

Post-Lockdown

TRAVEL PREFERENCES

A Survey By



Powered By:  **thrillophilia.com**

"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



About the Survey

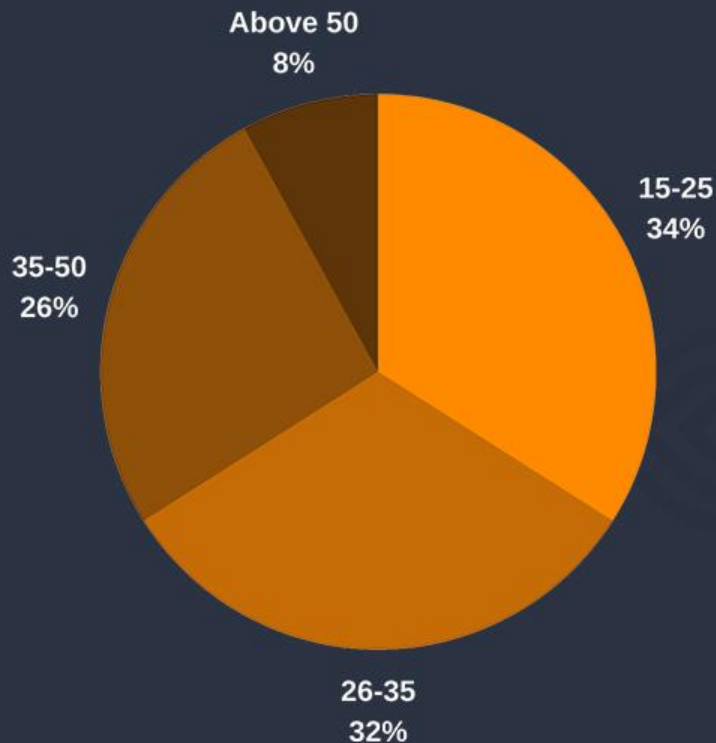
The survey was **conducted**
In October 2020 to understand the
post-lockdown preferences of travellers.
This included their preferred
accommodations, mode of travel,
time for the first post pandemic
trip, etc.

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





Respondents' Persona



Respondents' Age

Key Take Aways

1. "Need a weekend break" came out to be the most popular reason for people to take the first trip post the pandemic.
2. More than 50% plan to travel in the next 2 months and 33% said in 2021, they would travel twice of what they did in 2020.
3. 75% said they will travel in their own closed group of friends or family.
4. 65% of respondents said they are comfortable travelling outside their states in flights or personal vehicles.
5. 40% of people are open to taking regular experiences and visiting monuments, parks and waterfalls.
6. 90% of respondents chose places away from crowds into the mountains, on the beaches, amidst nature, deep into jungles and smaller villages or towns.
7. Most respondents expressed little concern in travelling in flights and at airports.
8. Private and luxury accommodations are being preferred over shared ones.
9. 60% respondents said they were not really stressed about their safety while shopping or visiting monuments and parks.
10. 62% respondents expect the government to provide clear information, rules and also updates via a dedicated travel app.
11. 43% of respondents are ok to start travelling as soon as cases fall below 50k mark.

Reason For First Trip Post Pandemic

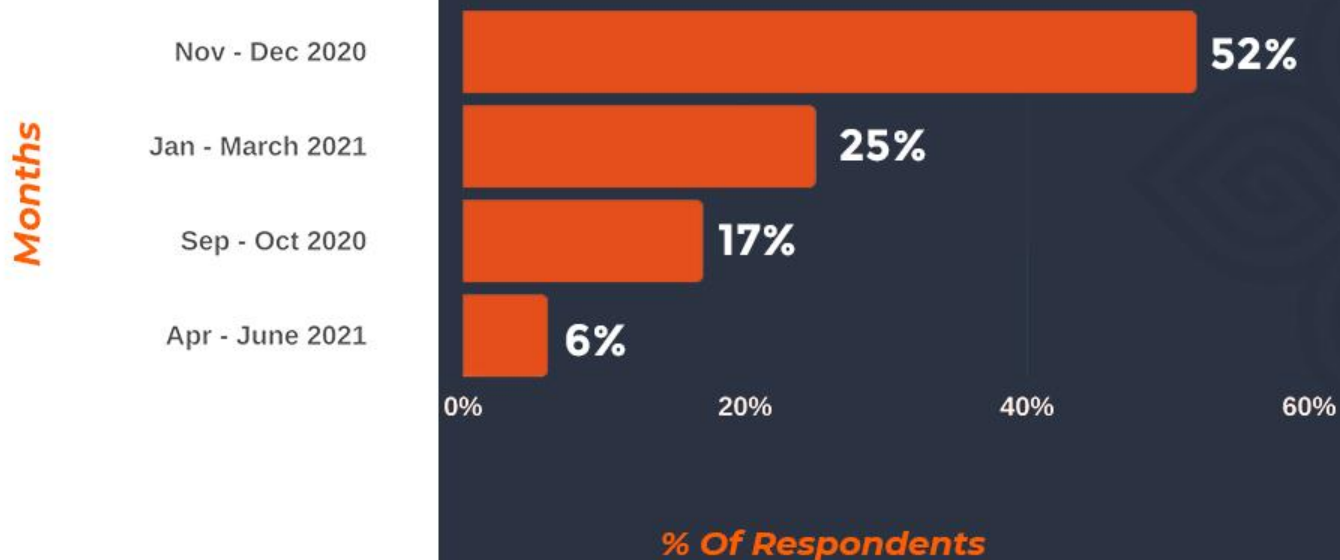
73% travellers are eager to take a weekend break or go for a workation amidst nature for their first post-pandemic trip.

