

*Life is a journey.
Travel smooth.*



Travel Smooth
thomascook.in

Holiday Readiness Travel Report - Future of Travel post COVID-19

14% will travel in 2020

45% defer to 2021

41% undecided

Travel Period: The festive seasons were preferred either Nov (29%) or Dec (50%)

64% likely to travel within India

36% for an international tour

Destinations:

Short haul (Asia, ME) 41%

Long-haul ANZ 20%; USA 16%

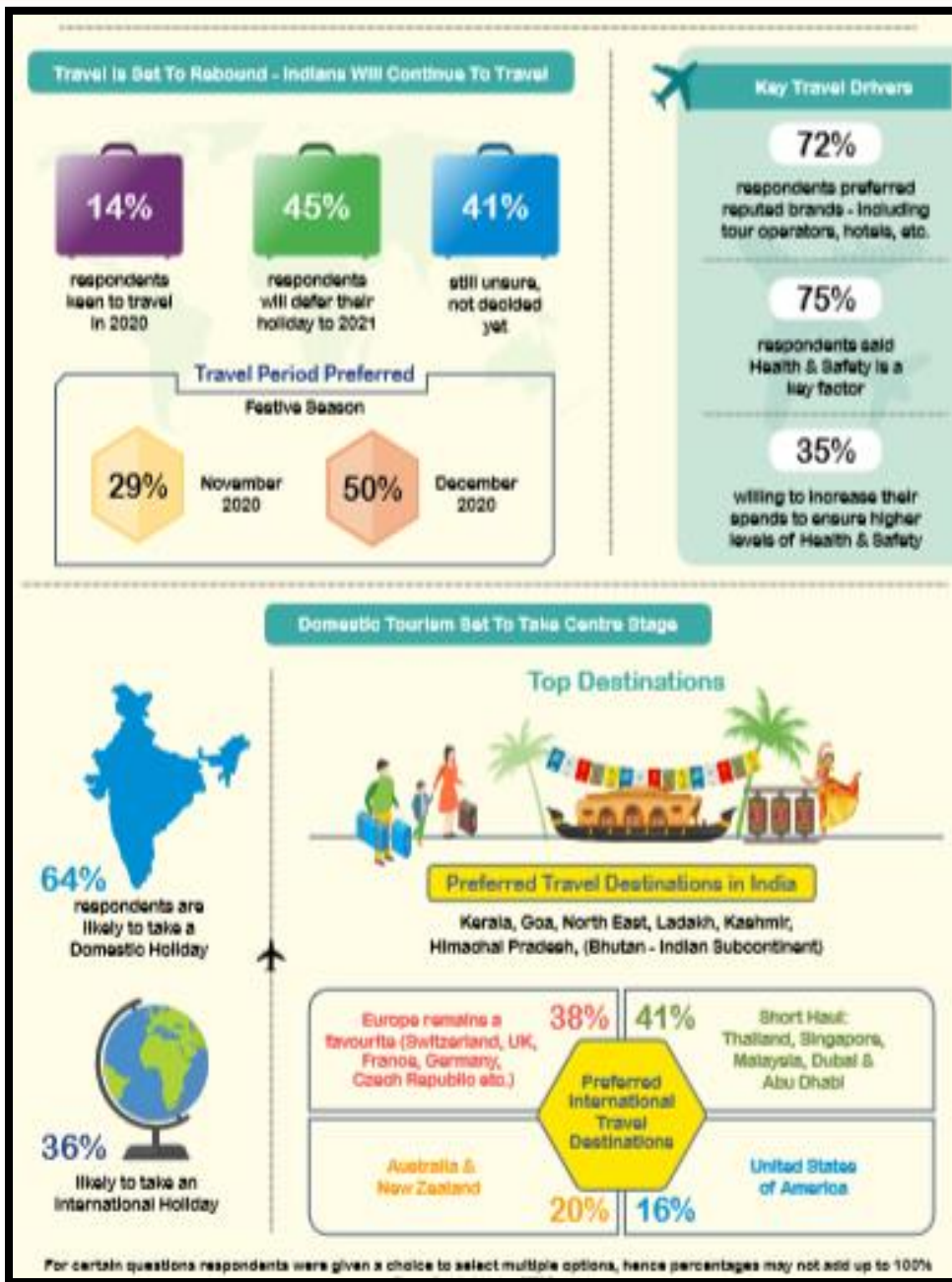
Europe at 38% (Switzerland, France, Germany, UK, Czech)

