



Inter-city Mobility Consumer Survey

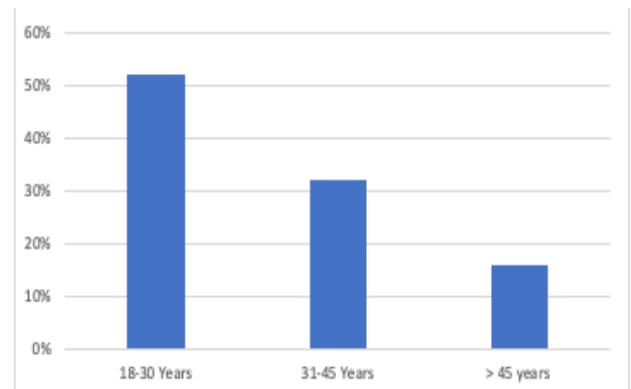
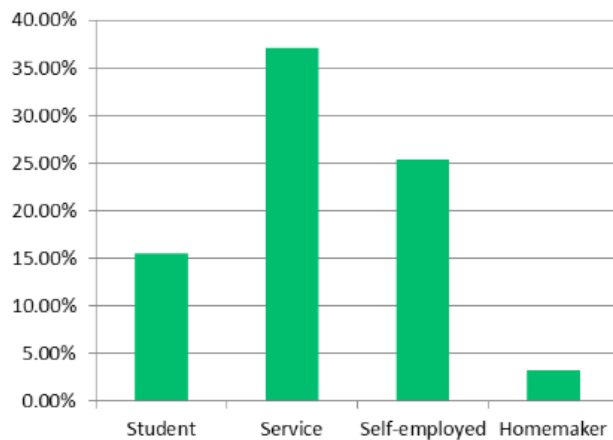
conducted by IntrCity

Introduction: Inter-city mobility which is essential for smooth connectivity of tier-2 & tier-3 cities with nearby metros is witnessing innovations and changed consumer preferences in general as well post pandemic new normal. With a plethora of emerging technologies, the mobility sector is reinventing itself by developing highly disruptive and long-term strategies. In a post-pandemic world where inter-city travel is recovering at an unprecedented rate, industry leaders were being pressed to invest and invent in the right technology to make inter-city buses a comparable choice amongst inter-city travellers. **IntrCity conducted a survey to better understand the preferences and priorities of inter-city travelers.**

Survey Methodology:

IntrCity performed a nationwide online survey of 3,100 inter-city travellers aged 18 to 60 years' old who travel between India's metros, tier-1, and tier-2 cities. The survey was conducted between March 15 and April 10, 2022. IntrCity's data insights team analyzed and validated the survey's results.

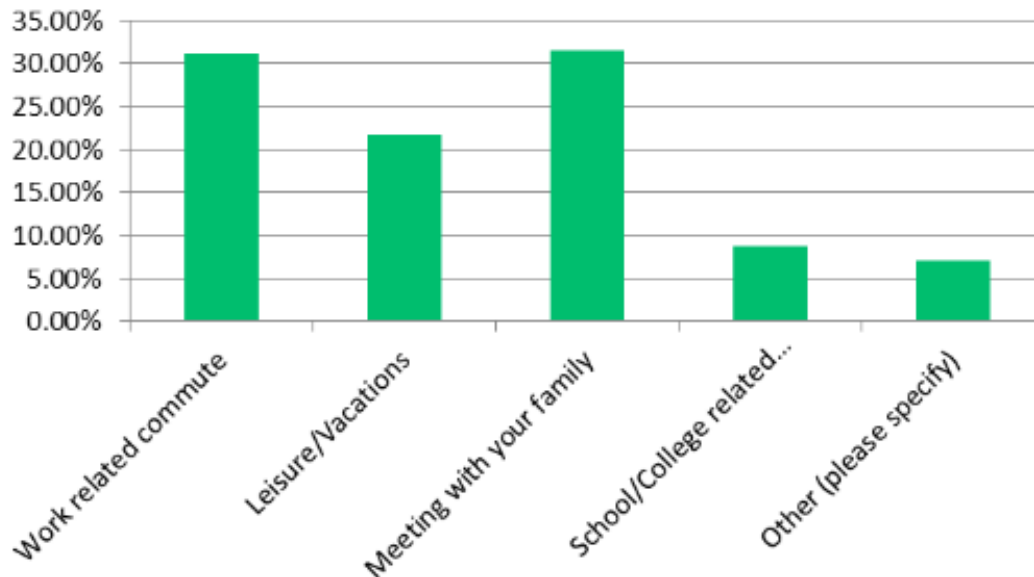
Traveller Demography:



Key Findings of the Survey:

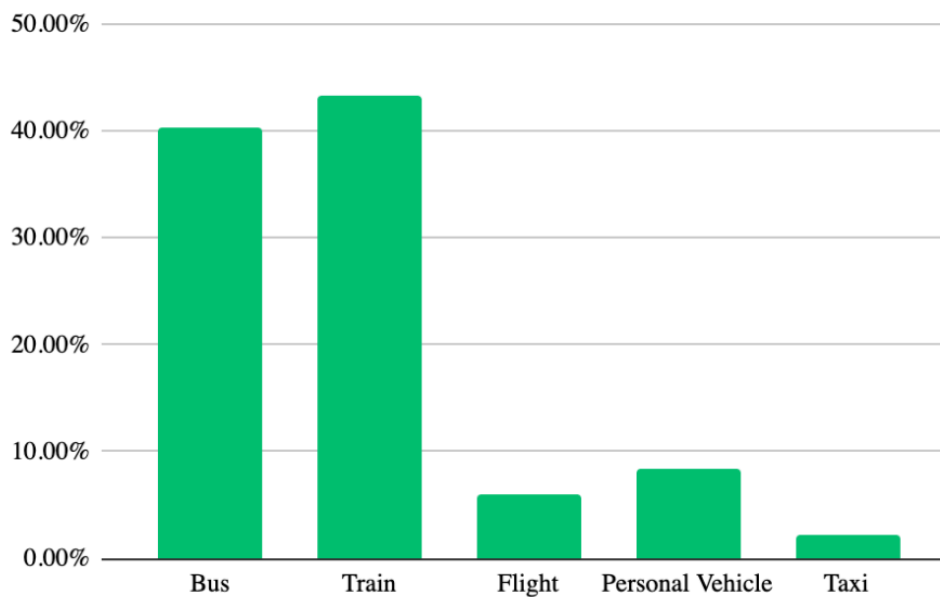
1. Purpose of Travel

Work-related travel and meeting family on weekends contribute to more than 60% of the purpose of inter-city mobility



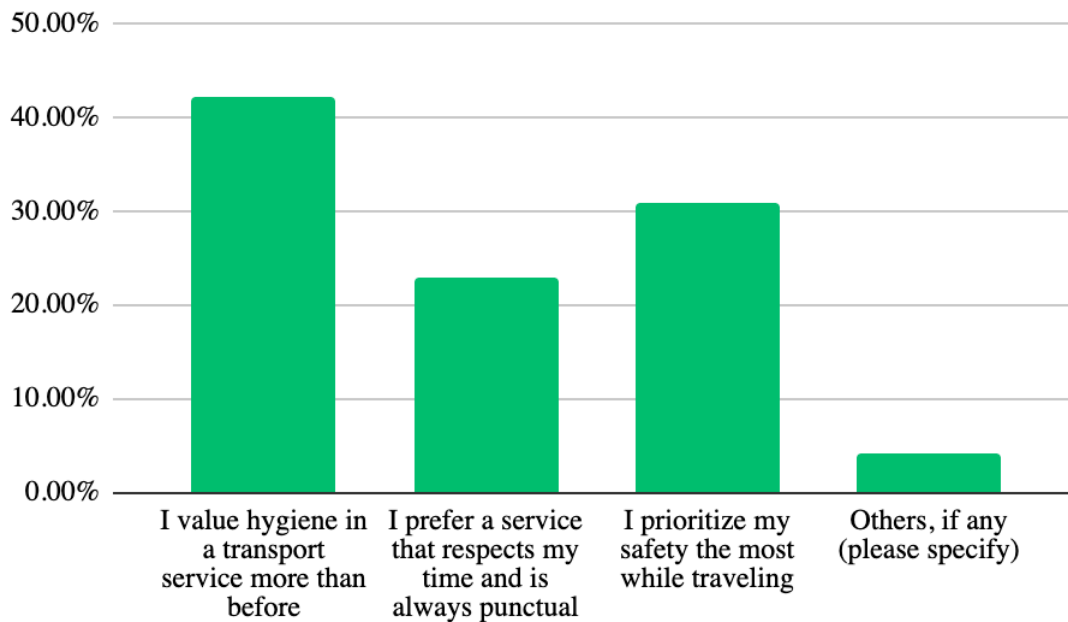
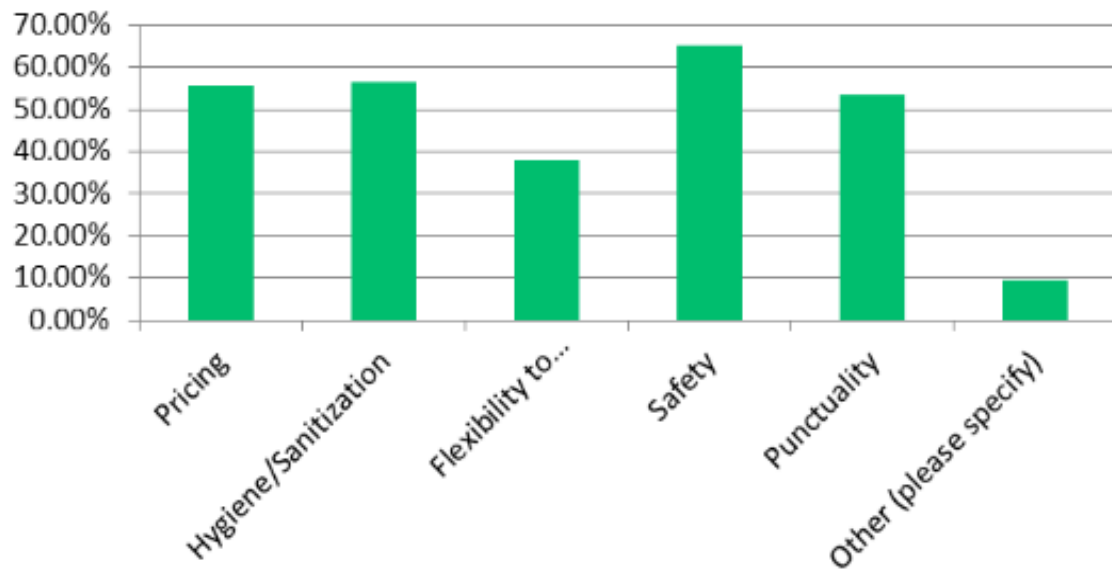
2. Preferred mode of inter-city travel