Reasons Chosen



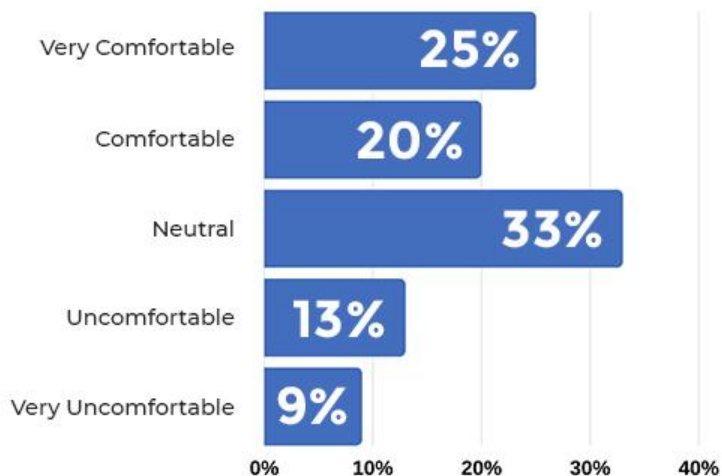
Preferred Time For The Trip

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

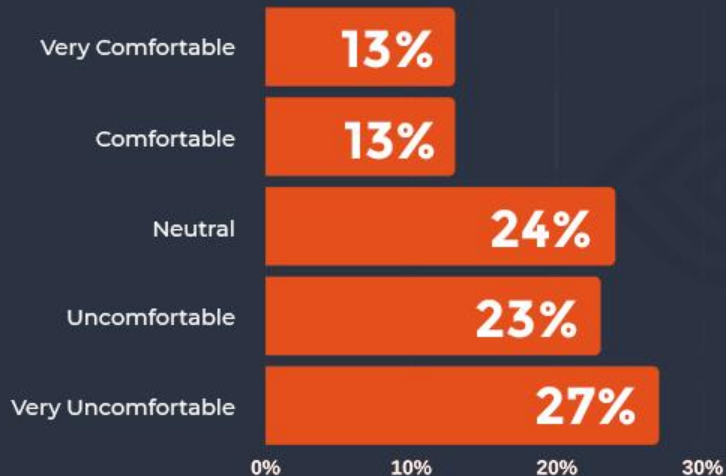


Preferred Mode Of Transport

Taking A Flight:

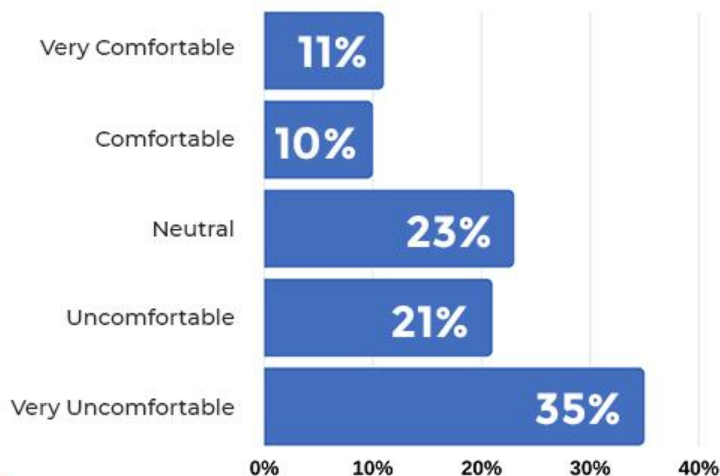


Travelling In A Train:



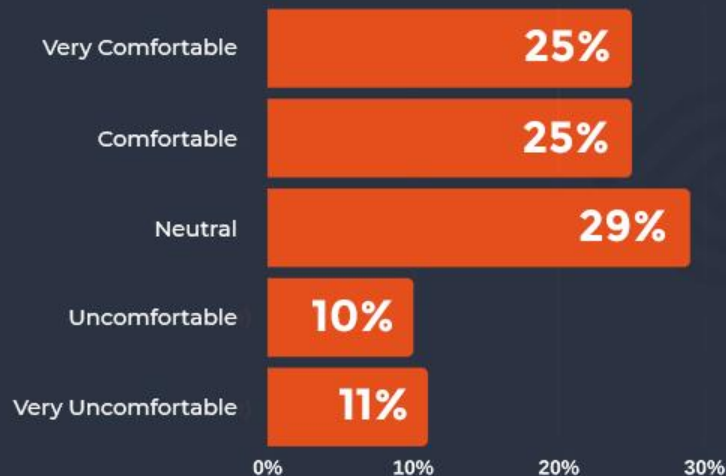
Preferred Mode Of Transport

Travelling In A Bus:



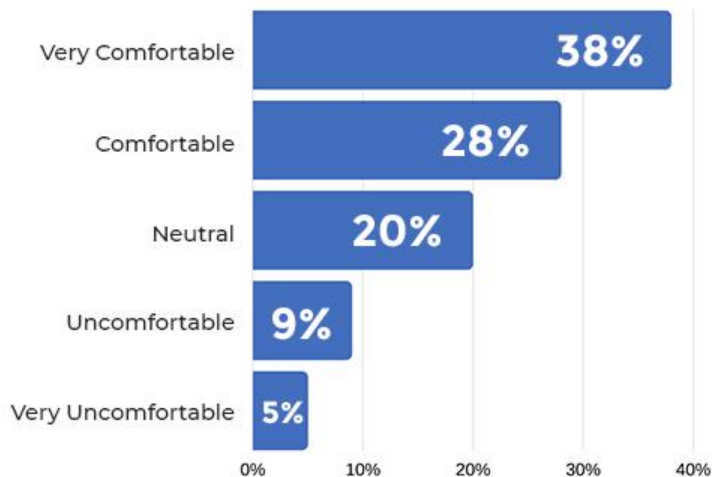
Around 50% of respondents said they are comfortable taking flights or taxis

Travelling In A Taxi:

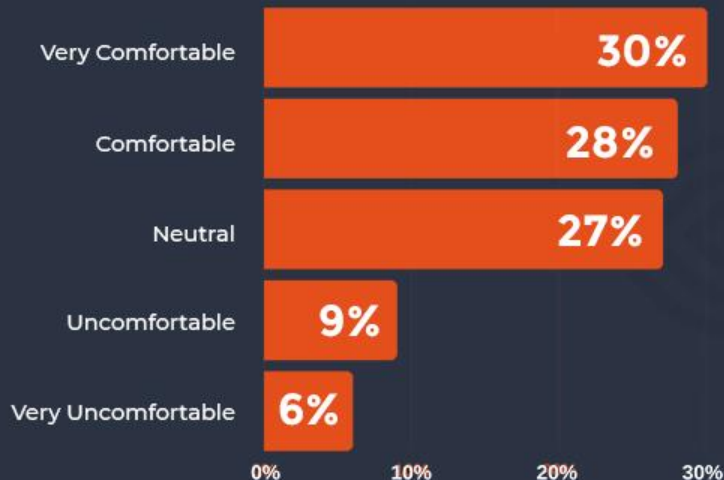


Preferred Activities

Staying At A Hotel

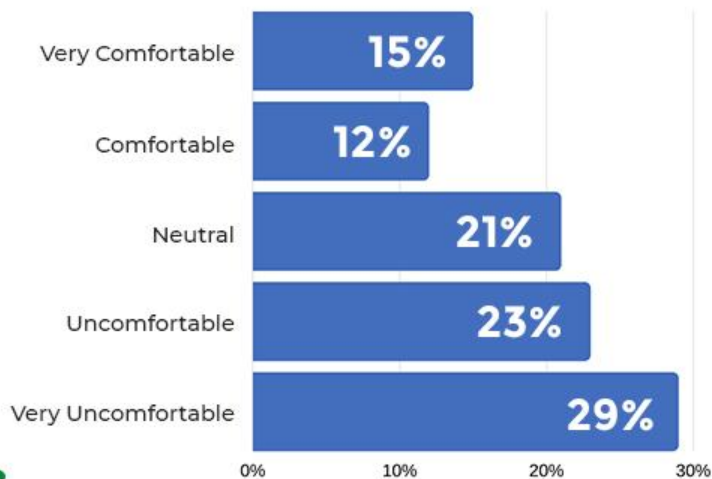


Dining At A Restaurant



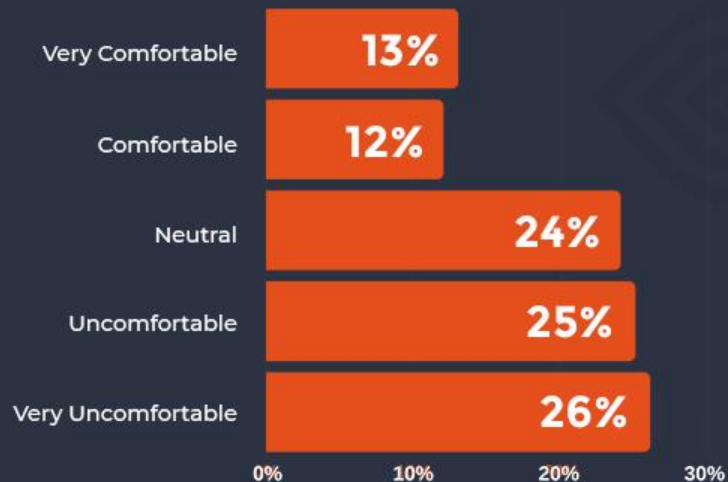
Preferred Activities

Attending A Concert Or A Sport Event



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

Attending A Convention Or Trade Show



🗺️ 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.



📍 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

Preferred Distance

