

# Note ban: domestic tourism down 65%, says Assocham

## International tourist inflow too down 40%; cash crunch dampening consumer sentiment

OUR BUREAU

Ahmedabad, December 20

Domestic tourism following the demonetisation move on November 8 has drastically come down by 65 per cent, while international tourist inflow has reduced by 40 per cent in the last two months, as compared to November-December 2015.

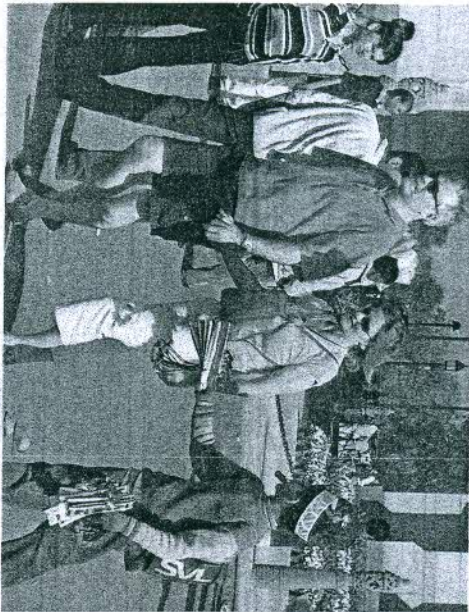
The two-month period in 2015 had witnessed an increase of 35 per cent in domestic tourism and 20 per cent in international tourist inflow, according to industry body Assocham.

### Drop in bookings

With shortage of cash dampening consumer confidence, the ongoing tourism season is witnessing a significant dent, with

not much enthusiasm for Christmas and New Year holidays at some of the popular destinations, which are reporting at least 65 per cent drop in bookings, barring Goa that is catching up of late.

Even though the tourism season begins around October-November, it picks up around Christmas and the New Year, with tourists making beeline to popular destinations in Rajasthan, Madhya Pradesh, Uttar Pradesh, Gujarat, Uttarakhand, Goa and Kerala, while some enthusiasts also head for the hills to witness snowfall, the survey conducted by the Associated Chamber of Commerce and Industry of India (Assocham), said on Tuesday. Travel trade reported



around 40-45 per cent drop in bookings for international tourists while business for the domestic travelers has gone down by well over 65 per cent.

There is also slowdown in the number of bookings from international tourists, considering November, December and January being the peak season of in-

ternational tourists' inflow. The drop in bookings has also resulted in lowering of the rates for hotels and airlines tickets to the extent of 30-35 per cent as compared to similar months of the previous year.

While the travel trade including airlines, hotels and railways have mostly shifted to online bookings, the impact is seen largely because of erosion in the consumer confidence as most of the self-employed people have been witnessing a sharp decline in earnings while professionals employed in the organised sector too have been affected psychologically by the "scarcity syndrome", said DS Rawat, Secretary-General, Assocham.

This year, the prospects of this peak season look subdued as fallout of the demonetisation drive unfolds. According to the industry insiders, a staggering fall

of about 60-65 per cent in domestic bookings and around 40-45 per cent fall in international bookings has brought the travel and tourism and hospitality industry virtually to a standstill.

### Organised tours stable

The flow of tourists coming under organised packages and groups has not been affected, but many of those who do not plan their stay in advance have cancelled their trips. The tourists visiting the States, especially foreigners, also complain of difficulties in getting their currency exchanged.

The number of travellers in organised trips has not been affected much because their hotels and taxis are booked in advance. The occupancy of hotel rooms have come down and the impact is also visible on taxi operators, small vendors and others.

## 'Cash crunch hits domestic tourism, bookings down 65%'

TIMES NEWS NETWORK

**Ahmedabad:** With the cash crunch post demonetization continuing to dampen consumer sentiments, there seem to be fewer takers for Christmas and New Year holidays this year. Popular domestic destinations, except Goa, have reported a drop of 65% in bookings, stated a study by the Associated Chambers of Commerce & Industry of India (Assocham). Bookings for Goa have picked up of late.

