Post-Lockdown

TRAVEL PREFERENCES

A Survey By FICCI



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"The impact of the COVID-19 pandemic on the Travel, Tourism & Hospitality Industry has changed the way Travel & Hospitality businesses have to function and manage their operations. We are looking at a tectonic shift in consumer behavior pattern and the way of travelling. The future of Travel , Tourism & Hospitality will be completely different with new set of rules laying more emphasis on Social Distancing, Safety, Health & Hygiene.

Through this consumer survey we have been able to identify a Travellers preferences & demands during this New Normal. Iam sure this survey will help the Policy makers & the Industry to innovate and re shape their strategies and help to Jump start the Travel & Tourism & Hospitality Sector."

Mr. Dilip Chenoy – Secretary General, FICCI



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About the Survey

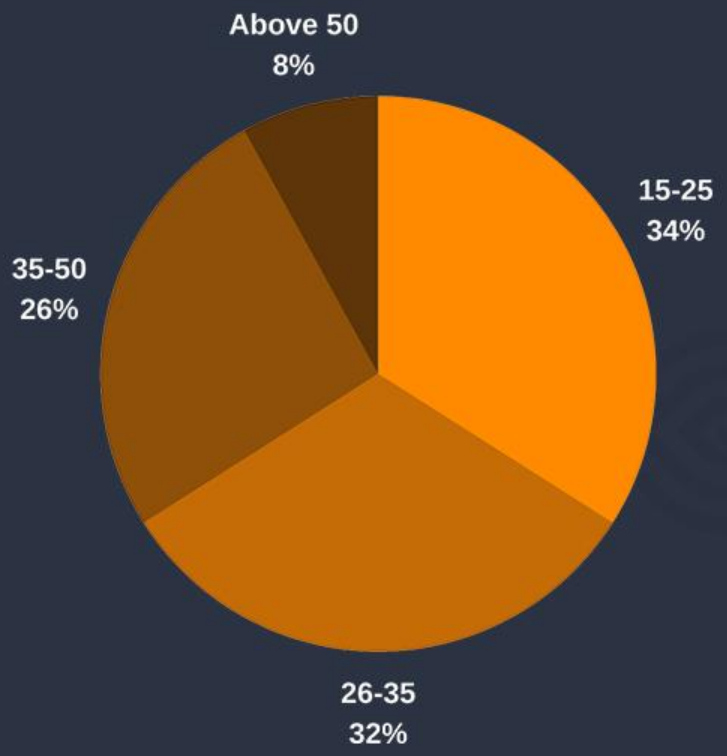
The survey was conducted In October 2020 to understand the post-lockdown preferences of travellers. This included their preferred accommodations, mode of travel, time for the first post pandemic trip, etc.

The survey has been responded to and completed by 5000 participants on the internet.



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Respondents' Persona



Respondents' Age

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Reason For First Trip Post Pandemic

73% travellers are eager to take a weekend break or go for a workation amidst nature for their first post-pandemic trip.