Trains & buses are becoming equally comparable choice and they jointly are preferred by more than 80% inter-city travelers



3. Factors which influence the choice of mode of travel

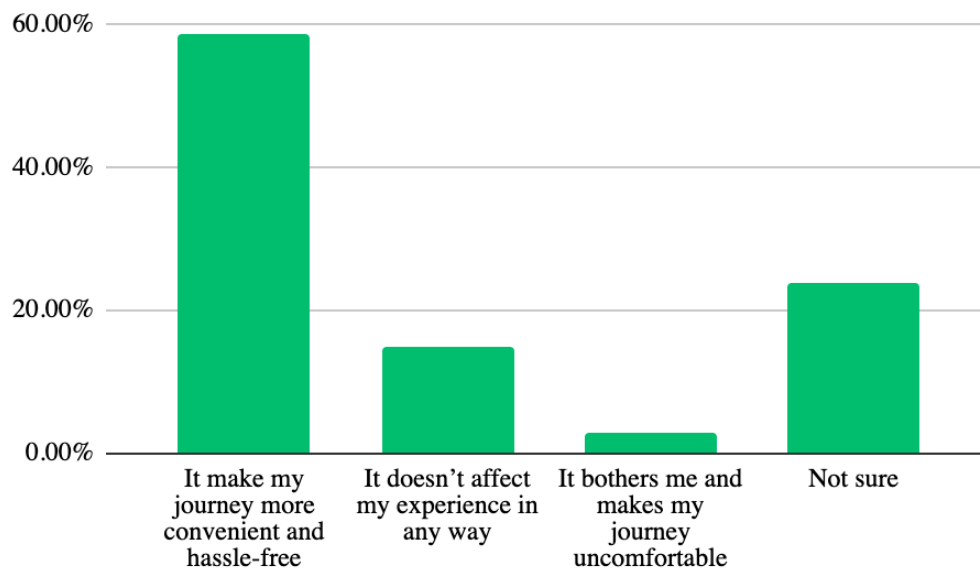
Inter-city travelers have clearly made Safety & Hygiene essential to travel while pre COVID factors of pricing and Punctuality still co-exist