Travel trade has reported around 40-45% drop in bookings for international tourists while business for domestic travellers has gone down by well over 65%. "There is also slowdown in bookings from the international tourists with November-December and January being the peak season of international tourists' inflow," the study adds.

According to the industry body, this year, the prospects of this tourist season looks dim as a fallout of the demonetization drive. A staggering drop of about 60-65% in domestic bookings and around 40-45% drop in international bookings has brought the travel, tourism and hospi-



ality industry to a standstill.

Even though the tourism season begins around October-November, it peaks around Christmas and New Year, with tourists making a beeline to popular destinations in Rajasthan, Madhya Pradesh, Uttar Pradesh, Gujarat, Uttarakhand, Goa, and Kerala while some enthusiasts head to the hills for snowfall.

The drop in bookings has also resulted in lowering of the rates for hotels and airlines tickets to the extent of 30-35% as compared to similar months of the previous year, the study found.

The flow of tourists coming under organized packages and groups has not been affected, but many of those

who do not plan their stay in advance have cancelled their trips. The tourists visiting the state, especially foreigners are also complaining of difficulties in getting their currency exchanged.

"While the travel trade, including airlines, hotels and railways have mostly shifted to online bookings, the impact is seen largely because of erosion in consumer confidence as most self-employed people have been witnessing a sharp decline in earnings, while professionals employed in the organized sector, too, have been affected psychologically by the 'scarcity syndrome'," said D S Rawat, secretary general of Assocham.

## CASH CRUNCH

## Domestic tourism hit, 65% drop in bookings, says ASSOCHAM

EXPRESS NEWS SERVICE  
AHMEDABAD, DECEMBER 20

WITH SHORTAGE of cash dampening consumer confidence, the ongoing tourism season is witnessing a significant dent with not much enthusiasm for Christmas and New Year holidays at some of the popular destinations which are reporting at least 65 per cent drop in bookings, barring Goa that is catching up of late, says an ASSOCHAM survey. Even though the tourism sea-

son begins around October-November, it picks up around Christmas and the New Year, with tourists making beeline to popular destinations in Rajasthan, Madhya Pradesh, Uttar Pradesh, Ahmedabad, Uttarakhand, Goa, Kerala while some enthusiasts too head for the hills for snowfall, reveals the Associated Chamber of Commerce and Industry of India (ASSOCHAM).

According to the findings, travel trade has reported around 40-45 per cent drop in bookings

for international tourists while business for the domestic travellers has gone down by well over 65 per cent. There is also slowdown in the number of bookings from the international tourists, considering November, December and January being the peak season of international tourists' inflow. The drop in bookings has also resulted in lowering of the rates for hotels and airlines tickets to the extent of 30-35 per cent as compared to similar months of the previous year, adds the findings.

# पर्यटन क्षेत्र पर भी नोटबंदी की मार

नई दिल्ली, 20 दिसम्बर (एजेंसियां)। क्रिसमस और नए साल जैसे भोके पर हर साल पर्यटन स्थलों पर लगाने वाली पर्यटकों की जमघट इस साल नोटबंदी की वजह से नहीं दिखेगी। उद्योग संगठन एसोचैम के ताजा सर्वेक्षण के अनुसार नोटबंदी से उपभोक्ताओं का भरोसा कम हुआ है, जिससे इस सीजन में होने वाली घरेलू बुकिंग में कम से कम 65 प्रतिशत की गिरावट आ गयी है। अक्टूबर-नवम्बर के समय शुरू होने वाला पर्यटन का सीजन क्रिसमस तथा नए साल के समय परवान चढ़ता है लेकिन नवम्बर में ही नोटबंदी की मार से पर्यटकों को रुझान कम हो गया है। हर साल इस समय पर्यटकों का जमावड़ा राजस्थान, मध्य प्रदेश, उत्तर प्रदेश, गुजरात, उत्तराखंड, गोवा तथा केरल जैसे लोकप्रिय पर्यटक स्थलों पर दिखता था। कुछ पर्यटक बर्फवारी देखने हिल स्टेशनों पर भी जाते थे। सर्वेक्षण के अनुसार इस सीजन में अंतरराष्ट्रीय पर्यटन का कारोबार लगभग 40 से 45 प्रतिशत और घरेलू