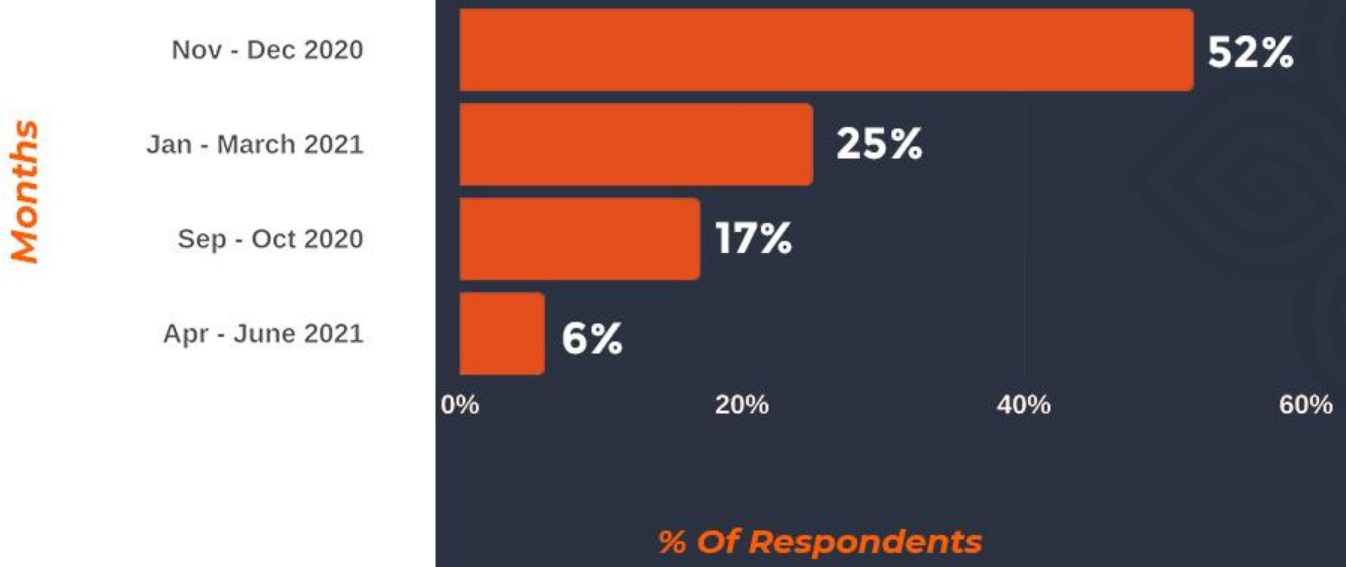


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Preferred Time For The Trip

87% travellers are planning to take their first post-pandemic trip between November 2020 and March 2021.

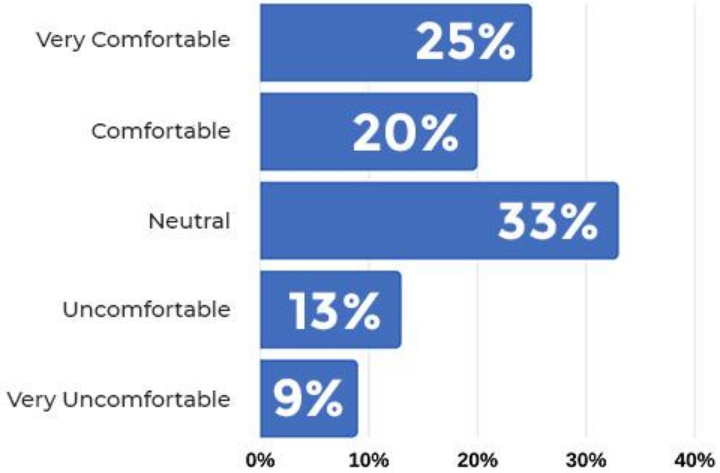


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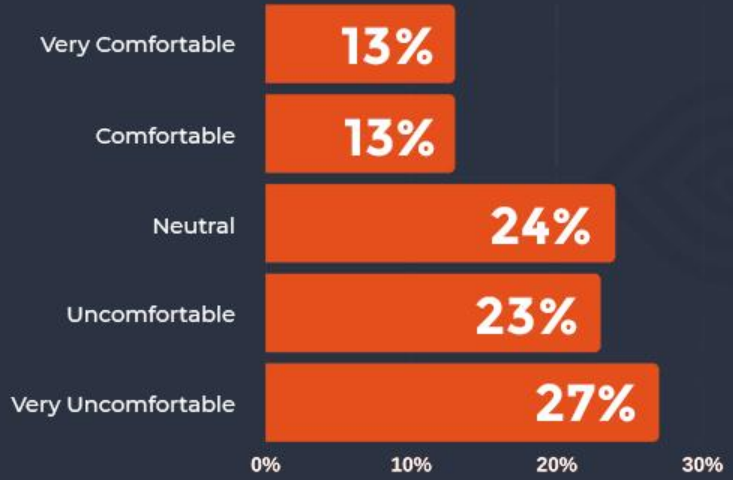
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Preferred Mode Of Transport

Taking A Flight:



Travelling In A Train:



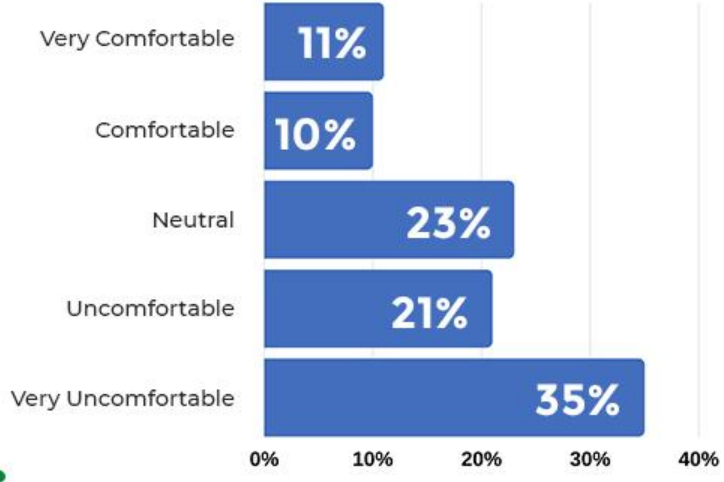
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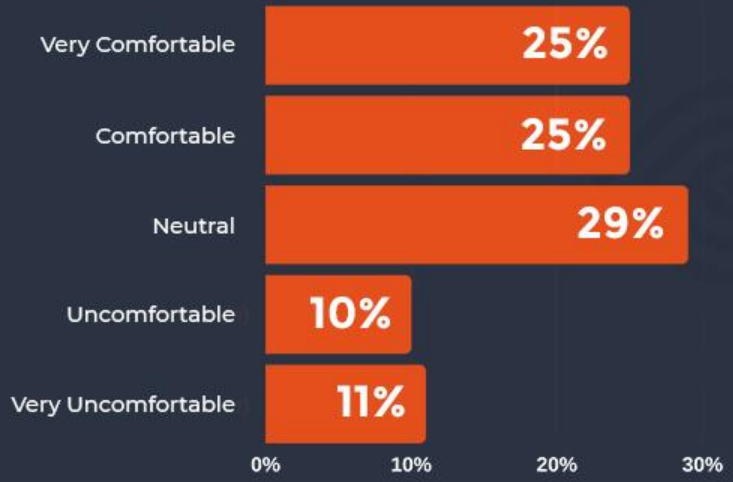
Preferred Mode Of Transport

