

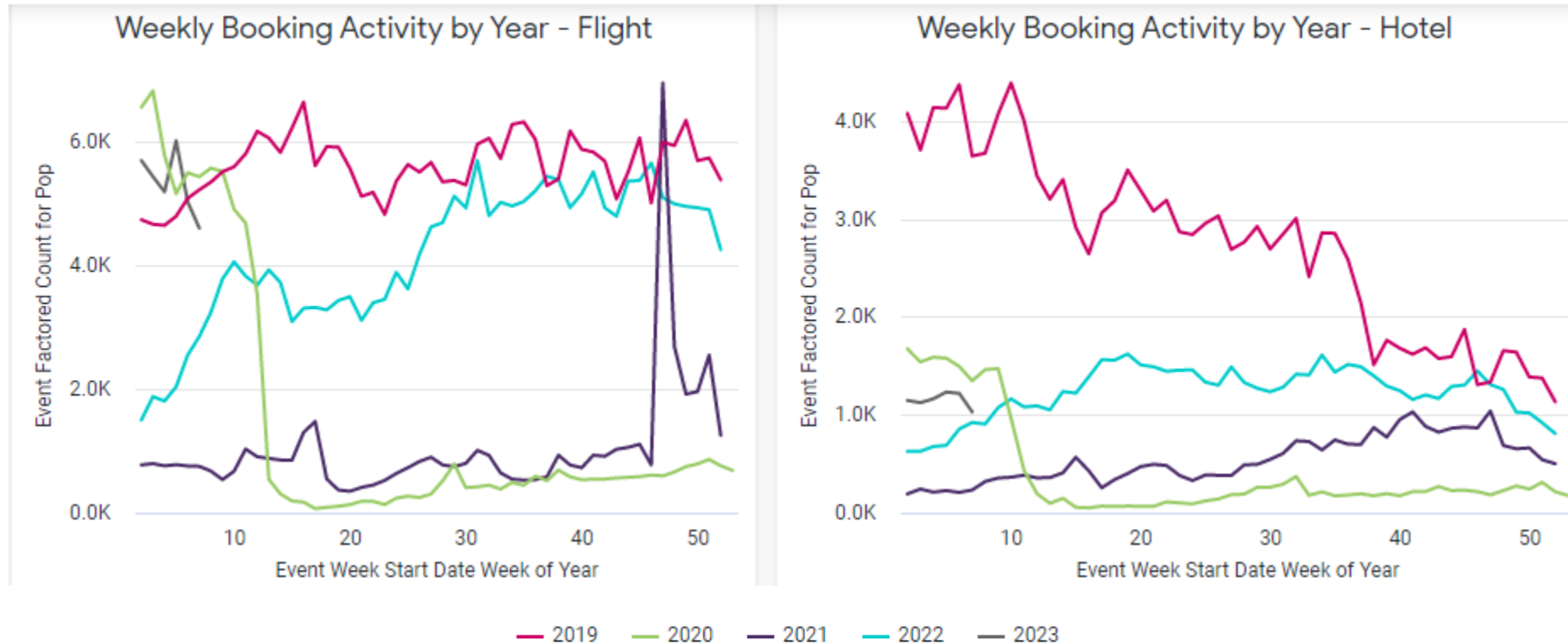


India Outbound Trends

For the travel period – 01/01/2023 – 23/02/2023
Compared YOY
Lookback window – 6 months for each year

