

INDIA

HOPE SPRINGS ETERNAL

Hope is a beautiful word. It can help one through the toughest of times. With the approval of the Covishield and Covaxin vaccines for emergency use by India, hope is stronger than ever. It is the much-needed light at the end of a seemingly endless tunnel.

The first phase of the vaccine rollout is scheduled for next week and will be provided to healthcare and other frontline workers across India. Over 30 million Indians will be vaccinated in a closely monitored and restricted “clinical trial mode”.

The winter holidays in India saw an increase in domestic tourism with people heading to the mountains to witness snowfall. Kashmir, a popular skiing destination, was abuzz with tourists over the New Year holiday. People arrived in large numbers to experience this winter wonderland and ring in 2021.

WHAT THE HEART WANTS

With hope in our hearts for the coming months, it is always good to understand the trends that have dominated travel over the last year. Preferences for travel have seen a marked shift along with the way people are travelling.

Travelling with family or small groups has taken precedence over large group vacations. Homestays and resorts have seen booming business with people opting to work remotely while getting the feel of being on vacation. There has also been a steady rise in preference for contactless services from both travellers and service providers.

Quick weekend getaways have become the choice for most Indians. There has been a marked rise in bookings for short-haul leisure holidays. Self-drive vacations have also seen a rise during the past year with people choosing arrangements where they have maximum control over safety and sanitisation.

People are also keen to plan and book slow and immersive tours in the coming months. Termed “Revenge Travel”, the idea is to get a break from the stress of checklist tours and the past year. While these are popular travel trends for Indians, they remain true for travellers across the world.

ON THE ROAD TO RECOVERY

India has reported an impressive Covid recovery rate of 96.36% and only 1.45% mortality as on 06 January 2021. For detailed statistics and latest updates, please [click here](#).