To A Domestic Destination Via Flight

34%

To Nearby States Via Self Drive or Taxi

31%

Over 100 Kms Away In Your State

16%

Within 100 Kms In Your State

13%

Others

6%

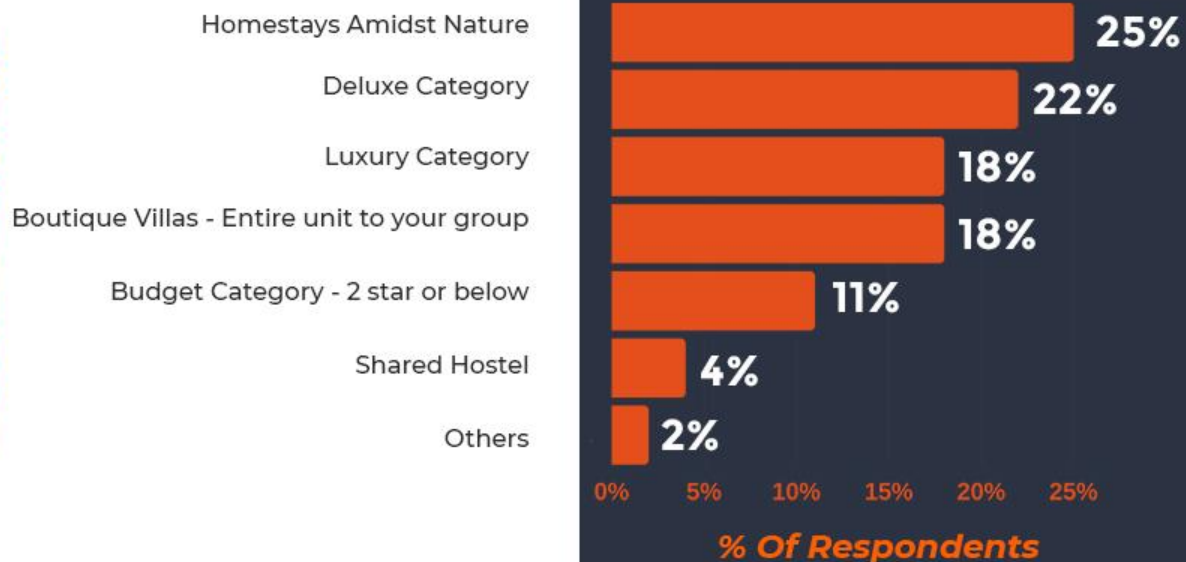
0% 10% 20% 30% 40%

% Of Respondents

Preferred Accommodation

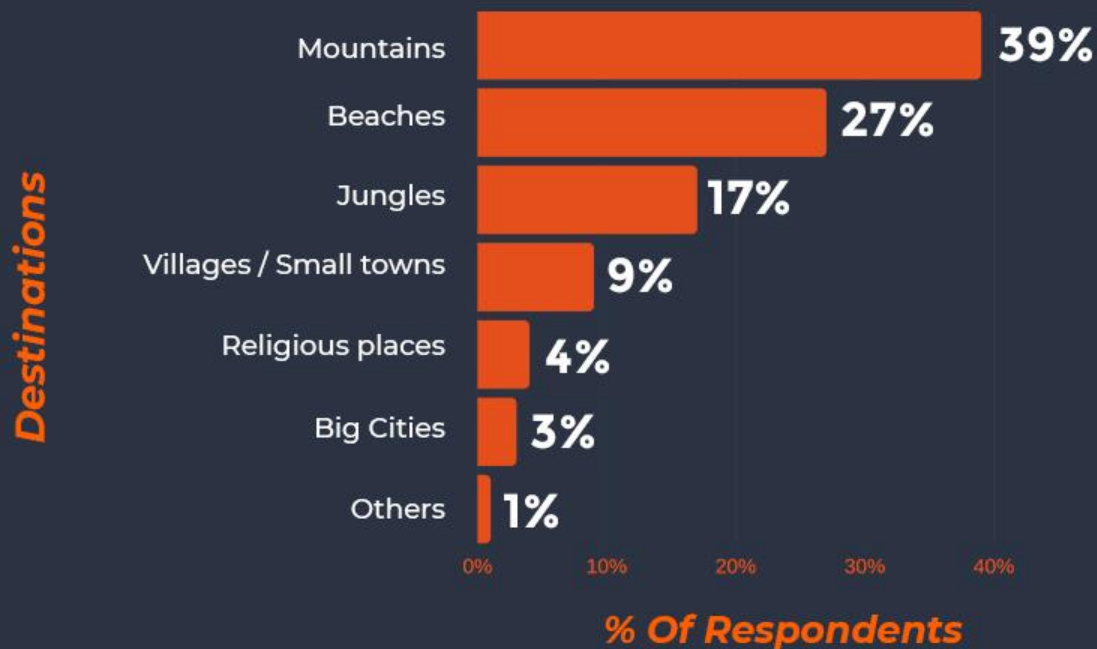
Travellers are choosing private & luxury accommodations like homestays, boutique villas and luxury resorts which enable them to stay safely away from the crowd.

