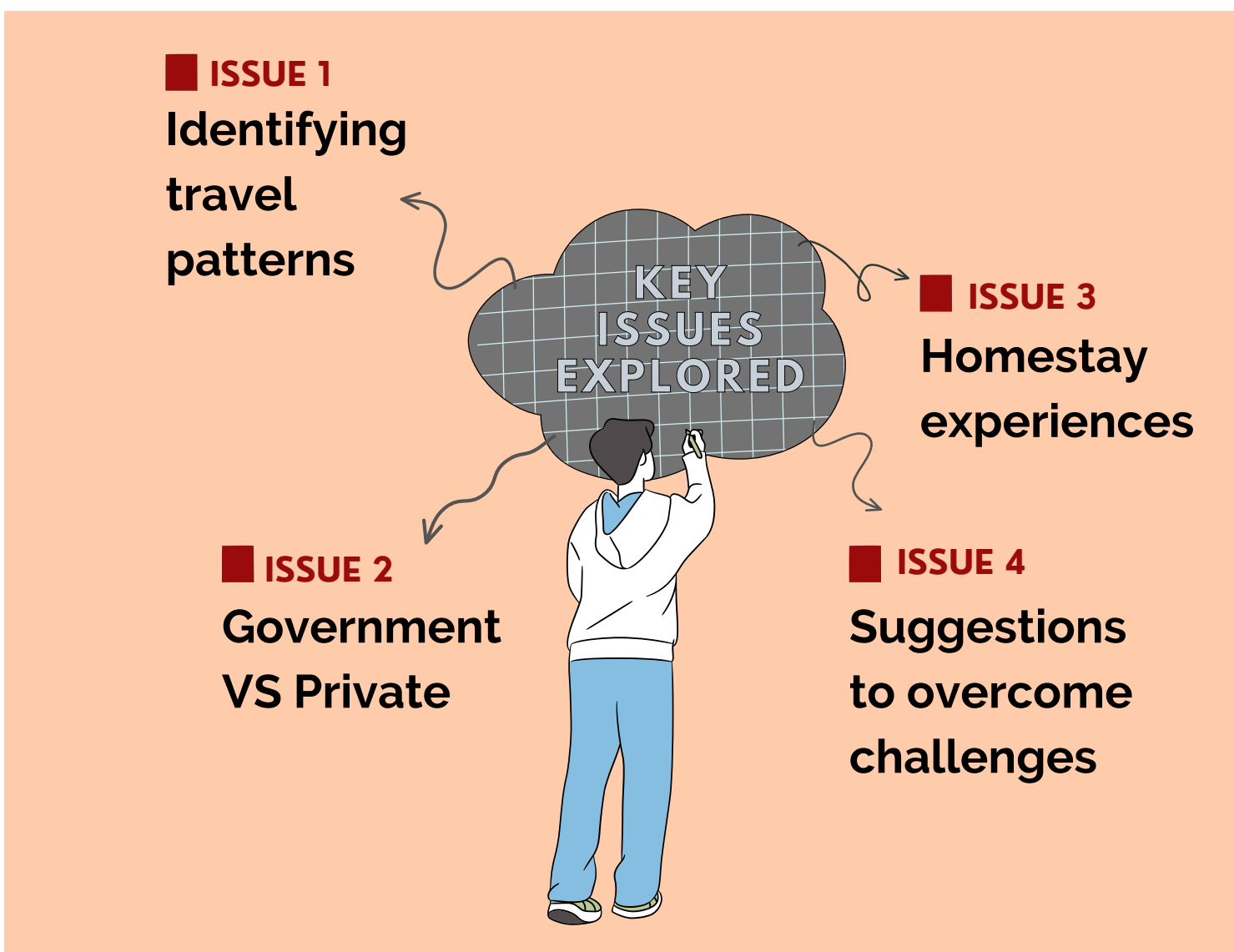
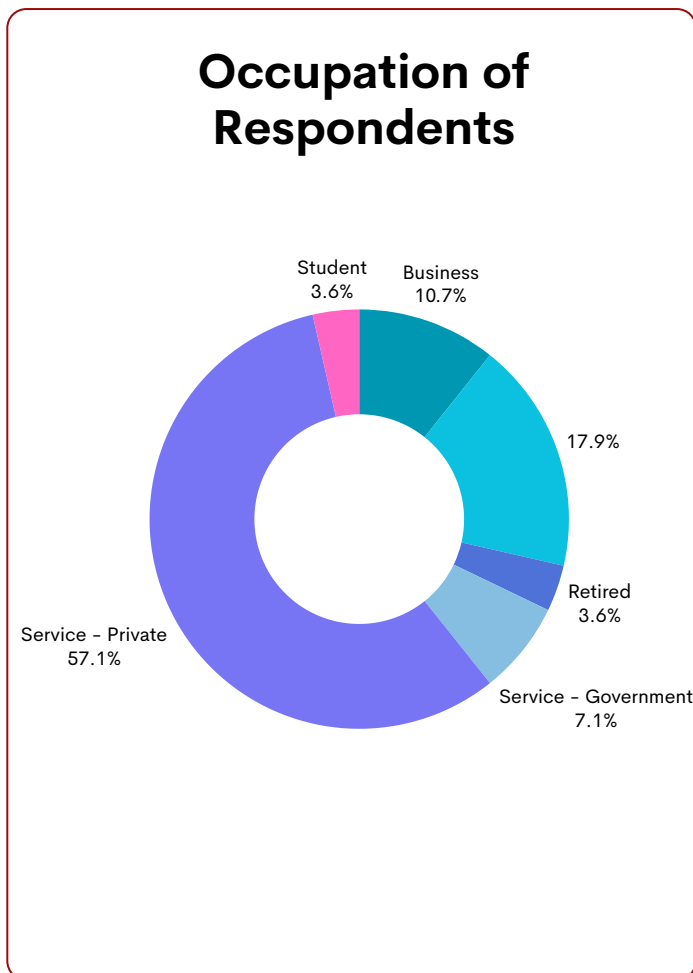
