

RateGain's PULSE powered by Adara suggests 40% Y-O-Y Growth in Summer Vacation Driven Outbound Leisure Travel from India

New Delhi, May 30th'2023: [RateGain](#) Travel Technologies Limited (RateGain), a global provider of SaaS solutions for travel and hospitality, through its latest PULSE report powered by Adara, shared that the Indian travel market is showing strong signs of recovery from the pandemic, with international leisure flight bookings from India increasing by 40% in June-August 2023 compared to the same period in 2022. This represents the highest level of outbound leisure flight bookings from India in the post-COVID years. However, the demand is still 15-20% lower than the pre-pandemic high of 2019.

Analyzing Adara's travel-intent data, the world's most comprehensive travel-intent platform, the report highlights that Singapore received the highest flight bookings from India for travel between June-August 2023, followed by San Francisco, Melbourne, Toronto, and Bali. Western countries are the top choice for Indian couples this summer, with the United States, Canada, and the United Kingdom being the most booked destinations. In Asia, Bali and Singapore are the most popular choices.

For families from India, the United States, Singapore, the United Arab Emirates, Canada, and Thailand are the most popular destinations. Meanwhile, for solo travelers, the United States, Canada, and the United Kingdom are the most popular destinations, with Thailand remaining a top choice for leisure travel. Destinations such as Qatar and the United Arab Emirates are being booked more often for business travel by solo travelers rather than leisure.

Adara's report also revealed that 95% of hotel bookings were made using Chrome desktop browser, with Chrome (desktop + mobile) accounting for 99% of all hotel bookings made for June-August 2023. Additionally, 19.8% of family travelers booked hotels with ADR > \$400, with family travelers booking twice as many rooms with ADR > \$400 as compared to couples.

Adara's travel-intent data platform and solutions, powered by over 270+ brands with over 24 billion data elements and 1.5 billion digital identities, is used by leading airlines, hotel chains, tourism organizations, OTAs as well as luxury retailers to segment their audiences better and drive higher ROI on their marketing spends.

To request a custom report for your region, please visit [Adara's Customer Intelligence Center](#).

About RateGain

RateGain Travel Technologies Limited is a global provider of SaaS solutions for travel and hospitality that works with 2800+ customers and 700+ partners in 100+ countries helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.

RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data helping revenue management, distribution and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises and ferries drive better outcomes for their business. Founded in 2004 and headquartered in India, today RateGain works with the Top 23 of 30 Hotel Chains, the Top 25 of 30 Online Travel Agents and all the top car rentals including 8 Global Fortune 500 companies in unlocking new revenue every day. For more information, please visit <https://www.rategain.com>

Forward-Looking Statements

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential, and target dates for project-related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

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