

## BRAND EQUITY

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## The rise of the 'second city' traveller

Second-city travel, meaning the exploration of lesser known destinations in a bid to reduce over-tourism and protect the environment, will take a leap forward in the year ahead.

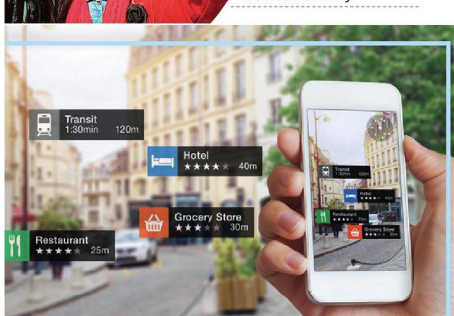
62% of Indian travellers want to play a part in reducing over-tourism vs. the global average of 54%

Two in three agree that they would swap their original destination for a lesser known but similar alternative if they knew it would leave less of an environmental impact (66%) vs. the global average of 51%

And to pique their interest, over three in four Indian travellers are keen to have access to an app or website that recommends destinations where an increase in tourism would have a positive impact on the local community (78%) vs. the global average of 60%.

Expect to see companies respond to this demand to explore lesser known destinations by introducing functions that make it easier for travellers to identify second-city/ neighborhood destinations. Increasing collaboration across the travel eco-system will see more awareness

campaigns and infrastructure improvement drives to entice visitors to take the road less travelled and have a positive impact on the local community.



## Tech-spect the unexpected

2020 will see travellers put key aspects of their decision-making process even more firmly in the hands of technology. Smart, trusted tech-led recommendations will connect us to a myriad of new experiences that might not otherwise have crossed our path, while also saving time (as well as screen-time) and enabling us to "max out" every minute of 'now' while on vacation.

77% of Indian travellers want tech to offer them 'wildcard' and surprise options that would introduce them to something entirely new in the coming year vs. the global average of 59%

Over two thirds state they will use an app that makes it fast and easy to explore and book activities in real time while traveling (69%) vs. the global average of 46%

A similar number (67%) plan to use an app that allows them to pre-plan activities, so they always have the answers in one place, vs. the global average of 44%

TRAVEL IN 2020  
FROM #FOMO TO SLO-MO

2020's top travel trends from a Booking.com report shared exclusively with Brand Equity

## Slo-Mo is the new #FOMO

Instead of experiencing the constant fear of missing out (FOMO) and trying to speed through as much as possible, travel in 2020 will be all about taking it slow.

In 2020, 66% of Indian travellers plan to take slower modes of transport to reduce their environmental impact, vs. the global average of 48%.

Over three in four agree they would prefer to take a longer route to experience more of the journey itself (76%), vs. the global average of 61%

Types of transport that play into our desire to take the pace down a notch will also come into their own - from peddle bikes to trams, sleds

and boats, as well as our own two feet.

72% (vs. the global average of 57%) of travellers already don't mind spending more time traveling to reach their destination if they're taking a unique mode of transport - with a similar amount (77%) being interested in feeling as if they are going back in time by taking a historical train journey (vs. the global average of 64%). (e.g. Flying Scotsman, Orient Express).



## Pets in the priority lane



75% of Indian pet owners (vs. the global average of 55%) agree that their pet is as important to them as their children, it's no surprise that 2020 looks set to herald a new era in pet-centric vacations. We'll see travellers putting the needs of their beloved pets well before their own when it comes to selecting where to go, where to stay and what to do.

66% of pet owners agree that in the coming year they would choose holiday destinations based on whether they can take their pets, vs. the global average of 42%

71% would be willing to pay more to stay at an accommodation that's pet-friendly, higher than the global average of 49%

Reflecting this trend, the number of pet-friendly properties continues to rise on Booking.com while savvy to this appetite, accommodations around the world will continue to look for innovative ways to up the ante when it comes to pet-tailored offerings and amenities, such as complementary dog day beds, pet spas, dedicated room service menus and even specially designed pet restaurants.



## Making great memories with 'grand' getaways

2020 will be the year of the 'grand' as more grandparents will take epic vacations with just their grandkids, leaving the middle generation behind.

The vast majority of grandparents agree that spending time with their grandkids keeps them feeling young (90%) (vs. the global average of 72%)

67% (vs. the global average of 71%) of travellers agree that parents need alone time without their children



## Race to the reservation

The coming year will see travellers put culinary ambitions at the forefront of their travel decision making, with the race to snag that all important restaurant reservation truly on. For many, where and when they travel will start with - and depend on - whether they can reserve a table to enjoy highly coveted cuisine, in many cases at places where waiting lists stretch months long.

Travellers will also seek out hidden gems - places which have long been favorites amongst the locals and offer sought-after homegrown flavours, sometimes well off the beaten track. 78% of Indian travellers (vs. the global average of 71%) say that eating locally sourced produce is important to them when on vacation.

## Fast track to long-term travel

As retirement looks set to become less about reaching a certain age and leaving the workforce, and with increasing numbers actively planning to retire earlier, we'll see this moment become surprisingly synonymous with 'adventure travel planning'.

Over one in three of those aged 18 to 25 (38%) are planning to retire before they turn 55, vs. the global average of 23%, and what they plan to do is also changing.

2020 will see travellers shift their mindset and start to plan big for their future golden years, with nearly three quarters of Indian travellers (75%) vs. the global average of 65% seeing travel as the perfect way to spend that free time.

Almost a third of those who are already retired are planning a gap year - making time to travel for several months without interruption (31% vs. the global average of 19%). This is something that 67% of Indian travellers agree that you can do at any age against the global average of 52%.