



TRAVEL INDEX

AIRWAYS ZR-11

PASSENGER - 2 ADULTS 1 CHILD

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ACKO TRAVEL INDEX

2023

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INTRODUCTION

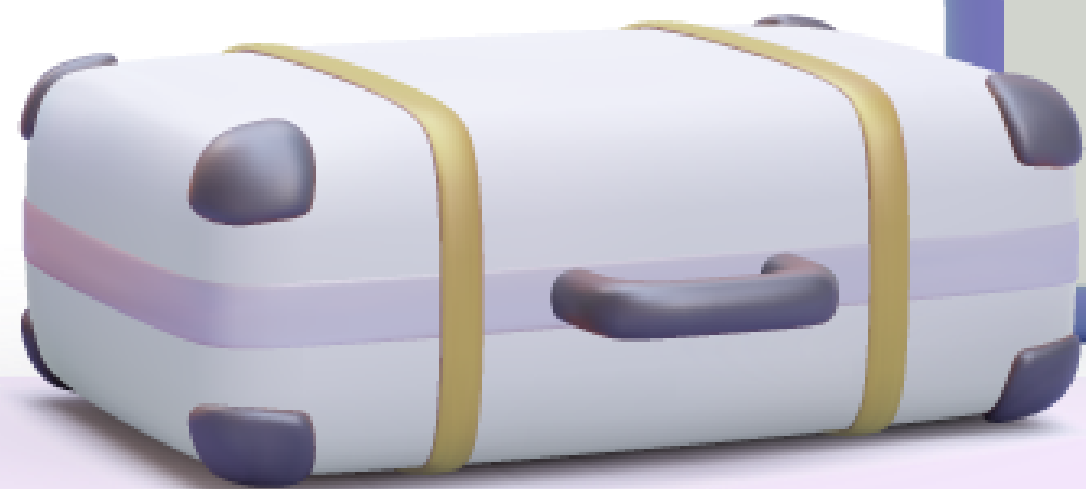
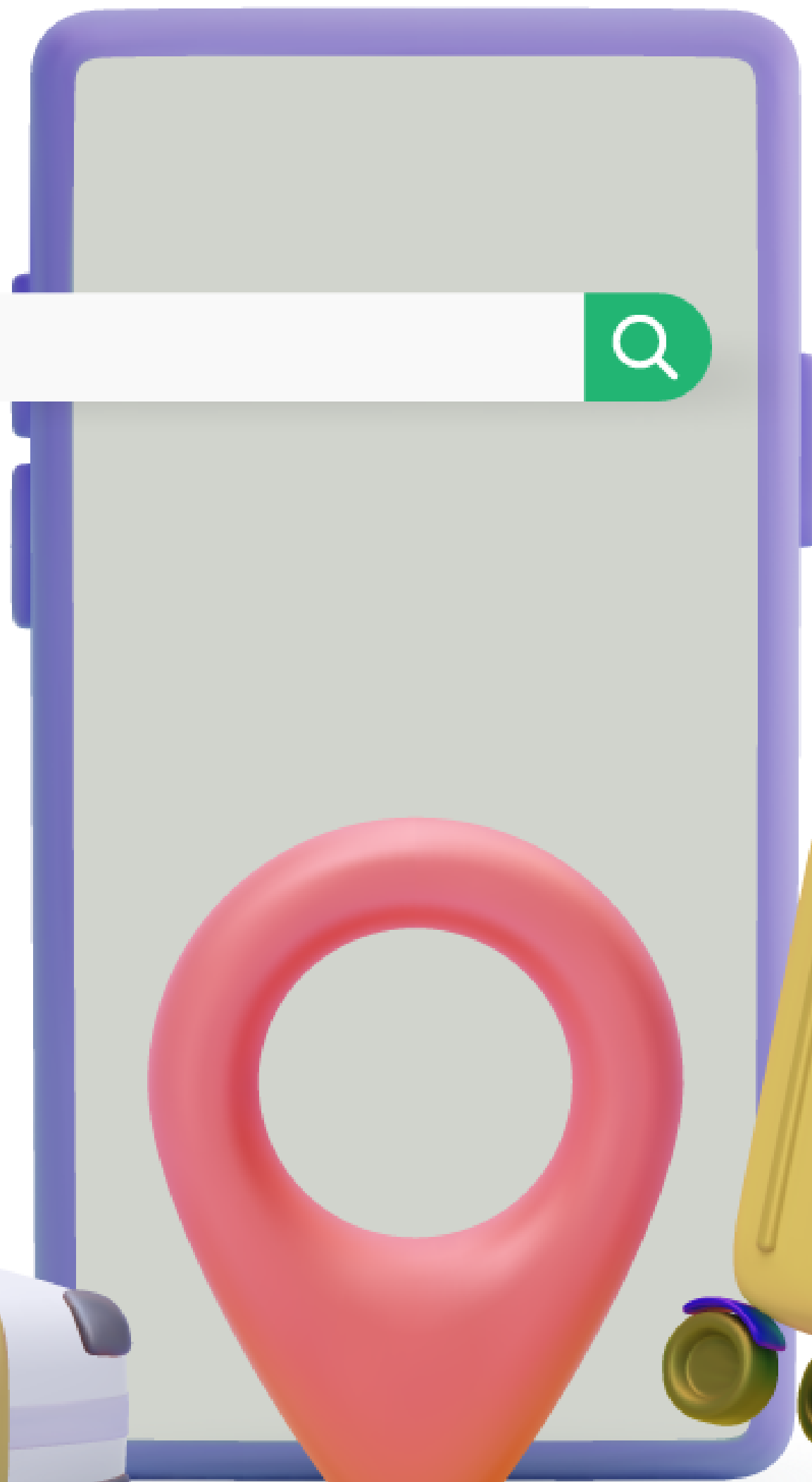
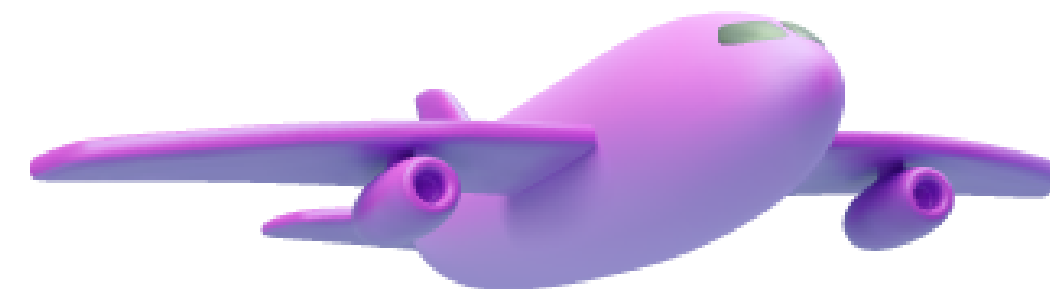
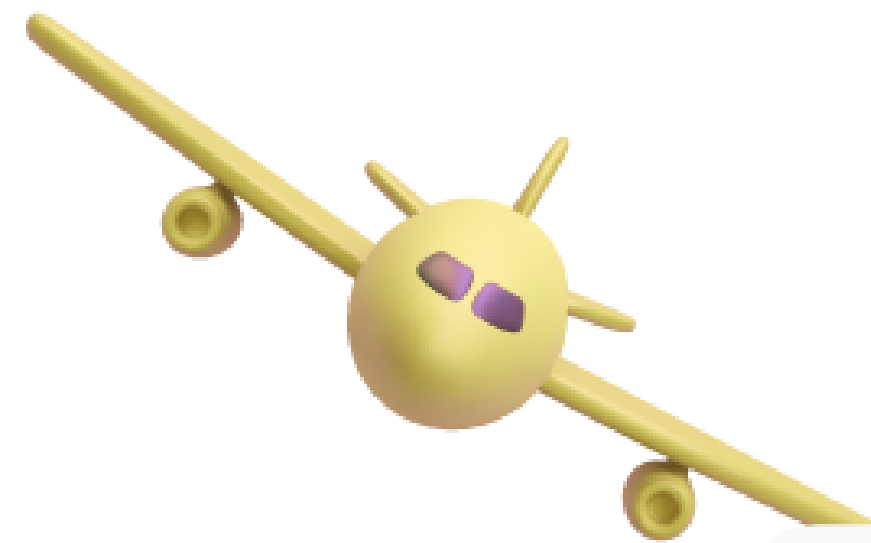
At ACKO, we wanted to create a comprehensive report on how Indians are traveling. Given how the pandemic has made travel unpredictable, we wanted to understand how travel behaviours have changed post-pandemic and how Indians are protecting both their travel and themselves.

We worked with YouGov India and spoke to 1000 respondents who intend to travel this year to better understand the impact the pandemic has had on their travels.

As a result, we have been able to identify key patterns in how Indians are considering travel destinations, the budgets they're willing to allocate for travel, their primary concerns and considerations around travelling and finally, how they're approaching travel insurance. Read on to know more!



TRAVEL PLANS



WHERE ARE INDIANS TRAVELLING TO?

60% of Indians are planning a trip abroad

What's more, 10% of respondents are only planning international trips in 2023.

International
(may/may not include domestic travel too)

Domestic Only

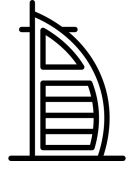



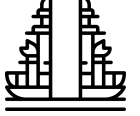
60%

40%





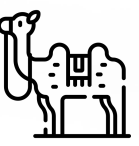
Destination type planned

WHERE ARE INDIANS TRAVELLING TO?