Accommodation Type



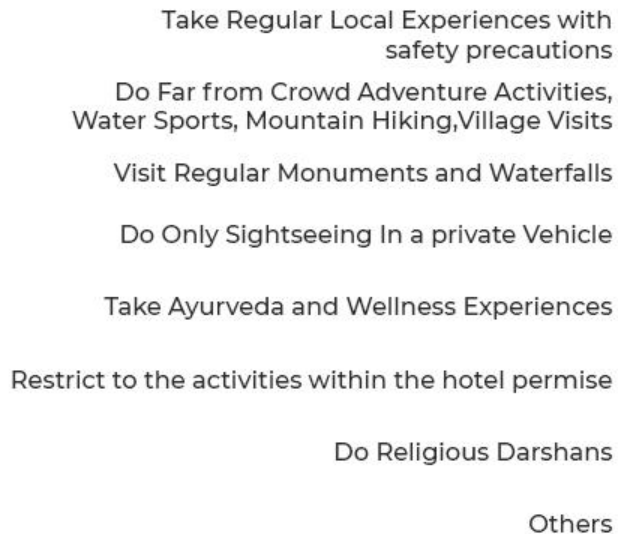
Preferred Destinations

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

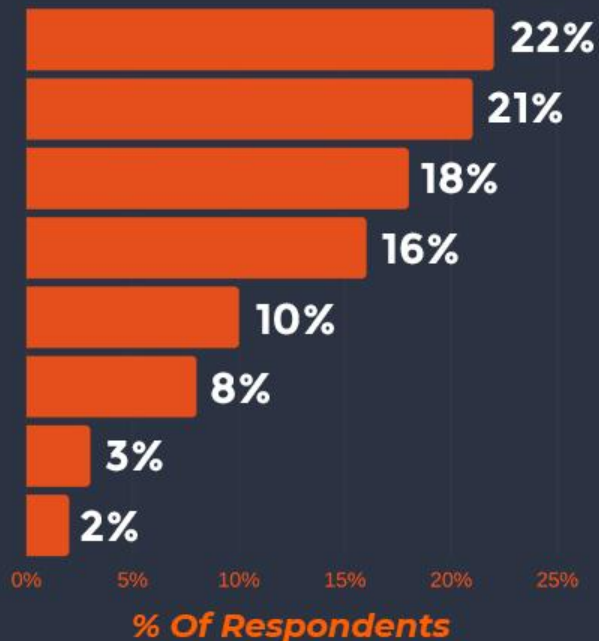


Preferred Travel Experiences

Travel Experiences



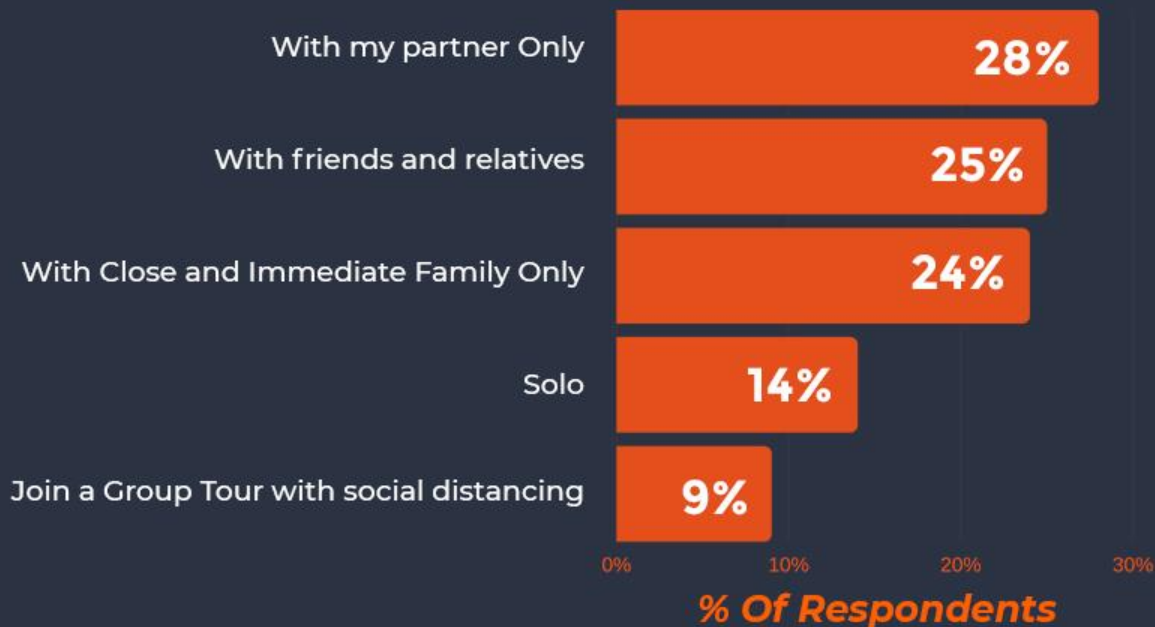
Travellers expressed their liking for taking the regular travel experiences with safety precautions and go for adventure activities conducted away from the crowd to stay safe.



Preferred Travel Partners

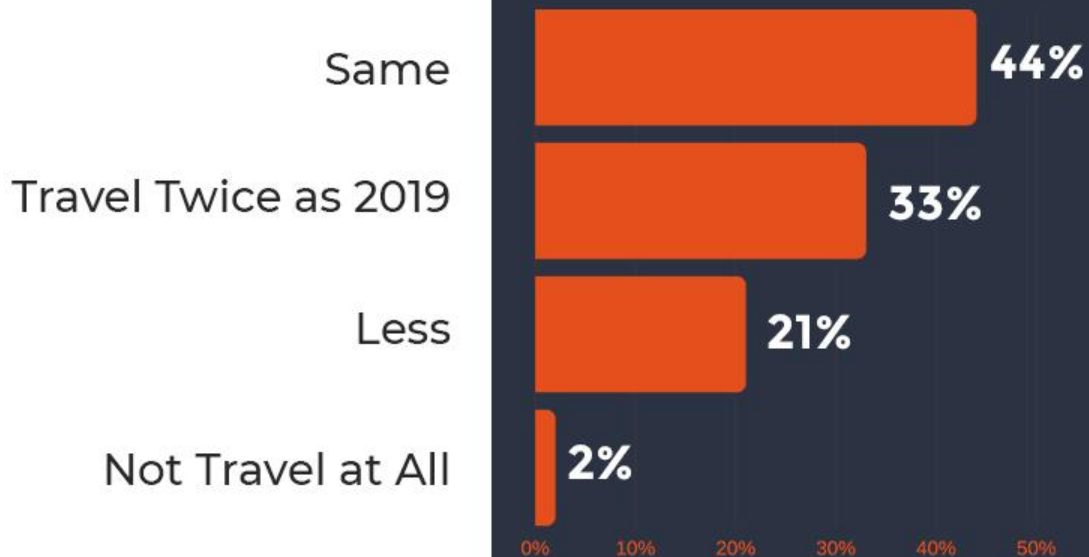
77% of respondents said they will prefer travelling with their close group of family, friends or relatives

Travel Partner



Travel in 2021 v/s 2019

Travel Experiences



33% travellers said they would travel twice as much as they did in 2019.

% Of Respondents

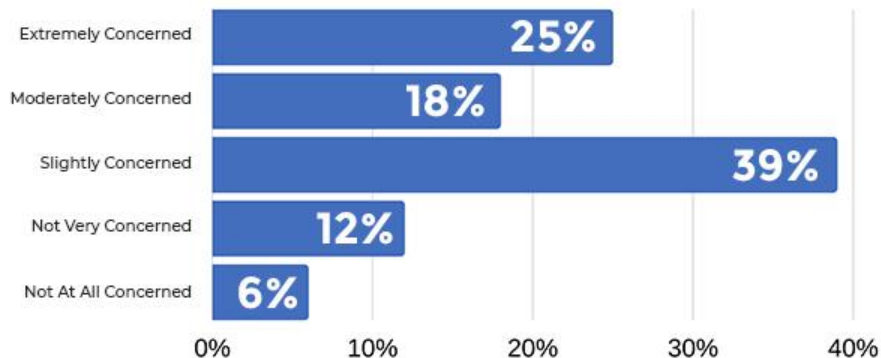
📍 Mindful Travel On The Rise

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.

