



Create Consumer-centric Values



INTAGE INDIA Pvt. Ltd.

# Report: Survey on the travel plan for festival season in 2023

October 2023

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*Festive Seasons (such as major Indian festivals like Diwali, Dussehra, Durga pooja) are peak travel times. People often plan vacations to celebrate these festivals with family or to explore new destinations during these festive periods.*

*How are Indian consumers planning their travels for the 2023 festival season?*

*This report is focusing on the attitudes towards overseas travel among the Metro resident.*





## Key Findings:

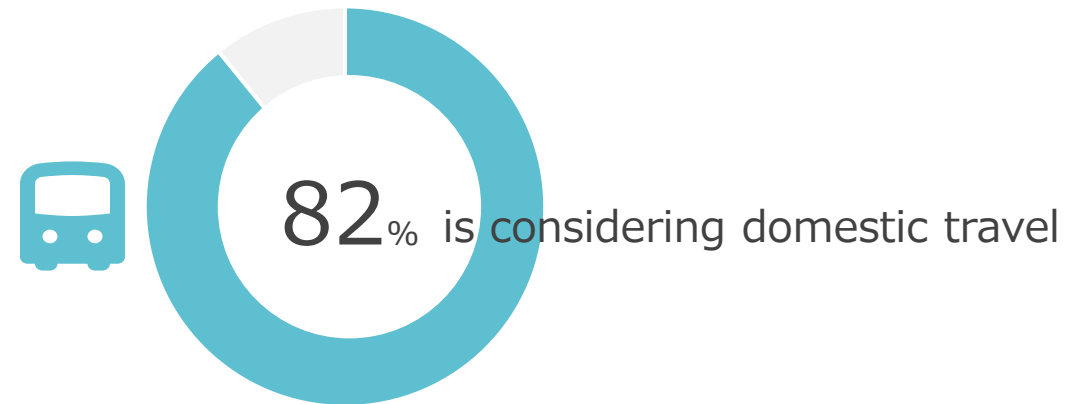
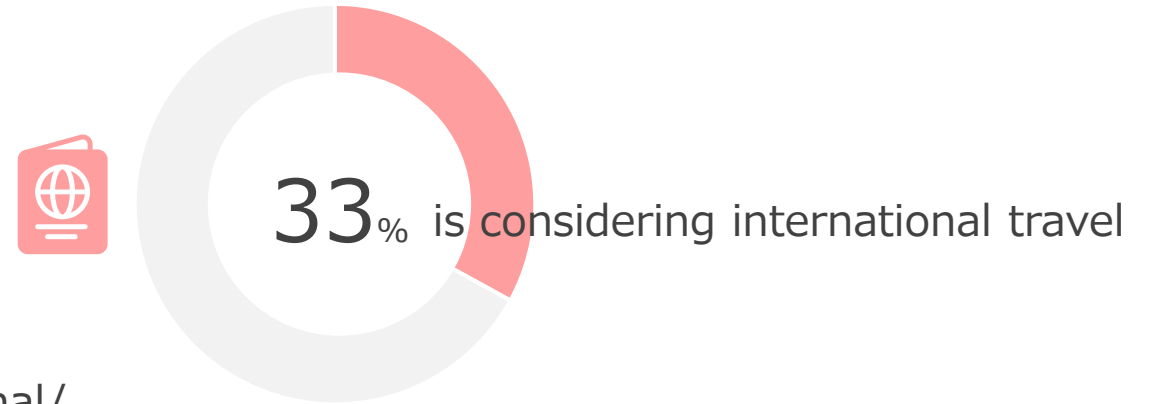
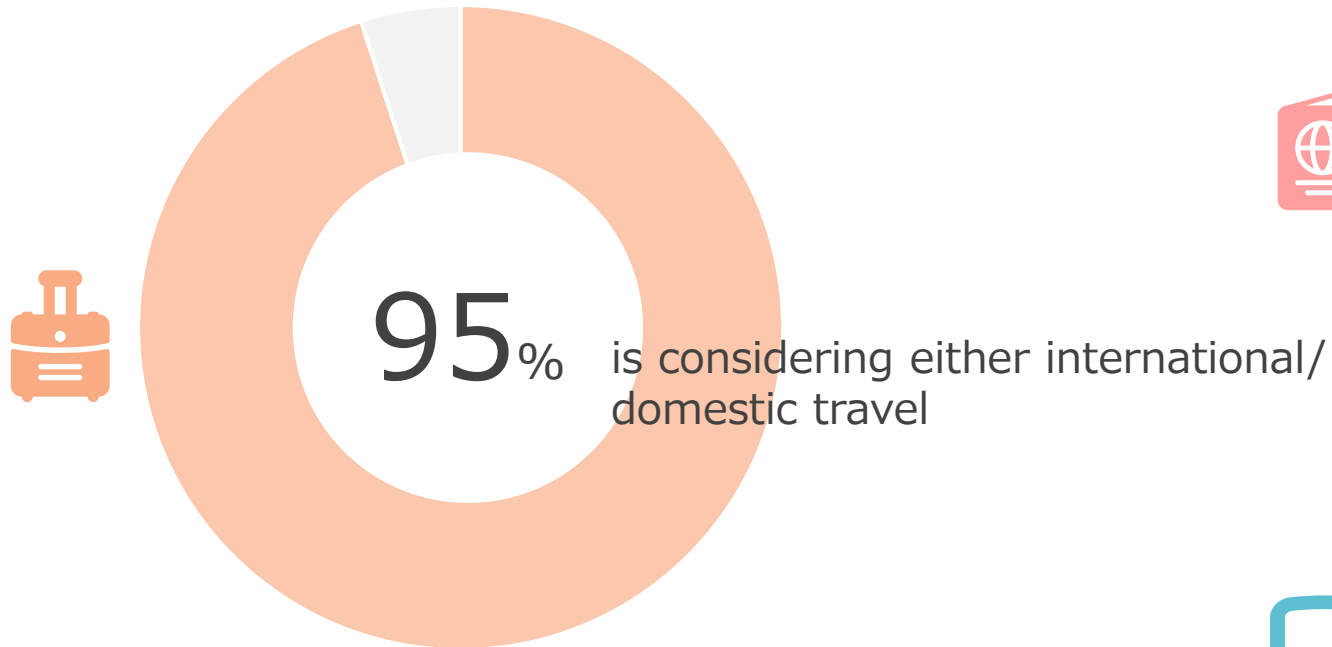
- **33%** are considering overseas travel for the 2023 Festive season.
- The majority of those considering overseas travel are in their **30s**, belong to the **high-income** group, and reside in the three major metros (**Mumbai, Bangalore, Delhi**).
- The top three countries being considered for travel are **UAE, USA, and UK**.
- Reasons for choosing travel destinations include **shopping, relaxation, and nightlife**.
- There seems to be a growing interest in countries like Australia, New Zealand, and Switzerland, known for their **beautiful nature**.
- Online site/ app is the mainstream for booking.
- Approx. 3 online platforms are being compared, with **Make My Trip** having the highest usage rate.



