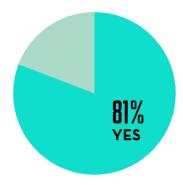
## THE INDIAN LUXURY TRAVELLER REPORT: **COVID EDITION**

Condé Nast Traveller India's survey of 3,500 luxury travellers' attitudes towards travel in the wake of the pandemic

HIGH-END TRAVELLERS WILL LEAD THE RECOVERY OF THE TRAVEL INDUSTRY ONCE PENT-UP AND ESSENTIAL DEMAND SUBSIDES





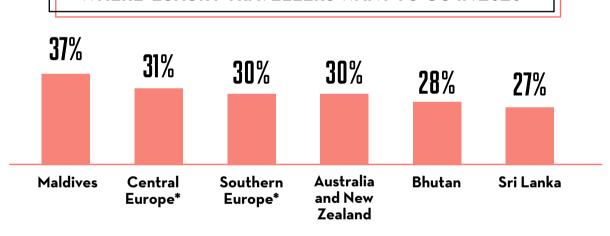
INTERNATIONAL TRAVEL IS SET TO REBOUND

ARE YOU OPEN TO AN INTERNATIONAL **VACATION THIS YEAR?** 

definitely open

depending on the situation

### WHERE LUXURY TRAVELLERS WANT TO GO IN 2020



\*Central Europe includes Switzerland, Croatia, Germany \*Southern Europe includes Italy, Greece, Spain, Portugal

**DOMESTIC TOURISM WILL SEE A HUGE INCREASE IN AFFLUENT TRAVELLERS** 

are already considering a vacation in India

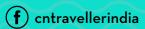
**43% 43%** 

will see how the situation unfolds

(A few questions had multiple options, hence percentages may not add up to 100. Percentages with decimals have been rounded off. Sample size: 3,500 respondents across India. Survey conducted in May 2020)







THE TOP INDIAN **DESTINATIONS FOR LUXURY TRAVELLERS** 

WHAT KIND OF HOLIDAY WOULD YOU LIKE?

64%



29%



anywhere in nature

50%		Goa
48%	Whatever is Covid-free at the time	
44%		Himachal Pradesh
31%		Leh and Ladakh
31%		Sikkim
28%		Kerala
28%		Uttarakhand
25%		Andaman & Nicobar Islands
23%		Rajasthan

**DRIVE OR FLY?** 

are open to both



WHERE WOULD YOU LIKE TO STAY?



A hotel that is part of a trusted chain

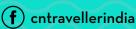
A boutique hotel with

A private villa or apartment

(A few questions had multiple options, hence percentages may not add up to 100. Percentages with decimals have been rounded off. Sample size: 3,500 respondents across India. Survey conducted in May 2020)



fewer rooms



## Traveller

LUXURY TRAVELLERS WANT TO BE ASSURED THAT PROTOCOLS ARE NOT JUST IN PLACE, BUT ARE ACTUALLY BEING FOLLOWED

### IS THERE ANY PART OF TRAVEL YOU FEEL UNCOMFORTABLE ABOUT? 10% No 22% Use currency to pay 23% Using a fleet cab 32% Eating out of reusable plates 38% Using aircraft or airport lavatories 55% Having to touch surfaces that others are touching 64% Being part of a crowd or standing in line with others 75% Not being certain that everyone is following proper cleaning protocol LUXURY TRAVELLERS IN HOTELS How comfortable are you using the following facilities? **GYMS RESTAURANTS 39%** uncomfortable 21% comfortable depends on the hotel depends on the hotel 29% not sure; 11% comfortable 13% not sure; 6% uncomfortable **BUFFETS** 31% **25**% **25**% **POOLS** not comfortable comfortable uncomfortable depends on the hotel 19% not sure 18% depends on the hotel **SPAS 16**% **35**% 12% uncomfortable depends on comfortable

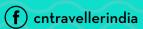
(A few questions had multiple options, hence percentages may not add up to 100. Percentages with decimals have been rounded off. Sample size: 3,500 respondents across India. Survey conducted in May 2020)

22% not sure



the hotel





17% not sure

# rave est

**LUXURY TRAVELLERS ARE** WILLING TO PAY MORE FOR SAFETY AND SANITISATION

> are willing to pay extra for daily deep-cleaning

> > **37**%

would pay extra for a 'one-night buffer'—where the room remains unoccupied for a day before arrival

9%

would pay extra for a personal butler/attendant/resort host

> not willing to pay extra for any services

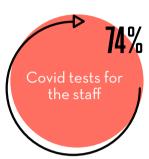
ARE YOU WILLING TO PAY MORE IF YOUR ACCOMMODATION **FOLLOWS ECO-FRIENDLY OR** SUSTAINABLE PRACTICES?

65%C

**STANDALONE RESTAURANTS: PROOF OF** HYGIENE IS CRITICAL

The top factors that will make you comfortable returning to a restaurant?

















(A few questions had multiple options, hence percentages may not add up to 100. Percentages with decimals have been rounded off. Sample size: 3,500 respondents across India. Survey conducted in May 2020)

