

CHECKIN' IN ON INDIA

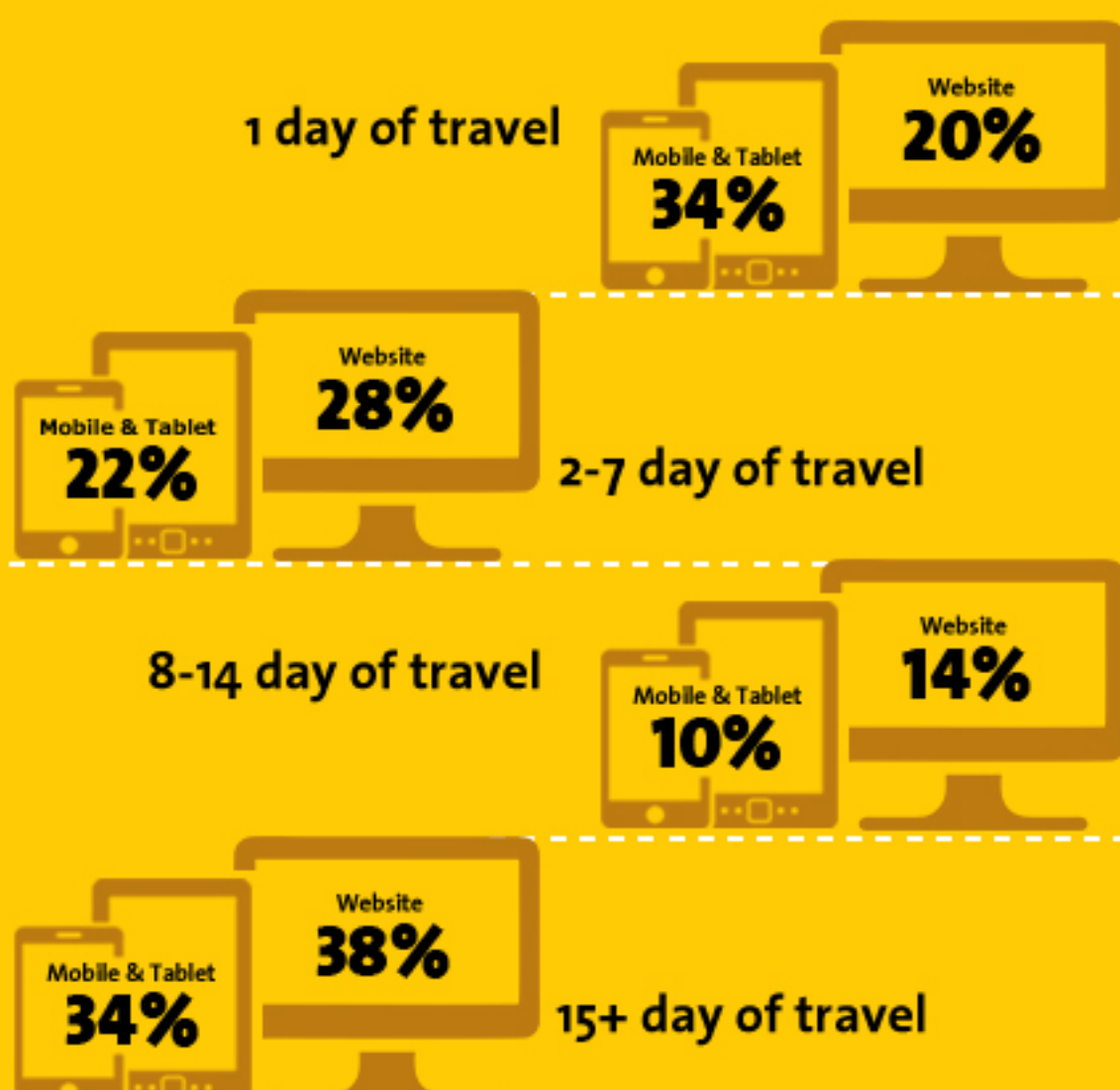
THE GROWTH FACTOR



THE IMPULSIVE TRAVELER

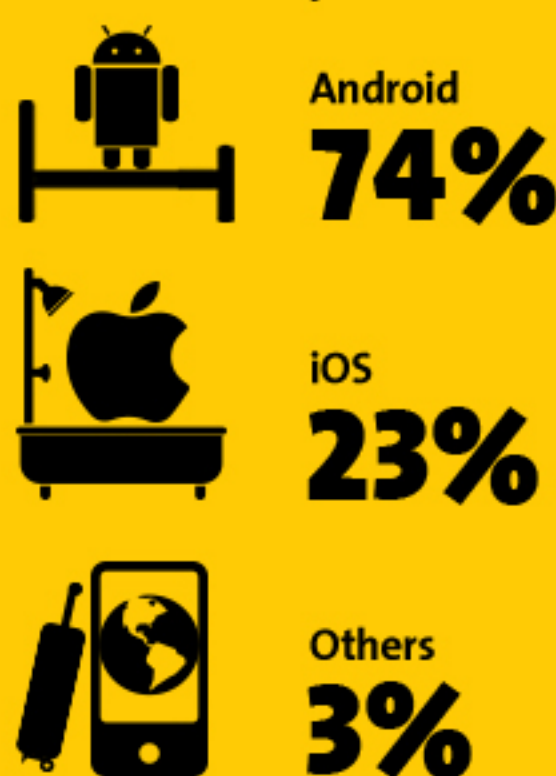


Percentage of hotel bookings done within



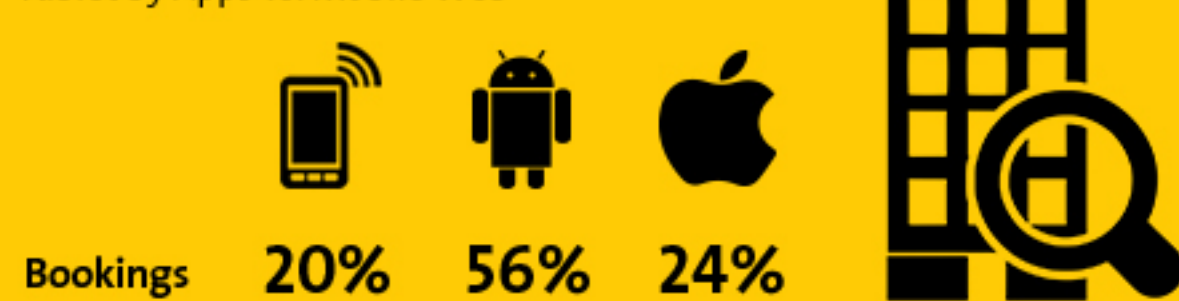
AN OS-SOME JOURNEY

Distribution of hotel bookings on Mobile & Tablet by OS



ALL IN A DAY'S WORK

Distribution of hotel bookings on Mobile & Tablet by Apps vs. Mobile Web



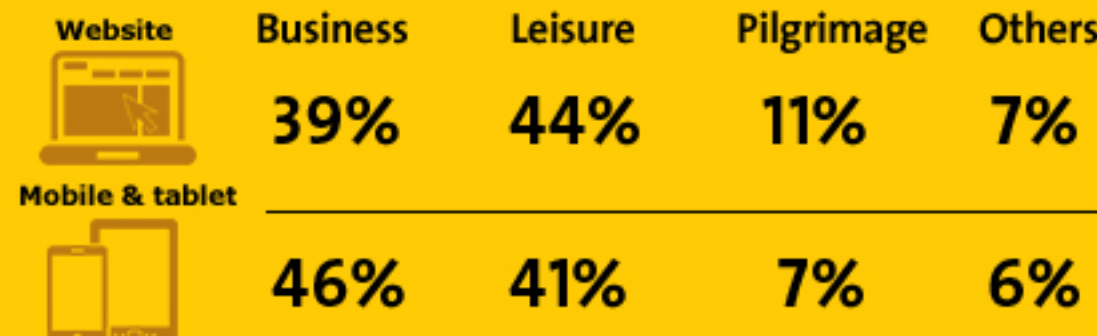
BOOK, BOOKING, BOOKED

Percentage of hotel bookings from Mobile & Tablet



BUSINESS OR PLEASURE?

Reasons for travel



THE GREAT ESCAPE



THE GREAT ESCAPE

Top 3 domestic weekend-getaway destinations by city of origin