# Details of Findings



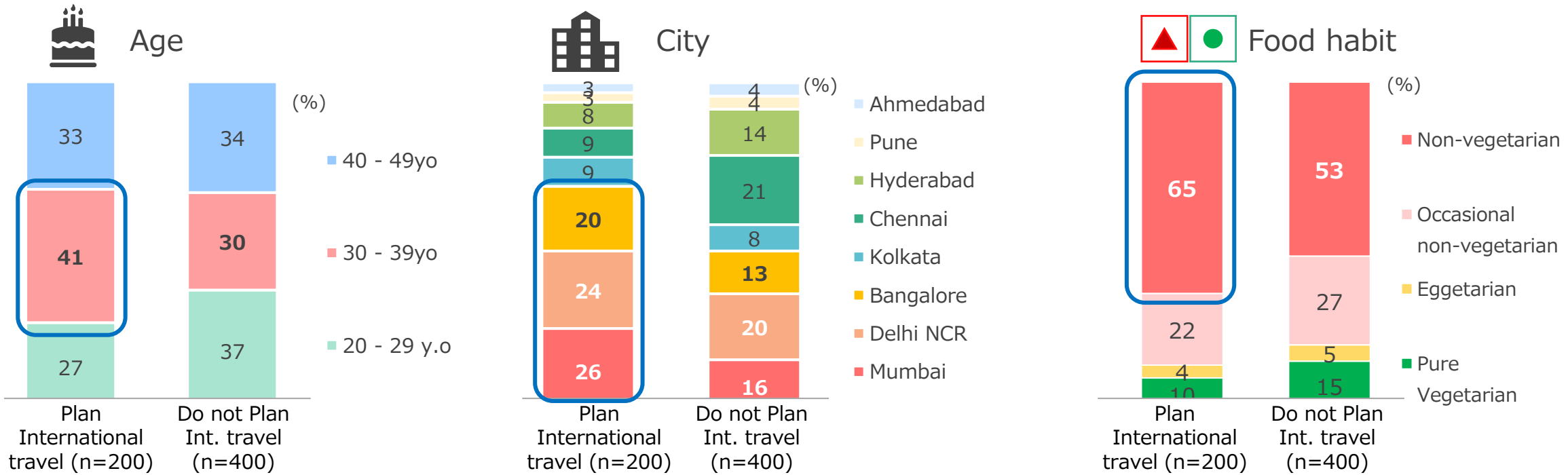
# What are the travel plan for this festive season 2023?



(Base: Total(N=600))

# Demographics of those considering international travel

- The demographic of those considering international travel are more for: 30s / Large metro (Mumbai/ Bangalore/ Delhi)/ Non-Veg/ Higher income group



	Plan International travel (n=200)	Do not Plan Int. travel (n=400)
<b>Average Monthly Personal Income</b>	<b>124,325 INR</b>	<b>82,000 INR</b>
<b>Average Monthly Household Income</b>	<b>158,450 INR</b>	<b>109,500 INR</b>

# Destination of international travel for this festive season 2023

- The destinations being considered for travel are predominantly countries with a significant number of NRI (Non-Resident Indian) and English-speaking countries, such as UAE, USA, and UK.

Consider international travel

33%

Top 5 destination considering to visit (MA)

1 UAE

42%



2 USA

40%



3 UK

34%



4 Australia

32%



5 New Zealand

28%



(Base: Total(N=600))

(Base: Those consider international travel(n=200))

# Reasons/ attractions for selecting the destination abroad

- The reasons for choosing a destination for overseas travel are the top three: Shopping, Relaxation, and Nightlife. Visits to tourist attractions such as Historical landmarks and Scenic views follow.

