

Thomas Cook India and SOTC Travel see significant growth in Domestic Travel demand

Surpass full CY 2023 domestic travel numbers in first 6 months of CY 2024

Release India Domestic Travel Trends

- **Top Destinations:** Kashmir, North East, Andamans, Kerala and Goa
- **Summer demand up by 30% vs last year; extended booking season due to elections**
- **Higher average spends: up by 25% over last year**
- **Longer duration of stay: while short breaks 4 to 5 nights remain popular, significant growth in long stays of 15 days**
- **Shift in Traveller Preferences: more opting for higher category accommodation; prioritising in-hotel experiences like spa, wellness and dining**
- **Rise in experience-led travel: outdoor, soft adventure, biking trips, safari holidays, domestic cruises, culinary trails, sporting events, music festivals, etc**
- **Spiritual/ Pilgrimage Tourism on high growth trajectory - over 45% vs pre-pandemic**

Mumbai, June 18, 2024: Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, latest insights on domestic tourism.

Key trends include:

Top destinations in demand

- Kashmir: 30%
- North East: 26%
- Andaman: 22%
- Kerala: 20%
- Goa: 20%

Spiritual Tourism seeing surge of over 45% vs pre-pandemic

- Traditionally, a favorite of seniors, spiritual tourism is witnessing strong uptick from younger travellers: working professionals, millennials and GenZ; growth of younger segment is up by 75%
- High demand for unique local experiences coupled with darshans, such as cuisine trails and outdoor/adventure
- Thomas Cook and SOTC's newly launched aerial darshans (Dev Bhoomi – Om Parvat) were sold-out early this summer. Forward booking pipeline robust for winter tours to Char Dham, Varanasi, Ayodha, Jagananth, Rameshwaram, Tirupathi, etc

Shifts in traveller preferences

- Increase in spends: 15% YoY
- Increase in longer stays: 20% YoY
- Increase in multiple holidays per year: 2-3 shorter holidays in addition to longer vacations
- Impulse bookings on the rise for weekenders/mini-cations
- Increased demand for in-hotel amenities such as fine dining, spa and wellness services, and clubs facilities

Favourite summer locales

- Leh-Ladakh and cooler climates of Gangtok, Sikkim, Darjeeling, Munnar, Ooty, Coorg
- Kashmir maintains its year-round appeal

New emerging locales

- North East India's Seven Sisters, Spiti Valley in Himachal Pradesh and Ladakh's Kargil for a unique blend of natural beauty, cultural richness, and adventure
- Growing demand for experiential travel

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Ltd said, *"Domestic tourism has been powering our growth trajectory this summer. What is noteworthy is that we have achieved both our top-line and passenger numbers of 12 months of 2023, within the first six months of 2024. Indians are displaying keen appetite to explore their own country and we are witnessing exponential demand for multiple domestic trips - Young India's working professionals and DINKs are opting for multiple mini-cations, combining public holidays with weekends for short getaways, in addition to longer domestic vacations lasting 15 days."*

Mr. Daniel D'souza, President & Country Head, Leisure, SOTC Travel said, *"We are excited to share our delivery on our Domestic business: we have achieved our 2023 business numbers within just six months of 2024! Our strategy to motivate Indians to explore our own country is clearly working very well and this is a great motivation for our Teams. India offers an incredible diversity of hidden gems and exceptional experiences, and our data trends reveal that Indians are actively exploring them. We are bullish on India's Domestic segment and at SOTC we are ready to set new goals for the next six months and year ahead."*

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, Digiphoto 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 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, IAMA 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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