Top 5 International Destinations for Indian Travellers

1.  Dubai - 25%
2.  Maldives - 24%
3.  Singapore - 21%
4.  Switzerland - 18%
5.  Bali - 15%

Top 5 Domestic Destinations for Indian Travellers

1.  Goa - 29%
2.  Himachal (Shimla, Manali etc) - 26%
3.  Kerala - 22%
4.  Uttarakhand (Rishikesh, Nainital) - 20%
5.  Rajasthan (Jaipur, Udaipur etc) - 20%

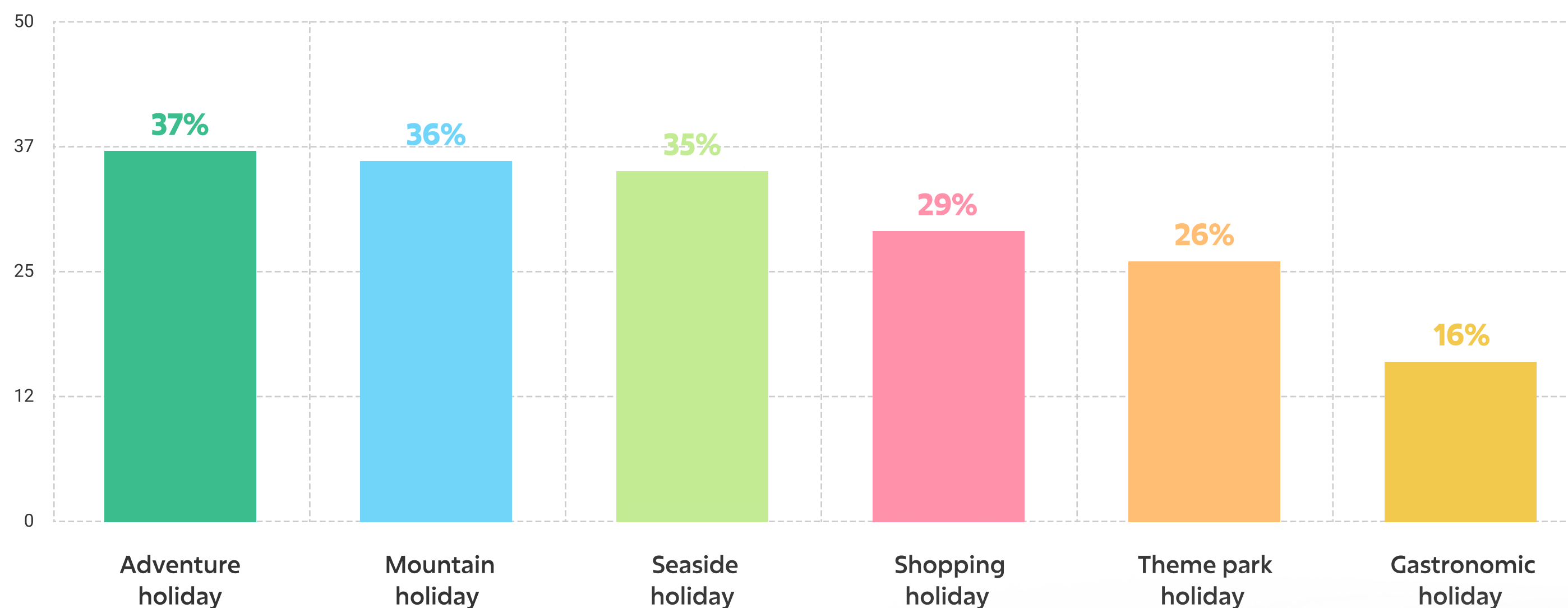
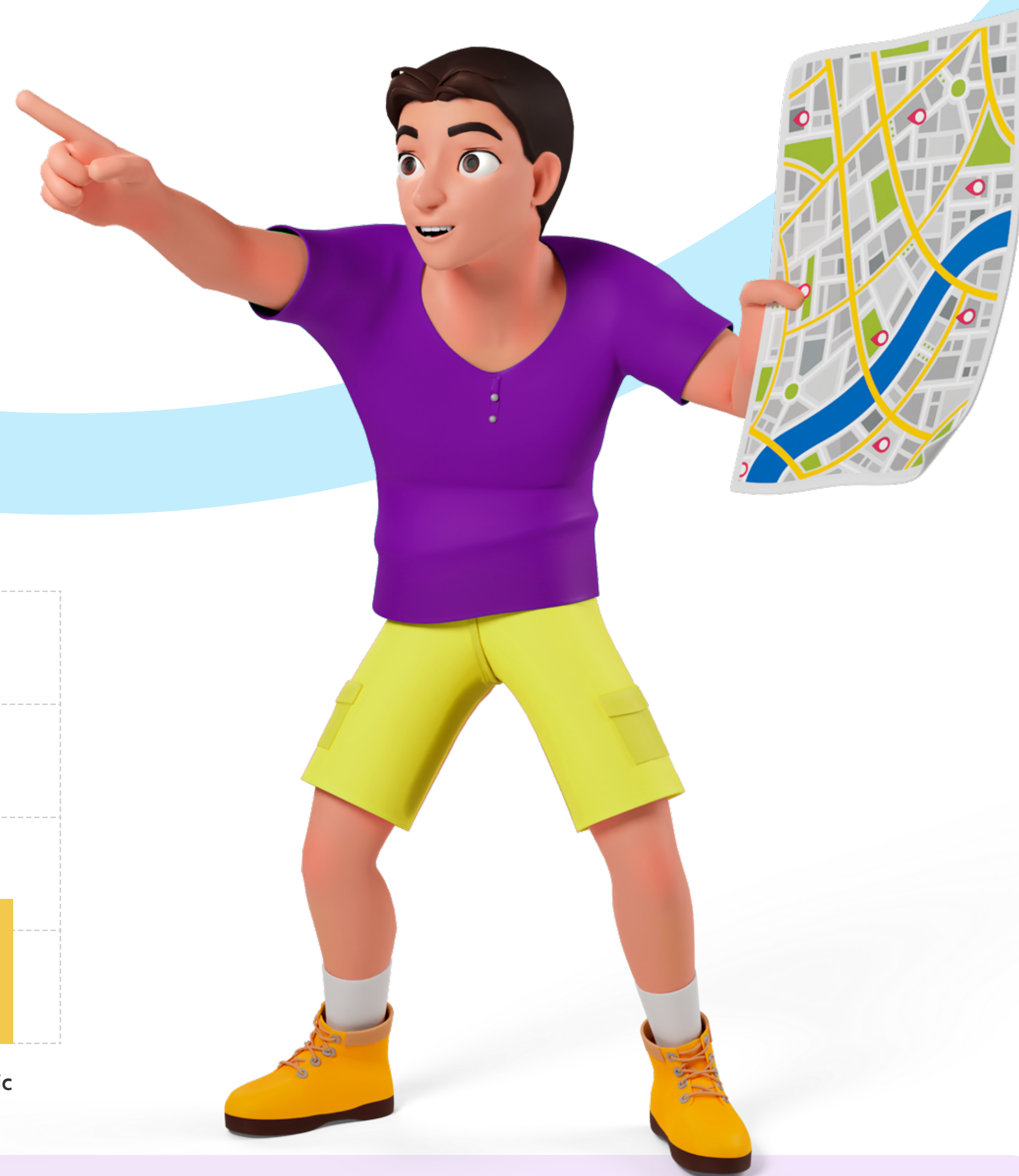


WHAT KIND OF HOLIDAYS ARE INDIANS TAKING?

1 in 3 respondents have expressed a strong interest in taking on adventurous holidays.

Destinations with scenic charm - whether it's mountains or the seaside, have equal appeal.

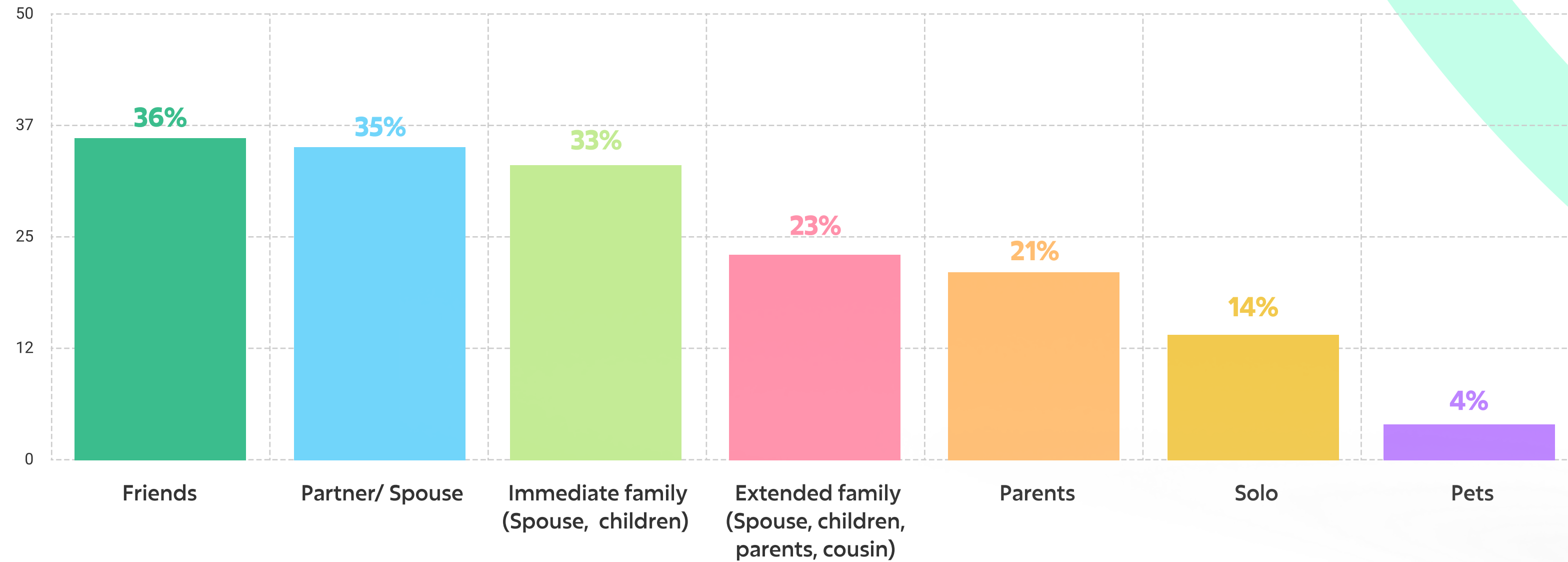
Other surprising holiday trends include **shopping holidays** and **gastronomic holidays**.



WHO ARE INDIANS TRAVELLING WITH?

