

Thomas Cook & SOTC launch unbeatable 'Buy One Get One Free'

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Durga Pujo is a very special time for Bengalis. This upcoming Pujo season is witnessing significant pent up travel demand with missed holidays due to successive lockdowns, coupled with the positivity of accelerated vaccine drives and easing travel restrictions. To tap into the viable West Bengal market, India's leading integrated travel services company, Thomas Cook India, and its Group Company, SOTC Travel, have launched a special Durga Pujo holiday range. Exclusive offers like *Book One Get One Free* and *Staycations Free* have been included to help Bengalis celebrate the festive season with family and loved ones and take a well-deserved break - to rest, rejuvenate and discover exciting new destinations.

Thomas Cook India & SOTC's Third Holiday Readiness Report (June 2021) reveals that over 69% of Indians are keen to resume travel in 2021. The data for West Bengal however highlights an even stronger travel desire: over 74% respondents are eager to travel this year, and of this, over 79% chose the festive Pujo season. With 52% opting for domestic and 48% for international holidays, 66% respondents from West Bengal prefer to travel with family/friends. In an endeavour to leverage this significant travel appetite, Thomas Cook India & SOTC's Pujo specials are aimed at converting latent demand into bookings.

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