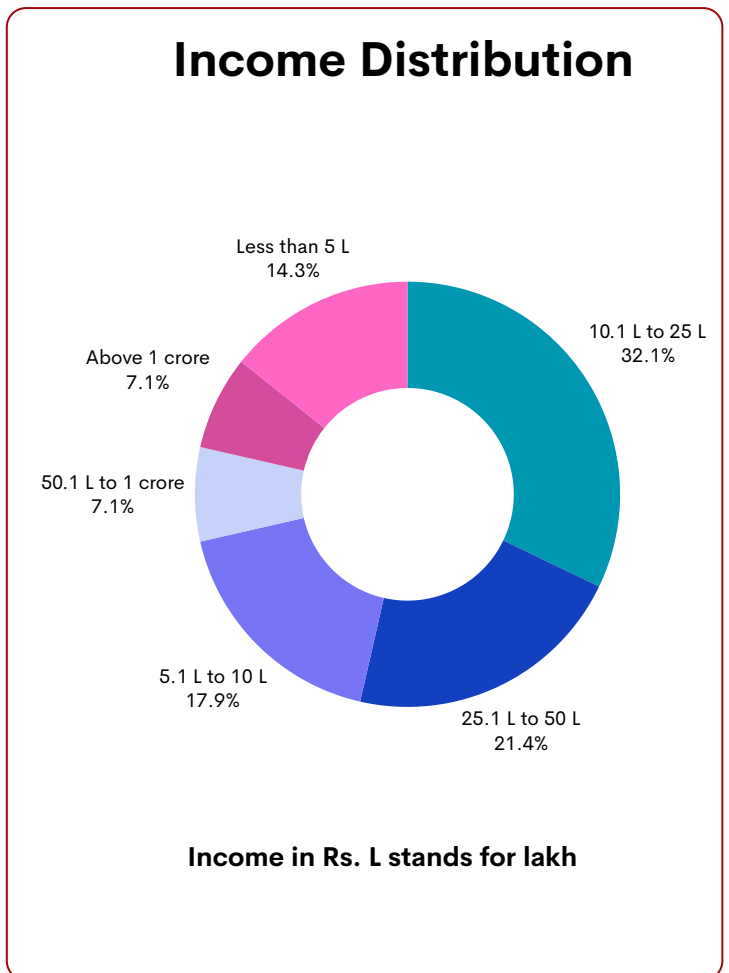