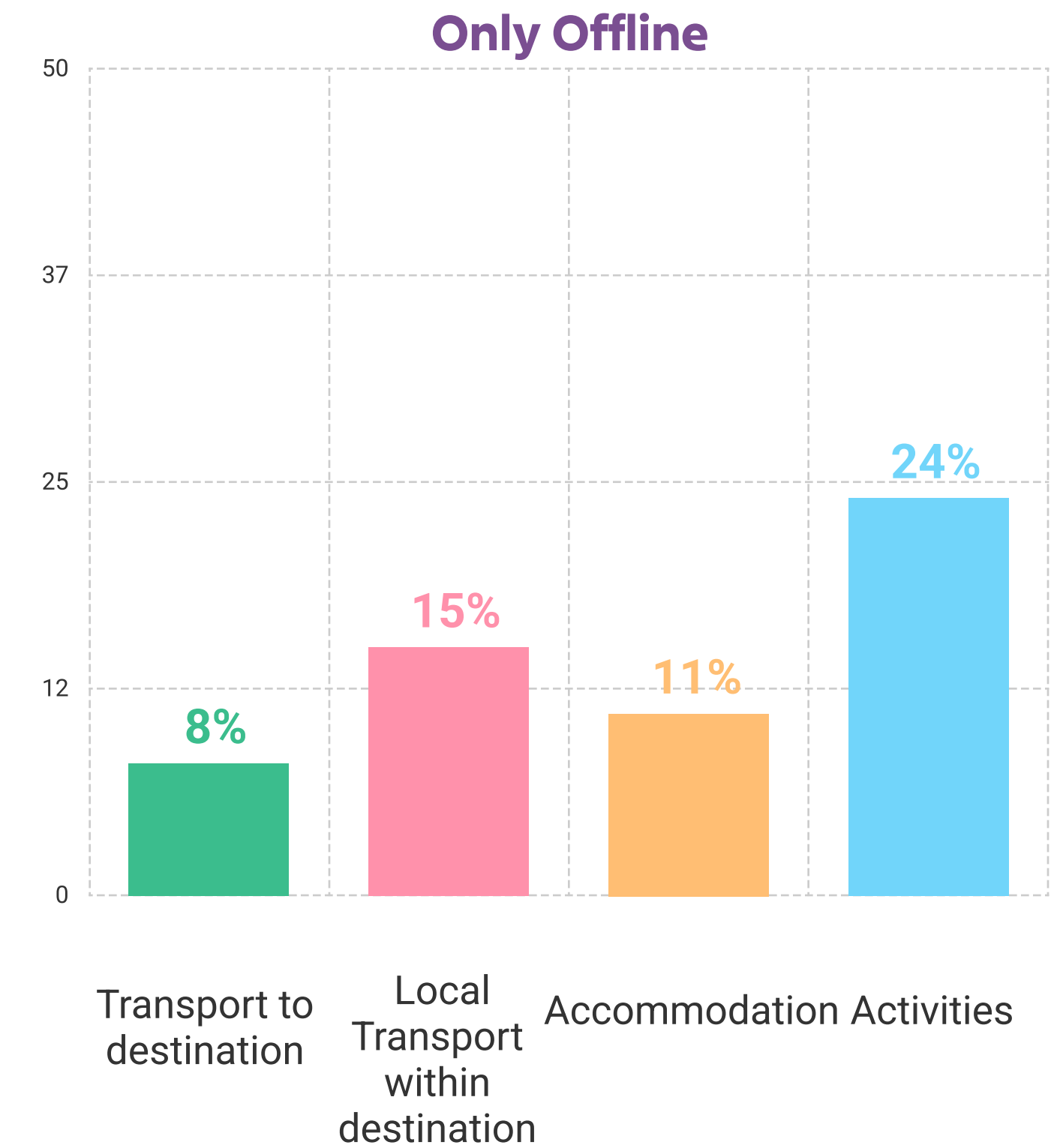
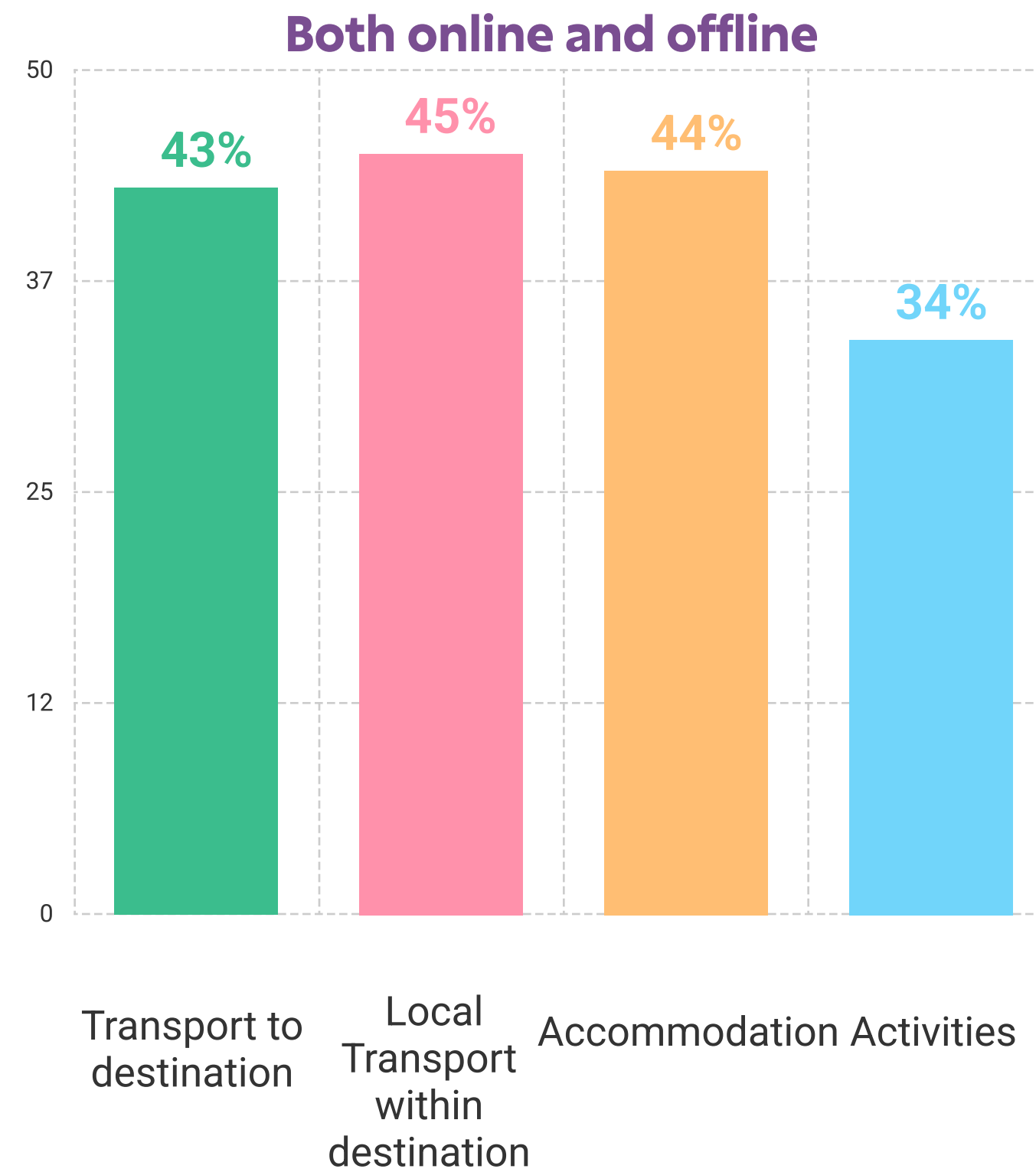
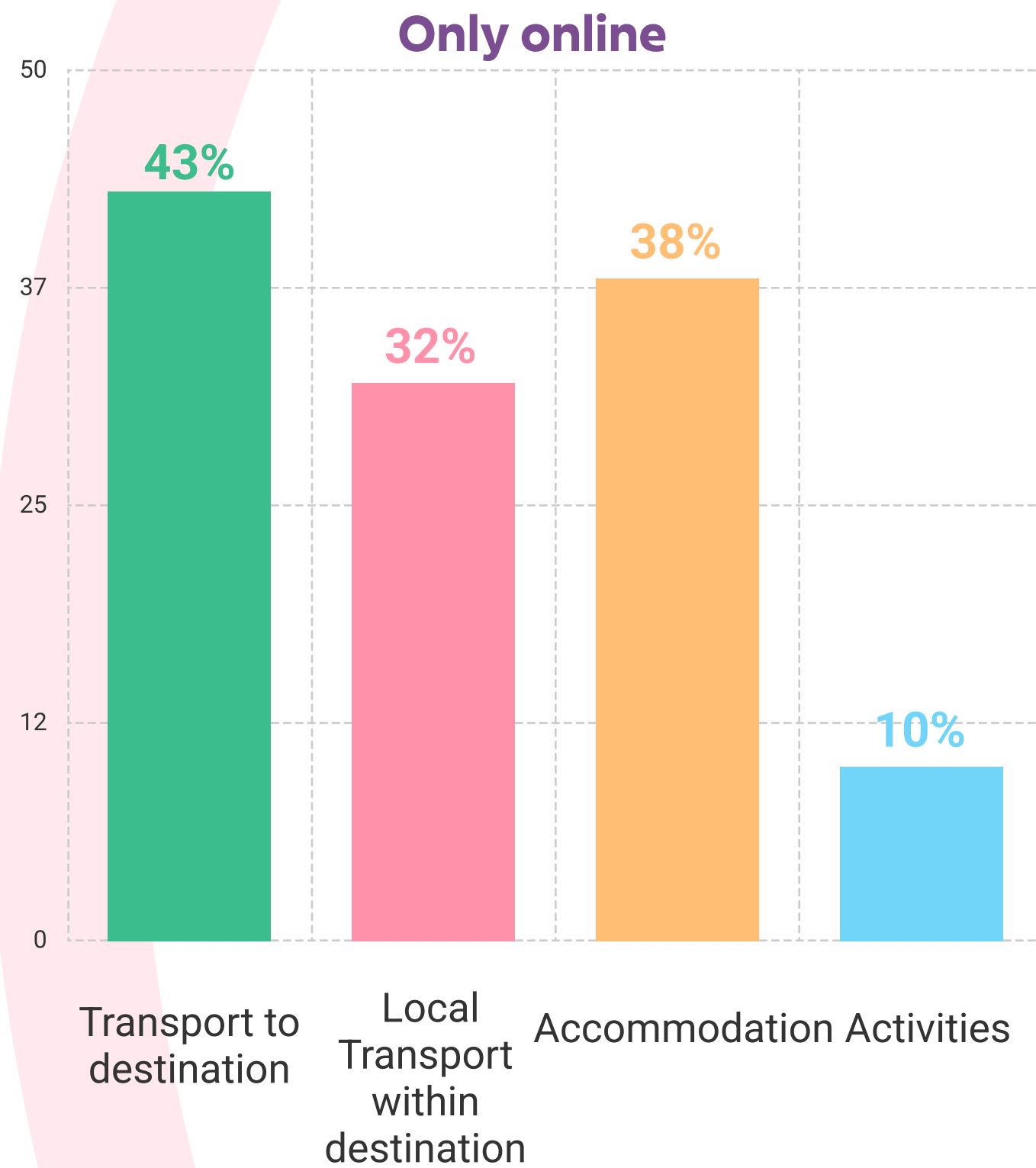
Most of the respondents have planned social holidays, with friends, their partners and immediate family.

Only 14% plan to travel solo and 4% plan to bring their furry friends along!