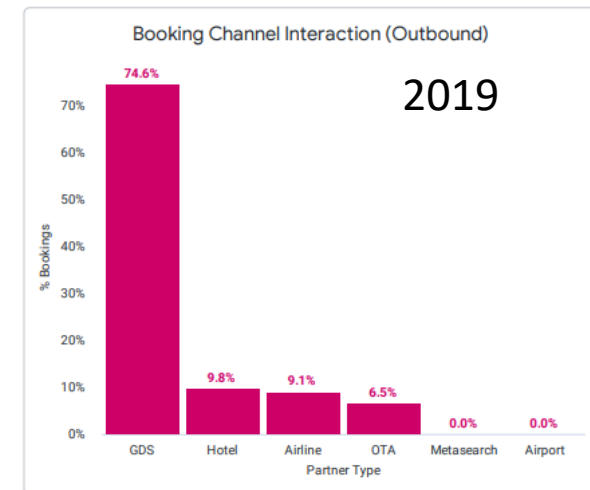
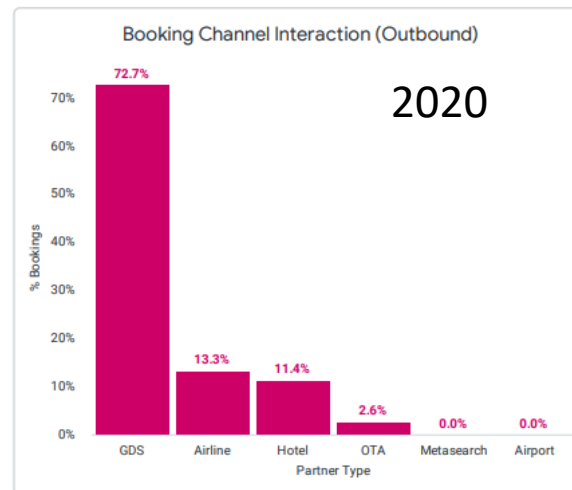
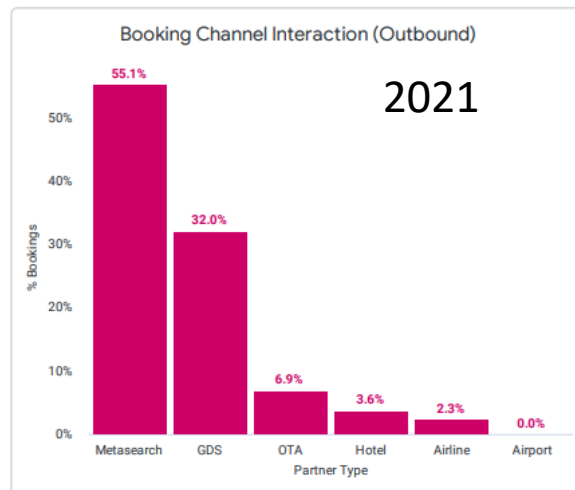
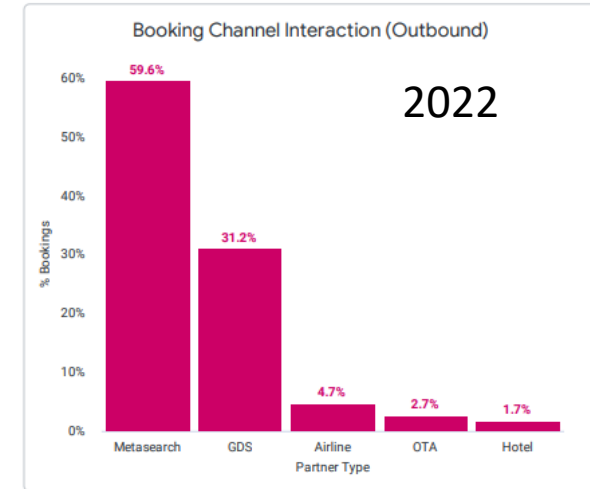
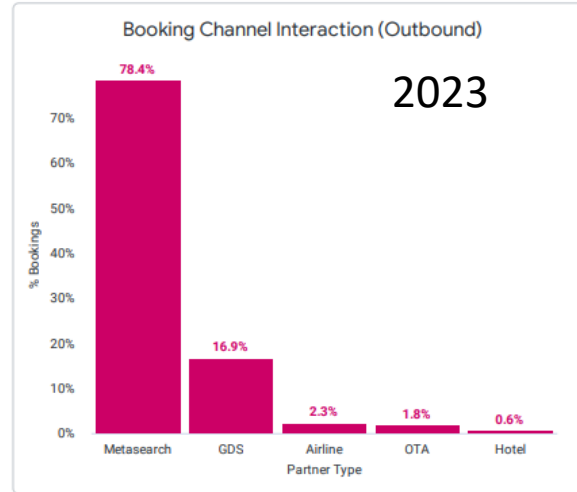
Booking Activity: Booking Activity in 1st Week of Jan'23 Higher Than Dec'22 Last Week Demand

Weekly Booking started with a higher Activity Count at the beginning of Jan'23 as compared to the same at the end of Dec'22. This was seen in both categories for flights as well as hotels. The booking activity is higher than all of post covid years in 2023. For flights the booking activity was higher in Jan'23 as compared to Jan'19.