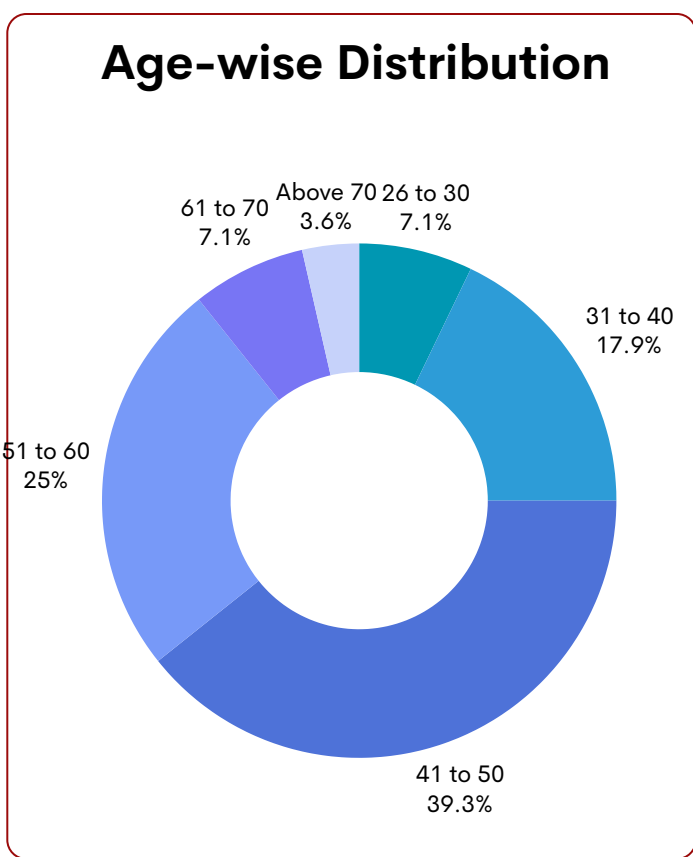
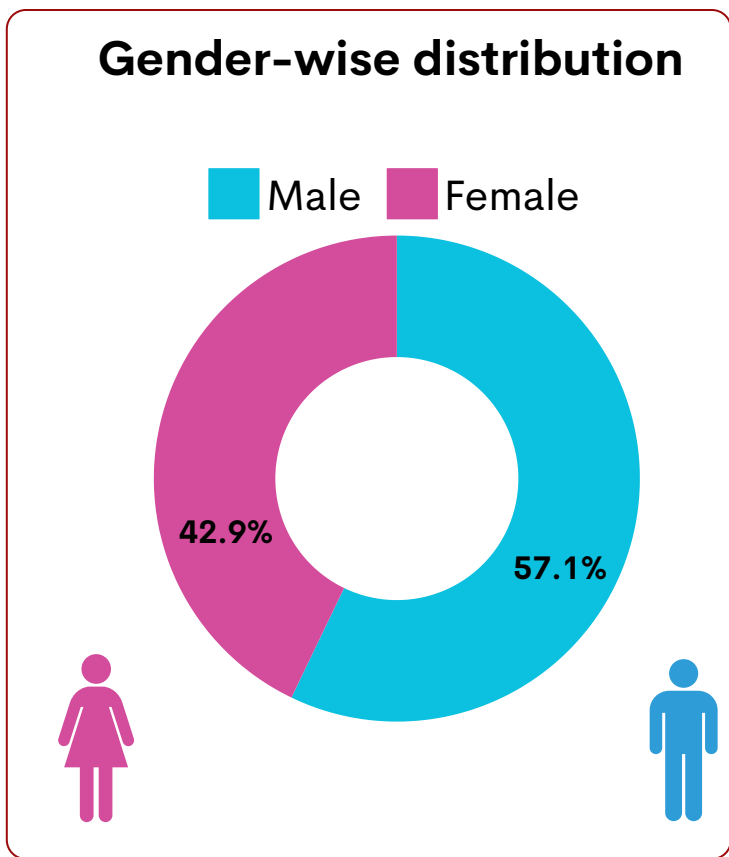


