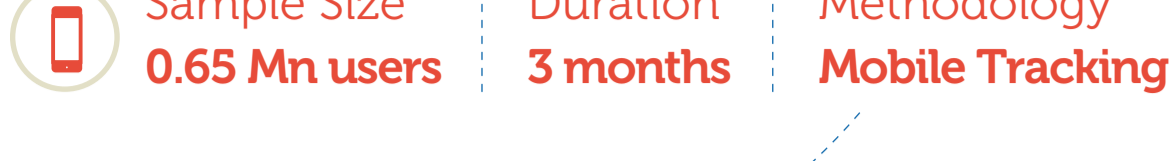


# Traveller behaviour: India

## Airports covered

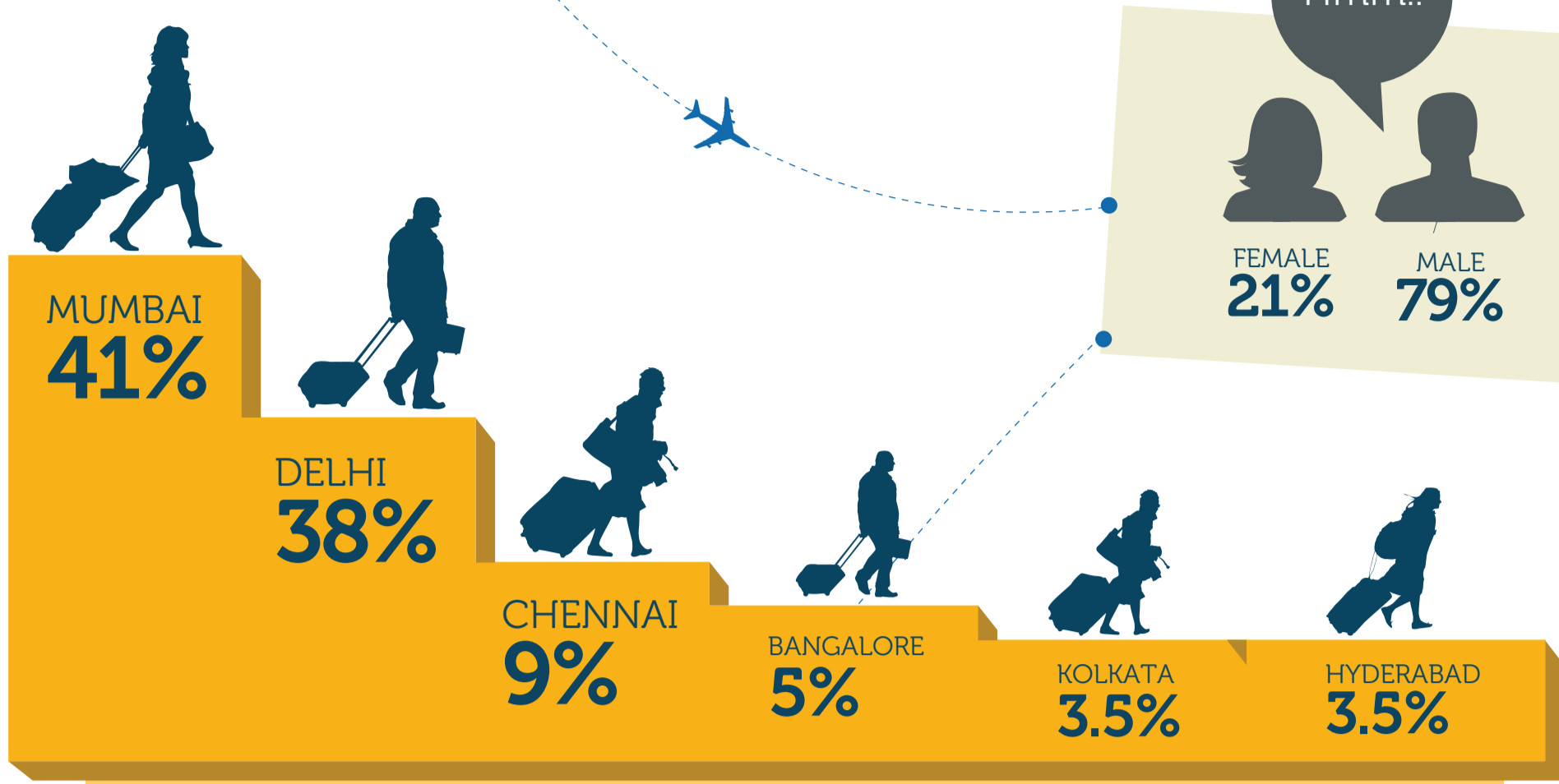


## Research Info



## Footfall Trends at Indian Airports

### Mobile Tracked Users



Most travellers found at Mumbai Airport by Mobile Tracking and least found in Hyderabad Airport over the last 3 months.