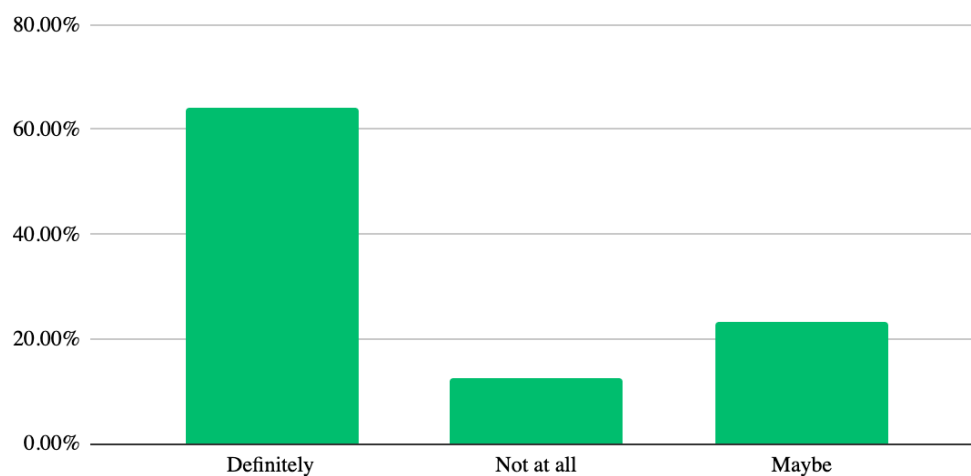
4. Amenities and features which are most sought after in inter-city bus

The washroom on a bus and real time GPS based tracking are most sought-after amenities by inter-city travelers

Does GPS tracking system installed on a bus affect your experience?



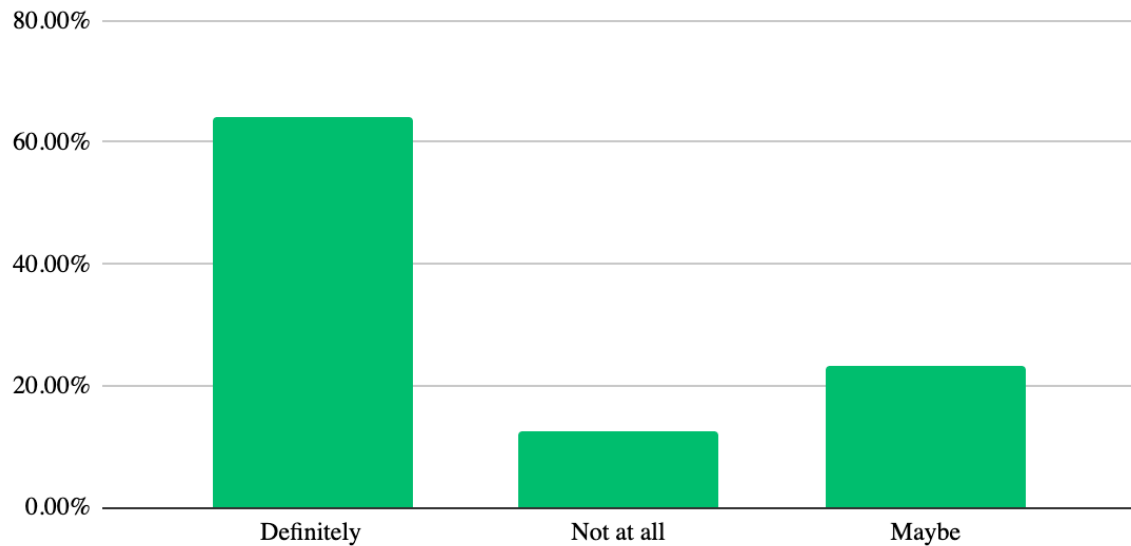
Do you prefer using a bus service with a built-in washroom facility?