Around 50% of respondents said they are comfortable taking flights or taxis

Travelling In A Bus:



Travelling In A Taxi:

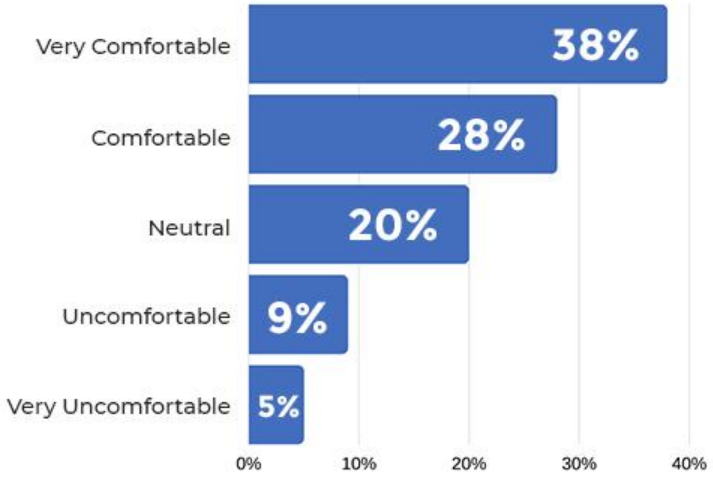


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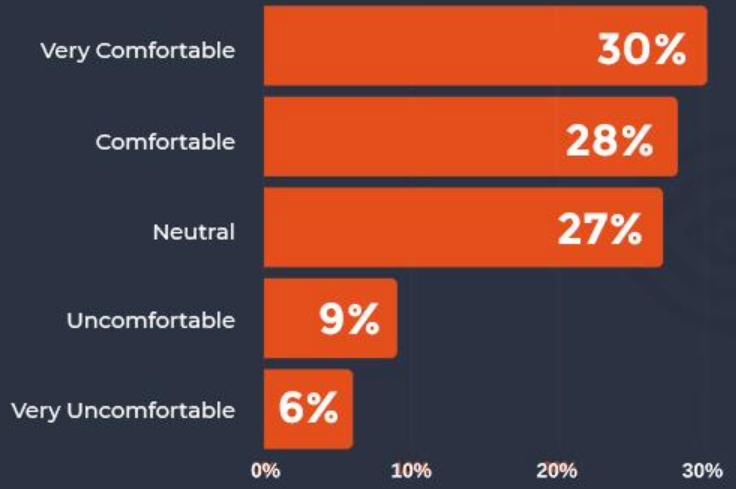
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Preferred Activities

