

# PRESS RELEASE

## DIGITAL EXPERIENCE IS THE DEAL BREAKER FOR MILLENNIAL TRAVELERS OF INDIA: TRAVELPORT RESEARCH

- Survey of 23,000 people around the world, including 2,000 in India
- Digital solutions increasingly influencing decision making and travel management
- Travelers want value for money, more control and transparency for personalization

**New Delhi, India 28 November 2019:** The recent Global Digital Traveller Research 2019 by Travelport highlighted that millennials in India seek a premium digital experience across all aspects of travel. Another key finding was that travellers in India want and expect travel providers to help them personalize their experience seamlessly. The research surveyed 23,000 people from 20 countries; including 2000 from India of which **1,526 were millennials (in the age group of 20-39 years)**.

It revealed that Indian millennial travellers were one of the world's most likely (84%, above the global average of 71%) to consider it important that an airline offers a good digital experience – for instance, offering online check-in and gate information. Similarly, Indian millennials were the world's most likely to consider the digital experience when booking hotels (e.g. having a room key on their smartphones) – 82% in India considered it important, well above the global average of 58%.

This propensity for digital technology also extended to the trip planning process, as well as during travel:

- Indian travellers of all age groups were the world's most likely to believe augmented or virtual reality experiences would help them better plan their trips (in joint first-place at 76%, compared to the global average of 48%).
- Indian travellers reported using voice assistants to check-in for their flights (52%, global average of 42%); check the traffic to the airport (58%, global average of 54%); and check their flight status (56%; global average of 50%).

Additionally, travellers in India look forward to personalizing their travel experience. 26% were willing to provide airlines more of their personal information if it meant receiving personalized offers – the second highest in the world (global average of 17%). This trend was highest amongst Indian millennials (28%).

Unsurprisingly, their pet peeves when booking trips were also related to personalization. Some of the top frustration of Indian travelers was:

- Not being able to understand what their deal includes as a standard (59% in India and 52% globally);
- Not knowing what add-ons are available to them (61% in India and 56% globally); and
- Companies they use regularly not remembering their preferences (56% in India versus only 35% globally).
- In this context, 56% of Indian travellers found it frustrating if they are not able to interface with a human point of contact while exploring a deal (42% globally).

Commenting on the findings of the research, **Sandeep Dwivedi, Chief Operating Officer, InterGlobe Technology Quotient, said:** “The findings of the research clearly establishes that Indian millennials have a strong penchant for a superior digital experience while planning their travel. The travel ecosystem in India is headed towards a digital-first future and we, working with Travelport, are committed to innovate and develop solutions that can help the industry cater to the expectations of the modern traveller.”

The study also finds that Indian users are looking for a value for money deal – only 5% of them reported always going for the cheapest price (global average of 18%). To get the best deals, they will analyze travel review sites like TripAdvisor (60% in India vs 42% globally) and price comparison sites such as Kayak.com (50% in India vs 38% globally).

93% of Indian travellers also look forward to getting insights from booking sites to discover new destinations.

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### **About the 2019 Global Digital Traveler Survey**

Travelport's Global Digital Traveller Research was developed by the company's market intelligence team and carried out online through Toluna Research in August 2019. The research covered 20 countries and surveyed people who had taken at least two round trip flights in the last year. In total, there were 23,000 respondents.

### **About ITQ ([www.itq.in](http://www.itq.in))**

InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises, is a part of large Indian conglomerate established in 1989 and headquartered in Gurugram, InterGlobe employs more than 22,000 professionals globally through its various businesses leading in Aviation, Hospitality and Travel related services.

ITQ is an official distributor of Travelport in 6 markets across Asia Pacific region including India, Sri Lanka. Headquartered in Gurgaon, the company provides cutting edge travel technology solutions with unmatched inventory options to its customers helping them increase their productivity and business efficiency. With an extended network nearly 400 cities having 19 dedicated offices and 15 REPs, InterGlobe Technology Quotient reaches out to over 36,000 agency terminals, with two nationalised service centres and 16 training centres having state-of-the-art infrastructure and facilities matching international standards.

### **About Travelport ([www.travelport.com](http://www.travelport.com))**

Travelport is the technology company which makes the experience of buying and managing travel continually better, for everyone. It operates a travel commerce platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. The company facilitates travel commerce by connecting the world's leading travel providers with online and offline travel buyers in a proprietary business-to-business (B2B) travel platform.

Travelport is one of the leaders in airline merchandising, hotel content and distribution, car rental, mobile commerce and B2B payment solutions. The company also provides critical IT services to airlines, such as shopping, ticketing, departure control and other solutions. With net revenue of over \$2.5 billion in 2018, Travelport is headquartered in Langley, U.K., has over 3,700 employees and is represented in approximately 180 countries and territories.

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