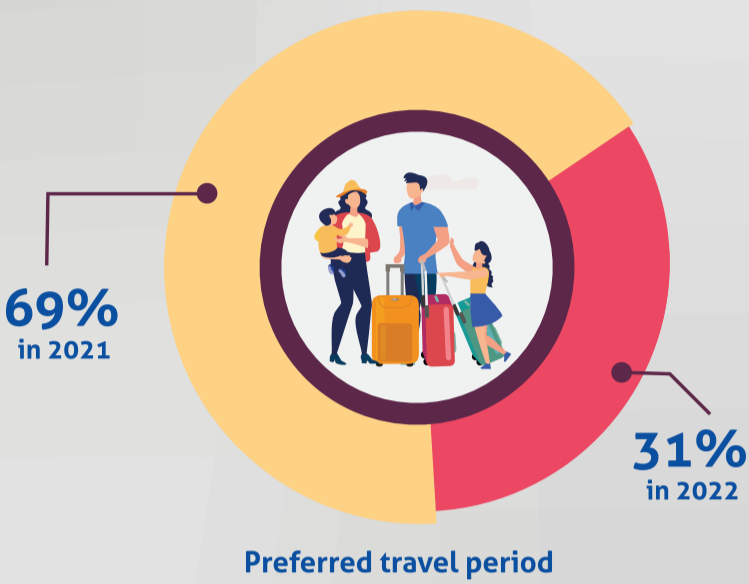
Survey Period : May 25 – June 4, 2021

Sample Size : Over 4000 customers

Key Markets : 60% from top 8 metros, 40% from tier 2 and 3 cities, Average age : 35

Demographics : 65% of the respondents were male and 35% female

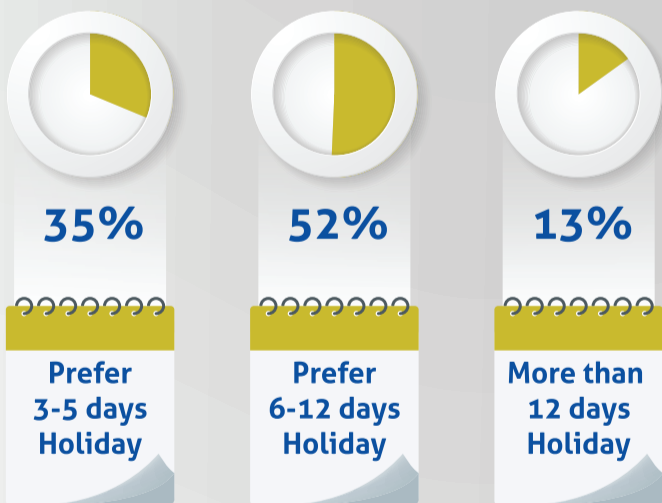
Strong pent up demand / travel desire



Consumer concerns



Duration of stay



Top consumer demands / drivers.



52% re- sanitation of room as a key requirement

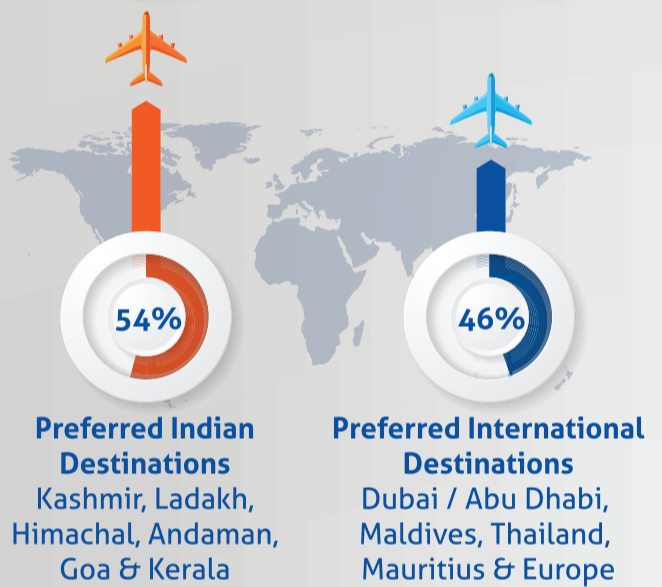
48% and **34%** fully vaccinated hotel staff and drivers respectively

*Total percentage of all respondents doesn't add up to 100.

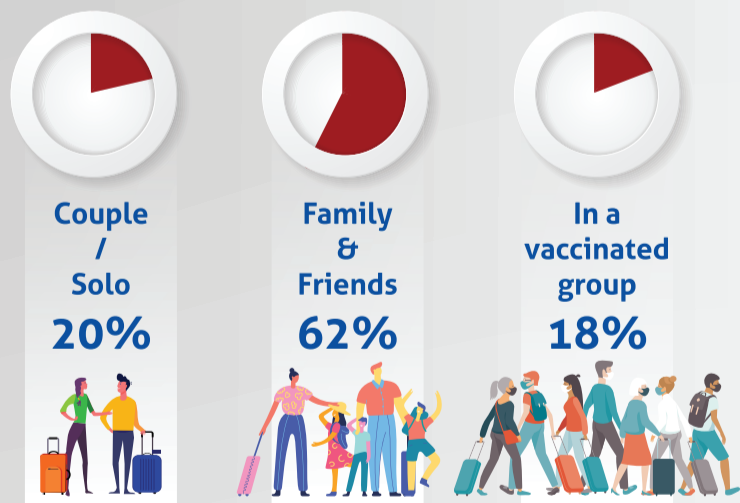
Vaccinated and ready to travel



Preferred destinations



Prefer to travel with



Booking channels: Indians need human interface for guidance & reassurance



- 27% visit an outlet
- 17% home visit
- 33% contactless options of virtual store/ video chat