Staying At A Hotel



Dining At A Restaurant



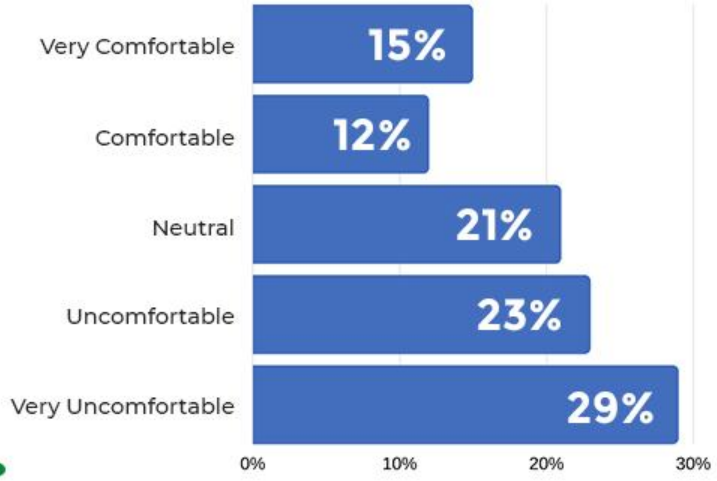
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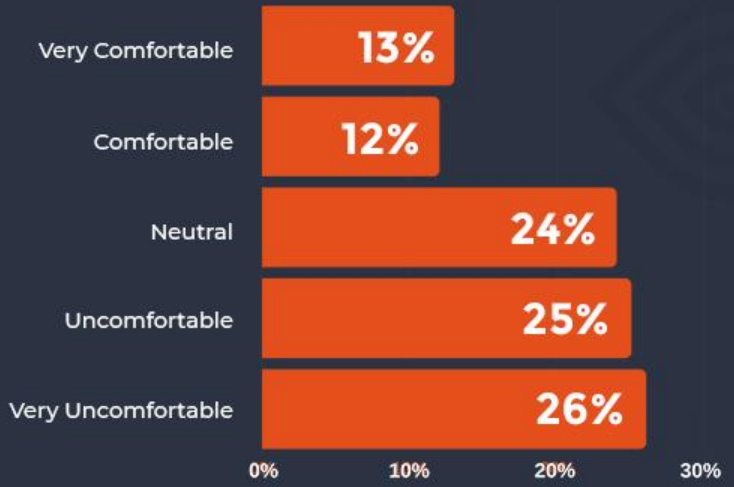
Preferred Activities

Around 60% of respondents said they are comfortable at staying at a hotel or dining at a restaurant

Attending A Concert Or A Sport Event



Attending A Convention Or Trade Show



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The Changing Scenario Of Travel Industry

The preferred travel experiences and activities of travellers have changed due to the COVID-19 pandemic. Operators and agents have now shifted their focus on enhanced hygiene protocols, safety guidelines and outdoor activities that enable travellers to stay safe. It is only with this change, that the industry is able to slowly make a comeback.



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Preferred Distance For The First Post-Pandemic Trip

65% of respondents said they are comfortable travelling outside of their states via flight or self driver or taxis

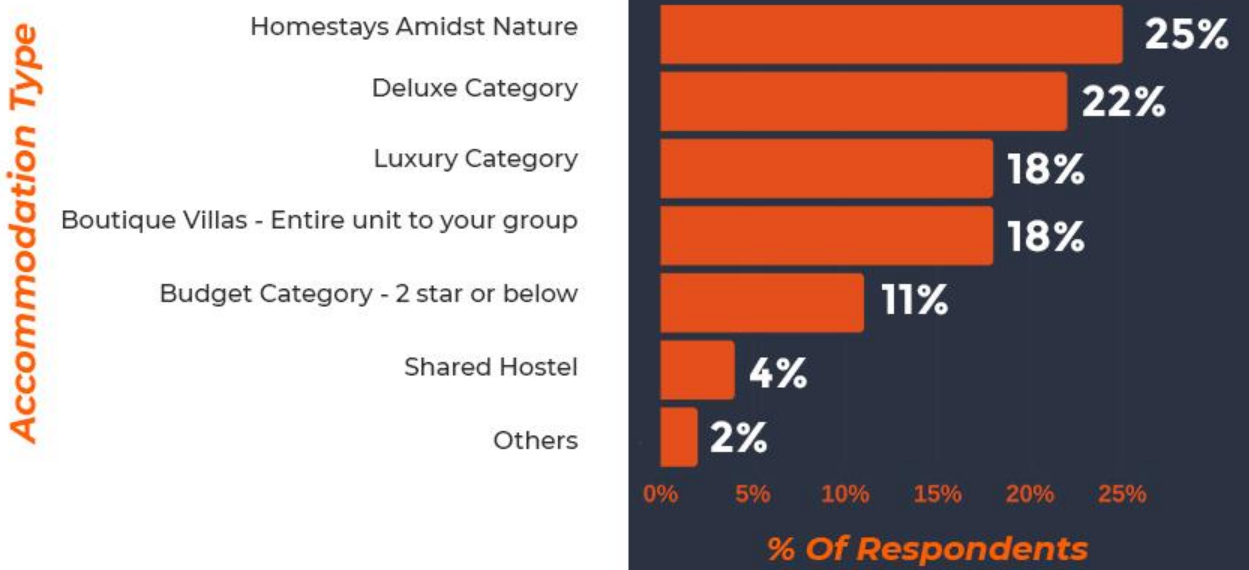


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Preferred Accommodation

Travellers are choosing private & luxury accommodations like homestays, boutique villas and luxury resorts which enable them to stay safely away from the crowd.