### 2013-14 AAI (Airports Authority of India) Trends



The variance from AAI numbers is due to the methodology used. Mumbai travellers either are more mobile-savvy compared to Delhi travellers or this could be a result of easy access to Wifi.

## Engagement Trends

### Mobile engagement variance with airport

- Mumbai Travellers had 14% higher engagement as compared to the average time on Mobile.
- Bangalore travellers were surprisingly lower on mobile engagement compared to the travellers in 5 cities

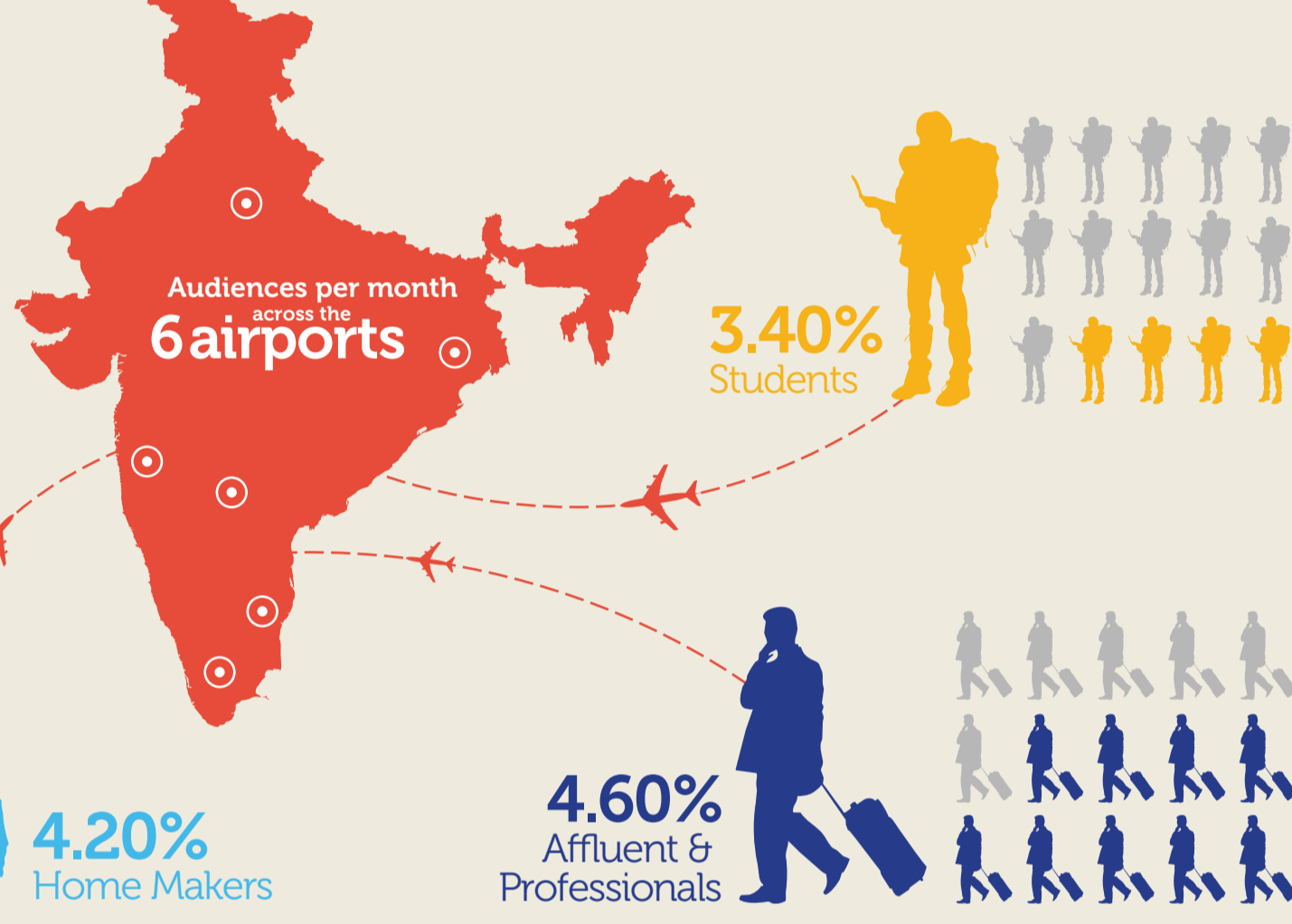


Average time spend on Mobile : 1.61 hrs per user across requests

### Audience split within the airports

### Audience Trends

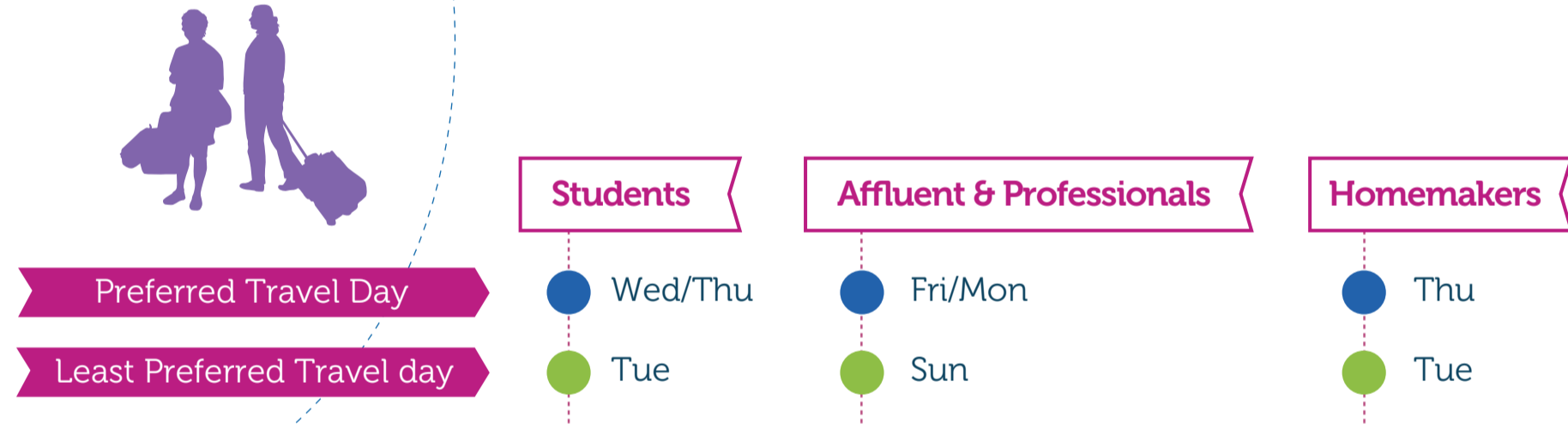
