

# Objective and context

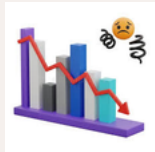
## Following the Delhi car blast, Delhi's tourism ecosystem faced a severe disruption.

According hotel operators and tourism bodies:



**~30%**

of domestic/foreign tourists cancelled bookings.



**50%**

Tourist footfall near Red Fort and attractions dropped

Peak season bookings declined sharply.

### Recovery Objectives (Next 60 Days):

- Restore 20–25% booking volume.
- Improve traveller confidence scores by 30%.
- Reactivate 70% of affected partner hotels/guides.

This targets define the success metrics of marketing recovery plan

# Marketing Strategy 1 – Safety-Led Brand Repositioning

## Core Insight 💡

Studies show that during travel crises, 65–70% of travellers prioritize safety assurance over price discounts.

## Actions & Data Points

- Launch “Travel Safe Delhi” campaign across digital platforms.
- Promote 100% safety-verified hotels (CCTV, staff verification, police-compliant).
- Influencer campaigns are planned to reach 1–1.5 million domestic users within 30 days.
- Safety badges are expected to improve booking conversion by 15–18%.

## Expected Impact

- Reduce cancellation rates by 20%.
- Increase brand trust and engagement by 25–30%.

# Marketing Strategy 2 & 3 – Experience Revival & Booking Assurance

## Strategy 2: Revival of Local Experiences

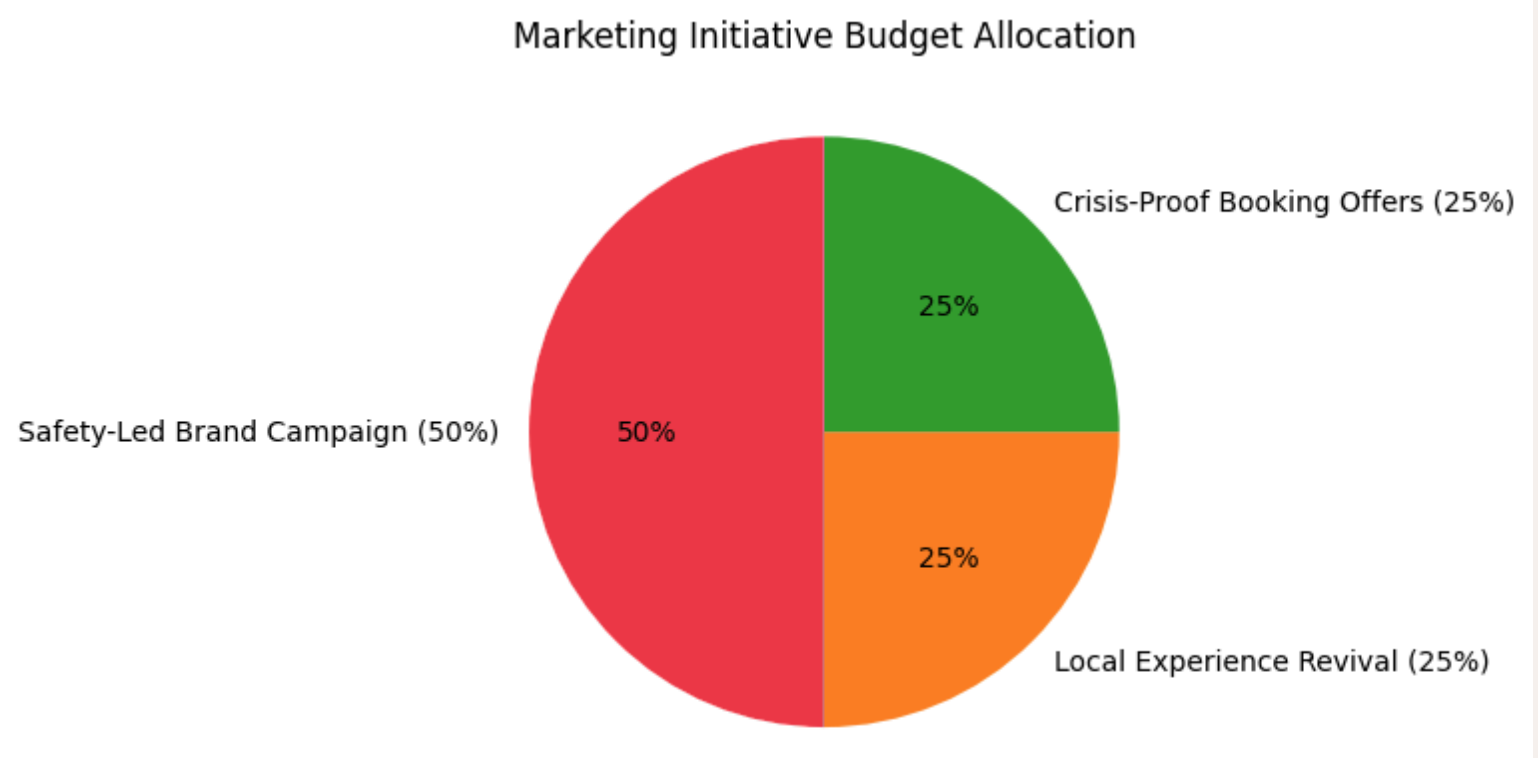
- Insight: Nearly 60% of travellers prefer guided, structured experiences in uncertain environments.
- Relaunch 25+ curated local experiences in safe zones.
- Target 10,000+ bookings for heritage walks, food trails, and cultural tours in 60 days.
- Aim to restore 50–60% income for local guides and vendors.

## Strategy 3: Crisis-Proof Booking & Assurance Offers

- Flexible booking policies reduce hesitation by 35–40%, based on OTA benchmarks.
- Zero-cancellation offers expected to improve booking completion by 20%.
- “Book with Confidence” badge aims to reduce last-minute cancellations by 15%.

# Marketing Budget & Allocation

Initiative	Budget	% Allocation	Expected ROI
Safety-Led Brand Campaign	₹60 lakh	50%	3× reach growth
Local Experience Revival	₹30 lakh	25%	2× booking recovery
Crisis-Proof Booking Offers	₹30 lakh	25%	20% conversion lift



## Overall Expected Outcomes:

- 25–30% recovery in bookings within 2 months.
- 15–20% reduction in cancellations.
- Stronger brand recall during peak season recovery.