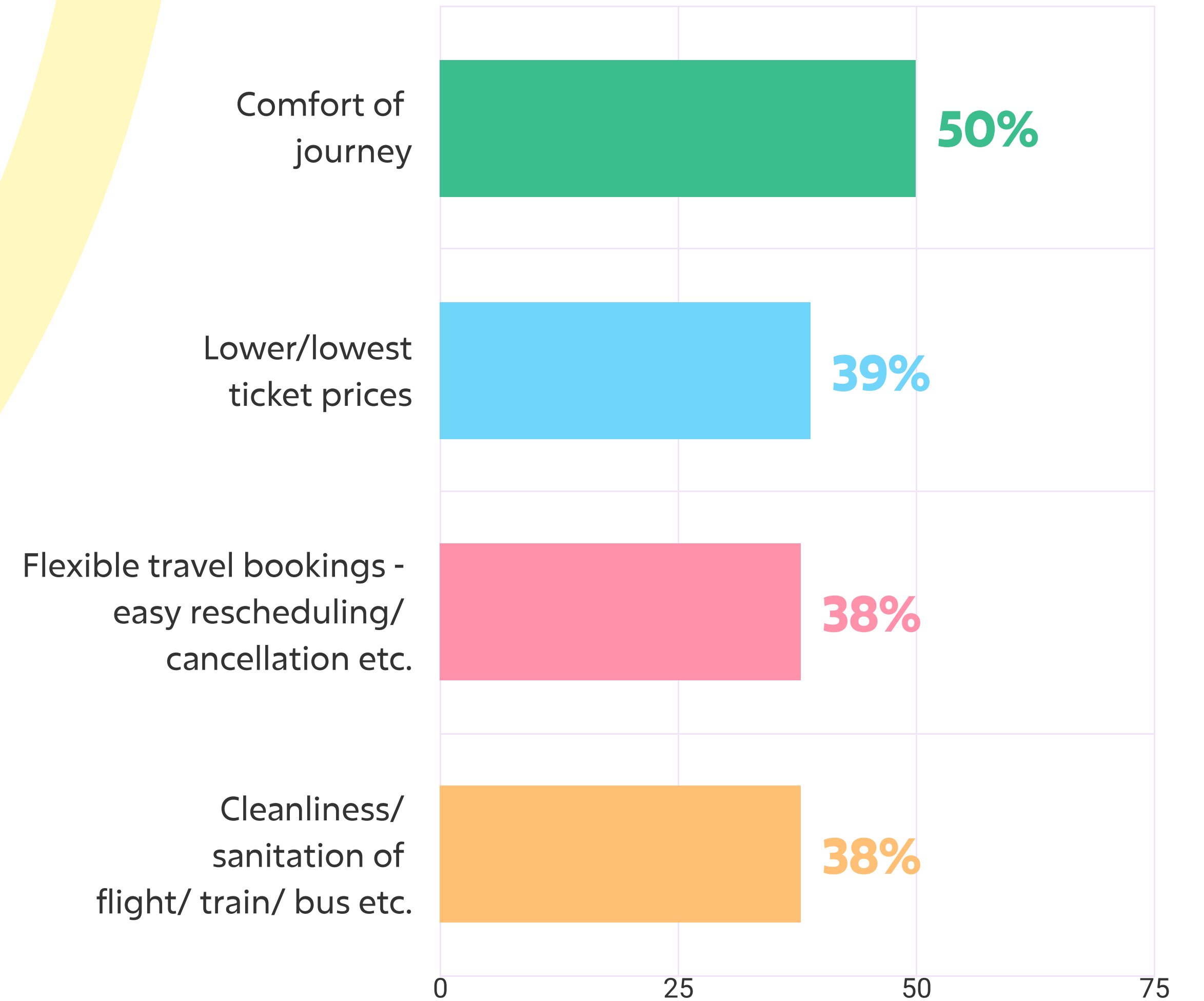
MORE INDIANS ARE USING ONLINE TOOLS THAN EVER BEFORE

The comfort Indians have with digital tools is evident in the way that they'll be planning their travel this year. 3 out of 4 Indians will be using digital channels in some way or form to plan their travels.



TOP CONSIDERATIONS FOR TRAVEL: TRANSPORTATION

Among several considerations, **comfort of the journey features as one of the top considerations for travellers**, with 50% mentioning that they consider it most actively while they're planning travel.



TOP CONSIDERATIONS FOR TRAVEL: ACCOMMODATION

Cleanliness of accommodation ranks highest for travellers with 51% mentioning the same as the biggest priority when they're planning their travel.



Cleanliness/Sanitation- Room cleanliness, smell, daily room service, first-aid etc.

51%

Convenience, safety, accessibility of the accommodation's location

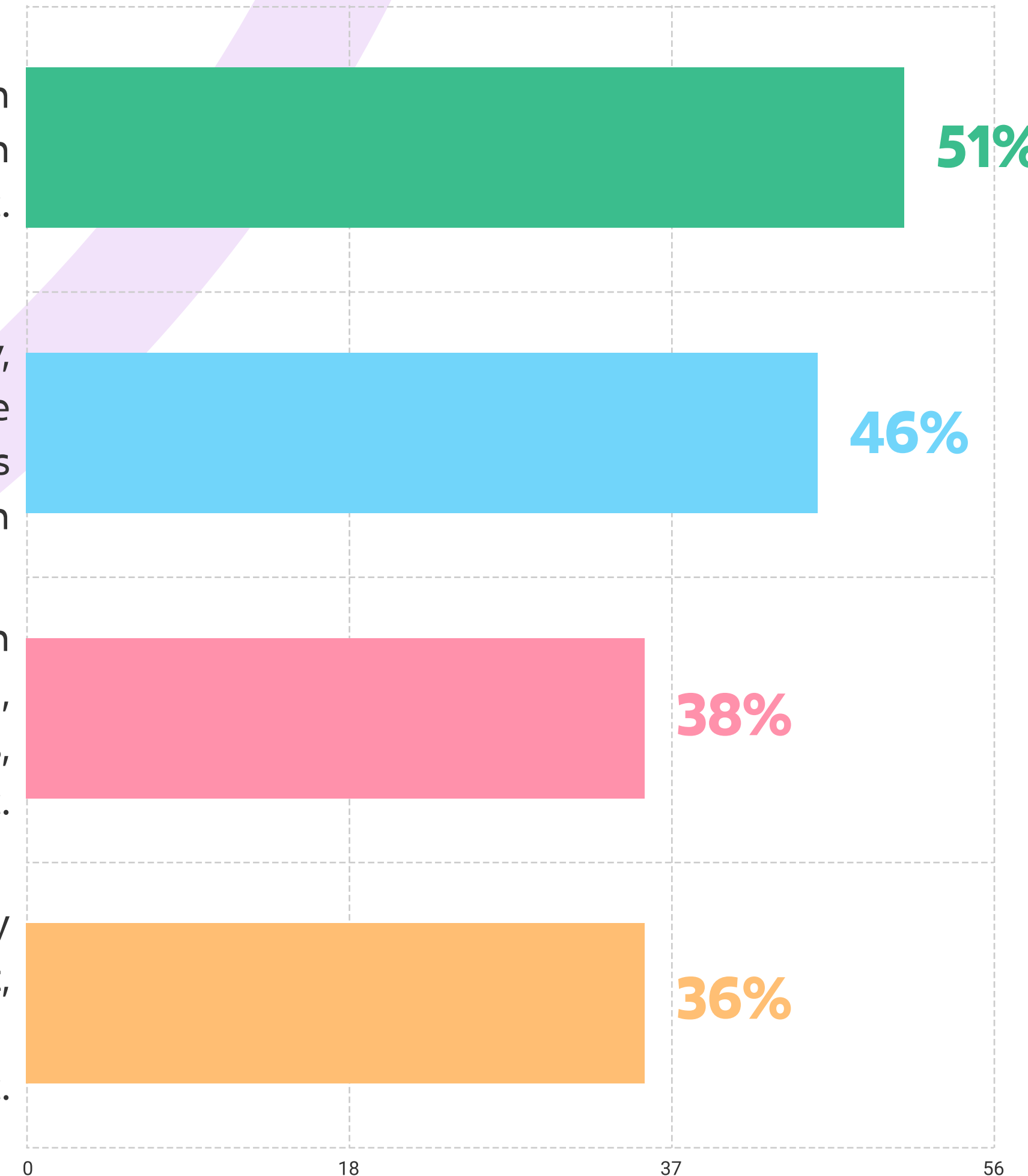
46%

In-room amenities- WiFi, TV, newspapers, toiletries etc.

38%

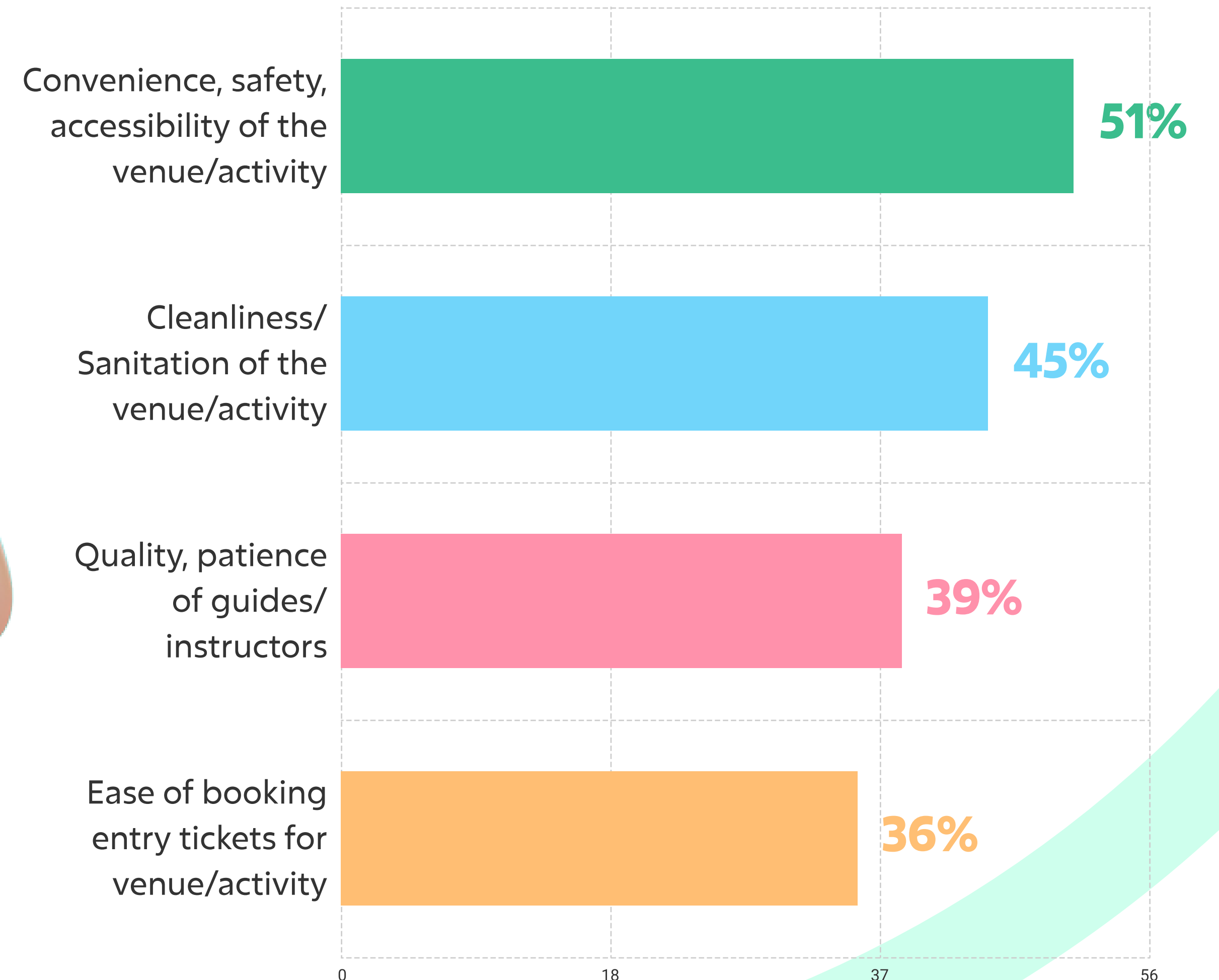
Complimentary edibles- Breakfast, tea, drinking water etc.