Showing percentage of the audience at airports out of the total audience pool.



4.6% of Indian Professionals & Affluent, 4.2% of Indian Home Makers & 3.4% of Indian Students are found at one of these 6 airports once a month.\*

\*Indian profiles are created by studying top 15 cities

## Daywise footfall trends

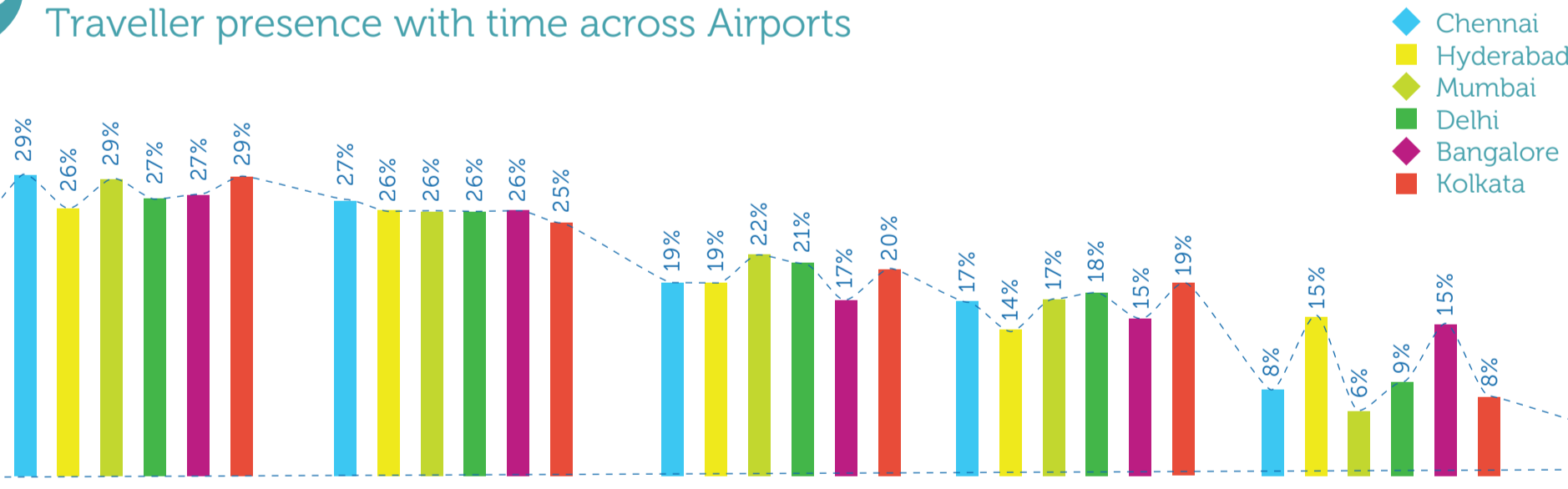


### Audience & Day wise engagement trends

- Thursday saw highest engagement across all segments
- Professionals spend most times on their phones out of the segments across days, with the requests spread across 2+ hrs
- The general engagement trend was: **Thursday > Wednesday > Friday / Saturday / Sunday > Monday > Tuesday**