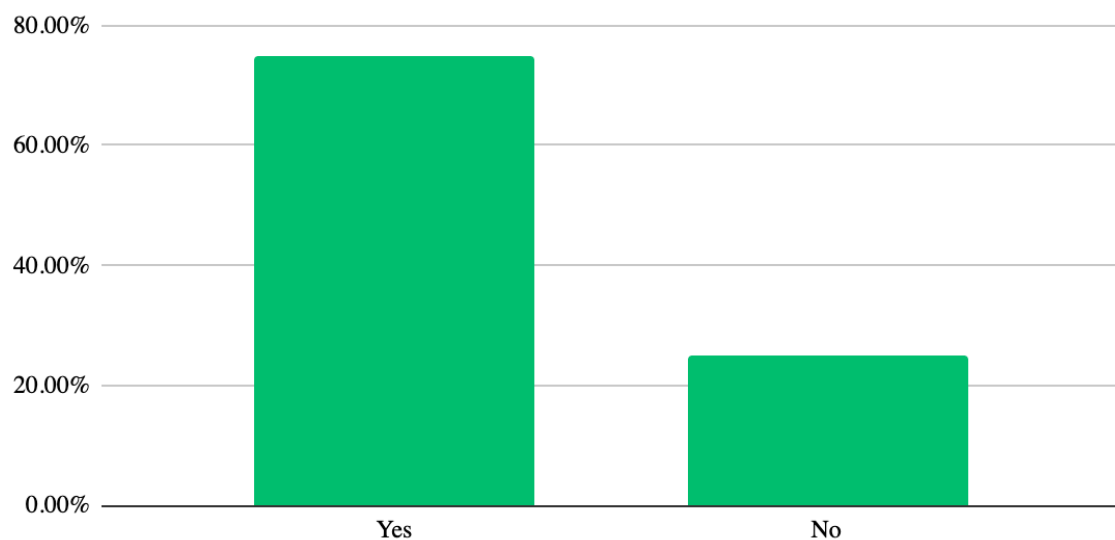
5. Travelers prefer a SmartBus over a regular bus

While 2/3rd of surveyed travelers mentioned SmartBus as a clear choice and they are also willing to pay more for such a service

Do you prefer using a bus service with a built-in washroom facility?

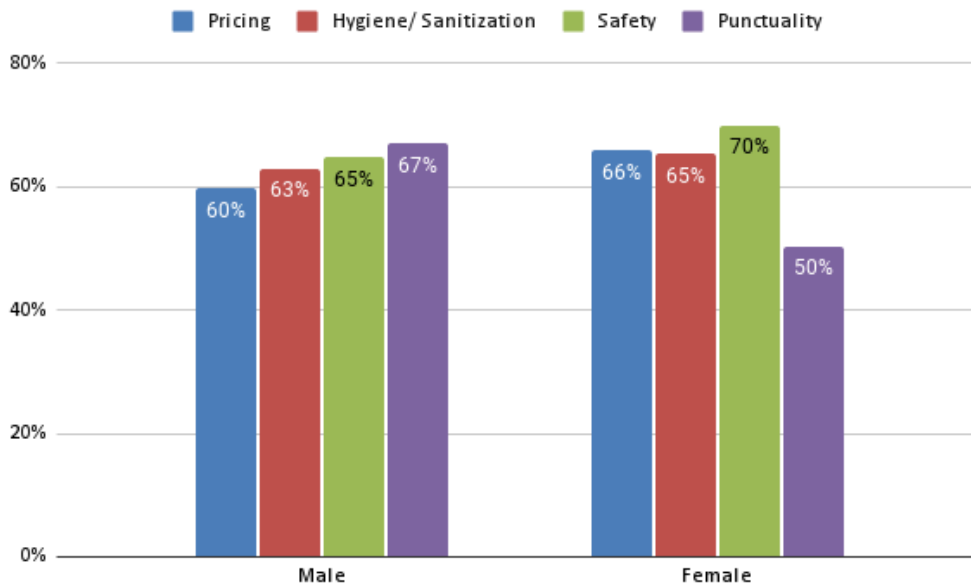


Would you be ready to pay more for a SmartBus keeping in mind the benefit it provides?



6. Priorities of Men Vs Women Travellers

Female travelers prefer safety, while men prefer punctuality when choosing the mode of travel.



Summary of the Survey conducted:

1. The traveller's preferences have clearly changed over last three years where Hygiene and Sanitization are the norm now as against the desperate need of these during pandemic
2. The improved level of services esp. SmartBus is making inter-city Bus a comparable choice if not preferred choice yet
3. Punctuality is still a need and it co-exists with Hygiene and Safety now
4. Travellers will prefer to book buses having an on-board washroom and GPS tracking
5. Since SmartBus has all the above, it naturally is being preferred by 2/3rd of the travelers surveyed

Conclusion

The sector is on the cusp of technology backed transformative changes and is getting due attention from the travelers. The survey reiterated that the travelers need this change and are ready to pay more. This transformation has come in the form of SmartBus, which is making inter-city travel in India safer, more comfortable, and more predictable than it has ever been. Thus, there is a quieter revolution of its kind that has been hitting closer to home that promises to change the face of ground transport for Bharat users.

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