

Thomas Cook and SOTC's data reveals shifts in Honeymoon travel trends Expansion of opportunity to Mini-Moons, Mega-Moons, Baby-moons and Milestone anniversary celebrations Strong demand: 30% increase in searches

- *Top honeymoon destinations: Andamans and Bali top the demand leaderboard; followed by Kerala and Manali (domestic); Thailand, Maldives, Malaysia (short-haul); Switzerland, France, Greece, Mauritius, Australia, New Zealand, Türkiye (mid/long-haul)*
- *Emerging on the radar: Vietnam, Fiji, Azerbaijan, Georgia, Oman, Hungary, Czech Republic*
- *Shift to experiential: From merely romantic, new-age couples opting for outdoor-adventure, cuisine...*
- *Top Honeymoon experiences:*
 - *Outdoor-adventure: Mangrove kayaking (Abu Dhabi), white/black water rafting (Rishikesh/New Zealand)*
 - *Unique stays: underwater villas (Maldives), treehouses (Malaysia), lighthouse (California)*
 - *Culinary experiences: private island dining (Queensland/Maldives), Chocolate Express (Switzerland), cheese and wine (France)*
- *Increase in duration and spends:*
 - *Domestic: Rs. 1-1.5 lakh (5-6 nights) Vs Rs.80,000-1 lakh (4-5 nights)*
 - *International Mid-Short Haul: Rs. 1-2 lakh (5-8 nights) Vs Rs.95,000- Rs.1 lakh (4-6 nights)*
 - *International Long Haul: Rs. 4-5 lakh (8-15 nights) Vs Rs.3-4 lakh (7-12 nights)*
 - *Increased spend appetite:10-15% YoY*

Mumbai, November 25, 2024: With the onset of India's wedding season, Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have identified strong demand from the high opportune couple segment – both honeymooners and couples celebrating anniversaries and special occasions. The Companies' consumer data reveals both a significant shift in honeymoon travel trends as well as increased demand with an uptick in online searches by over 30%. To capitalize on this strong opportunity the Companies have introduced a range of Honeymoon & Romantic Holidays.

With demanding work schedules and limited vacation time, today's young newlyweds are opting for **Mini-moons** – a short 3-4 days honeymoon to nearby destinations, followed by a longer 7-15 days **Mega-moon** later in the year. Before the birth of the baby, India's couples are also taking time off to travel, to celebrate the good news and spend quality time with their spouse – resulting in the emergence of **Baby-moons**. Additionally, couples are also travelling to celebrate **wedding anniversaries**, including **milestones** like their 25th and 50th celebrations.

What is noteworthy, is that Thomas Cook and SOTC's data reveals growth in the extended honeymoon trend - not just from metros, but also mini-metros and regional India's tier 2-3 cities.

Thomas Cook & SOTC Travel's Honeymoon & Romantic Holidays portfolio features a range of handpicked destinations - from favourites like Switzerland, France Greece, Australia, New Zealand, Türkiye to new emerging romantic destinations like Vietnam, Fiji, Azerbaijan, Georgia, Oman, Hungary, Czech Republic. On offer are an array of island locales: Mauritius, Maldives, Hawaii, Bali, Thailand (Krabi, Koh Pha-Ngan, Hua-Hin), Malaysia (Tioman, Redang, Taman Negara). Also featured are the sub-continent's honeymoon favourites: Andamans, Kashmir, Himachal, Kerala, North East, Goa, Uttarakhand, Rajasthan, Bhutan and Sri Lanka.