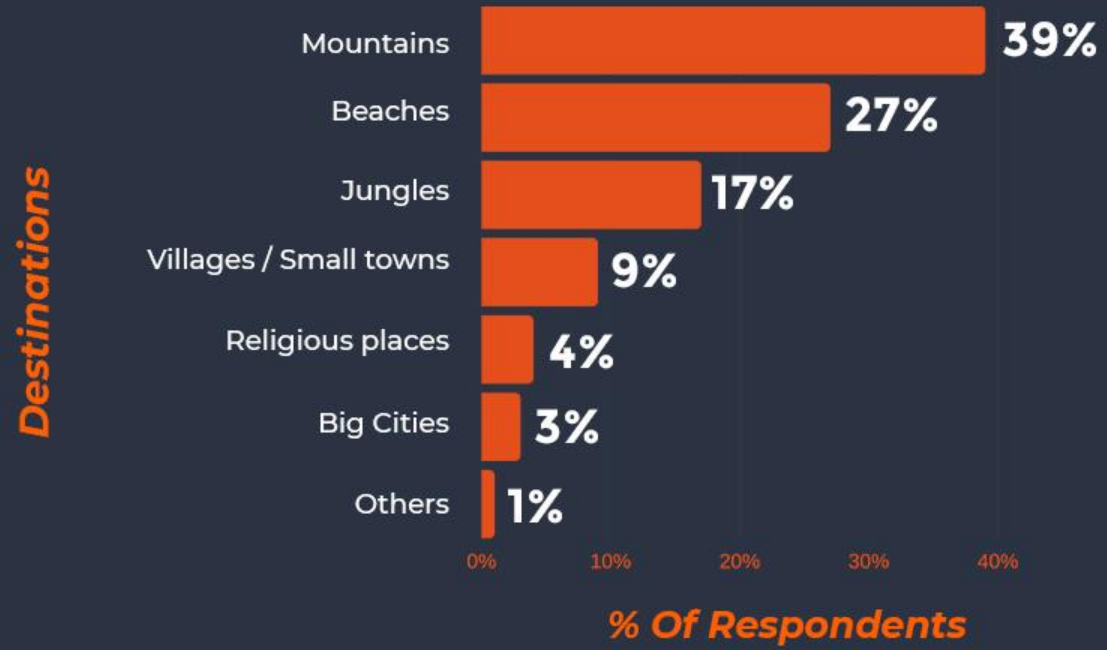


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Preferred Destinations

90% of respondents chose places away from crowds into mountains, beaches, villages or jungles for their first post pandemic trip



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Preferred Travel Experiences

Travellers expressed their liking for taking the regular travel experiences with safety precautions and go for adventure activities conducted away from the crowd to stay safe.

