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Business
MakeMyTrip ranked as most preferred online travel agency in India

India Infoline News Service / Mumbai Dec 15, 2008 16:45

The survey polled 300 respondents across six metropolitan cities and attempts to identify and forecast customer behavior in the highly fluid environment of online travel. 33.3% of them voted MakeMyTrip as their preferred Online Travel Agency over other portals in India.

MakeMyTrip, one of India's largest travel companies, has been ranked as the most-preferred full-service Online Travel Agency in India. In a survey conducted by TravelBiz Monitor, a weekly news magazine reporting on and for the Indian travel and tourism industry, the company ranks top-most among the full-service Online Travel Agencies preferred by the respondents.

The survey polled 300 respondents across six metropolitan cities and attempts to identify and forecast customer behavior in the highly fluid environment of online travel. 33.3% of them voted MakeMyTrip as their preferred Online Travel Agency over other portals in India. IRCTC led the survey with a 40% share but the portal provides only train tickets, and was, until recently the only portal to offer them.

Commenting on the survey findings, Deep Kalra, CEO and Founder, MakeMyTrip said, "We are pleased with being credited as India's most preferred OTA in an independent survey. This only serves to re-affirm our belief and continue with our efforts to innovate within the business. The endorsement we received by winning the Best OTA Award from Galileo-Express Travel World last year has now been complemented by a popular poll amongst customers. Travellers have come to expect industry-leading innovations from MakeMyTrip – whether it is payment solutions, deals and discounts or technology innovations. We'd like to promise them that we'll continue to strive towards exceeding their expectations."

Kalra further elaborated, "Online Travel is driven largely by air products since these are low-involvement products. This also makes the sticky-factor negligible for customers. It is extremely gratifying for us therefore to be able to create a significant differentiator through our best-deal offerings and superior customer service, leading customers to respond favourably."

The survey threw up other interesting trends in the Online Travel space:

Almost all respondents have booked an air ticket- bought by 99.6% of pollsters they are the most popular products booked online – railway tickets follow at 50.5%

A promising growth area is the Hotels segment - 20% of the participants had already booked a hotel room online once

52% of the participants preferred booking online rather than through travel agents and almost 30% had booked travel products between 1-3 times a year. At a close second, 26% participants had done travel bookings between 4-6 times a year.

In what is a clear indicator of where the future lies (and that it lies with people who are comfortable with technology), convergence has been identified as the leading enabler – almost 60% respondents believe that MCommerce will be preferred through OTAs in the future.

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9583.89	283.03	3.04

Nifty	Chng	Chng%
2919.90	76.80	2.70

GAINERS & LOSERS

Top 3 Gaining Companies		
JPASSOCIAT	74.80	8.48 %
TATASTEEL	199.55	7.20 %
RELINFRA	577.50	6.82 %

Top 3 Losing Companies		
HINDUNILVR	260.20	-0.27 %