36%

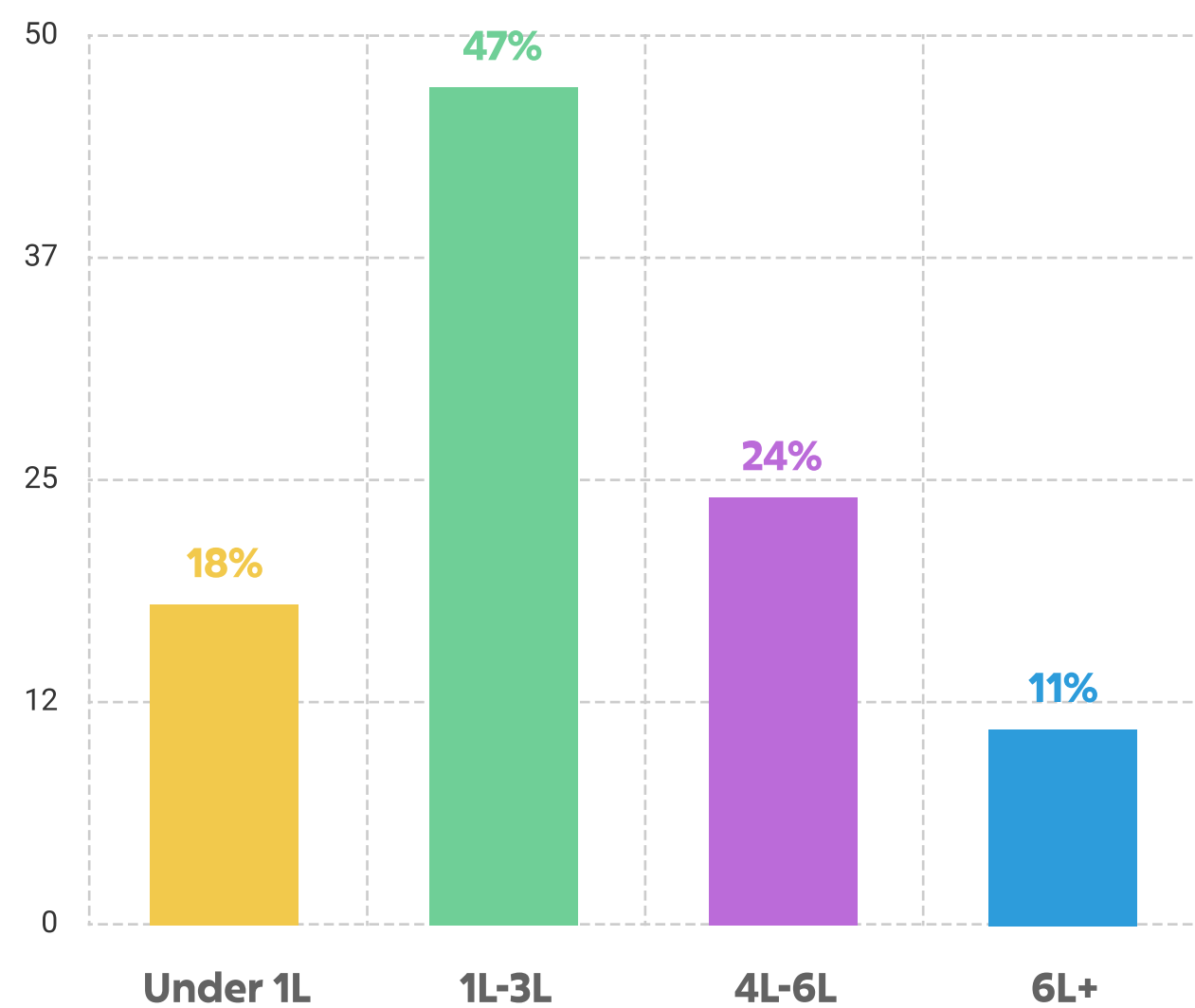


TOP CONSIDERATIONS FOR TRAVEL: ACTIVITIES

Convenience is the most preferred when it comes to local activities for travellers, with 51% mentioning that it is the biggest priority when they're considering activities.

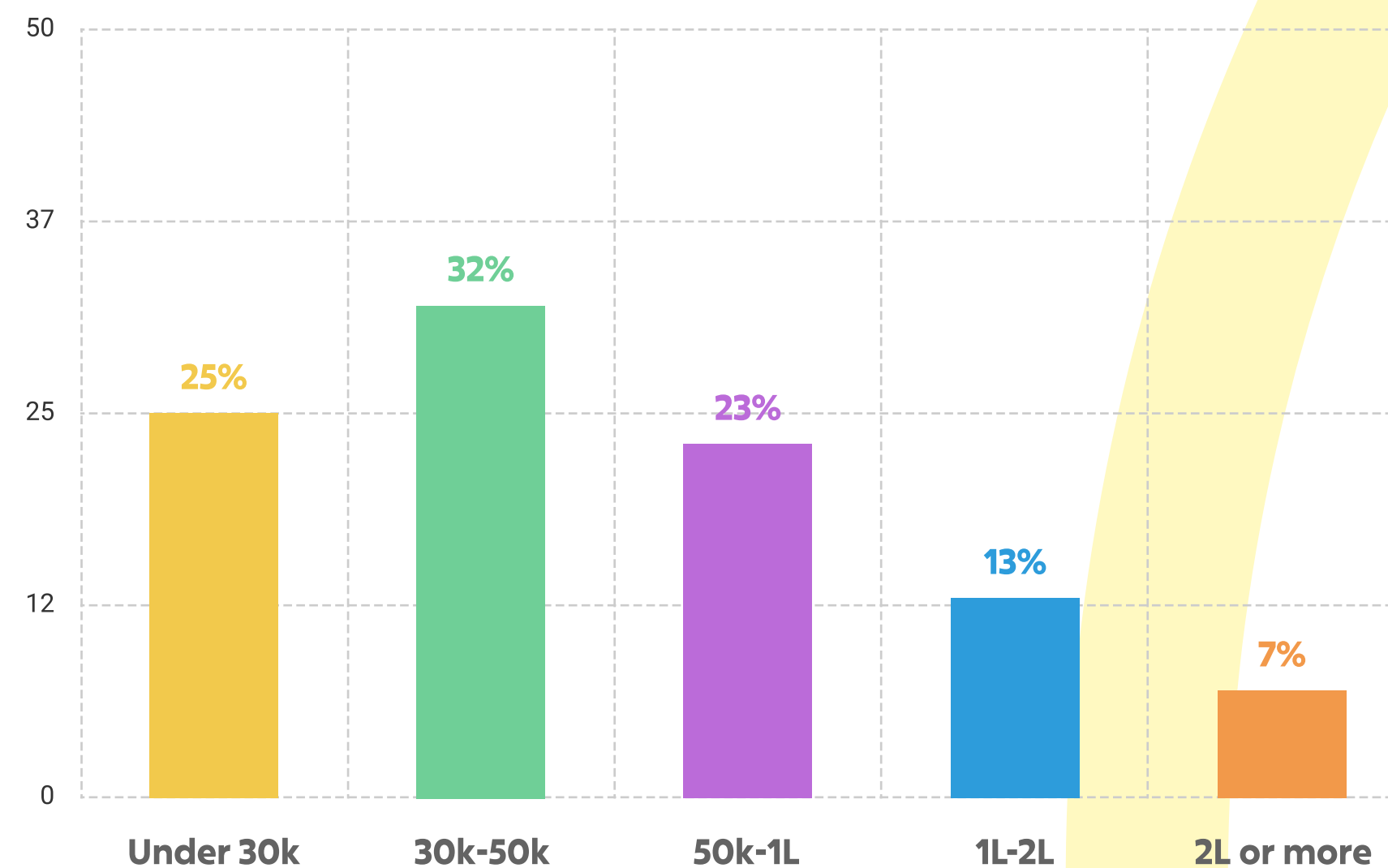


HOW MUCH ARE INDIANS SPENDING ON THEIR TRAVEL?



International leisure trips -
Total Budget

Among those who are planning international trip(s) this year, **2 out of 3 (71%) mention a total budget between ₹ 1-6L**



Domestic leisure trips -
Total Budget

The budget for domestic holidays for a majority is (55%) expected to be under ₹ 1L

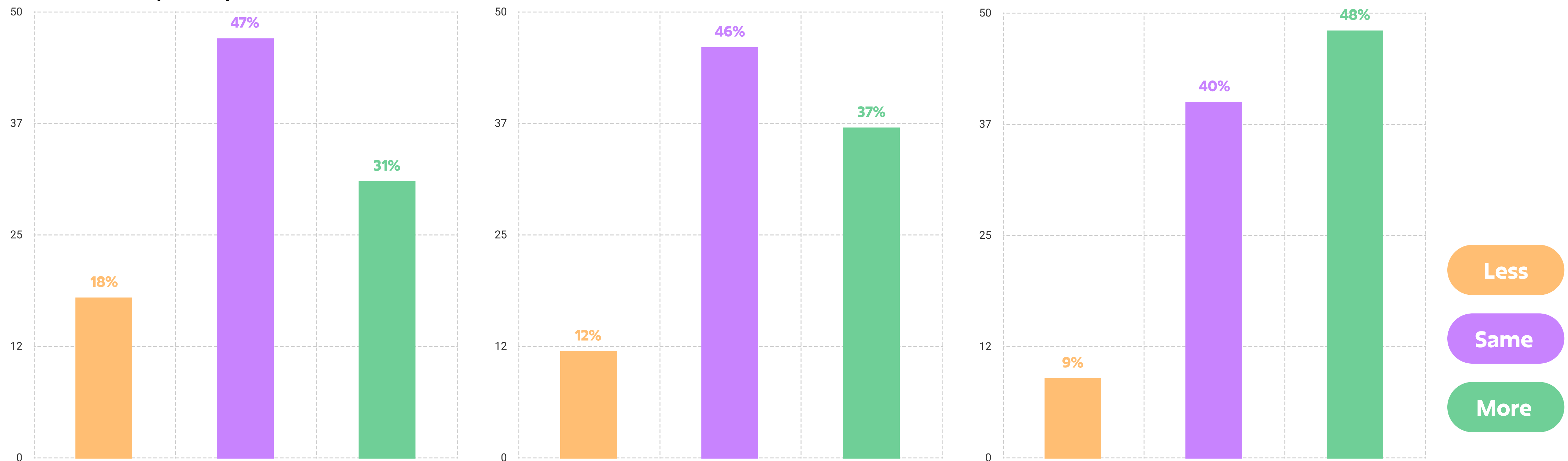


HOW THE PANDEMIC HAS CHANGED TRAVEL



THE PANDEMIC EFFECT ON INTERNATIONAL TRAVEL

31% have stated that they will be taking **more international trips** this year because of the pandemic. 37% have stated that they'll be **increasing the duration of the trip** and 48% will be allocating an **increased budget for travel** post-pandemic.