## Timewise Footfall Trends

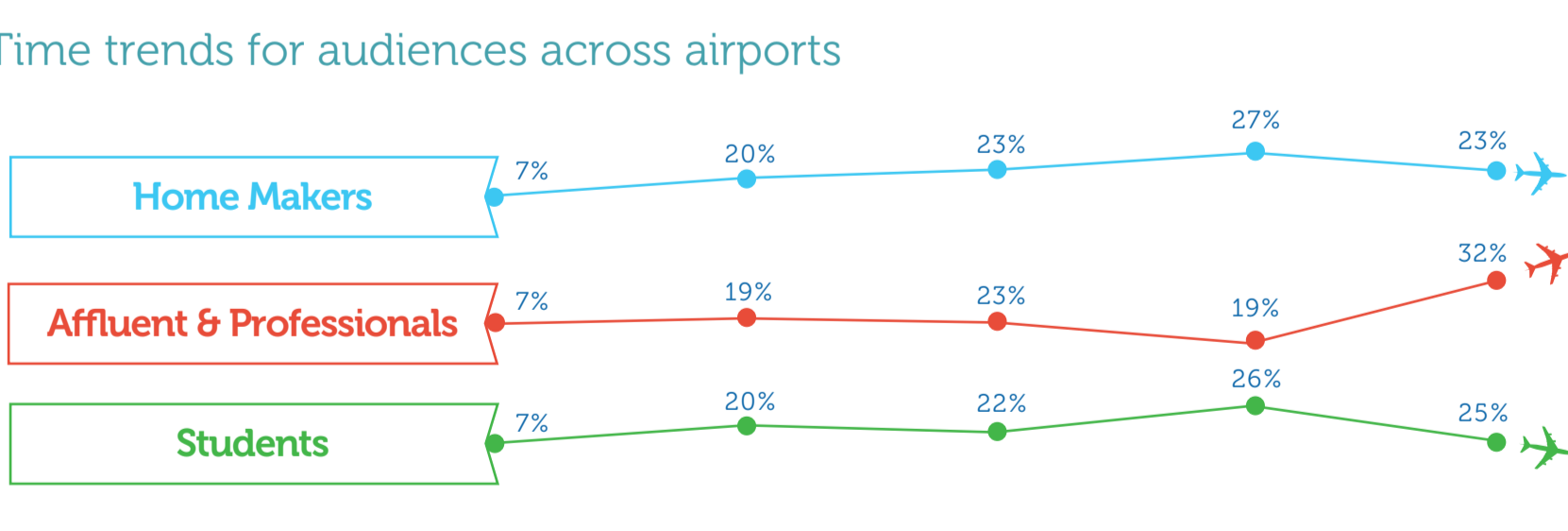
### Traveller presence with time across Airports



- Evening flights were popular for travellers across airports.
- Morning flights were still considered by Bangalore & Hyderabad travellers, whereas travellers at other airports saw major skew towards flight post 6 am

## Audience Preferred Travel Time

### Time trends for audiences across airports



- Affluent & Professionals preferred travel time is 7pm to 12 Midnight.
- Home Makers & Students, still end up taking early morning flights, with most preferred time as 3PM to 7PM. This could be due to cheaper air fares and less constraint on preferred timing.

## Audience-wise Time Trends

### Time trends for audiences across airports

	12am - 6am	6am - 11am	11am - 3pm	3pm - 7pm	7pm - 12am
<b>Students</b>	Better % seen at Mumbai & Chennai	Most % seen at Mumbai	Least % seen at Mumbai	High % seen across all airports	Highest % seen at Kolkata
<b>Affluent</b>	High % seen at Hyderabad & Bangalore	Very high % seen at Chennai	Least % seen at Bangalore	Good % seen across all airports	Most traction seen at Kolkata & Mumbai
<b>Homemakers</b>	High % seen at Hyderabad	Low % seen at Hyderabad	Low % seen at Bangalore & Hyderabad	Very good % seen at most airports, Delhi leads	Highest % seen at Hyderabad
<b>Professionals</b>	High % seen at Chennai	Good % seen across all airports	Good % seen at Delhi & Hyderabad	Good % seen across all airports	Good % seen at Kolkata & Chennai

Good or bad % in a location is to be read as compared to other airports for the same audience. For example, between 12 am to 6am, % of Homemakers travelling at Hyderabad airport is higher compared to % of Homemakers travelling at other airports