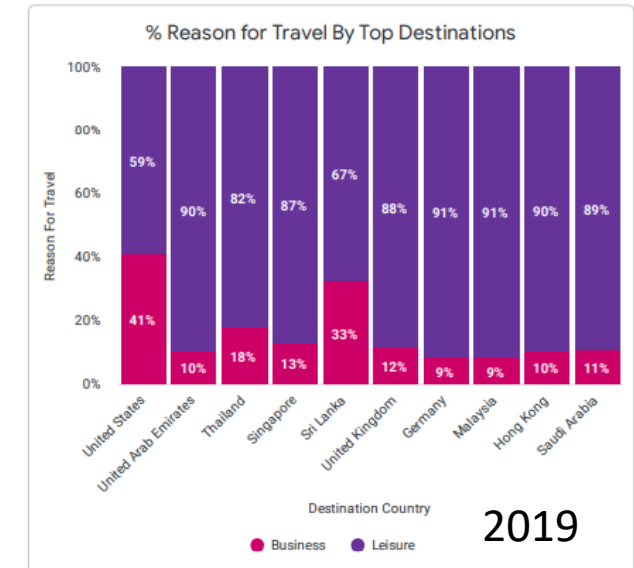
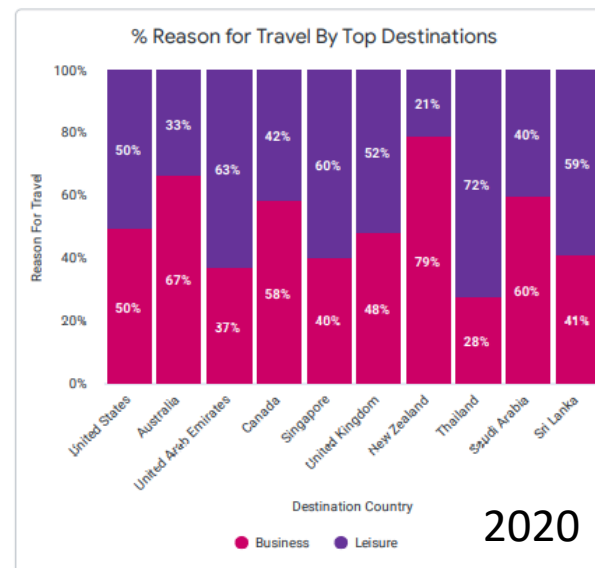
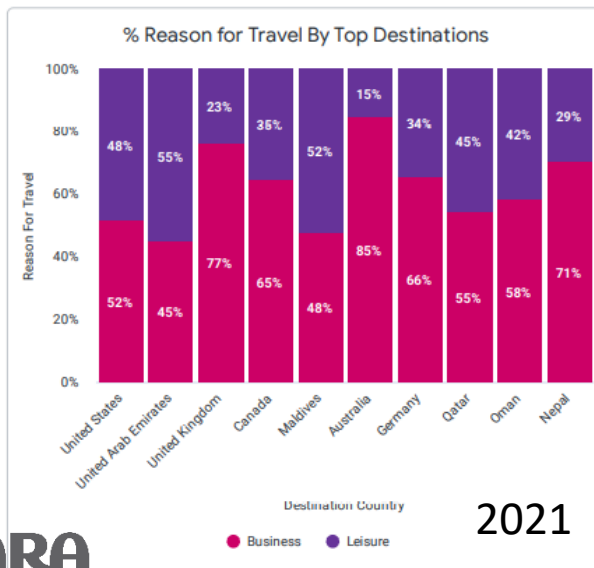
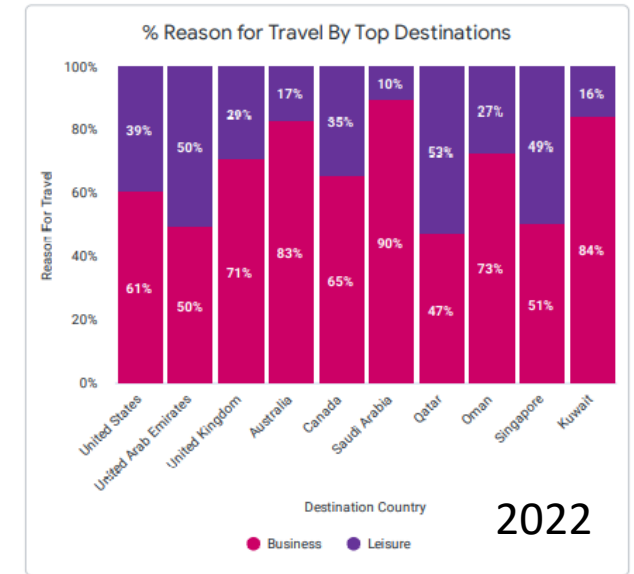
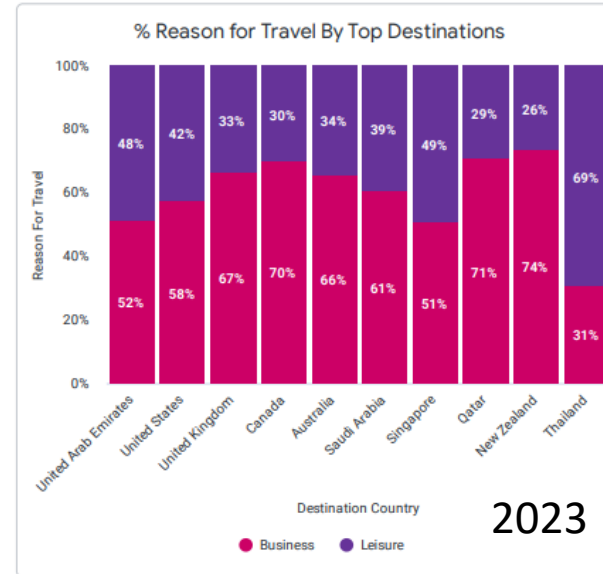
Booking Channel: Shift from GDS to Metasearch