Homestays in India

Tourists' Preference and Experience



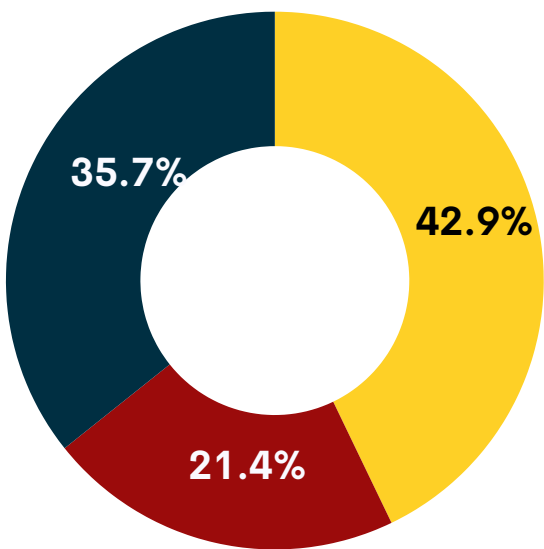
The findings are based on online survey conducted by ACRA. it was launched around December 2023. The form was circulated mostly within personal network of the team including #Linkedin and #Facebook. We received a total of **227 responses** from different socio-economic strata. However, these findings are more of a directional ones since the sample size is not high enough to fulfil statistical requirements as well as the survey was not conducted with a rigorous sampling design. We present certain **interim insights** to share with interested fellow researchers. Another important point to note is that all respondents are travel enthusiast. **We will publish a series of findings on the study over a few days.**



Travel Patterns

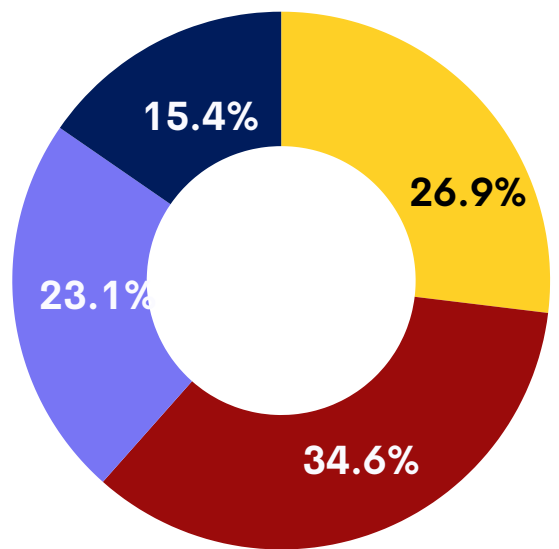
Frequency of Leisure Travel

- More than twice a year
- Once in a year
- Twice a year



Frequency of Work Related Travel

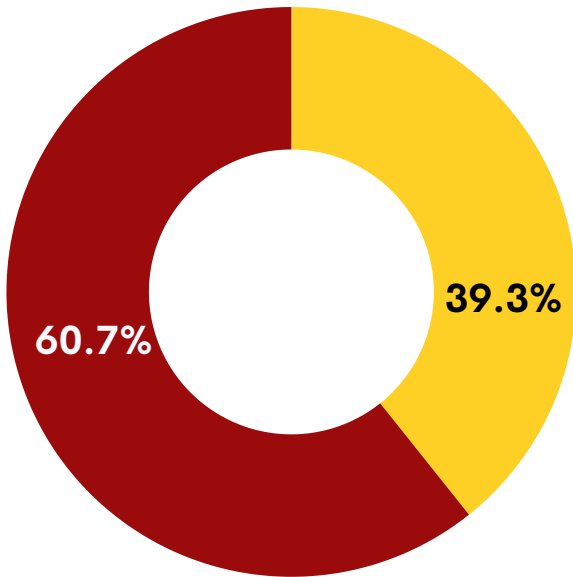
- Once a month
- More than twice a year
- Once a year
- Twice a year



Note: Only for those travel for work

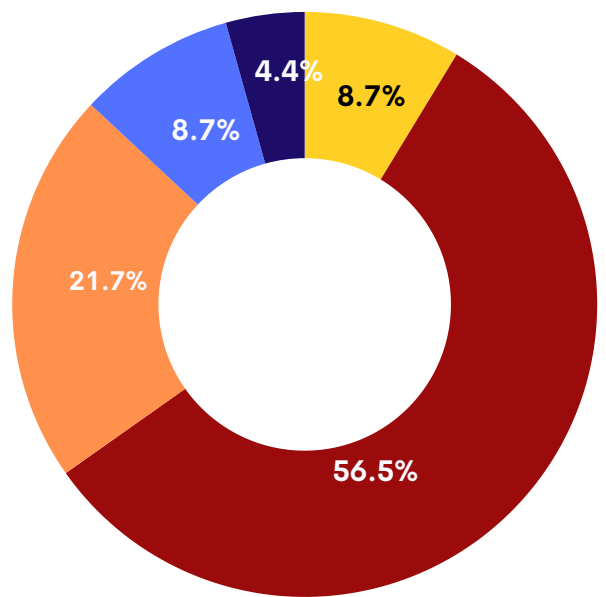
Stayed in Homestay At Least Once Till Now

