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"What Women Want' From Hotels? Ixigo-LemonTree Survey Reveals All

NEW DELHI, March 5, 2014 (PTINewsWire) -

Women love to have their say and their travel preferences are no exception. Indian women travel as frequently as once in two months (50%) with 44% stating spending quality time with family as their common reason for travel, indicates 'What Women Want' a survey conducted on the eve of Women's Day by Ixigo.com, India's leading travel planning and search engine together with Lemon Tree Hotels - India's third largest hotel company by owned rooms.

(Logo: <http://photos.ptinews.com/ptnh/20130731930883>)

The survey also confirms that women today have become very tech-savvy, with 43% booking their hotels online and 75% agreeing they only read user reviews to make their final choice.

"With women climbing the corporate ladder and becoming more independent, travel is becoming an intrinsic part of their lives. Also, only women travel groups offering interesting holiday destinations and packages are luring women to take up travel. It is interesting to note that our survey indicates 20% women travel with their 'girl gang' to explore new places," said Saurabh Srivastava, VP, marketing & product strategy, Ixigo.com. "Mobile apps is also clearing the way to go, with 55% women using smartphone apps to find information about their destination and plan their trip."

"The Lemon Tree Hotel-Ixigo survey confirms our view that ladies prefer hotels that incorporate features that are women-centric," said Rishabh Kishore, Deputy Managing Director, The Lemon Tree Hotel Company. "At Lemon Tree Hotels we have created a women's wing at all our properties with a host of women friendly amenities and services that aim to pamper our lady guests during their stay with us. Being a mid-scale brand we are also happy to know that the survey reveals that modest, mid-range priced hotels (50%) feature as the top choice among women."

Top considerations while choosing a hotel

Facilities and services were the top considerations for choosing which hotel to book for 41% of the women surveyed, while location, cost and security came out as the other important ones.

On the amenities front, 24x7 room service was named the most important one (24%), while Free Wi-Fi (18%), gym, swimming pool, spa and restaurants are some others that made their stay memorable.

What can make the stay safer and more comfortable?

While 34% women would prefer to have female hostesses for room service, offering call screening facility (20%), woman driver cabs (19%) and separate floors for women (18%) are some of the other suggestions given by women to make their stay comfortable and safer.

Making women feel special

When asked about exclusive redemption options offered on loyalty programs, shopping vouchers emerged as the favorite (27%), closely followed by room nights (24%) and spa therapy (22%), clearly indicating that special benefits and exclusive offers go hand in hand with women.

More than 550 women across metros took part in the Ixigo-Lemon Tree Hotels online survey.

About Ixigo.com

Ixigo.com is India's leading travel planning and search website, voted as the Product of the Year 2013, in the Travel category. Launched in 2007 by IIT, IISc/IIT and IIT alumni, Ixigo.com's mission is to simplify the life of travelers through innovative travel products for internet and mobile. The website searches, aggregates and curates travel information across hundreds of travel sites and allows travelers to access relevant information on tourist destinations, places to visit, things to do, modes of transport, driving directions, hotels, restaurants, weather and more. Today, through its various mobile apps (Ixigo app, get status, road info, trains, buses, goa travel guide) the website Ixigo helps approx. 2.5 million travelers every month to find answers to their travel related queries, gather key information, plan and travel more.

Ixigo.com has launched many industry-first innovations and won several prestigious awards and recognitions from THE NASDAQ, Business Today, Red Herring & Intel. Ixigo.com is an investee company of SAIF Partners & Manaly/Trip Limited. For more information, visit www.ixigo.com and keep up with updates on Facebook at www.facebook.com/ixigo and Twitter at www.twitter.com/ixigo

About Lemon Tree Hotels India

Fresh, fun and spirited Lemon Tree Hotels are India's fastest growing chain of upscale business and leisure hotels - the perfect choice for today's discerning traveler looking for high quality accommodation.

Founded in September 2002 by Palla Kaswari, the New Delhi-based company currently operates 3 brands - Lemon Tree Premier (upscale), Lemon Tree Hotels (midscale) and Red Fox Hotels (economy). The chain currently owns and operates 25 hotels in 15 cities aggregating 2800 rooms with 3000 employees. This speedy growth has currently made the group the 3rd largest by owned rooms with venture capital participation from global private equity firm (Warburg Pincus, diversified Japanese financial institution Shinsei Bank, one of India's first private equity funds Kotak Realty Fund and Dutch pension fund asset manager AIG.

By 2016, Lemon Tree will own over 4000 rooms across 28 hotels in Ahmedabad, Aurangabad, Bengaluru, Chandigarh, Chennai, Dehradun, Ghazabad, Gurgaon, Goa, Hyderabad, Indore, Jaipur, Kolkata, Mahamma (Kerala), Mumbai, New Delhi, Pune, Shree and Udaipur. To know more, visit www.lemontreehotels.com

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"With women climbing the corporate ladder and becoming more independent, travel is becoming an intrinsic part of their lives. Also, only women travel groups offering interesting holiday destinations and packages are luring women to take up travel. It is interesting to note that our survey indicates 26% women travel with their girl gang to explore new places," said **Saurabh Srivastava**, VP marketing & product strategy, ixigo.com. *"Mobile apps is also clearly the way to go with 56% women using smartphone apps to find information about their destination and plan their trip."*

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Traveldailynews.com is an online portal has around 20,000 daily visitors.