GDS used to enjoy the lion's share in booking pre-covid. But post-covid Metasearch engines have become the leading booking channel. The share of Metasearch in bookings has been rising rapidly since 2021 and currently it accounts for 80% of all bookings made.



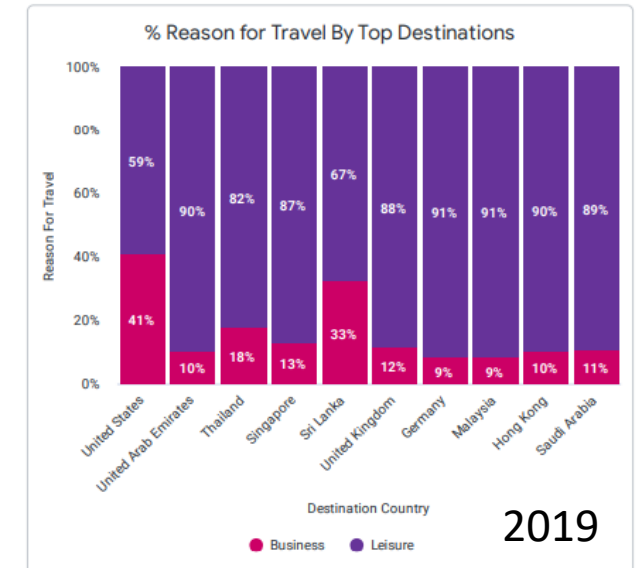
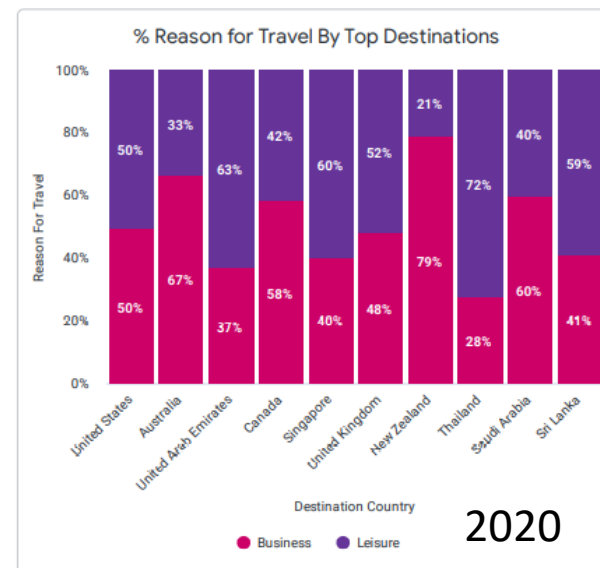
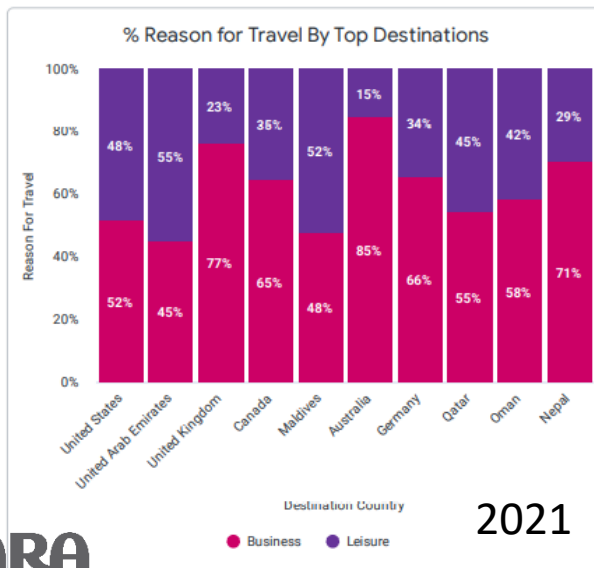
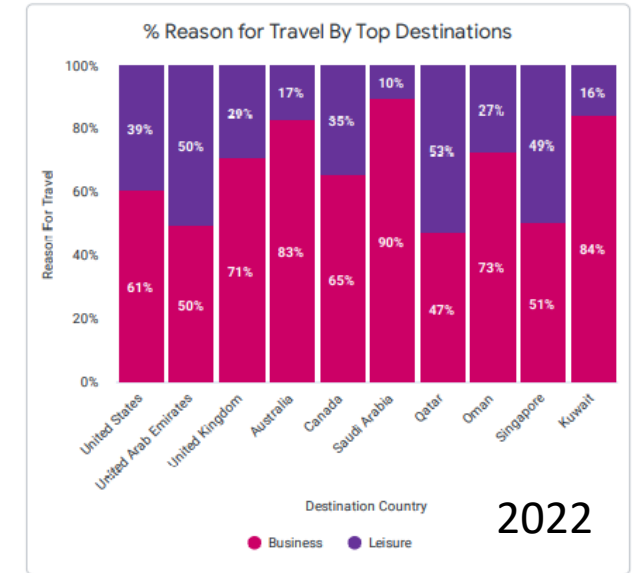
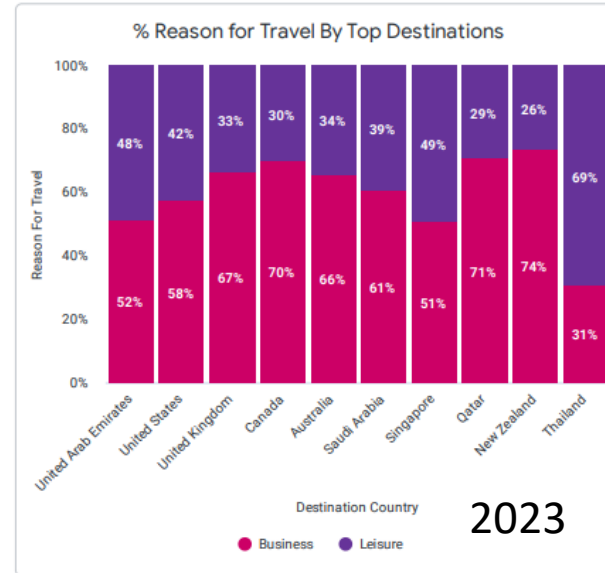
Reason for Travel: Leisure Travel Slowly Bouncing Back

Outbound travel from India was majorly for leisure in the pre-pandemic years. This changed after pandemic with