- No
- Yes



Stayed in Homestays in Last Five Years

- Once
- Two times
- Three times
- Four times
- Five times and more



Preference - Government VS Private Accommodation

With participation of private sector, large number of accommodations, traditional hotels as well as recent additions like homestays have come up even in remote corners of the country. Even then large number of tourists prefer to stay in government accommodations. Hence we asked about the preferences towards government and private accommodations

Government



Private



Three Top Reasons for Preferring Government Accommodation

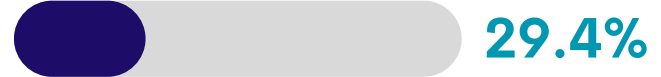
Less Coistly



Better Location



Safety

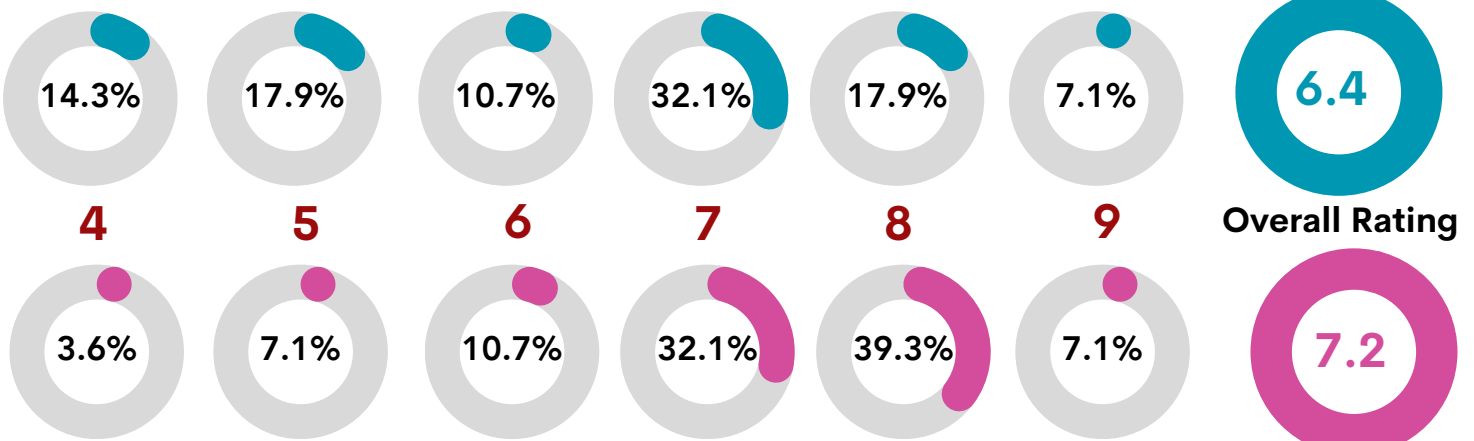


Note: Multiple choices were given

Ratings - Government Vs Private

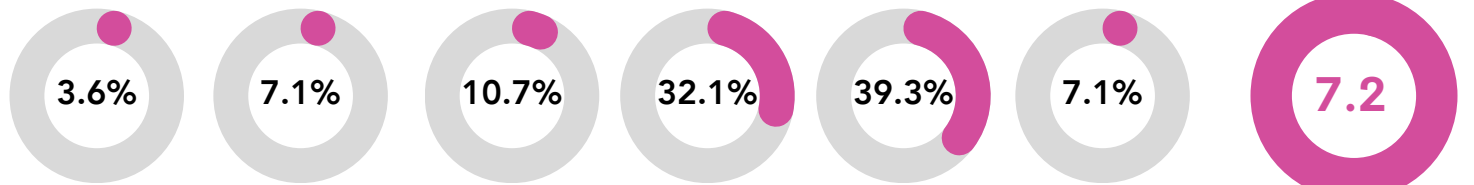


Government Accommodation



Private Accommodation

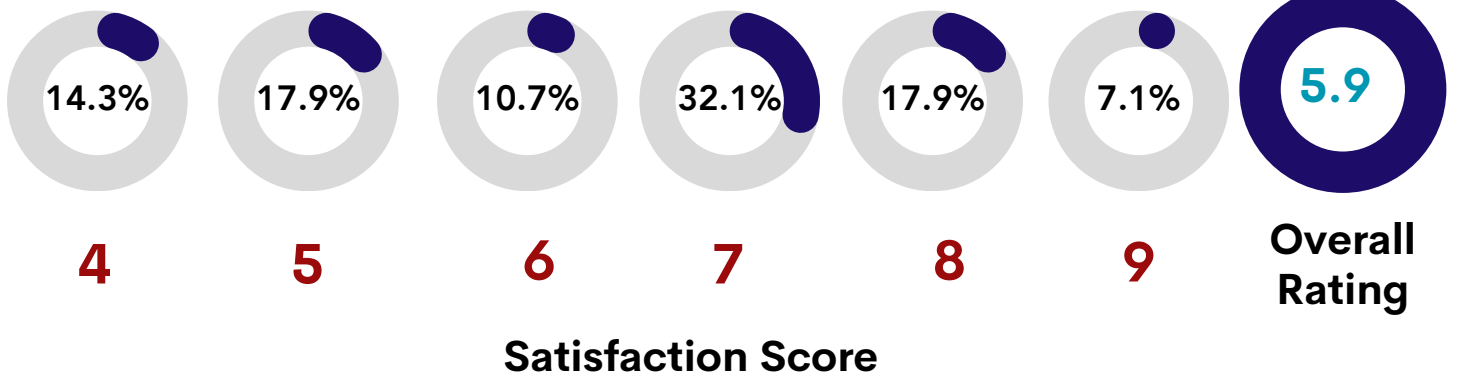
Note: Satisfaction Scores range from 1 to 10. 1 represents extremely poor and 10 represents extremely happy



Satisfaction Rating - Homestays



Government Accommodation



Note: Satisfaction Scores range from 1 to 10. 1 represents extremely poor and 10 represents extremely happy

Most Positives about Homestays

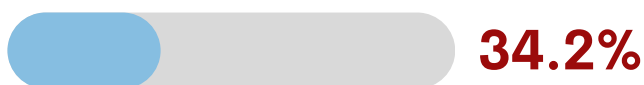
Interactions with the locals



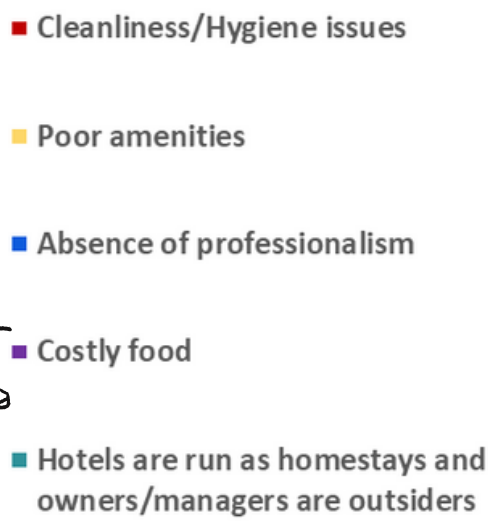
Experiences of local foods



Overall unique atmosphere



Major Concerns about Homestays



Five Suggestions to Make Homestays Viable Alternate Accommodation Options