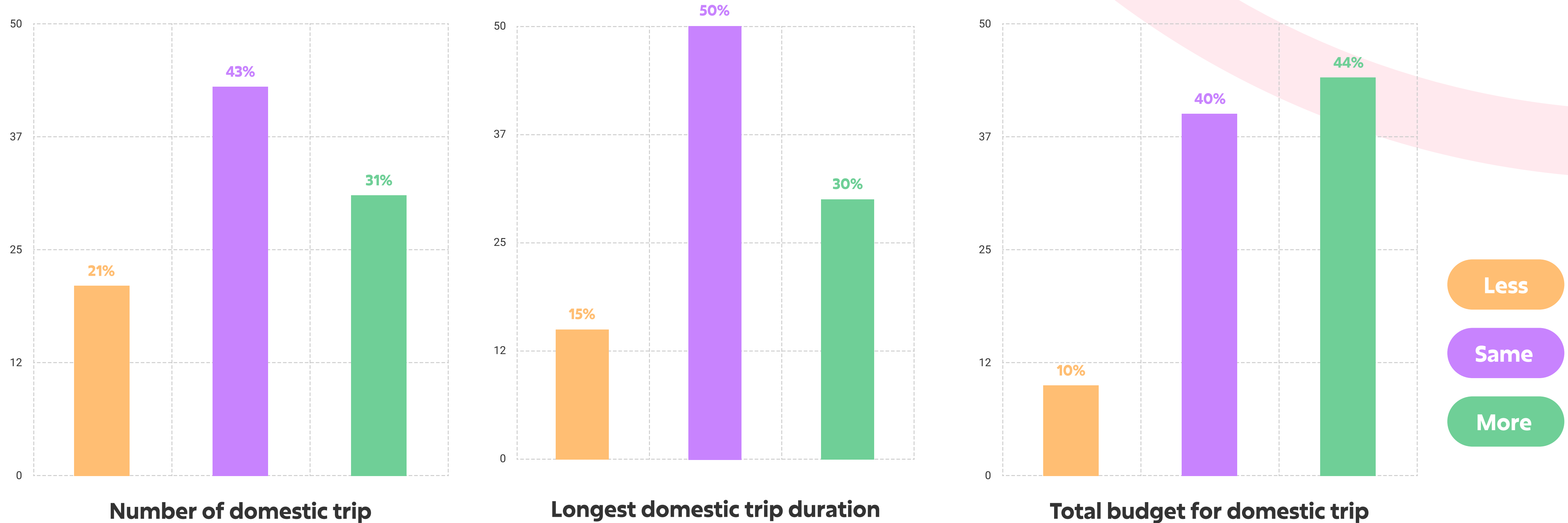
Number of international trips

Longest International trip duration

Total budget for international trip

THE PANDEMIC EFFECT ON DOMESTIC TRAVEL

31% have stated that they will be taking **more domestic trips** this year because of the pandemic. 30% have stated that they'll be increasing the duration of the trip and 44% will be allocating an increased budget for travel post-pandemic.



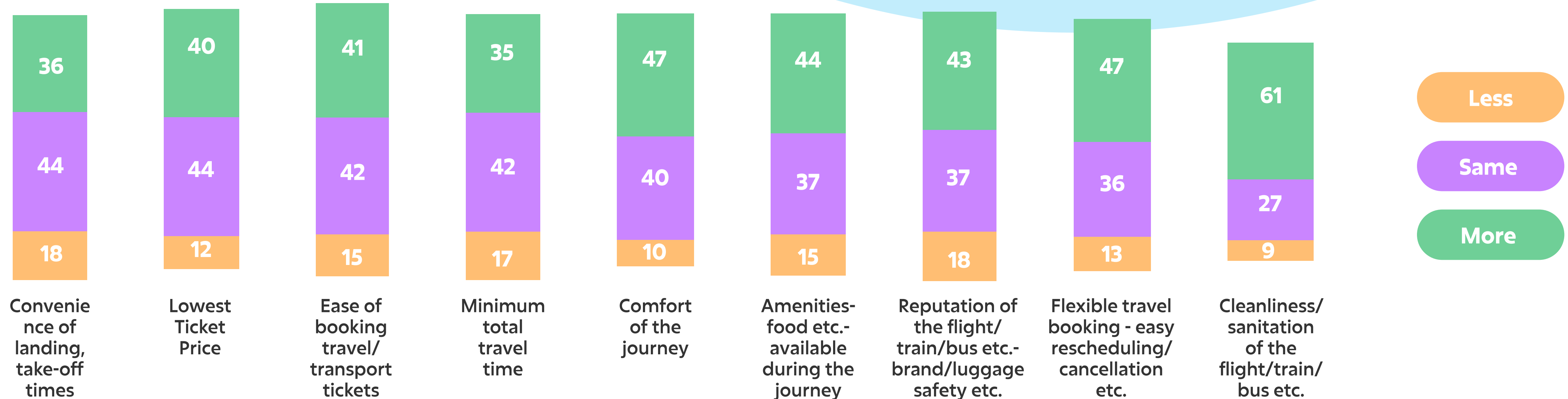
WHEN IT COMES TO TRAVEL, COMFORT COMES FIRST

While comfort of the journey stands out as the most important travel/transport considerations this year,

the most changed is cleanliness i.e., its importance has increased. Flexibility, reputation have also increased.

Least Changed in importance

Most changed in importance



Q18 Has the pandemic influenced the importance of any of these for your travel plans in 2023? Please compare with your travel experiences in a typical pre-pandemic year e.g. 2019
Base Overall- 1000, data for each column among those who have this in their top 4 travel/transport considerations

Columns don't add to 100% as the rest preferred not to answer this question/chose none of the options provided

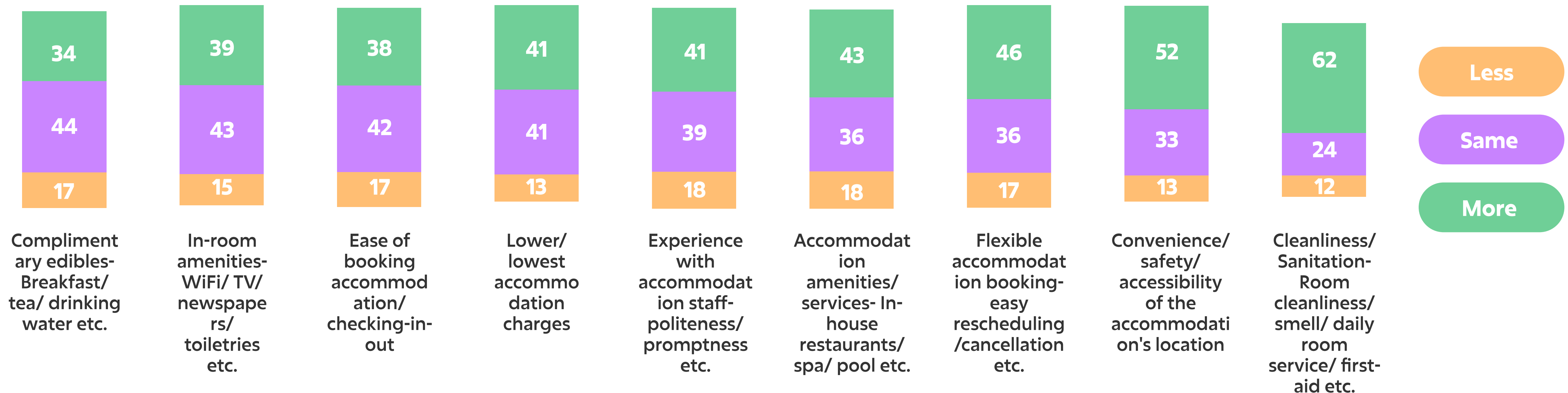
FLEXIBILITY IN ACCOMMODATION IS NOW A MUST

The most important accommodation considerations for convenience and cleanliness- are also the ones which have increased in importance for most of them.

Flexibility also has increased in importance for many (46%) of those who consider it most actively while planning accommodation.

Least Changed in importance

Most changed in importance



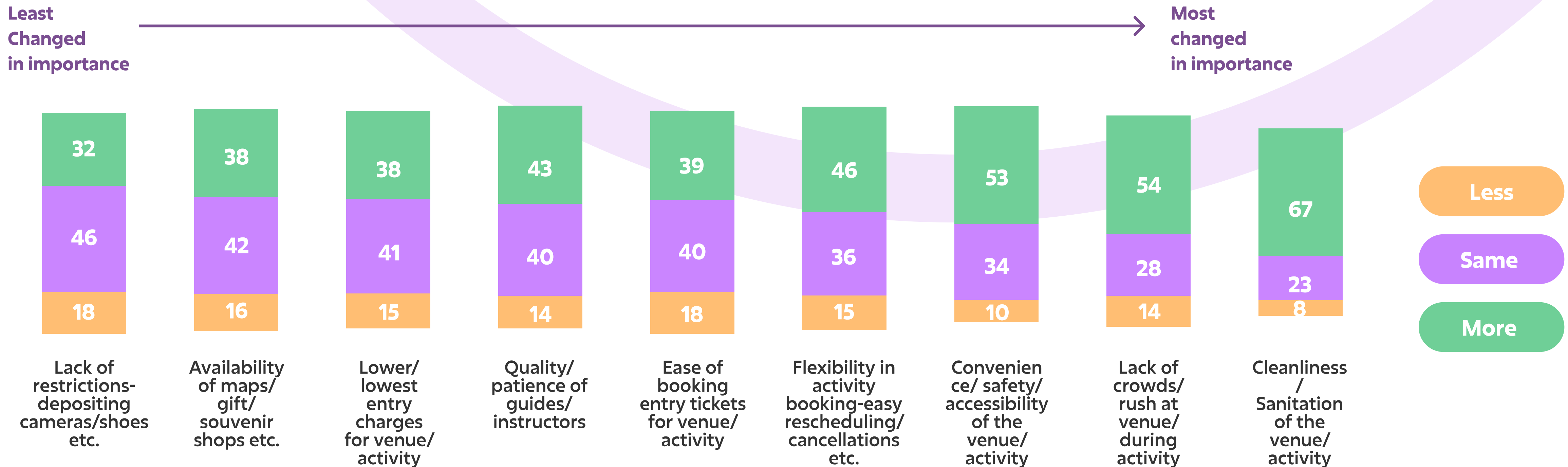
Q18 Has the pandemic influenced the importance of any of these for your travel plans in 2023? Please compare with your travel experiences in a typical pre-pandemic year e.g. 2019
Base Overall- 1000, data for each column among those who have this in their top 4 travel/transport considerations

Columns don't add to 100% as the rest preferred not to answer this question/chose none of the options provided

LESS IS MORE WHEN IT COMES TO ACTIVITIES

The most important activity considerations for convenience and cleanliness- are also the ones which have increased in importance.