the major chunk of travel being done for business. International Leisure travel is slowly back to recovery. Though, yet to hit the pre-pandemic figures.



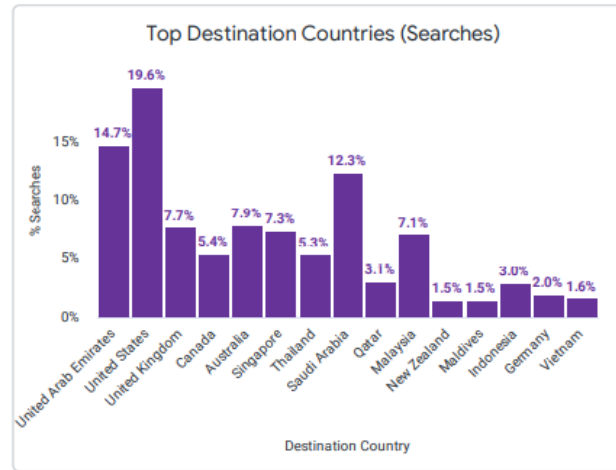
Leisure Travel: Thailand Tourism Ready To Hit Pre-Pandemic Levels

Thailand eased out travel norms in April 2022. Ever since, there has been a rise in leisure travel to Thailand. The % share of leisure travel to Thailand in 2023 has almost reached the pre-pandemic level. Maldives saw a surge in travel in 2021, being one of the easiest country to travel to. But post pandemic, Thailand has emerged as the most preferred destination again.