1. AWARENESS GENERATION

It is important to generate awareness among tourists about what they should expect from homestays. Many a times the mismatch between quality of service delivery and expectation is because of the fact that tourists look for services at par with hotels.

1

2. TRAINING TO HOMESTAY OWNERS/MANAGERS

Since in many cases homestay owner/managers does not have exposures to industry standards, it is but obvious that the service quality including cleanliness etc. would be sub-standard. Either the industry or the Governments need to address this issue as quickly as possible.

2

3. TRUE INFORMATION TO BE SHARED BY HOMESTAYS

It is a common concern amongst tourists that the the information including pictures posted by homestays about their facilities and the reality are complete mismatch. Tourists feel cheated at that point and start misbehaving with the concerned persons. This can be avoided.

3

4. REVENUE SHARED BY OTA IS INSUFFICIENT

Many of the homestay owners complaint about share of revenue they receive from OTA. The amount shared, especially for low and mid range homestays are insufficient to to provide proper services. Perhaps, government policy should play a balancing role on this front.

4

5. HOTELS CANNOT RUN AS HOMESTAYS

It is the tourism departments who need to handle this issue with proper due diligence. Hotels in disguise of homestays not only impacts homestay business as competition, but also ruins reputation and uniqueness of homestays that tourists look for.

5