Most (54%) who actively consider a **lack of crowds/ rush while planning activities** feel it has become more important now than earlier



Q18 Has the pandemic influenced the importance of any of these for your travel plans in 2023? Please compare with your travel experiences in a typical pre-pandemic year e.g. 2019
Base Overall- 1000, data for each column among those who have this in their top 4 travel/transport considerations

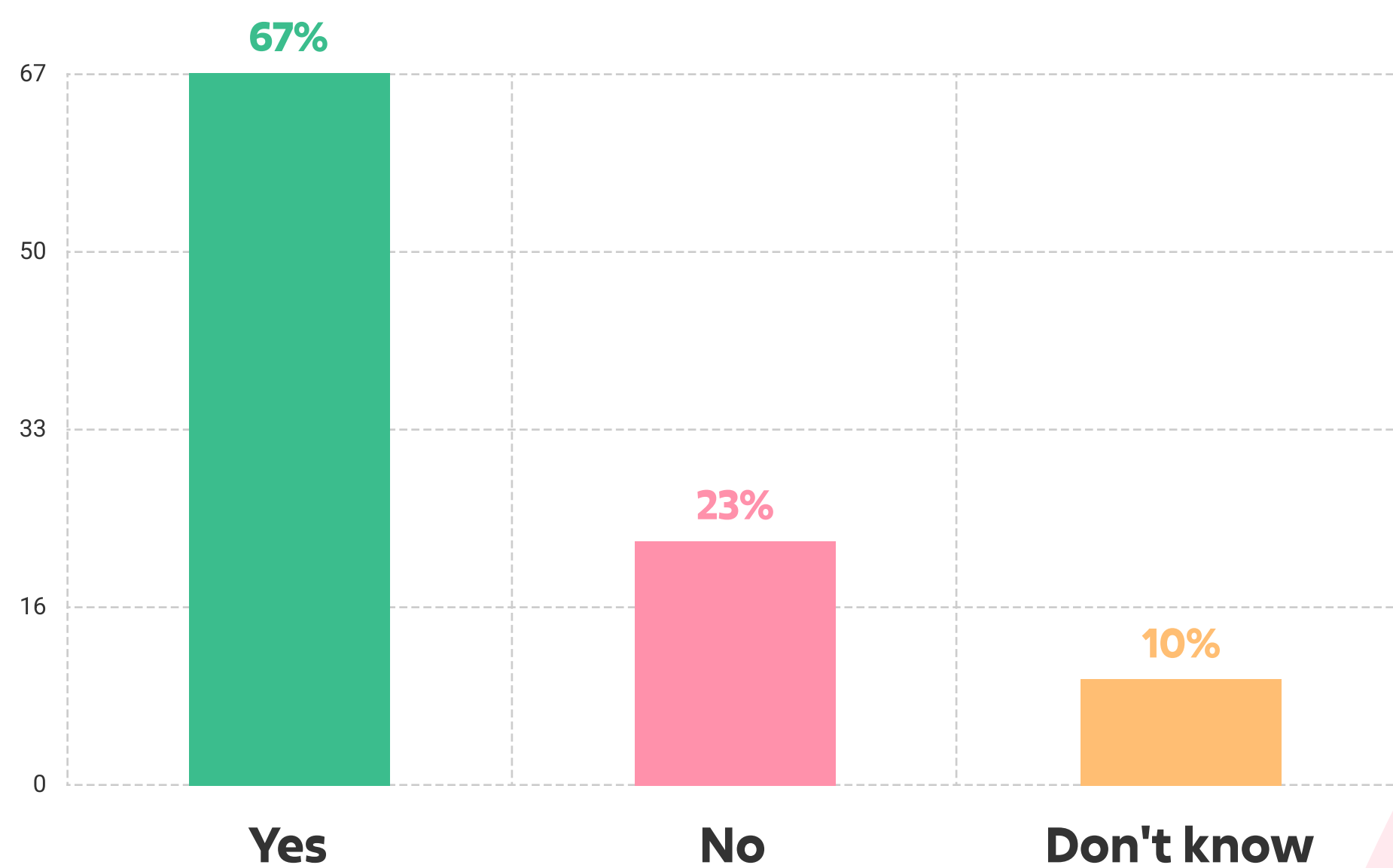
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TRAVEL INSURANCE



DO INDIANS THINK TRAVEL INSURANCE IS A MUST?

A whopping **67%** of respondents have said that travel insurance is “mandatory” for them when they plan their travels for this year.

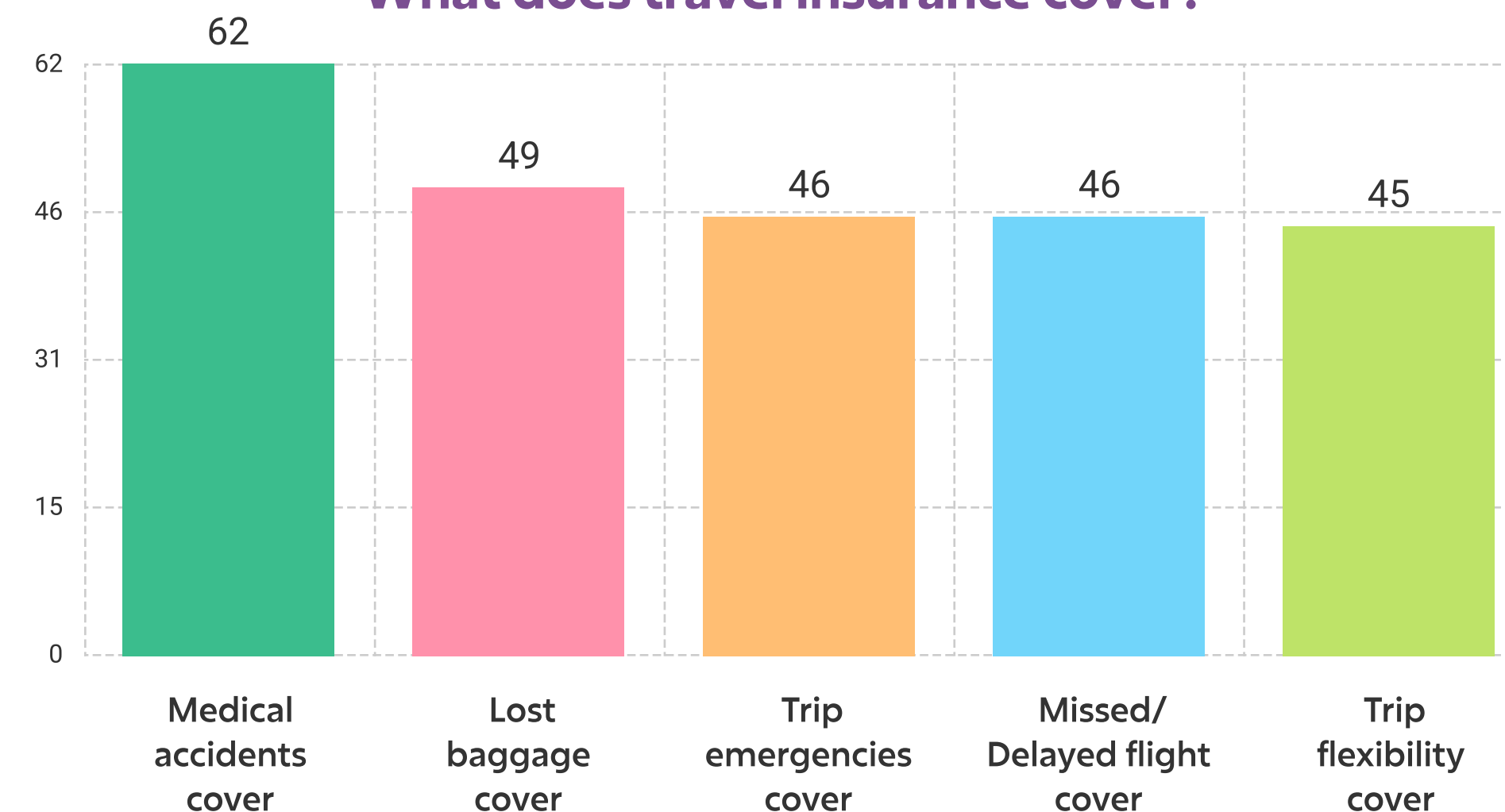


HOW WELL DO INDIANS UNDERSTAND TRAVEL INSURANCE?