Top emerging domestic destinations by city of origin



GLOBE TROTTERING

Popular and emerging international destinations



TOP 3 INTERNATIONAL DESTINATIONS

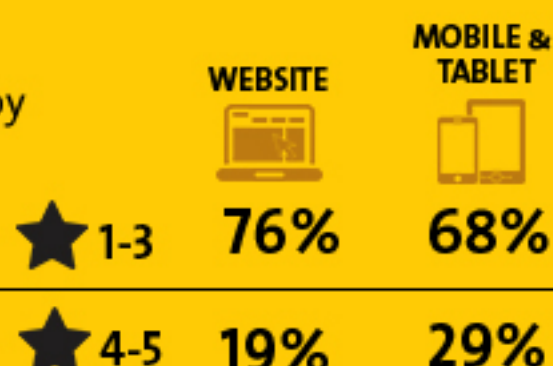


TOP 3 EMERGING DESTINATIONS



STAYIN' IN STYLE

Percentage of hotel bookings by star rating and booking mode



CHAIN REACTION



WINTER GETAWAYS

167% increase in hotel checkins during long weekends

October (Gandhi Jayanti/Dussehra)
December (Christmas & New Year's Eve)

SEARCH PATTERNS ON APPS

Android
Location → Price → Stars → TA Rating → Amenities

iOS
Pay@Hotel → Stars → Location → Price → TA Rating

PAY AS YOU GO

Percentage of payments made at the hotel