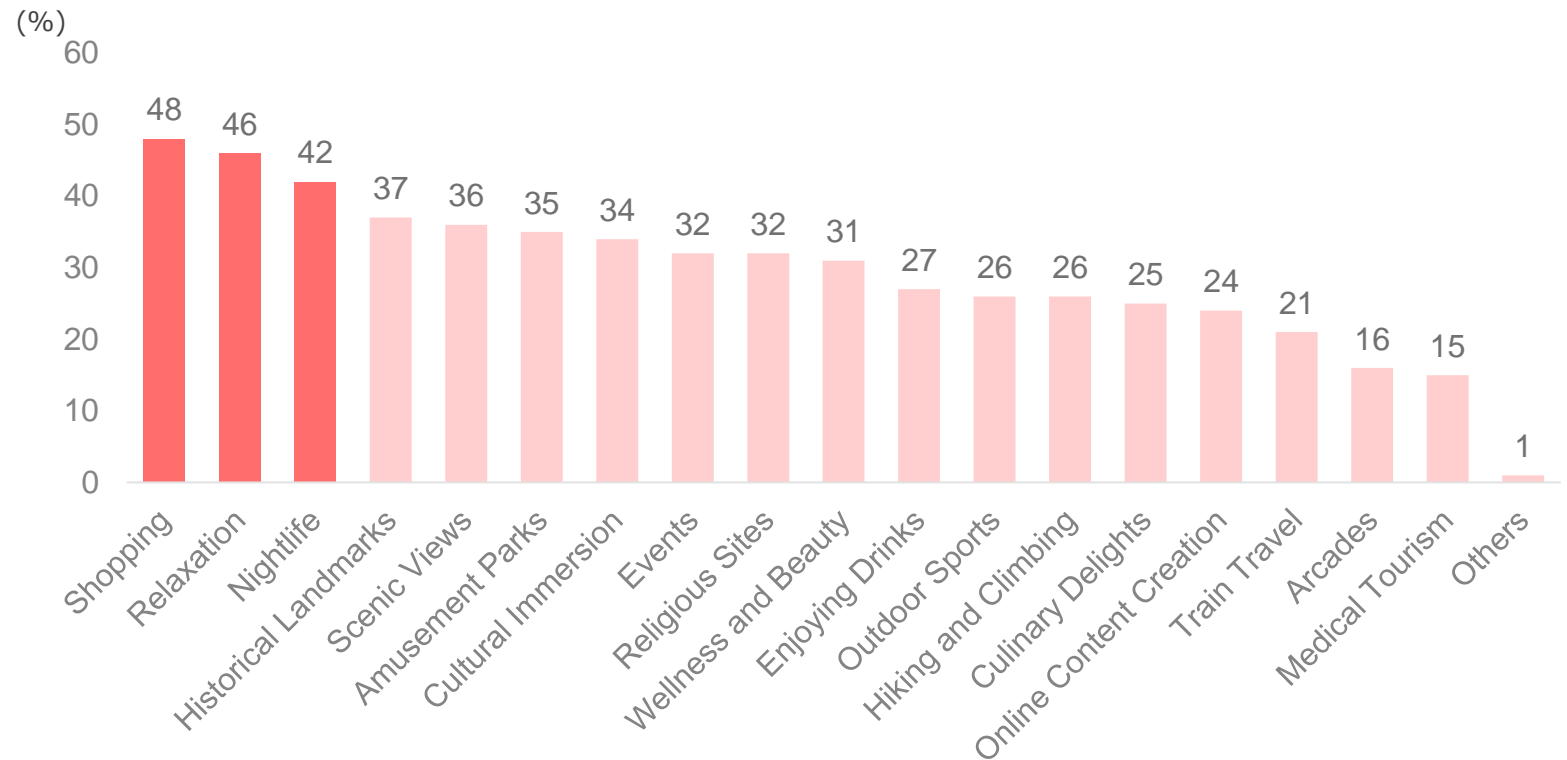
## Top 3 reasons

① Shopping 

② Relaxing 

③ Nightlife 

## Details



(Base: Those consider international travel(n=200))



# Change in preference of destination

- UAE/USA/UK remained the same as the top three destinations in terms of both experience and considerations.
- While Southeast Asian countries like Singapore, Thailand, and Malaysia have seen a decrease in their presence, countries such as New Zealand, Switzerland, and South Africa, which offer beautiful nature and outdoor activities, are being considered. It implies that the factors Indian travelers seek in their overseas trips may be changing.