■ घरेलू बुकिंग 65 प्रतिशत गिरी

■ अंतरराष्ट्रीय पर्यटन का कारोबार लगभग 40 से 45 प्रतिशत घटा

पर्यटन 65 प्रतिशत से अधिक घट गया है। नवम्बर, दिसम्बर और जनवरी का महीना अंतरराष्ट्रीय पर्यटकों के भारत आने का सीजन होता है लेकिन अंतरराष्ट्रीय बुकिंग में भी इस बात तेज गिरावट आयी है। बुकिंग कम होने से होटलों ने अपना रूम रेट कम कर दिया है और विमानन कंपनियों ने अपने टिकट पिछले साल के इसी सीजन की तुलना में 30 से 35 प्रतिशत तक सस्ते कर दिये हैं। एसोचैम के महासचिव डी एस रावत के अनुसार एयरलाइंस, होटल

और रेलवे की बुकिंग अब अधिकतर ऑनलाइन होती है और इस पर नोटबंदी का उतना असर नहीं होना चाहिए था लेकिन उपभोक्ता विश्वास में आयी कमी से ये भी इसकी चपेट में आ गये। उपभोक्ता विश्वास में कमी से स्वरोजगार करने वाले व्यक्तियों की आय में जबरदस्त कमी आयी है तथा पर्यटन सेवा देने वाले संगठित क्षेत्रों में कार्यरत पेशेवर लोगों पर भी 'नकदी की कमी के सिंड्रोम' का मनोवैज्ञानिक असर पड़ा है। पर्यटन उद्योग से जुड़े लोगों के अनुसार घरेलू बुकिंग में 60 से 65 फीसदी तथा अंतरराष्ट्रीय बुकिंग में 40 से 45 फीसदी की तेज गिरावट से पर्यटन तथा सेवा क्षेत्र लगभग ठहर सा गया है। हालांकि, नोटबंदी का दबाव पैकेज टूर और सामूहिक पर्यटन पर नहीं दिखा है लेकिन जिन पर्यटकों ने अपने टहरने का इंतजाम पहले से नहीं किया था उन्होंने अपने ट्रिप रद्द कर दी है। एडवांस में होटल और टैक्सी आदि की बुकिंग कर चुके पर्यटकों पर नोटबंदी का उतना प्रभाव नहीं है।

## पर्यटन पर भी नोटबंदी हावी; घरेलू बुकिंग 65 फीसदी गिरी

नई दिल्ली, 20 दिसम्बर (एजेंसी): क्रिसमस और नए साल जैसे मौके पर हर साल पर्यटन स्थलों पर लगने वाला पर्यटकों का जमघट इस साल नोटबंदी की वजह से नहीं दिखेगा।

उद्योग संगठन एसोचैम के ताजा सर्वेक्षण के अनुसार पर्यटन पर नोटबंदी हावी रही। जिस कारण इस सीजन में होने वाली घरेलू बुकिंग में कम से कम 65 प्रतिशत की गिरावट आ गई है। अक्टूबर-नवम्बर के समय शुरू होने वाला पर्यटन का सीजन क्रिसमस तथा नए साल के समय परवान चढ़ता है लेकिन नवम्बर में ही नोटबंदी की मार से पर्यटकों का रुझान कम हो गया है। बुकिंग कम होने से होटलों ने अपना रूम रेट कम कर दिया है और विमानन कम्पनियों ने अपने टिकट पिछले साल के इसी सीजन की तुलना में 30 से 35 फीसदी तक सस्ते कर दिए हैं।