

**Thomas Cook (India) Limited**

11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel (East),  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
Fax No. : +91-22-2302 2864



July 7, 2026

The Manager,  
Listing Department  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
**Scrip Code: 500413**  
Fax No.: 2272 2037/39/41/61

The Manager,  
Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, 5th Floor, Plot No. C/1,  
G Block, Bandra-Kurla Complex, Bandra (E),  
Mumbai – 400 051  
**Scrip Code: THOMASCOOK**  
Fax No.: 2659 8237/38

Dear Sir/ Madam,

**Sub: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

We are enclosing herewith the Press Release dated July 7, 2026 titled, “Festivals are increasingly shaping travel decisions among Indians, Regional celebrations emerge as key holiday travel drivers”.

This is for your information and records.

Thank you.

Yours faithfully,

For **Thomas Cook (India) Limited**

**Amit J. Parekh**  
*Company Secretary and Compliance Officer*

**Encl: a/a**

## **Festivals are increasingly shaping travel decisions among Indians Regional celebrations emerge as key holiday travel drivers**

**Mumbai, July 7, 2026:** Festivals are increasingly shaping travel decisions among Indians, with regional celebrations emerging as key holiday travel drivers. Thomas Cook (India) Limited, India's leading omnichannel travel services company, and its Group Company SOTC Travel, are witnessing travellers increasingly aligning their holidays with Onam in Kerala, Pongal in Tamil Nadu, Ganesh Chaturthi in Maharashtra, Navratri in Gujarat, Durga Puja in Eastern India, Mysore Dasara in Karnataka, Dussehra across North India and Diwali celebrated pan-India. As festivals create opportunities for extended breaks, travellers are combining celebrations with spiritual journeys, cultural immersions, family holidays and international getaways, transforming traditional festive occasions into memorable travel experiences.

The trend is evident across India's key source markets. Travellers from Kochi and Thiruvananthapuram are making the most of the Onam holidays, while Chennai and Coimbatore are leveraging the Pongal break to plan vacations. Mumbai and Pune continue to see festive travel around Ganesh Chaturthi, while Ahmedabad and Vadodara are aligning holidays with Navratri celebrations. Kolkata and Bhubaneswar are emerging as key travel hubs during Durga Puja, while Bengaluru and Mysuru are witnessing travellers extending the Mysore Dasara holidays into memorable getaways. Delhi NCR and Jaipur are among the key markets planning holidays around Dussehra, while Diwali continues to inspire travel across metros including Delhi NCR, Mumbai and Hyderabad, as families and friends make the most of the festive break to explore destinations together.

### **Spiritual and Cultural Experiences Continue to Hold Strong Appeal**

For many travellers, festivals remain deeply connected to faith and tradition. Destinations such as Vrindavan and Mathura witness heightened interest during Janmashtami, offering visitors the opportunity to experience celebrations through temple rituals, devotional music and cultural performances. Kolkata continues to attract travellers during Durga Puja, when the city transforms into a vibrant showcase of art, culture and community spirit. From elaborate pandals and street food to cultural performances and heritage walks, the festival has evolved into one of India's biggest tourism attractions. Varanasi also sees increased interest during Diwali and Dev Deepawali, while Mysuru draws visitors from across the country for its iconic Dasara celebrations. Increasingly, travellers are choosing to experience festivals at their cultural heart, making domestic travel an integral part of festive celebrations.

### **International Holidays Gain Momentum During Festive Breaks**

While domestic destinations remain popular, festive holidays are increasingly serving as a launchpad for international travel. As an extension of celebrations, many travellers are using festival breaks to undertake short- and mid-haul overseas holidays.

While Europe continues to be a preferred choice among aspirational travellers seeking culture, history and scenic landscapes, particularly during the autumn season, Southeast Asia is witnessing strong demand from families and first-time international travellers. Destinations such as Indonesia, Thailand, Vietnam, Singapore and Malaysia continue to perform strongly for their blend of leisure, culture, family-friendly attractions and easy accessibility.

Travellers seeking immersive long-haul experiences are also showing growing interest in Japan, China, Egypt, South Africa and the UAE, drawn by unique cultural experiences, natural landscapes and curated itineraries that offer deeper connections with each destination.

### **Experience-Led Travel Takes Centre Stage**

One of the defining characteristics of festive travel today is the shift towards experience-led holidays. Travellers are increasingly prioritizing meaningful activities over traditional sightseeing. Whether it's participating in a tea ceremony in Japan, witnessing cultural performances in Bali, cruising through Ha Long Bay in Vietnam, exploring ancient wonders in Egypt or discovering local traditions across Europe, travellers are seeking

experiences that deepen their connection with a destination. This growing preference reflects a broader evolution in travel behavior, where holidays are increasingly measured by memorable moments rather than the number of attractions visited.

### **Multi-Generational Travel on the Rise**

Another notable trend is the rise of multi-generational travel during festive periods. Parents, children and grandparents are increasingly travelling together, making festivals an ideal occasion for family reunions beyond the home. Destinations such as Singapore and Malaysia, Dubai and Abu Dhabi, Bali, Japan and Europe continue to perform strongly among family groups due to their combination of accessibility, comfort and experiences suitable for different age groups. This trend is also contributing to longer trip durations, as families seek to maximize holiday periods and spend meaningful time together.