Top honeymoon trends include:

- **Top destinations:**
 - **Domestic and Indian subcontinent:** Andamans, Kerala, Himachal Pradesh, Kashmir, North East, Goa, Uttarakhand, Rajasthan, Bhutan and Sri Lanka

- **International favourites:** Indonesia (Bali), Thailand, Maldives, Malaysia, Mauritius, Switzerland, France, Greece, Australia, New Zealand, Türkiye
- **International emerging:** Vietnam, Fiji, Azerbaijan, Georgia, Oman, Hungary, Czech Republic
- **Growing demand for outdoor-adventure:** Mangrove kayaking in Abu Dhabi, white/black-water rafting Rishikesh/New Zealand, waterfall abseiling in Malaysia, wadi-hopping in Oman, paragliding in Bir Billing, biking trips in Leh-Ladakh, jeep safaris in Jaisalmer/Thekkady, hiking/sledding/snowboarding in Switzerland
- **Couples prefer exclusive and premium accommodation-:** Chalets stays in Switzerland, chateaus in France, underwater villas/water bungalows in Maldives/Mauritius, lighthouses in California/Greece, treehouses in Malaysia/New Zealand, private pool villas in Bali, havelis in Rajasthan, private wildlife resort tents in Madhya Pradesh, glamping in Himachal Pradesh
- **Average age of travellers:** 25-34 years for newlyweds; 25-65 years for anniversaries and milestone celebrations
- **Gastronomy experiences:** Cappadocia balloon rides with champagne breakfast, dining on a private island/sandbank in Queensland/Maldives, Bustronome (gourmet dining onboard a double decker bus) in Paris/London, pub crawls/clubbing in Ibiza, masterclass with a local chef in France/Malaysia/Thailand, chocolate and cheese experience amidst alpine views at Glacier 3000
- **Scenic Vistas:** panoramic train journeys via the Glacier Express in Switzerland, private helicopter rides in Australia/New Zealand, Vespa rides in Singapore, couple snowmobiling in Scandinavia, self-drives via sports cars/convertibles or sightseeing on a Harley in New Zealand
- Couples are opting for in-depth mono-destination honeymoons be it Norway, Türkiye, Greece, Kenya; multi-city destinations in Paris, Switzerland, Italy, Singapore, Malaysia, Thailand
- **Increase in travel spends:** 10-15% YoY
 - **Travel budget (per couple):** Rs. 1-1.5 lakh (domestic); Rs. 1-2 lakh (mid-short haul); Rs. 4-5 Lakh (long-haul) Vs Rs. 80,000-1 lakh (domestic); Rs.95,000-1.5 lakh (mid-short haul); Rs.3-4 lakh (long-haul) last year
- **Extended duration of stay:** 5-6 nights (domestic); 5-8 nights (mid-short haul); 8-15 nights (long-haul) Vs 4-5 nights (domestic); 4-6 nights (mid-short haul); 7-12 nights (long-haul)
- **High demand for personalized services:** private fine dining (sunrise breakfast, sunset dining), couple spa and wellness/Ayurveda, private chauffeur personalized local tours/ guided heritage walks, photoshoots at top attractions
- Couples are celebrating milestone anniversaries at vineyard estates (France and Italy); Premium cruises (Scandinavian Fjords, Caribbean, Polar, Mediterranean, Singapore, Abu-Dhabi)

Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited, said, *“Honeymoons have emerged as a strong and growing travel driver and what is noteworthy is the growing trend – an extension to mini-moons, mega-moons, baby-moons and milestone anniversary celebrations. What is also interesting is that Indian couples are demonstrating higher spend appetite and interest in longer stays. Hence, our Honeymoon & Romantic Holidays portfolio has been launched with a host of stunning locales, exciting experiences and great offers.”*

S.D. Nandakumar - President and Country Head - Holidays and Corporate Tours, SOTC Travel Limited, said, *“With a legacy of 75 years as an Indian-grown entrepreneurial brand, we believe that no one understands the Indian traveller better than SOTC. And so, to inspire India’s rapidly evolving couple segment, our honeymoon products have been carefully curated to include fun outdoor-adventure elements, unique cuisine experiences and personalized services. What is encouraging is that we are seeing strong demand not just from metros but also regional India’s tier 2-3 cities.”*

For further details, click here:

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About Thomas Cook (India) Limited: Set up in 1881, Thomas Cook (India) Limited (TCIL) is the leading omnichannel travel company in the country offering a broad spectrum of services including Foreign Exchange, Corporate Travel, MICE, Leisure Travel, Value Added Services, and Visa Services. It operates leading B2C and B2B brands including Thomas Cook, SOTC, TCI, SITA, Asian Trails, Allied TPro, Australian Tours Management, Desert Adventures, Travel Circle International Limited (TCI 勝景), Sterling Holiday Resorts Limited, Distant Frontiers, TC Tours, Digiphot Entertainment Imaging (DEI), Go Vacation, Private Safaris East & South Africa.