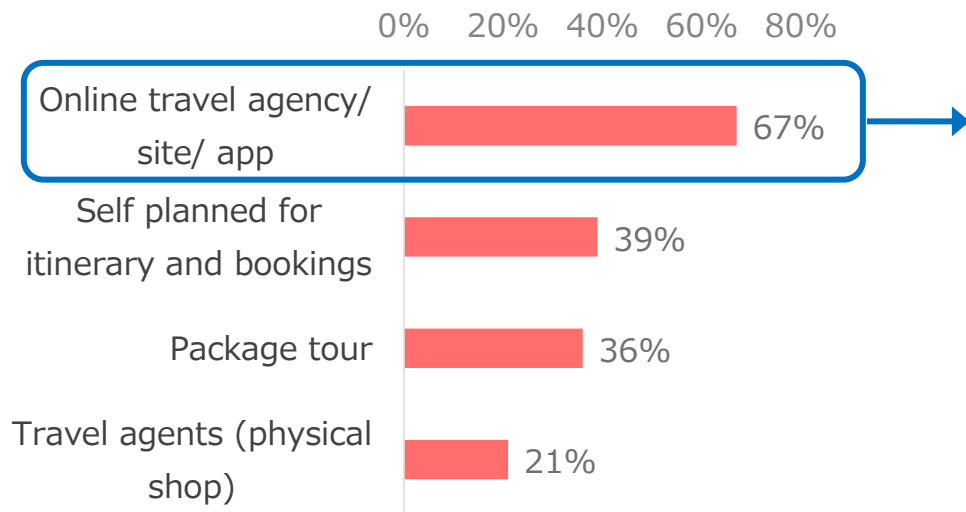
Have ever visited			Consider to visit this festive season			
Rank	Country	%	Rank	Country	%	Change in ranking
1	UAE	52	1	UAE	42	→
2	USA	47	2	USA	40	→
3	UK	41	3	UK	34	→
4	Singapore	41	4	Australia	32	↗
5	Australia	39	5	New Zealand	28	↗
6	Canada	31	6	Switzerland	26	↗
7	Thailand	29	7	Canada	25	↘
8	Maldives	26	8	Singapore	24	↘
9	Malaysia	25	9	Maldives	23	↘
10	Qatar	24	10	South Africa	20	↗
			11	Qatar	18	↘
			12	Malaysia	16	↘
			16	Thailand	16	↘

(Base: Those consider international travel(n=200))

# The way Indian international traveler plan

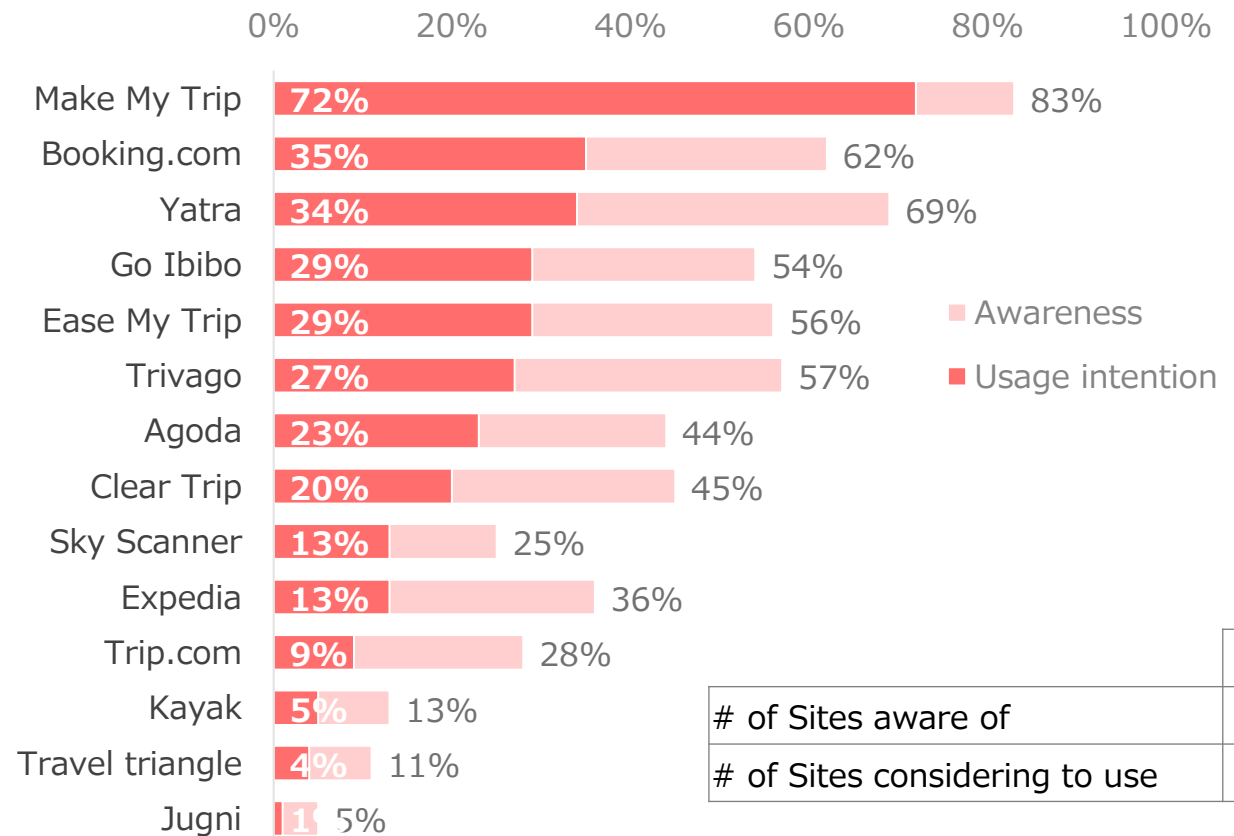
- Online travel site is the main mode of booking for international traveler, and they compare approx. 3 sites when they plan.
- “Make My Trip” enjoys the top usage intention among those considering international travel. Though “Booking.com” and “Yatra” ranked in 2<sup>nd</sup> and 3<sup>rd</sup> position, usage intention is half of the leading site.