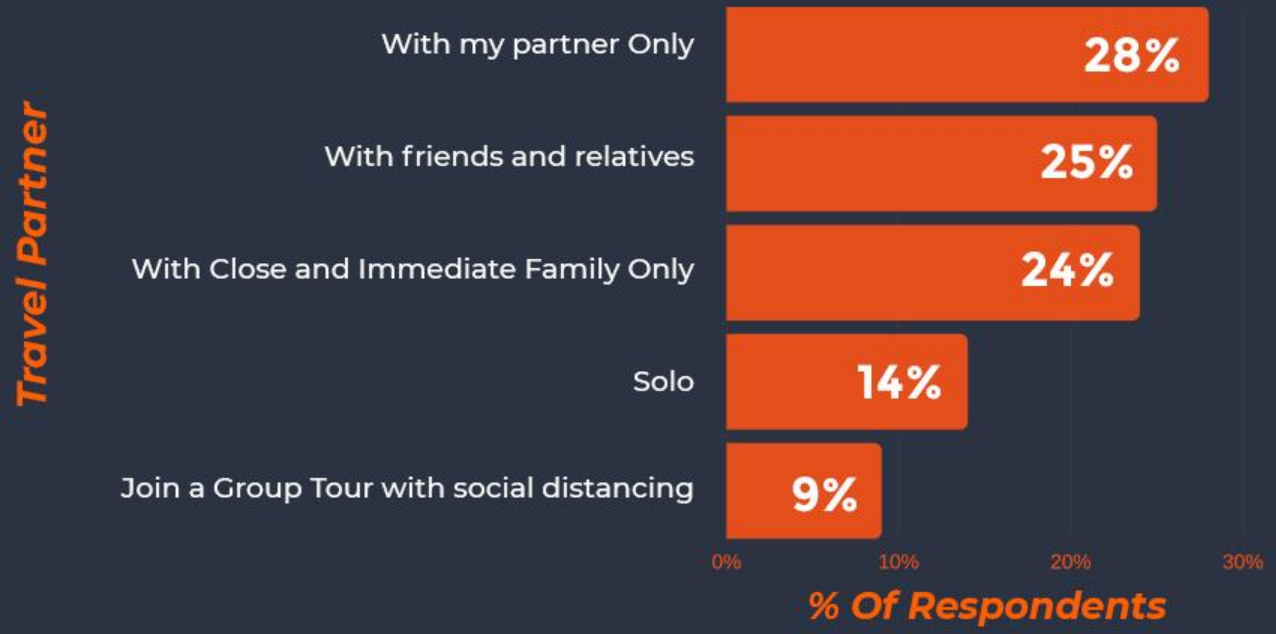


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Preferred Travel Partners

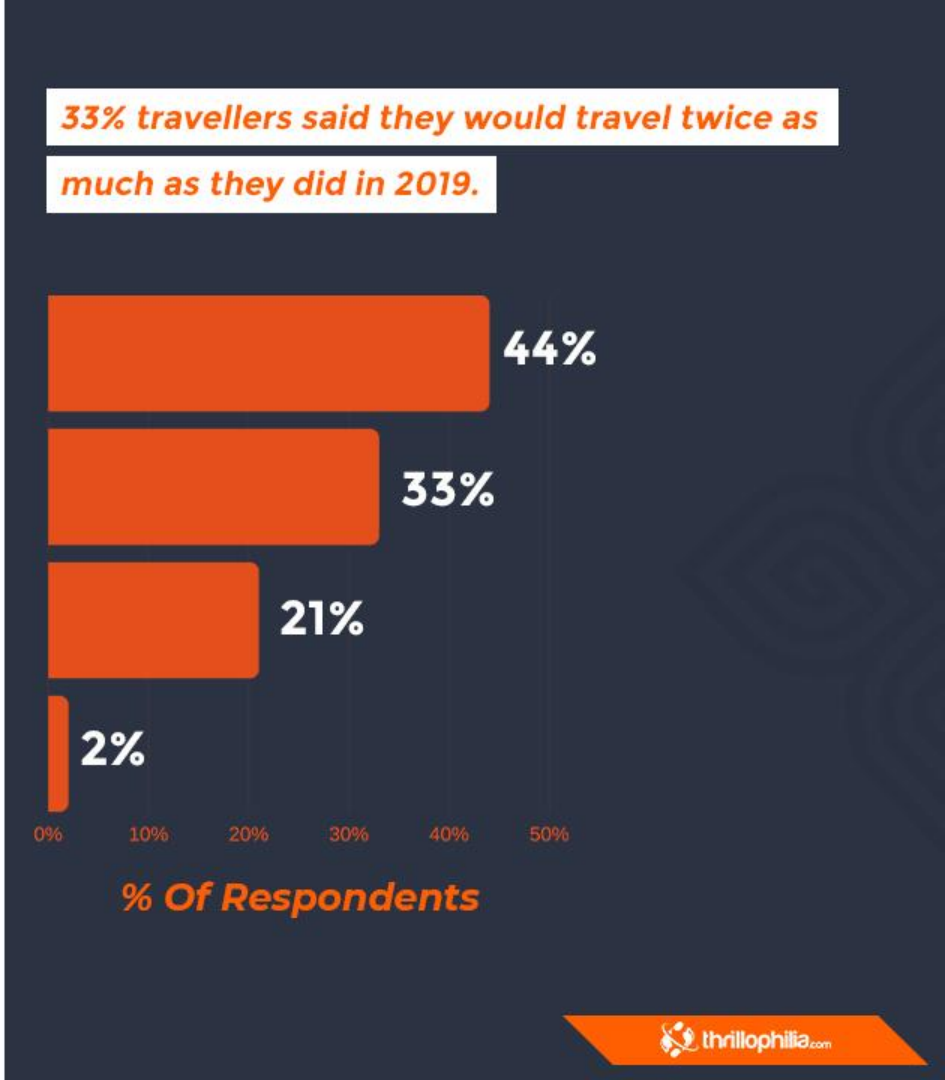
77% of respondents said they will prefer travelling with their close group of family, friends or relatives



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Travel in 2021 v/s 2019



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Mindful Travel On The Rise

Due to safety concerns, travellers are now preferring to travel to one destination and enjoy it to their fullest rather than rushing to cover several destinations in one trip. This has given rise and made everyone realize the importance of mindful travel.

