

AUGUST LONG WEEKEND: HOW DID PEOPLE PLAN THEIR TRAVEL?

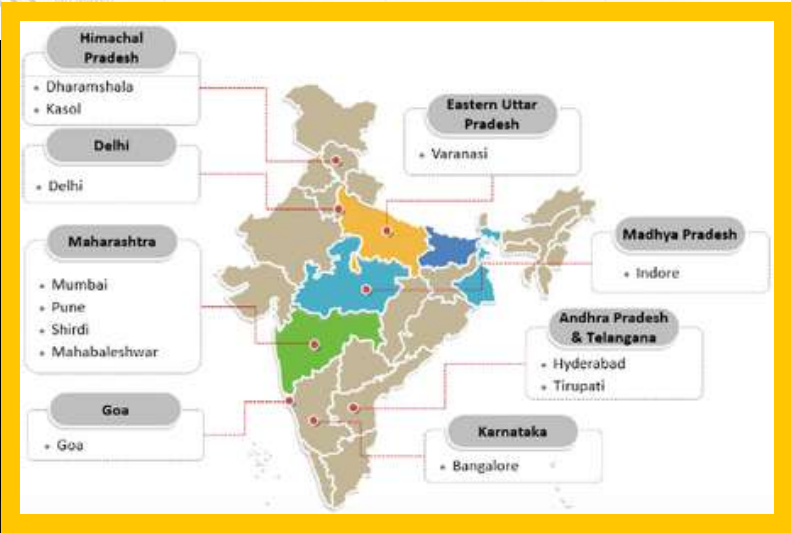


SIGNIFICANCE OF AUGUST LONG WEEKEND

A long weekend holiday is when a public holiday falls on a weekday and that when combined with regular weekend holidays forms a 3 - 4 days vacation period. After the stressful period of COVID, it was the first instance in a long time when multiple festival holidays fell in the same week on a weekday that is Muharram was on 9th August which was a Tuesday followed by Raksha Bandhan on 11th August on coming Thursday and that was combined with regular weekend holiday of Saturday & Sunday on 13th and 14th August and again on following Monday and Tuesday that is on 15th and 16th August we had a public holiday of Independence Day and Parsi New Year respectively, this makes the period from 9th August to 16th August a good period for a vacation. During such long weekends, which is a time of leisure for not only students but also for working professionals, people usually plan to travel to various places which is a short getaway from their daily routine.

ANALYSIS

In the following paragraphs, we will be analyzing selected business, tourist, and religious routes across different regions in India. A route is classified as a business route when the destination city is a business center that hosts a number of industries, commercial centers, etc. A route is classified as a tourist route when the destination city hosts a number of tourist spots like beaches, historical monuments, safaris, etc. Lastly, a route is classified as a religious route that has many temples. Following map shows the routes that have been analyzed.



In this paper we will understand how people planned their travel over this period and how much are they ready to spend for their travel.

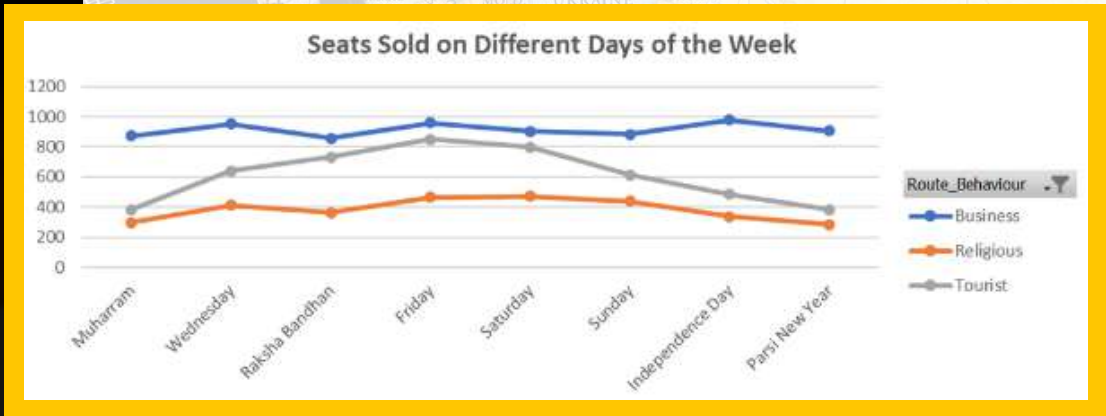


Fig. 1

From Fig. 1, it can be seen that travel on business routes has been constant over the entire holiday period. When comparing between religious and tourist routes, it is observed that the majority of people preferred going to a tourist place rather than a religious place.