## How they will arrange the international travel



(Base: Those consider international travel(n=200))

## Awareness/ Usage intention of online travel site/ app



	Average
# of Sites aware of	5.88
# of Sites considering to use	3.14

(Base: Those consider international travel and use online site (n=151))



# About the survey

# Research design

<b>Objectives</b>	<p>The main objectives of this study are as follows:</p> <ul style="list-style-type: none"> <li>• To understand what kind of travel plans Indian consumers are making for the 2023 festival season.</li> <li>• To gauge the awareness of Indian consumers regarding travel to Japan.</li> <li>• To explore the allure of visiting Japan for Indian travelers.</li> </ul>			
<b>Methodology</b>	Online survey (Asian panel)			
<b>Period of survey</b>	September 2023			
<b>Respondent criteria</b>	<ul style="list-style-type: none"> <li>• Male and female aged 20 to 49 years old</li> <li>• Those lives in Metro cities: Delhi NCR, Mumbai, Ahmedabad, Pune, Kolkata, Bangalore, Chennai, Hyderabad</li> </ul>			
<b>Sample size</b>	Total 600s			
<b>Research topics</b>	Following questions are covered in this survey:			
		<b>Demographics</b>	<b>Travel plan for 2023</b>	<b>Japan tourism</b>
		Gender	Travel plan	Attractive point traveling to Japan
		Age	Countries ever visited	Barrier for traveling to Japan
		City	Destination planning to visit	Products to buy in Japan
		HH Income level	Purpose of visit	Activities to do in Japan
		Personal Income level	Travel arrangement	Awareness of Japanese Cuisines
		Veg/Non-veg	Booking site awareness/ usage	Cuisines want to try in Japan



# About Intage

# INTAGE Group

**INTAGE Group is the Asia leading provider** of market information and consumers' understanding, which has global capabilities with market access practice across 10+ countries that enables us to provide clients with the most complete and comprehensive view of market & consumers.



**No. 1**  
Market Leader in Asia



**60+** years  
Experience



**10+**  
Countries & Regions



# INTAGE INDIA – Snap Shot

<b>Established</b>	August 2012
<b>Head Office</b>	New Delhi
<b>Regional Offices</b>	Bangalore
<b>Capital</b>	INR 32.2 crores (INR 322 million)
<b>Employees</b>	Over 20 full-time staffs across India

## India Operation

We have established extensive and highly efficient field work execution network in across India