**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited**, said, *"Festivals have become one of the strongest drivers of holiday planning for Indian travellers, with regional celebrations increasingly influencing when and where people choose to travel. We are witnessing strong demand across key source markets from Onam in Kerala and Pongal in Tamil Nadu to Durga Puja in Eastern India, Dussehra across Karnataka and North India, and Diwali celebrated across the country. Travellers are leveraging these festive windows to explore destinations that offer meaningful experiences, whether through spiritual journeys within India, family holidays in Southeast Asia, autumn escapes to Europe or immersive long-haul vacations. The growing popularity of multi-generational travel further highlights how holidays are becoming an integral part of modern festive celebrations."*

**Mr. SD Nandakumar, President & Country Head – Holidays & Corporate Tours, SOTC Travel**, said, *"Festivals are no longer just occasions to return home, they are increasingly becoming opportunities to celebrate in new places and create new traditions with loved ones. Today's travellers are looking beyond conventional holidays, choosing experiences that are immersive, enriching and memorable, whether it's discovering local cultures and cuisines, embarking on spiritual journeys, enjoying scenic rail holidays, witnessing wildlife on an African safari or cruising through spectacular landscapes. Festive travel today is less about where people go and more about the memories they create together, making every celebration a journey in itself."*

### **About Thomas Cook (India) Limited:**

Set up in 1881, Thomas Cook (India) Limited (TCIL) is the leading omnichannel travel company in the country offering a broad spectrum of services including Foreign Exchange, Corporate Travel, MICE, Leisure Travel and Value-Added Services. It operates leading B2C and B2B brands including Thomas Cook, SOTC, TCI, SITA, Asian Trails, Allied TPro, Australian Tours Management, Desert Adventures, Travel Circle International Limited (TCI 勝景遊), Sterling Holiday Resorts Limited, Distant Frontiers, TC Tours, Digiphotography Entertainment Imaging (DEI), Go Vacation, Private Safaris East & South Africa.

As one of the largest travel service provider networks headquartered in the Asia-Pacific region, The Thomas Cook India Group spans 28 countries across 5 continents.

TCIL has been felicitated with ET Edge's Best Organizations for Women (BOW) 2026, MICE Powerhouse at MaxiiiMICE Awards 2025, Outbound Travel Operator of the Year (2024) and MICE Travel Operator of the Year (2024 & 2023) at The Economic Times Travel & Tourism Annual Awards, MICE Travel Agency (Outbound) at the Economic Times MICE & Wedding Tourism Awards 2024, 'Masters of Risk - Travel & Hospitality' at India Risk Management Awards 2024, MICE Tour Operator of the Year - Outbound at SATTE 2024, Best Tour Operator at India Travel Awards North 2023, winner of the Corporate Citizen Award (Travel Tourism & Hospitality) at the Corporate Citizen Conclave & Award 2023, The Outbound Tour Operator of the Year 2022 at the SATTE Awards, IAMA India Digital Awards 2022, CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 2021, CIO100 Award for digital innovation 2022.

CRISIL has reaffirmed the rating on debt programs and bank facilities of TCIL - 'CRISIL AA/Stable' on the long-term bank facilities of TCIL and 'CRISIL A1+' rating on the short-term bank facilities and short-term debt of the company. The highest rating for a travel & tourism company in India.

For more information, please visit [www.thomascook.in](http://www.thomascook.in)

Fairbridge Capital (Mauritius) Limited, a subsidiary of Fairfax Financial Holdings Limited, is the promoter of TCIL with a shareholding of 63.83% of its paid-up capital.

**About Fairfax Financial Holdings Limited:**

Fairfax Financial Holdings Limited is a holding company which, through its subsidiaries, is primarily engaged in property and casualty insurance and reinsurance and the associated investment management. Founded in 1985 by the present Chairman and Chief Executive Officer, Mr. V. Prem Watsa, the company is headquartered in Toronto, Canada. Its common shares are listed on the Toronto Stock Exchange under the symbol FFH and in U.S. dollars under the symbol FFH.U.

**About Subsidiaries of Thomas Cook (India) Limited (TCIL):**

**Sterling Holiday Resorts Limited**

Sterling Holiday Resorts Limited Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL is a leading leisure hospitality company with over 55 resorts, hotels and retreats across 48 locations in India covering hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Sterling provides a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, Weddings, Reunions, Picnics and Holidays.

**SOTC Travel Limited**

SOTC Travel Limited is a step-down subsidiary of Fairfax Financial Holdings held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC Travel is a leading omnichannel travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Established in 1949, SOTC is an Indian-grown brand with a legacy of over 75 years. Since then, it has escorted millions of travellers across the globe to various destinations around the globe. The Company firmly believes that today, 'No one understands the Indian Traveller better than SOTC'.

**Travel Corporation (India) Limited**

Travel Corporation (India) Limited (TCI) (operating brands Sita, TCI and Distant Frontiers), a wholly owned subsidiary of TCIL, is the leading Destination Management Company in India that offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka.

**DEI Holdings Limited**

Thomas Cook India Group holds 51% stake in DEI Holdings Limited (DEI), one of the world's leading imaging solutions and services providers.

**For more information, visit:**

Sterling Holiday Resorts Limited: <http://www.sterlingholidays.com>

SOTC Travel Limited: <http://www.sotc.in>

**Media Enquiries:**

Avinash Janjire | +91 9820713077 | [Avinash.Janjire@thomascook.in](mailto:Avinash.Janjire@thomascook.in)

Shourya Rawool | +91 9619745154 | [shourya.rawool@thomascook.in](mailto:shourya.rawool@thomascook.in)

Ancy Johnas | +91 7678042720 | [ancy.johnas@sotc.in](mailto:ancy.johnas@sotc.in)