

Travel demand in 2021 pivotal

Sandeep Dwivedi, Chief Operating Officer, InterGlobe Technology Quotient (ITQ), shares his views on the increasing consumer sentiment to restart travel, which in turn is leading towards air traffic surge. He expects full domestic recovery to 2019 levels by end of the year.

The first weeks of 2021 have renewed our hopes for a recovery, especially with the news of vaccines in world's major economies. As consumer and business confidence slowly returns, it is still too early to say when 'new normal' statistics will meet the old. Irrespective, industry has been staying rather optimistic and estimates a full domestic recovery of 2019 level by 2021, provided substantial risk mitigation, consumer acceptability and aviation adaptability ensue. This makes demand for travel in 2021 more critical to sustaining the mild surge in traffic recorded during last Christmas and New Year's Eve.

In the last quarter of 2020, as consumer sentiment re-

vived, we saw two positive outcomes: first was improved confidence in air travel and second, an increased allocation for flights by aviation ministry. It is only fair to say that a further increase of up to 10 per cent by February 2021 is expected, provided number of air passengers rise in these initial weeks, number of cases detected on-board decline, and safety is elevated with successful vaccination of frontline aviation personnel.

All these bear high possibility, considering growing signs of declining health crisis domestically, latest vaccination drives, and increasing confidence in air mobility as well as rising engagement in economic activity and safer protocols.

It has been witnessed that leisure domestic travel is slowly picking up considering most

With over 50% of the population under 25 and over 65% below 35, travel is likely to recover sooner in India than abroad

international routes, including the ones in high demand earlier, are off limits. Domestically, travelling by road appears



to be the preferred mode for most leisure travellers. The trend seems to shift towards air travel with the affluence, distance, limitations on time and need for enhanced safety. Snowfall in major northern attractions is also adding to the traction in domestic air traffic.

An interesting trend is picking pace under the name of 'revenge travel' and is likely

to grow in 2021, considering limited travel opportunities presented by the year that passed by. With over 50 per cent of India's population under 25 years of age and over 65 per cent below 35, travel, including air travel, appears to be one sector likely to recover sooner in the country than its counterparts abroad. Even more with the concept of digital nomads picking

pace. Much still remains to be seen, given consumer's price sensitivity due to previous economic contraction and preference for value and quality, especially in these sensitive times. The different stages of away-from-home activities that modern travellers are on, is another factor expected to impact this anticipated surge in traffic.



Sandeep Dwivedi
Chief Operating Officer, InterGlobe Technology Quotient (ITQ)

(Views expressed are the author's own. The publication may or may not subscribe to them.)

Vishwas Makhija is ATOAI Prez

At its AGM and election held virtually, ATOAI elected office bearers and its Executive Committee for the 2021-23 term. The new team has decided to set up a dedicated Women's Task Force consisting of women entrepreneurs within the membership, in an effort to encourage their participation in manner and in numbers in the adventure tourism industry.

Manas Dwivedi

During its AGM and election held virtually, ATOAI elected new office bearers and EC for the 2021-23 term, and formed a Women's Task Force. The new team at the helm of the association also held its first Executive Committee meeting after the virtual election and decided that two past Presidents, Tejbir Singh Anand and



Ajeet Bajaj, will be co-opted into the Executive Committee. In addition, Capt Swadesh Kumar, immediate past president, has also taken his rightful place in the EC. The new ATOAI team will continue to further the growth of adven-



Vishwas Makhija President
Rajesh Ojha Sr. Vice President
Vaibhav Kala Vice President
Vinayak Koul Hony. Secretary
Pradeep Murty Hony. Treasurer

Executive Committee 2021-23

Capt Swadesh Kumar, Shikhar Travels
Commander Sam T Samuel - Kalypto Adventures
Ronny Singh Gulati, Youreka Campouts
Nirat Bhatt, Nidus Enterprises
Nadeem Sheikh, Sea & Sky Travel (India)
Arvind Bhardwaj, Red Chilli Adventure Sports
Milind Bhide, Countryside Adventure Holiday
Tejbir Singh Anand, Holiday Moods Adventure
Ajeet Bajaj, Snow Leopard Adventures

ture travel in India by taking forward the Association's aims and helping shape government policy for this sector. Apart from resolving issues

impacting adventure tourism in the country, its main objectives would be to bring more adventure tour operators across the country into

the mainstream of quality and responsible tourism practices as members, getting all states to adopt ATOAI's safety guidelines, prioritising operational risk assessment within the membership, conducting skill development & capacity building workshops in association with state tourism departments and local associations, running educational seminars and Fam tours for members, fostering new and innovative adventure tourism products, and creating a pool of

trained human resources within the industry. ATOAI also seeks to take measures to reduce the environmental impact on India's natural resources, check mass-tourism in remote locales, and take active measures to help reduce a rising accident rate as a result of mass-tourism. There are also plans to introduce an ATOAI mobile App showcasing India's adventure activities.

Singapore will start a new travel lane for business and high economic value travellers that will allow people to visit without quarantine for short-term stays and reside in a dedicated bubble facility near the airport.

ATOAI team for 2021-23

President:	Vishwas Makhija , Managing Director, Inside India Tours
Senior Vice President:	Rajesh Ojha , Managing Director, Banjara Camps
Vice President:	Vaibhav Kala , Managing Director, Aquaterra Adventures India
Hony. Secretary:	Vinayak Koul , Director, Snowlion Expeditions
Hony. Treasurer:	Pradeep Murty , Director, Muddy Boots Vacations