

**BE EXCLUSIVE REPORTS FOR THE LOVE OF SPORTS**

# CRICKET FIRST, HONEYMOON LATER

2020 is going to be a year packed with sports action - from major athletics competitions to international cricket and football tournaments. Keeping that calendar in mind, a recent **Booking.com** global survey unearthed rather interesting insights that give a peek into the psyche of a sports fan. Here are the key India-specific highlights from the study shared exclusively with **Brand Equity**.


**Enthusiasm Scores**  
 Indian cricket fans versus  
 Indian football fans

 Would cancel their honeymoon if it  
 clashed with their team/athlete playing  
 a big game:

**Cricket Fans - 41% Football fans - 41%**

 They would rather lose their job than not  
 be able to attend a historical  
 sporting event:

**Cricket Fans - 40% Football Fans - 41%**

 They'd spend more on travelling for  
 sports than on family vacations

**Cricket Fans - 38% Football Fans - 29%**

## Game, Set, Match A picture of the sports fan

 Indian sports fans and their great  
 expectations: Cricket fans more  
 optimistic than football fans

**44%** of Indian sports fans agree they  
 will see their national team  
 or player win an international  
 tournament within the next year,  
 vs. the global average of **34%**
**88%** cricket fans believed  
 that they will see their  
 team/player win a major  
 international tournament in the  
 next 4 years, while **79%** football fans  
 shared the sentiment


## Location and Hot-tubs: Travel planning for the big match

Traveling to see their team live in action is a priority for many Indian sports fans.

**82%** of Indian  
 sports  
 fans have  
 completed  
 between one to five  
 trips in the last year -  
 with six in ten declaring  
 they plan to travel  
 both domestically  
 and internationally to  
 watch their team or  
 player in the future  
**(60%)**.

**Top** considerations  
 for Indian sports fans  
 when looking for  
 a place to stay are  
 affordability **(82%)**  
 and location **(80%)**  
 in relation to the  
 stadium or venue.  
 Two thirds look for  
 accommodations  
 that have a spa or hot  
 tub to relax in post-  
 match **(67%)**.

**• 37%** of Indian sports fans admit that  
 they would be willing to pay more for  
 sports travel than their family vacation.

**• Cricket fans (38%), swimming fans  
 (38%) and e-sports fans (38%)** are most  
 likely to spend more on their travel to  
 watch their respective sports.

**• Top Indian sports fans travel for Cricket  
 (86%), Football (51%), Tennis (31%),  
 Hockey (23%) and Motorsports (18%).**

## Dedicated fans cancel important life-events like the honeymoon to ensure they can travel to watch their team

 A combination of Fear of Missing Out (FOMO) and dedication to traveling and  
 showing their support in the stadium results in unwavering commitment.

**42%** of Indian sports fans  
 (highest globally) say that  
 they would cancel their  
 honeymoon if it clashed with their  
 team/athlete playing a big game, vs.  
 the global average of **19%**.

**41%** Similarly, **41%** of Indian  
 sports fans say that they  
 would rather lose their job  
 than not be able to attend a historic  
 sporting final/event, vs. the global  
 average of **18%**.

## Match-day Rituals

How fans display allegiances and show support

**• 33%** (vs. the global average of **28%**) of Indian sports  
 fans wear lucky charms when attending a game  
 - with **29%** (vs. the global average of **15%**) having  
 a superstitious routine that they always perform  
 before or during a game to ensure their team wins

**• Aside from having rituals, 66% of Indian sports fans  
 (vs. the global average of **79%**) say they would never  
 leave a match early, regardless of whether they  
 thought their team was going to lose.**