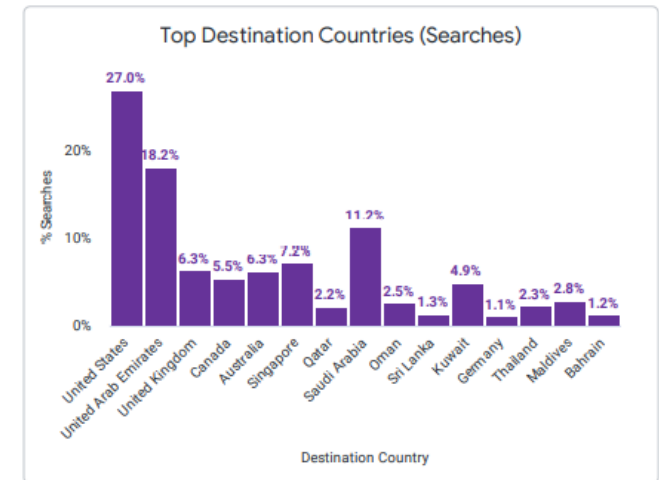


Search: USA Remains The Top Searched Destination

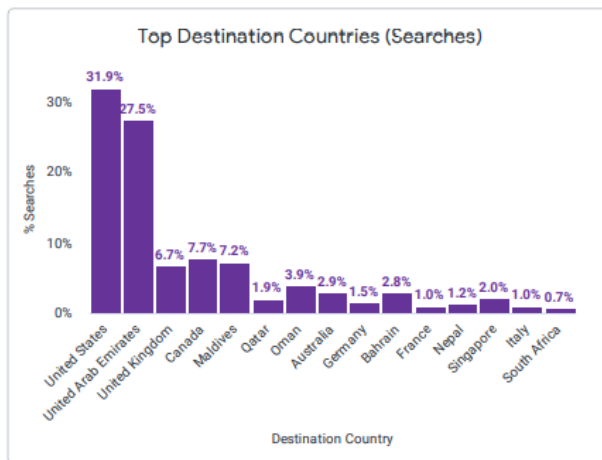
The Search Demand for USA wasn't affected by travel restrictions during the pandemic. USA has consistently been the most searched country in India with an average search % share of 25%. UAE too has consistently maintained the second position with average search share % about 15%.