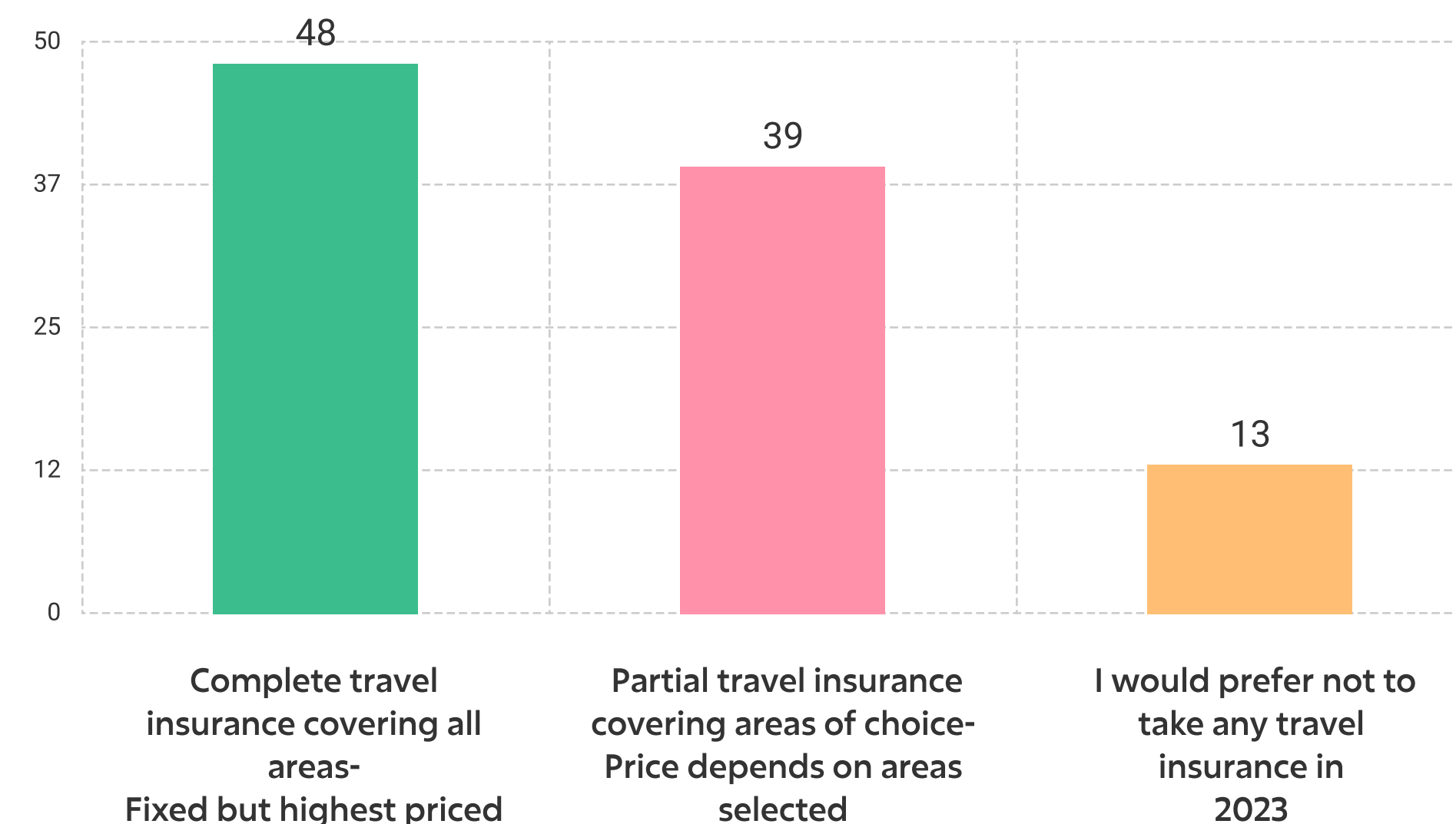
62% of respondents are aware that travel insurance will cover them in case of medical emergencies. Nearly half are also aware that travel insurance covers their lost baggage.

When it comes to their policy, 48% have expressed that they prefer comprehensive travel insurance policies. However, **39% have also expressed interest in a more flexible and customisable travel insurance policy** that is tailored to their trip's needs.

What does travel insurance cover?



What kind of travel insurance would you prefer?



WHAT DO INDIANS WANT FROM THEIR TRAVEL INSURANCE?

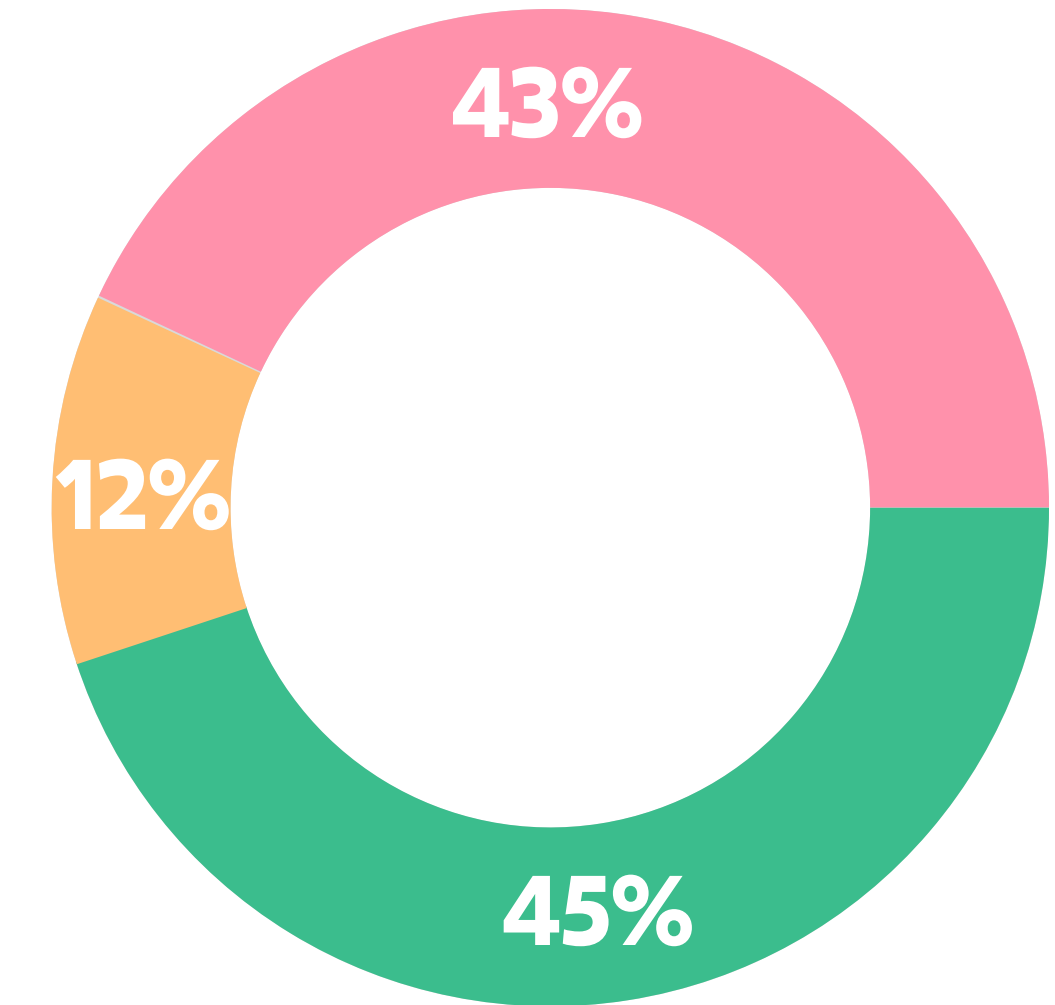
Medical and accident covers are the **top priority** for Indian travellers when it comes to travel insurance.

When it comes to mode of purchase of travel insurance, travellers are equally split between doing their own research and taking on suggestions from the agents and other travel provider apps.

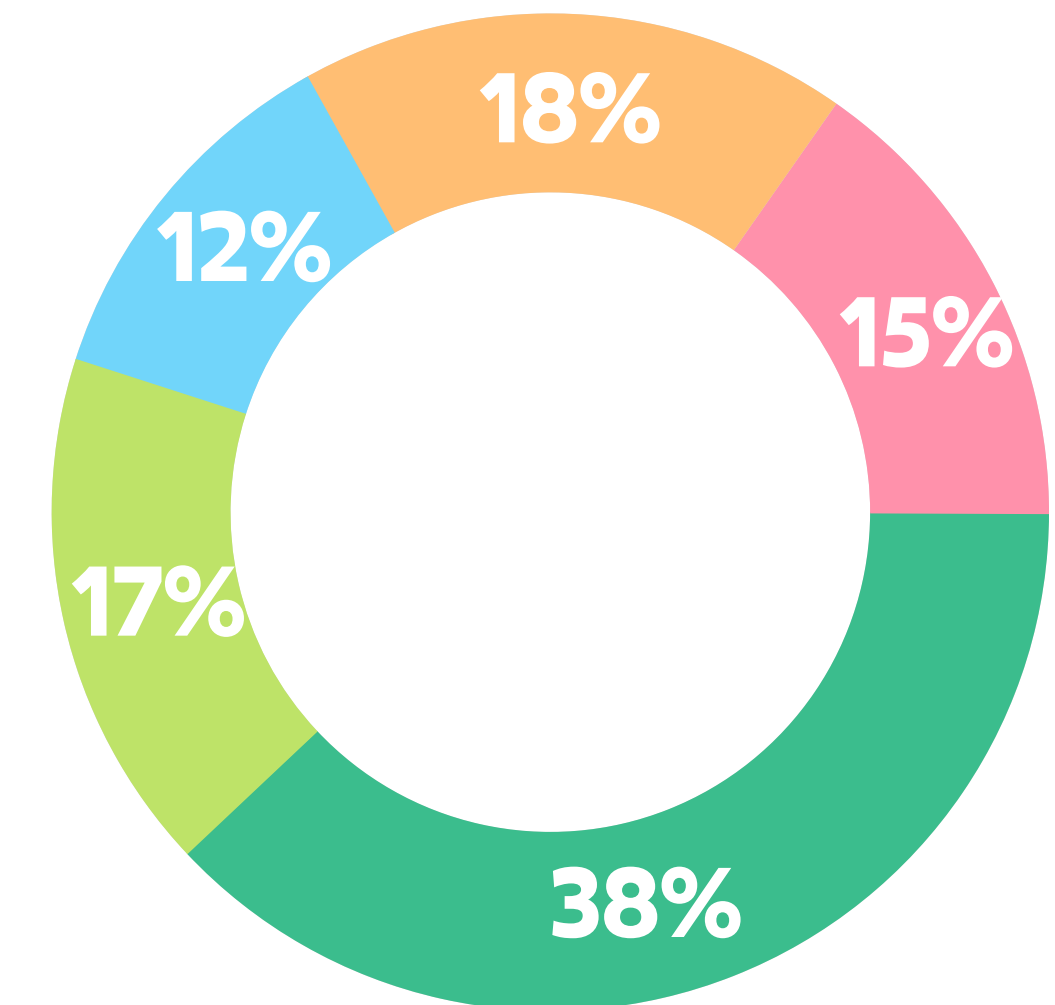
- Actively seek out providers/ deals ●
- Consider suggestions by travel agent/ app etc. ●
- Ask my friends and family ●

- Medical accidents cover ●
- Lost baggage cover ●
- Trip emergencies cover ●
- Missed/ Delayed flight cover ●
- Trip flexibility cover ●

How would you buy it?



Most important area



CONCLUSION

The pandemic has brought about a great demand for travel among Indians. There is a greater interest in leisure travel than ever before, both for trips abroad as well as within the country. The pandemic has also made the Indian traveller more aware than ever of the uncertainties that could potentially strike their holiday. This is evident in the increased amount of awareness that Indian travellers have today when it comes to securing their travel - from better accommodation to cleaner transportation to protecting themselves and their journey with insurance.

Clearly, this is **THE** year of travel for the Indian consumer!



METHODOLOGY

ACKO worked with YouGov to understand the travel behaviours, patterns and preferences of Indian Travellers. We surveyed 1000 respondents across 7 major Indian cities between the ages of 24 to 45.

