

# Travellers in India prefer packages

*Travel Commerce Platform leader reveals that up to two thirds of travellers in India prefer to book packages when buying their biggest holiday of the year and three quarters admit to being extremely influenced by online reviews, such as TripAdvisor.*

WH Desk

Travelport, a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$8 trillion global travel and tourism industry has released new research that demonstrates the dramatic transformation the Indian travel market has undergone in recent years. According to the report, up to two thirds of travellers in India preferring to book packages when buying their biggest holiday of the year.

Indian consumers have become primed to embrace higher value online purchases with packaged travel representing a significant opportunity to the industry in the region. India has an urban adult population of

**240 million**, of which **27 percent**, or **65 million**, take holidays. The country has 205 million Internet subscribers and **110 million** smartphone users.

The research released by **Travelport** as part of a co-sponsored study with **Phocuswright1**, revealed that of those surveyed **48 percent** of travellers said their most significant trip of the past 12 months was a traditional package, while **21 percent** said they had bought a tailor-made trip. The survey was conducted across almost 2500 travellers from the top socio-economic groups in India, encompassing 25 urban centres. The results detail how at the heart of the country's online travel growth is a generation of well-educated, tech savvy and upwardly mobile Indian consumers eager to indulge their wanderlust.

Online travel bookings are expected to grow rapidly through 2016 when India online travel penetration is projected to reach **46 percent**, up from **35 percent** in 2012. For their main holiday of the year, **62 percent** searched online travel agents with **56 percent**

using general search engines. Some **40 percent** researched their holidays on their mobile.

A huge number of those who are travelling overseas are doing so for the first time; two out of three who took an overseas trip in the previous 12 months had not done so before. Interestingly, two thirds of travellers in India are young adults, with **52 percent** aged between **25-34** and **17 percent** aged **18-24**. Of those surveyed, **64 percent** have a family of up to four people and **65 percent** are employed in a private organisation. When travellers were asked for the reasons behind their decisions, some **43 percent** said they felt packages were cheaper than independent trips and **40 percent** said they booked packages because they included sightseeing tours. Three quarters of travellers admitted to being extremely influenced by user-generated content, such as online reviews on popular websites such as TripAdvisor. Forty five percent got a personal recommendation from friends/family.

**Matthew Powell**, Senior Director, India, Travelport



Africa, Middle East and South Asia commented on the findings, "The majority of people in India – 52 percent - are booking online and offline, with just **13 percent** booking online only and an even smaller number, **5 percent**, only booking offline."

**Sandeep Dwivedi**, Chief Commercial Officer, InterGlobe Technology Quotient, distributors of Travelport in India and Sri Lanka commented, "What's most exciting is what is to come and with online travel bookings in India expected to reach 46 percent through 2016, Travelport is committed to supporting the online travel sector in the country through our travel commerce platform which is unrivalled in demonstrating the value agencies can bring to their customers with the travel choices and high levels of service they expect."



## Indians continue holidaying internationally despite falling rupee

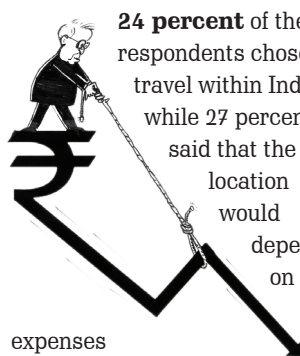
A survey by Yatra.com brought forth the high spirits of Indian travellers despite the depreciating rupee. The survey showed that more than **60 percent** of Indians are eager to travel and remain unaffected by the dip in rupee and continue to pursue their holiday plans.

This survey clearly showcased the changing paradigm of Indian travellers and how holidays and travel have become a priority amongst Indians. When asked whether they would wait for the rupee to rise and then go

on holiday, **18 percent** said no, while **33 percent** said that they would like to wait till the rupee stabilises. The balance 49 percent said that it does not matter and that they would go on a holiday anyway.

Interestingly, apart from the **South East Asian** countries, **Europe** has emerged as a destination of choice, primarily because of the Rupee remaining steady vis-à-vis the Euro. These destinations were followed in popularity by the United Kingdom and the United States, in that order. Only

**24 percent** of the respondents chose to travel within India, while 27 percent said that the location would depend on the expenses involved. The majority **49 percent** said that it doesn't matter, showing that there is a significant segment of travellers for whom rupee fluctuations do not really matter.



Sightseeing emerged as a favourite activity with almost **48 percent** of travellers planning to spend most of their money on it. A fascinating fact that cropped up was how around **35 percent** of the respondents are looking to compromise on air travel in terms of premium and economy seating followed by shopping when it comes to cutting cost or managing budgets for their holidays.

The survey was conducted among 10,000 individuals from Yatra.com's customer base.