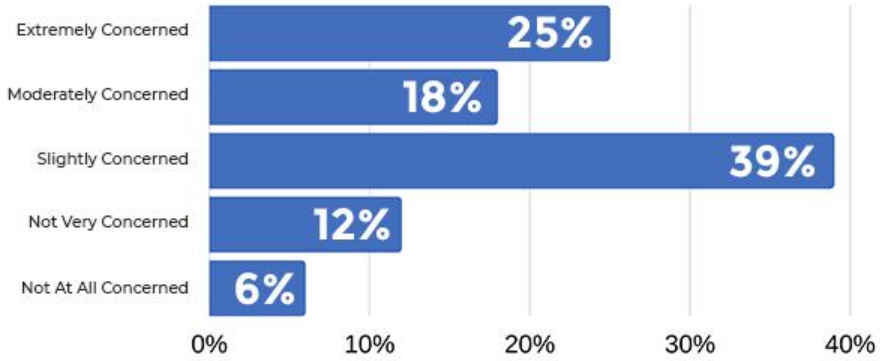


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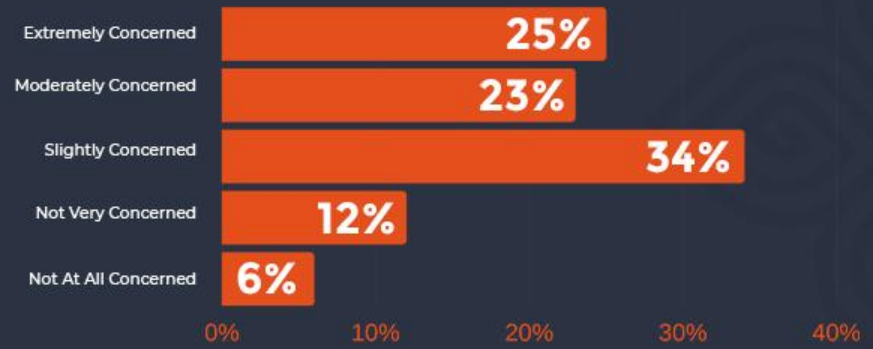
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Safety Concerns Regarding Transport

At Airports



In Airplanes



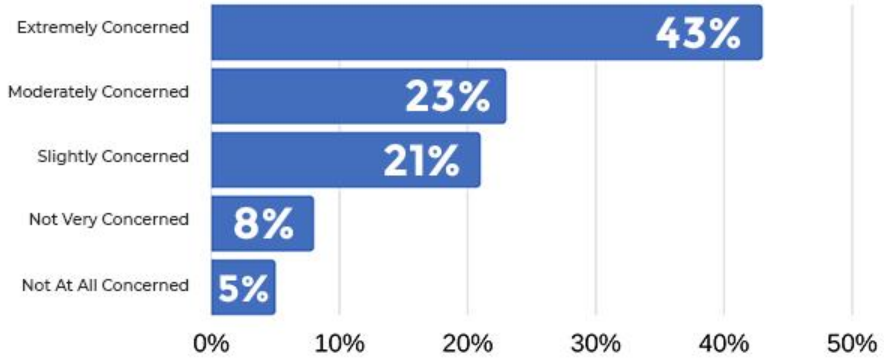
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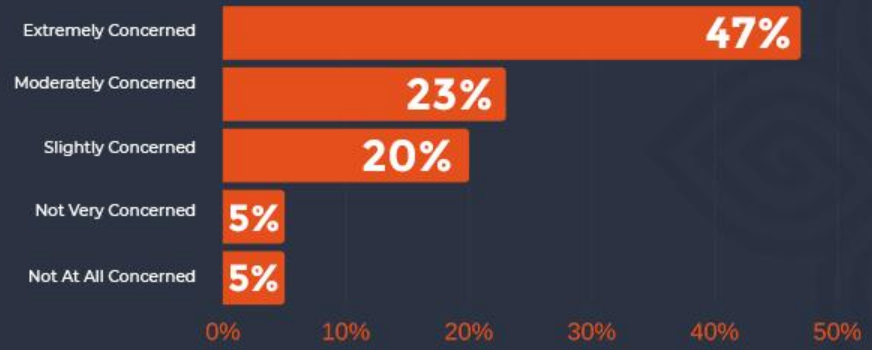
Safety Concerns Regarding Transport

Most of the respondents expressed very little concern in travelling in flights or being at the airports as compared to travelling in trains or buses

