

*Thank you to all Karvyites for your great response to our survey on Vacation Planning !! We received more than 1150 responses!!*

## VACATIONS

- A majority of Karvy-ites take 2 vacations or less in a year, with only 1 in 5 people taking more than 2 vacations in a year
- The second half of the year is more likely to be vacation time, with a fourth of vacations being taken in Dec-Jan
- While half of us planned a vacation, only 14% went ahead with the plan.
- Most vacations were for less than a week



## ROAD TRIPS & ONLINE

- More than 20% Vacations are taken on impulse; Young people prefer road trips(34%)
- While most pre-book the planned vacation, 44% started the planning process in Dec only
- Half of Karvyites pre-book Online; more in the 31-40yrs age group
- More Females travel with Parents & Siblings, prefer air travel, make more online bookings and use cashless mode, while Males holiday with Friends & Spouse with Kids



## WALLET MANAGEMENT



- 20-30yrs pay via Debit cards more as against older age groups who pay via Credit Cards & Bank Transfers
- Average spends on Vacations increase with age : <30yrs spend 26k (they also visit their hometown more) as compared to >40yrs spending 42k on their last Vacation (they move out to domestic locations)
- Cashless mode (Cards & Online transfers) increased to 85% as compared with payments for last vacation; cash payments for pre-bookings drop to 11% (from 25%) – impact of demonetization!

