

# Tourism Breaking News



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**BREAKING NEWS** PS Patel meets Haryana CM, takes stock of tourism projects

## Trust first for 50% Indian travellers when choosing travel supplier: Travelport

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In India, trust directly influences traveler purchasing behavior, claims a research by Travelport. Due to COVID-19, for example, half (50%, versus a global average of 46%) of travellers in the country said they prioritize trust over all other factors when choosing a travel supplier (such as an airline). Many travellers in India also stated, when trust is in place, they will consider purchasing multiple travel-related items (47%), upgrading their package (47%) and buying non-travel-related items such as credit cards (42%) – putting India amongst the countries with the strongest link between trust and purchasing propensity.



“The Indian travel industry has a golden opportunity to come out of COVID-19 strongly”, said Sandeep Dwivedi, Chief Operating Officer of InterGlobe Technology Quotient, Travelport’s official partner in India. “It’s clear that building consumer trust can lead to commercial success. By focusing on the most important issues for consumers in India, we can accelerate industry recovery.”

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