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Workation Bug

Holiday cards as wedding, birthday gifts; 'staycations' and 'even workations'...it seems there's no stopping the Indian traveller as he sets out to satisfy his wanderlust. India's travel and tourism figures are set to see a full recovery and even surpass pre-pandemic peaks this year, says the industry. 'People are searching for ideas and stays that provide an emotional connection with cultures and nature, offering an authentic encounter with the destination. Searches for homestays and villas witnessed a growth of 24 per cent in 2023 over the previous year,' says the annual tourism trends report of online travel marketplace MakeMyTrip. "The supply side in the industry has fully recovered while the demand side is on growth mode," says Rajesh Magaow, co-founder and Group CEO. "Somehow, the post-Covid boom of pent-up demand or 'revenge travel' has become permanent."

By Avishek G. Dastidar



Photographs: SHUTTERSTOCK

WEEKEND GETAWAYS

Destinations within 300 km of a source city saw the highest growth in 2023. **Jim Corbett National Park** in Uttarakhand led the charge, with **131%** growth in online searches, followed by Ooty (Tamil Nadu) and Munnar (Kerala) in the south

FLY ME TO THE...

Tier-2 cities emerged as the highest growth destinations in domestic flights category, thanks to the government's UDAN scheme. Lucknow, **Thiruvananthapuram**, Bhubaneswar and Indore led in online searches. Delhi-NCR and Goa topped among the 'metros'



152 MN

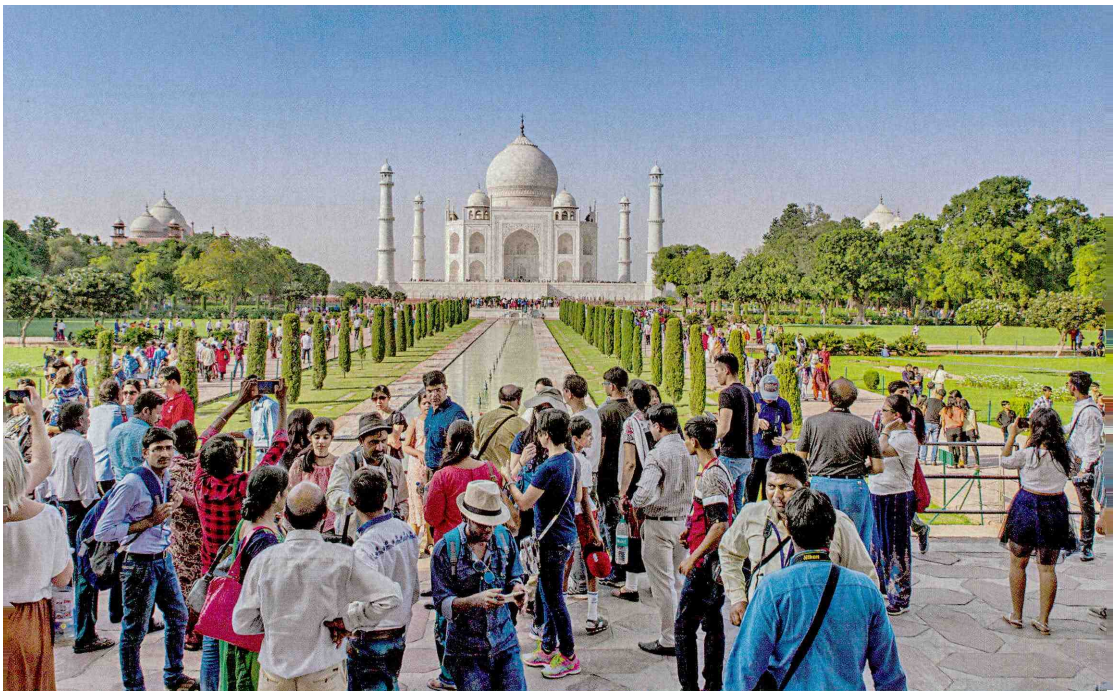
No. of domestic air carrier passengers in 2023, its best-ever year (9% growth y-on-y)

20 MN

Avg. no. of passengers ferried daily by Indian Railways this fiscal, up from 18.4 mn in 2023-24



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49.3 MN
VISITORS

Government data show that the **144 ticketed monuments** of the Archaeological Survey of India together saw footfalls jump a whopping **88%** in 2022-23 from the previous year

5 MN
VISITORS

Taj Mahal, as always, topped the must-see list among domestic tourists (53% jump from 2022-23)

10%
GROWTH

in **hospitality industry**. Stocks of listed entities like Indian Hotels, EIH, Lemon Tree etc. have all shot up

HOW WE TOUR NOW



“We are seeing an evolving Indian traveller who is global, seeks authenticity, values sustainability and embraces digital convenience”

J.B. SINGH
President and CEO,
InterGlobe Hotels



23% rise in **solo travellers** from 2023-24

56% trips **spontaneous**, luxury hotel bookings made less than a week prior to travel date

50% travellers are **couples**



64% jump in **family bookings** y-on-y



97% growth in online searches for **spiritual destinations** in the past two years



Exotic is in among **foreign locales**. Da Nang (Vietnam), Paro (Bhutan), Baku (Azerbaijan), Guangzhou (China) among top searches

Source: Railway ministry, MakemyTrip data