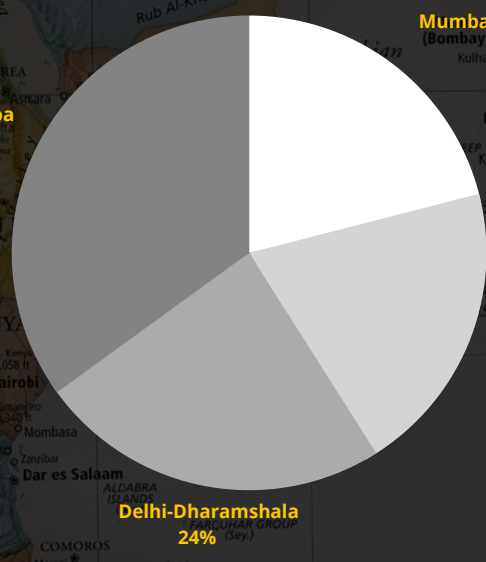


Fig. 2

Fig. 2 depicts that of all the seats sold on selected tourist routes 35% seats sold on routes which headed to Goa making Goa the desired holiday destination.

HOLIDAY PLAN

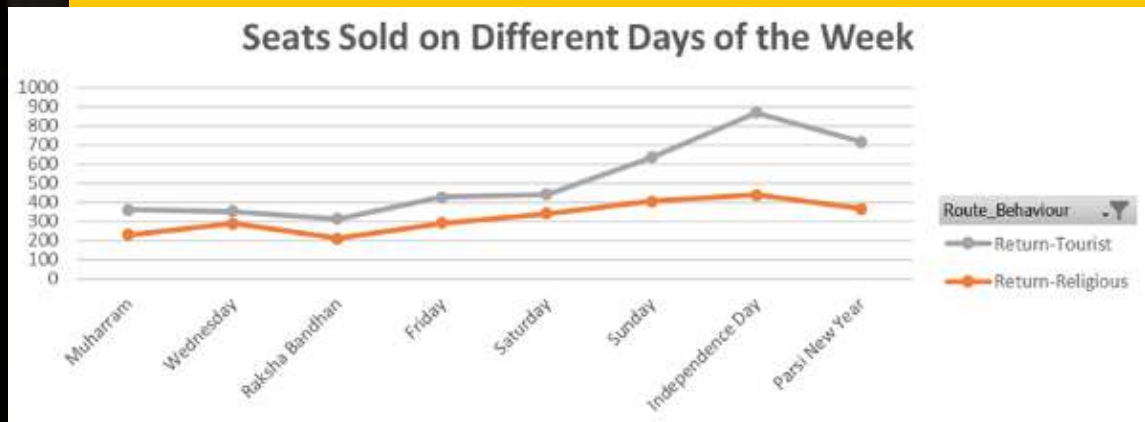


Fig. 3

When we look at *Fig. 1* and *Fig. 3*, we can see the demand for tourist and business routes increasing from the day of Muharram and it reaches its peak till Friday, that is 12th August which then sees a continuous dip, whereas on the returning religious and business routes there is stress that is, low demand is witnessed till 12th August. After 12th August, a surge on returning routes begins and the majority of return travel takes place on 15th August and is continued till Parsi New Year.

PRICING

The Dynamic Pricing (DP) model at **Sciative** identified the demand on tourist and business routes from Muharram and increased the prices on the coming days accordingly and similarly identified the surge on returning routes from Saturday and increased the prices.



CONCLUSION

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Many people chose travelling as their leisure activity during the august long weekend and their pattern on travel can be seen in the above analysis. Routes heading towards Goa were the busiest routes as 35% seats were sold on Goa routes which is maximum in tourist routes. Business routes performed exceptionally well as compared to tourist routes and religious routes. Average seat price increased by 12% during Rakshabandhan as compared to the beginning of that week. For return routes, Average seat price increased by 13% compared to the beginning of that week.