

Thomas Cook India expands its footprint in Uttar Pradesh

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Thomas Cook India expands its footprint in Uttar Pradesh to 7 outlets

Opens Franchise (Gold Circle Partner) Outlet at RathYatra Chauraha - Varanasi

INVC NEWS

Mumbai,

Thomas Cook (India) Limited, India's leading integrated travel services company has expanded its footprint in Uttar Pradesh with the launch of a new Gold Circle Partner franchise outlet in Varanasi. This expansion augments Thomas Cook India's distribution and reach in Uttar Pradesh to 7 consumer access centres: 1 owned branch and 6 Gold Circle Partner (franchise) outlets - across Lucknow, Kanpur, Meerut, Ghaziabad, Prayagraj and Varanasi.

The Thomas Cook India's **Holiday Readiness Report** reveals 2 key insights: a significant 67% respondents are keen to travel in the next 6 months and a sizeable 84% prefer reputed brands - especially when travelling in the COVID era. Hence to support its customers in the high potential market of Uttar Pradesh, Thomas Cook India has set up its Varanasi outlet to offer end-to-end travel solutions, including: international & domestic holidays (group tours, personalised holidays, cruises, etc.), travel Insurance and visa services. To build consumer confidence in travel, the outlet will also offer Thomas Cook India's **Assured Safe Travel Program** in partnership with Apollo Clinics and **seamless COVID-negative certification services** with doorstep delivery. Of additional advantage, especially during the COVID era, are **Thomas Cook India's Doctor on Call 24x7** and **Safe Holiday Helpline** services.

Customer Trends: Customers from Uttar Pradesh are displaying strong interest in both domestic favourites like Andamans, North East, Kerala, Gujarat, Rajasthan, Uttarakhand, Goa, Himachal Pradesh, Kashmir and international destinations of Maldives, Dubai and the recently reopened Russia, Seychelles, Nepal, Egypt and Turkey. The demand is across segments such as families/extended families, business professionals, ad hoc groups of friends, etc. An interesting trend is the growing preference for multiple short breaks among customers from Varanasi with a preference for cooler climates and hilly destinations such as Mussoorie, Shimla, Nainital, etc.

Mr. Rajeev Kale, President & Country Head - Holidays, MICE, Visa, Thomas Cook (India) Ltd. said, *“With the opening of our Gold Circle Partner outlet at RathYatra Chauraha, we are delighted to offer our customers in Varanasi our attractive range of holidays - right at their doorstep. Varanasi offers us strong growth potential and we have carefully selected the location of a key commercial centre to access a diversity of consumer segments.”*

Gold Circle Partner Mr. Nikunj Gaur is a travel and tourism veteran and his expertise in the industry along with his extensive network will assist Thomas Cook India to further strengthen its presence in this growing market.

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