Drivers:

75% Health & Safety #1 concern

72% opt for reputed brands

35% willing to increase spends - H&S



Thomas Cook India & SOTC Travel Joint Survey Holiday Readiness Report May 2020

Group Size



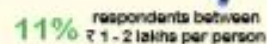
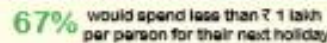
Duration of Holidays



Booking Channels: Travellers Prefer A Human Touch / Reassurance



Shift in Holiday Spending Patterns - Value Centric / Pocket Friendly Holidays



Size of Group: smaller groups- 63% travel solo or family/friends
25% small groups of below 20
12% group of approx. 35+

Holiday Duration:

86% between 4-11 days (51% preferring 4-7 days, 35% preferring 8-11 days);
14% holiday of over 12 days.

Shift in Holiday Spending Patterns - Value-centric/Pocket Friendly Holidays

67% spend less than Rs. 1 lakh
11% spend up to Rs. 2 lakhs per person.

Booking Channels: 58% will purchase holidays through retail outlets or home service (38% retail and 20% home visits).
40% opting for online channels (Website/App)
12% stating preference for video chat.

Initiatives

Thomas Cook & SOTC Assured – Safe Travel Program in association with Apollo Clinics

Our commitment to rebuild a safe travel environment-across each touch point in the customer journey

Product Development

- Thomas Cook: Live it Up
- SOTC: Back to Life

Workations,
Staycations,
Rejuvenation-Wellness
Drive-Stay
Affordable Luxury

Thomas Cook Travel Smooth thomascook.in
A FAIRFAX Company

SOTC

PRESENTING
THOMAS COOK & SOTC ASSURED - SAFE TRAVEL PROGRAM
in association with Apollo Clinics

THOMAS COOK & SOTC
ASSURED
SAFE TRAVEL PROGRAM

In association with Apollo Clinics

LIVE IT UP
The world is opening its doors again and our respiratory others are irresistible.

THE HOTEL UPGRADE OFFER → 1st 2nd 3rd 4th 5th + YOUR CHILD STAY FREE

THOMAS COOK EDGE

Make a booking by 31st Dec 2020 | Accommodation upto 3 days at a time | Priority check-in & check-out | 24x7 assistance | Travel insurance with COVID-19 cover | Easy online check-in & check-out

CHOOSE YOUR FANTASTIC 4 NIGHTS / 5 DAYS HOLIDAYS NOW!
TRAVEL STARTS SEPTEMBER 2020

ALLIANCE | CHINA | DUBAI | AUSTRIA
BANGKOK | PHOENIX | KUALA LUMPUR | VIETNAM

Holiday includes: Accommodation, breakfast, travel insurance & return airport transfers.

SOTC

Back to Life
International Holidays

The Hotel Upgrade Offer
Pay 3* Stay 4*
Pay 4* Stay 5*

Your Child Stays Free

Choose Your Fantastic 4 Nights / 5 Days Holiday Now!

Holiday includes: Accommodation, Breakfast, Travel Insurance & Return Airport Transfers.

ASSURED

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Support from Finland Stakeholders

- **Health & Safety Updates:** initiatives by travel stakeholders in Finland
- **Visibility-Training:** Webinars for our front-line on new developments
- **Engage:**
 - **B2C** social media quizzes with giveaways
 - **MICE:** Virtual events - inspire
- **Specials** – Indian's are value seekers!
- **Sales incentives** to drive sales