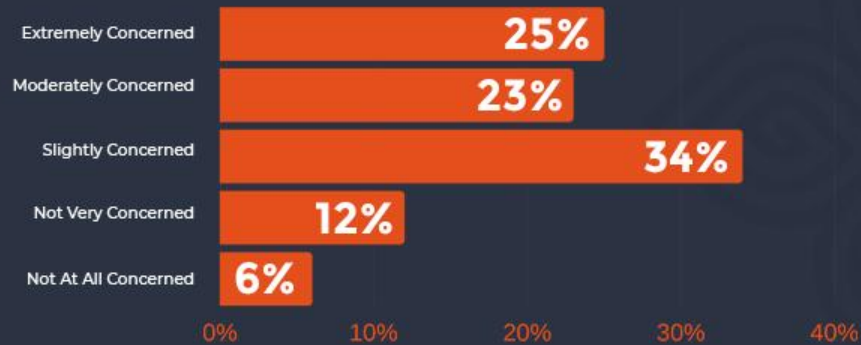


Safety Concerns Regarding Transport

At Airports



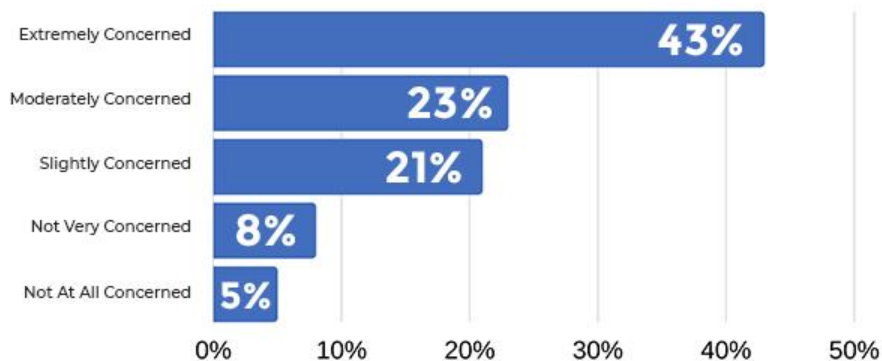
In Airplanes





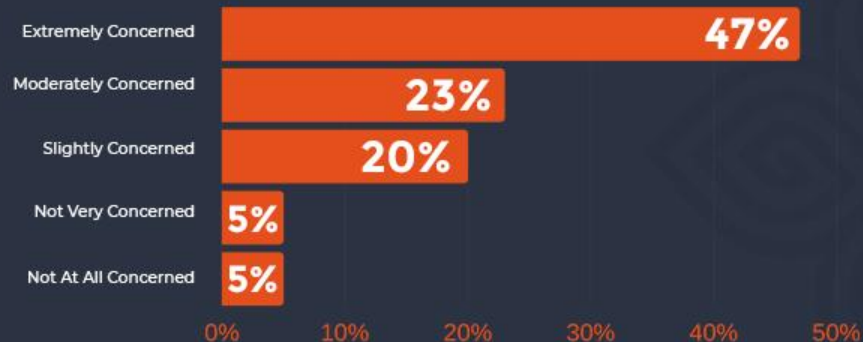
Safety Concerns Regarding Transport

In trains



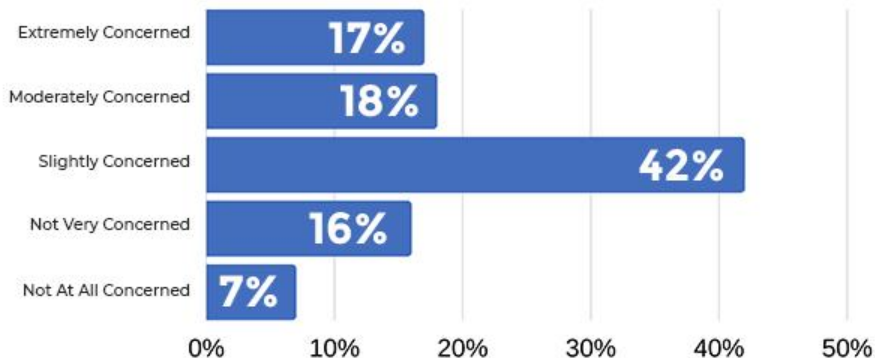
Most of the respondents expressed very little concern in travelling in flights or being at the airports as compared to travelling in trains or buses

In Roadway Buses



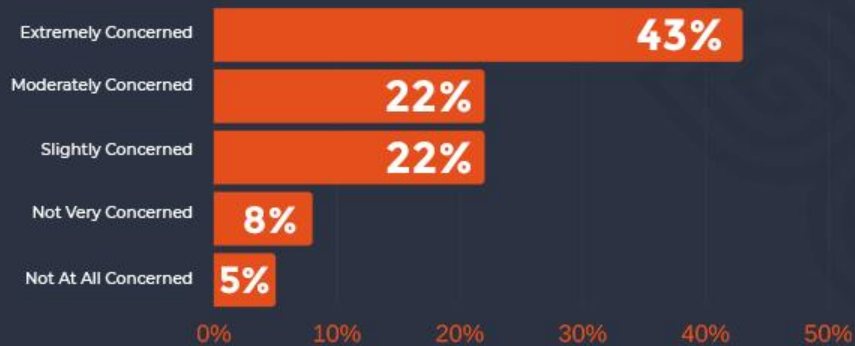
Safety Concerns Regarding Travel Activities