As one of the largest travel service provider networks headquartered in the Asia-Pacific region, The Thomas Cook India Group spans 28 countries across 5 continents.

TCIL has been felicitated with the award for MICE Travel Agency (Outbound) at the Economic Times MICE & Wedding Tourism Awards 2024, 'Masters of Risk - Travel & Hospitality' at India Risk Management Awards 2024, MICE Tour Operator of the Year - Outbound at SATTE 2024, Best Tour Operator at India Travel Awards North 2023, MICE Travel Operator of the Year at the Economic Times Travel & Tourism Awards 2023, winner of the Corporate Citizen Award (Travel Tourism & Hospitality) at the Corporate Citizen Conclave & Award 2023, The Outbound Tour Operator of the Year 2022 & 2019 at the SATTE Awards, IMAI India Digital Awards 2022, CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 2021, CIO100 Award for digital innovation 2022, 'Innovation in Omni-experience' Award at International Data Corporation's (IDC) Industry Innovation Awards 2021, The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2019 & 2018, Silver award for Asia's Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019-2021, Best Risk Management-Framework & Systems at the India Risk Management Awards 2019; The French Ambassador's Award for Exemplary Achievements in Visa Issuance 5 years in a row and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2019.

CRISIL has reaffirmed the rating on debt programs and bank facilities of TCIL - 'CRISIL AA- / Positive' on the long-term bank facilities of TCIL and 'CRISIL A1+' rating on the short-term bank facilities and short-term debt of the company.

For more information, please visit www.thomascook.in

Fairbridge Capital (Mauritius) Limited, a subsidiary of Fairfax Financial Holdings Limited, is the promoter of TCIL with a shareholding of 63.83% of its paid-up capital.

About Fairfax Financial Holdings Limited: Fairfax Financial Holdings Limited is a holding company which, through its subsidiaries, is primarily engaged in property and casualty insurance and reinsurance and the associated investment management. Founded in 1985 by the present Chairman and Chief Executive Officer, Mr. V. Prem Watsa, the company is headquartered in Toronto, Canada. Its common shares are listed on the Toronto Stock Exchange under the symbol FFH and in U.S. dollars under the symbol FFH.U.

About Subsidiaries of Thomas Cook (India) Limited (TCIL):

Sterling Holiday Resorts Limited

Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL is a leading leisure hospitality company with 40+ resorts, hotels and retreats across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Sterling provides a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, Weddings, Reunions, Picnics and Holidays through Memberships.

SOTC Travel Limited

SOTC Travel Limited is a step-down subsidiary of Fairfax Financial Holdings held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC Travel is a leading omnichannel travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Established in 1949, SOTC is an Indian-grown brand with a legacy of 75 years. Since then, it has escorted millions of travellers across the globe to various destinations around the globe. The Company firmly believes that today, 'No one understands the Indian Traveller better than SOTC'.

Travel Corporation (India) Limited

Travel Corporation (India) Limited (TCI) (operating brands Sita, TCI and Distant Frontiers), a wholly owned subsidiary of TCIL, is the leading Destination Management Company in India that offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka.

DEI Holdings Limited

Thomas Cook India Group holds 51% stake in DEI Holdings Limited (DEI), one of the world's leading imaging solutions and services providers.



For more information, visit:

Sterling Holiday Resorts Limited: <http://www.sterlingholidays.com>

SOTC Travel Limited: <http://www.sotc.in>

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