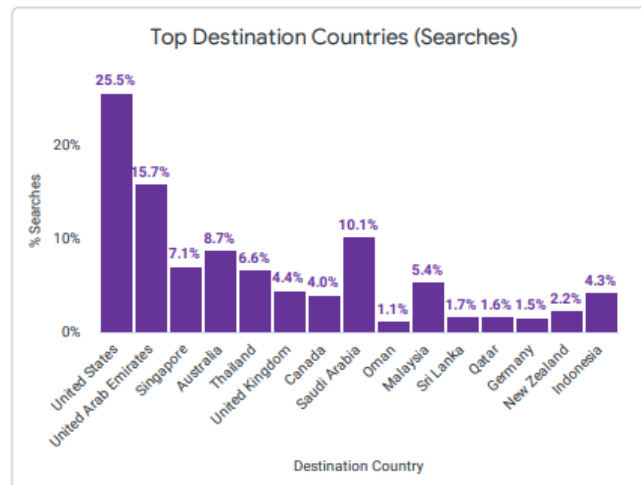
2023



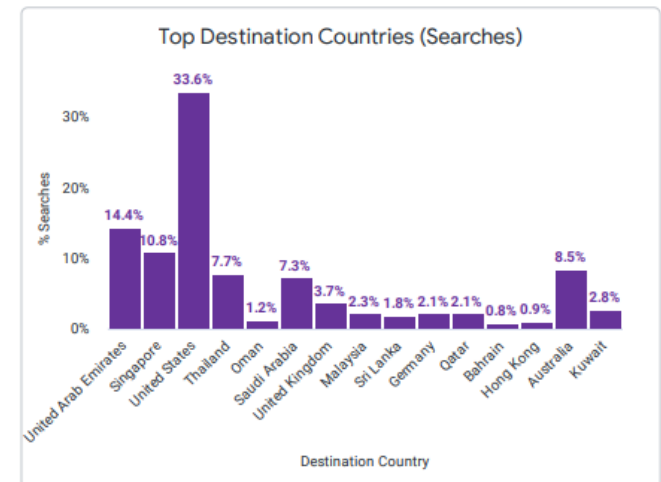
2022



2021



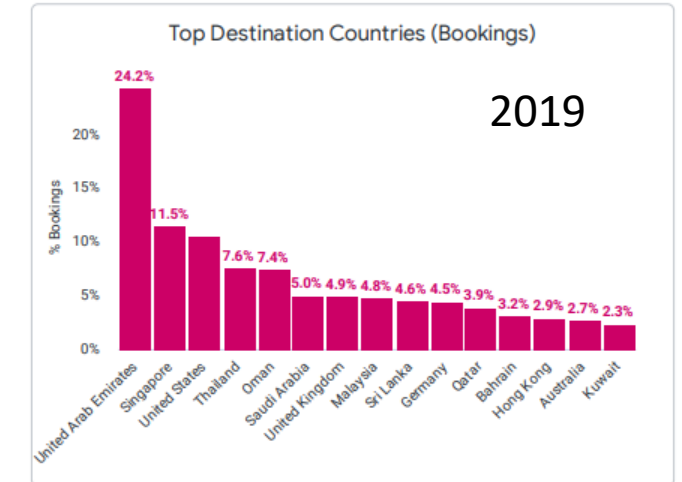
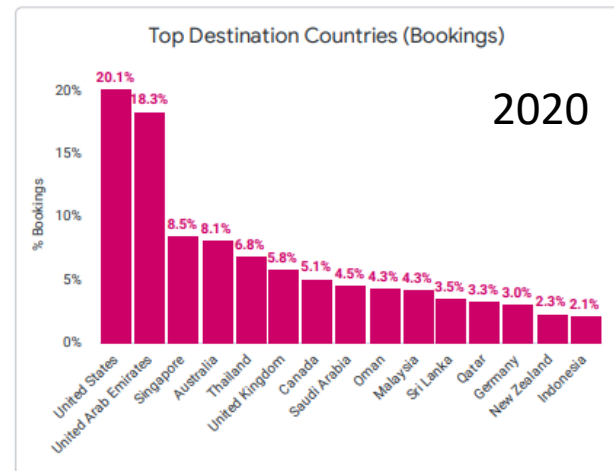
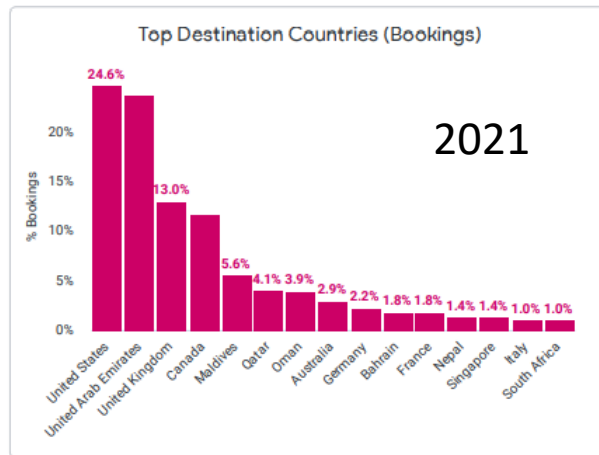
2020



2019

Bookings: Indians Traveling Back To The Old Favorites

UAE, USA, Singapore, UK, Australia, and Thailand have maintained the top positions when it comes to international holiday bookings from India. Maldives saw a pandemic boom, however, as the bigger countries opened up for tourism, the demand has replicated the pre-pandemic trend.



Traveler Type: Couple Travelers Prefer International Maritime Destinations

Couples showed a preference for Thailand before the pandemic. When travel to Thailand became difficult during the pandemic years, they switched to Maldives. But with Thailand fully open to tourism now couples are back to Thailand. Thailand is also seeing a rise in group travel. The other favorite family destination is UAE, while group demand to Saudi remains high owing to religious tourism.