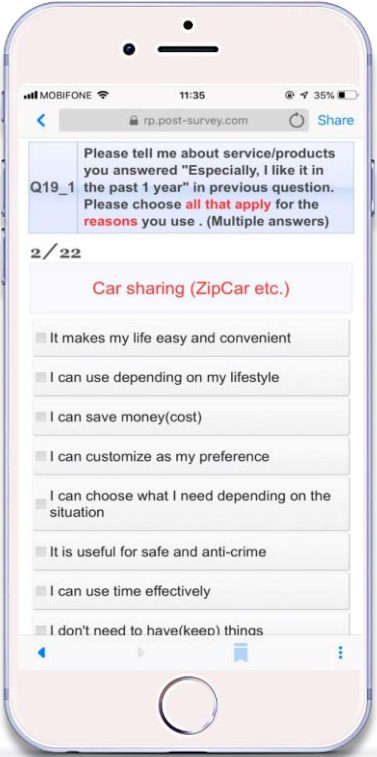
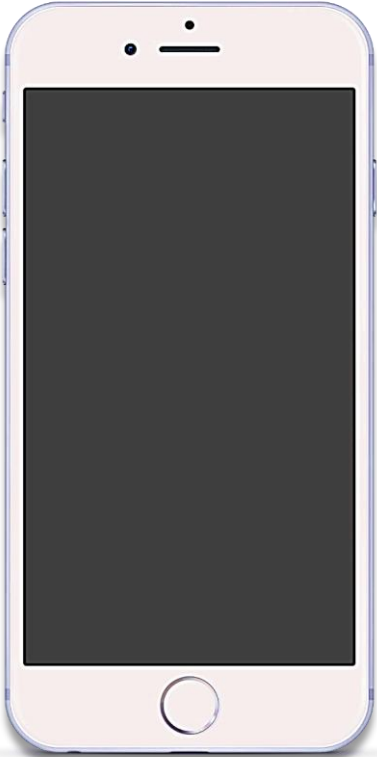


(Red) High demand center

# Asian Panel (AP) : INTAGE's Online Research Panel (Online Survey)

## Asian Panel

Quick and Decisive Insights



Strong community with more than 9 millions users+ in Asia.



User-friendly interface. Quick access to the survey anywhere at anytime.



Fast & reasonable price for all processes



Various types of information can be collected (photo, video, etc.)



# COVERAGE

Extensive coverage and detailed profiling for your Asian research needs.  
Our panels are always growing!

MARKET	PANEL SIZE	MARKET	PANEL SIZE
JAPAN	3,460,177	VIETNAM	845,380
CHINA	3,119,243	TAIWAN	337,877
KOREA	394,938	HONG KONG	43,391
SINGAPORE	117,791	MALAYSIA	218,571
INDONESIA	2,344,717	PHILIPPINES	688,387
THAILAND	1,624,036	INDIA	332,694

# QUALITY CONTROL (1/2)

INTAGE applies the following standards to ensure quality data:



## Recruitment and Registration

- Various channels
- Panel partner and media partner
- Double-opt-in process
- Human data checking
- Blacklist
- Filter vendors based on project run in the past and narrow them down



## Feedback and Retention

- Engaging posts and discussions for respondents
- Variety of incentives per LOI and IR
- Periodic panel events to boost retention and engagement



## Quality Check and Digital Fingerprinting

- Quality check surveys check response rate, quality score resulted by trap questions, and straight liners
- The digital fingerprint is automatically embedded on the respondent's browser to prevent them from joining the same survey

# QUALITY CONTROL (2/2)



## Panel Recruitment Management

- Maintain a representative online population by recruiting panelists through diverse routes: online advertising on local websites such as search engines, social networks, and online shopping sites
- Verify user's mobile phone and email address verification at the sign-up stage
- Analyze the access/usage log within one month after signing up



## Detailed Panel Profiles

- 47 detailed profile questions at one-month/six-month/12-month intervals
- Profiles are updated with the latest information every month, like smartphone model details



## Panel Activity Management

- Increase loyalty to panel website/mobile app access and activities through Daily Quickpoll
- Increase activity by rewarding panelists who complete surveys
- Open monthly event for all panels and specific ages



## Data Quality Management

- Conduct a Tutorial Survey which educates panelist on precautions in online survey responses
- Minimize bad samples by reviewing the survey logic
- Send the notice/alert email to bad samples. Eliminate the panelists after three flags

# Thank you!



**INTAGE INDIA Pvt. Ltd.**

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