

Digital experience is the deal breaker for millennial travellers of India: Travelport Research

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).

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Sandeep Dwivedi
Chief Operating Officer
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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.

Somon Air appoints Bird Travels as GSA in India

The airline is planning to commence online operations from Delhi to Dushanbe, Tajikistan on December 1, 2019 with two flights per week.

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Somon Air, national air carrier of Tajikistan has appointed Bird Travels Private Ltd, the Airline Management Services arm of Bird Group as its local representative in India. The appointment of Bird Travels is

a major step by the Airline to build upon its presence in the International arena.

Somon Air is planning to commence online operations from Delhi to Dushanbe, Tajikistan on December 1, 2019 with two flights per week. The flying hours between New Delhi and Dushanbe will be around two and half hours and it will be a non-stop flight.

It will be very convenient for business travellers, leisure travellers and students visiting

Dushanbe. The flight schedule and fares are already filed in the GDS. To date, the airline has successfully operated regular flights from Tajikistan to 22 destinations, and is now planning to increase its footprints.

"Somon Air is happy to announce the inauguration of the flight from Dushanbe to Delhi and back. This operation will further strengthen the relations between Tajikistan and India, and contribute to the



development of the trade and the economy between these two countries, including the transit potential and the tourism industry of Tajikistan," said Abdulkosim Valiev, Commercial Director of Somon Air said.