In trains



In Roadway Buses



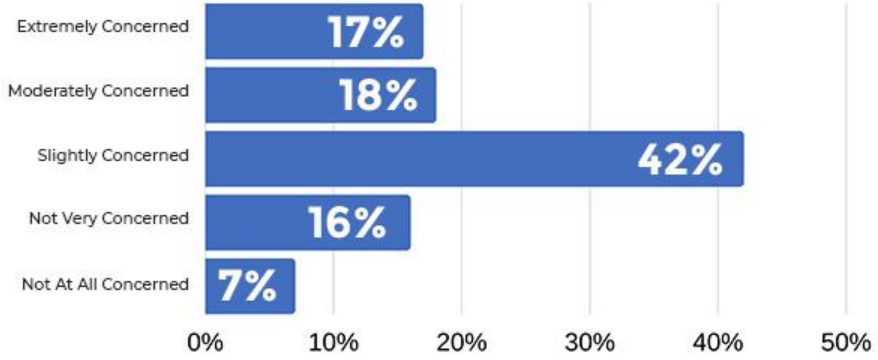
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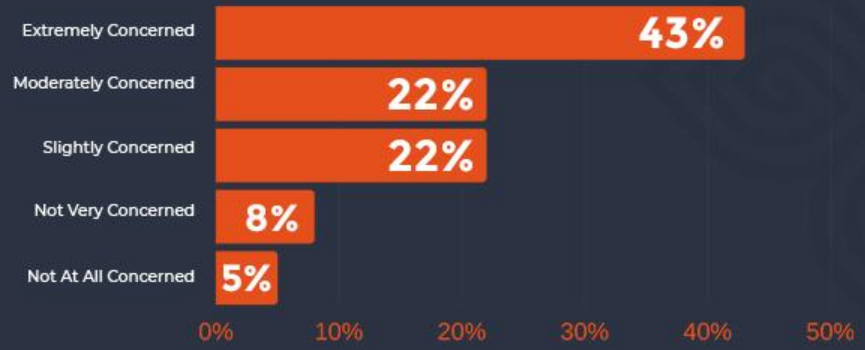
Safety Concerns Regarding Travel Activities

A majority of travellers are only slightly concerned about their safety while eating at a restaurant but majorly concerned while eating in the streets.

Eating At Restaurant



Eating In The Streets



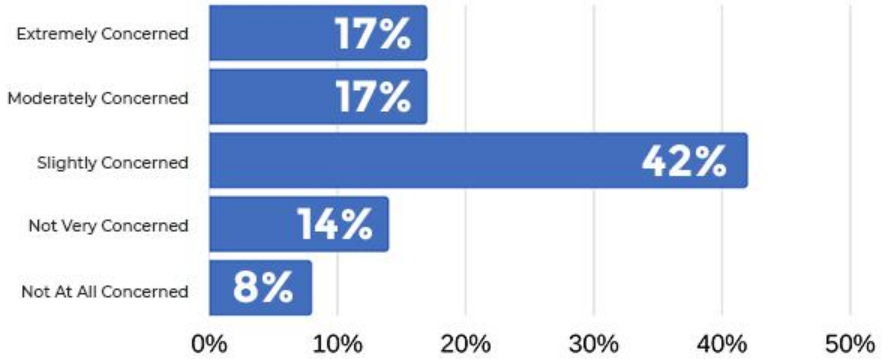
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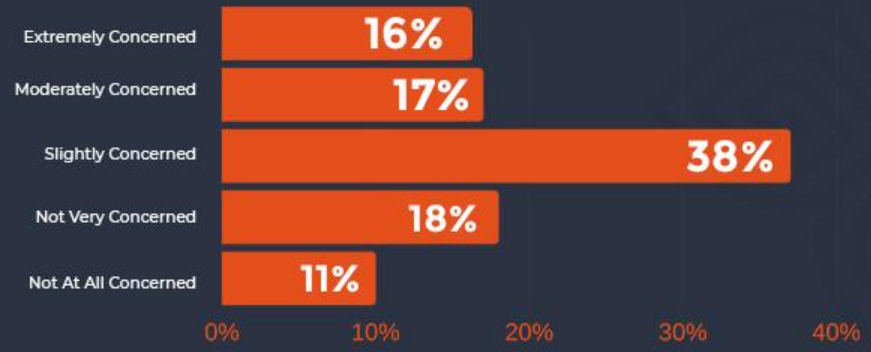
Safety Concerns Regarding Travel Activities

Over 60% travellers said they were barely stressed about their safety while shopping, visiting monuments, attractions and parks.

While Shopping



Visiting Attractions, Monuments & Parks



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Expectations From The State Government

62% travellers expect the government to provide clear information, specify rules & updates on a website or a dedicated travel app.



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Recovery Of The Industry

As travel restrictions are being eased up across the country, travellers are now resuming their travel plans in the new normal. Various resorts, monuments and tourist attractions have also reopened for travellers with strict adherence to safety measures and guidelines.



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Resumption Of Travel Based On Number Of Cases

43% travellers are okay to resume travelling as cases in the country drop somewhere around 50k



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Effects Of COVID-19 On Financial Ability To Travel

A vast majority of travellers have been effected financially by the COVID-19 pandemic which has effected their ability to travel.



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About Thrillophilia

Thrillophilia is India's biggest online platform to discover and book travel experiences worldwide.



40+ Million
Yearly Traffic



3 Million
Users



160+
Destinations



25000+
Travel Experiences



5000+
Luxury Experiences

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About FICCI

FICCI is the largest and oldest apex business organisation in India. It is a non-government, not-for-profit organisation and works to influence policies, encourage debate, engage with policy makers and civil society and articulates the views and concerns of industry.



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