Eating At Restaurant



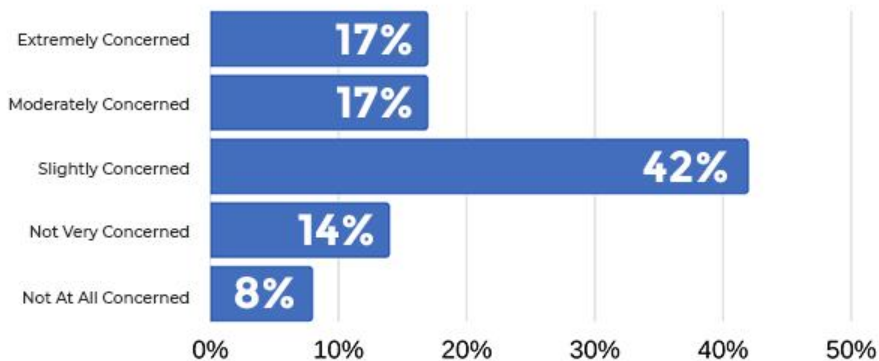
A majority of travellers are only slightly concerned about their safety while eating at a restaurant but majorly concerned while eating in the streets.

Eating In The Streets



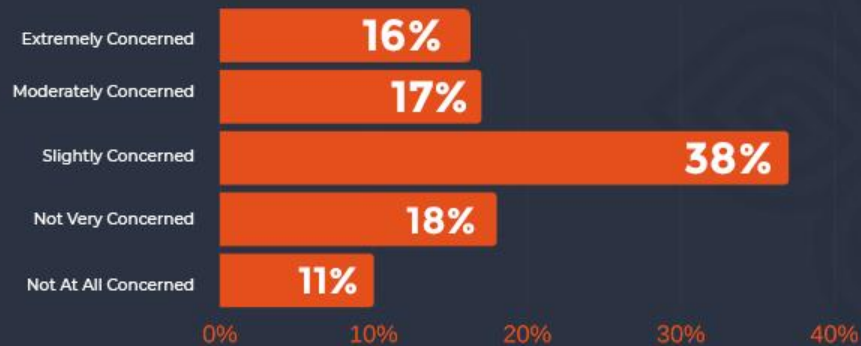
Safety Concerns Regarding Travel Activities

While Shopping



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

Visiting Attractions, Monuments & Parks



📍 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.

Expectations



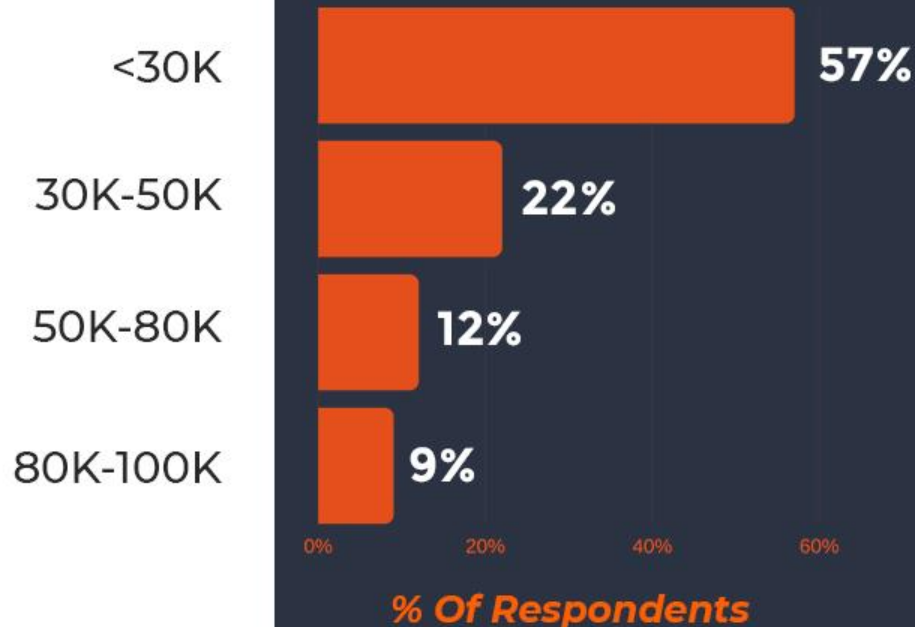
Recovery Of The Industry

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.



Resumption Of Travel Based On Number Of Cases

Number Of Cases



43% travellers are okay to resume travelling as

cases in the country drop somewhere around 50k

🕒 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.



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

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.**

