

UNVEILED

MakeMyTrips's report on

INDIAN TRAVEL TRENDS

2023-2024

CRAFTED BY



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make **my** trip

*Ghoomenge phirenge
naachenge gaayenge..
aish karenge aur kya...*

**Coz' Jee Bhar Ke Travel
Karne ka Zamana Hai**



Tunes of
NEW
Travel Trends



Ragas of
WHERE
India Travels!



Melodies of
WHO
is Travelling

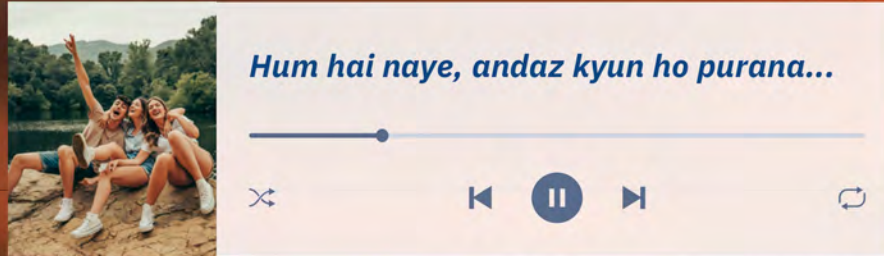


Symphony of
HOW
India Travels



POST PANDEMIC TRAVEL HIGHLIGHTS

Tunes of
NEW
Travel Trends



Travel sentiment touched an all-time high in November 2022 with 7 out of 10 people planning travel

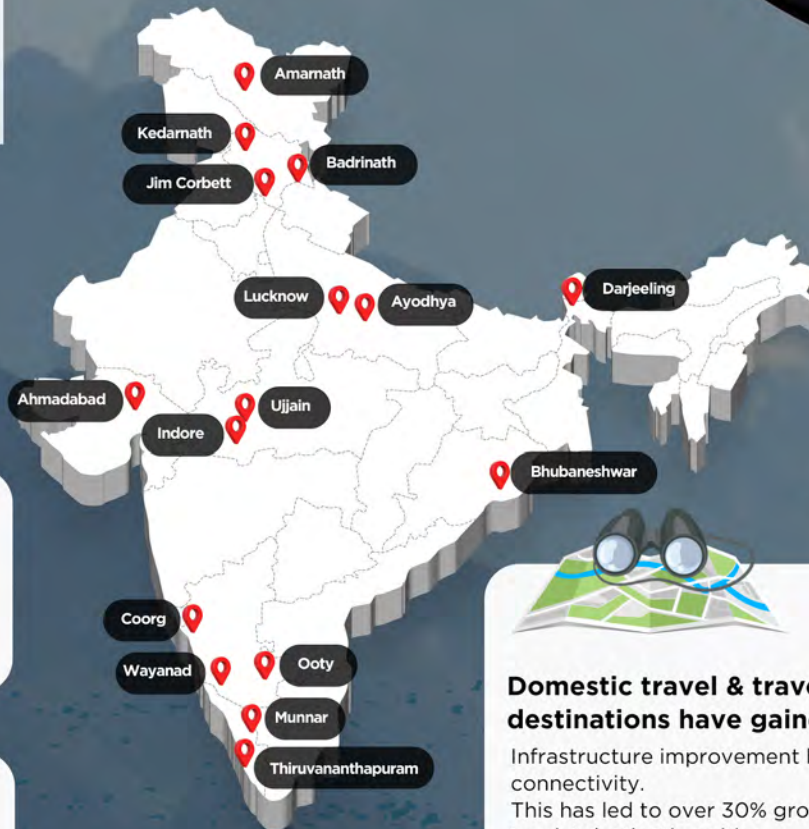
45%* growth in searches, as compared to pre-pandemic

Today, 100 million people are actively searching for travel on our platforms annually

*(2023 VS 2019)

TRAVEL TREND SHIFTS

Tunes of
NEW
Travel Trends



Indians are investing more discretionary income on travel

Focus has shifted from gathering material pleasures to making happy travel memories.



People are taking multiple trips in a year

Number of people taking over 3 trips in a year have grown by 25%

** (2023 VS 2019)



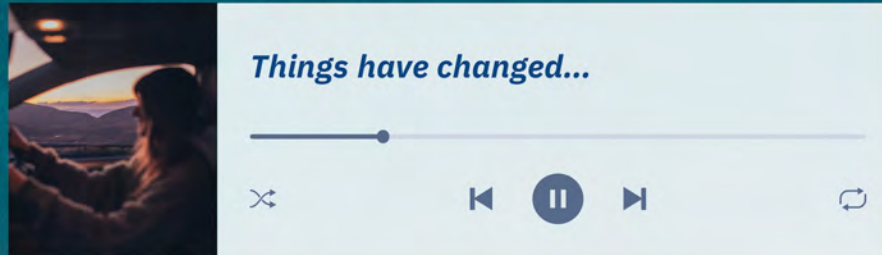
Domestic travel & travel to unexplored destinations have gained favour

Infrastructure improvement has led to better connectivity. This has led to over 30% growth in 16 emerging tourist destination cities

*(2023 VS 2022)

*Map not to scale

TRAVEL TREND SHIFTS



Staycations have become an accepted way of taking impulse breaks

Bookings for premium leisure hotels within 300kms of source city have gone up this year

Lonavala, Karjat, Nashik, Mulshi and Yercaud have emerged as top booked staycation destinations

*(Calendar year 2023)



Spiritual Tourism is on the rise

Spiritual Destinations have witnessed a growth of 97% in searches on our platform, in the last two years

*(2023 VS 2021)



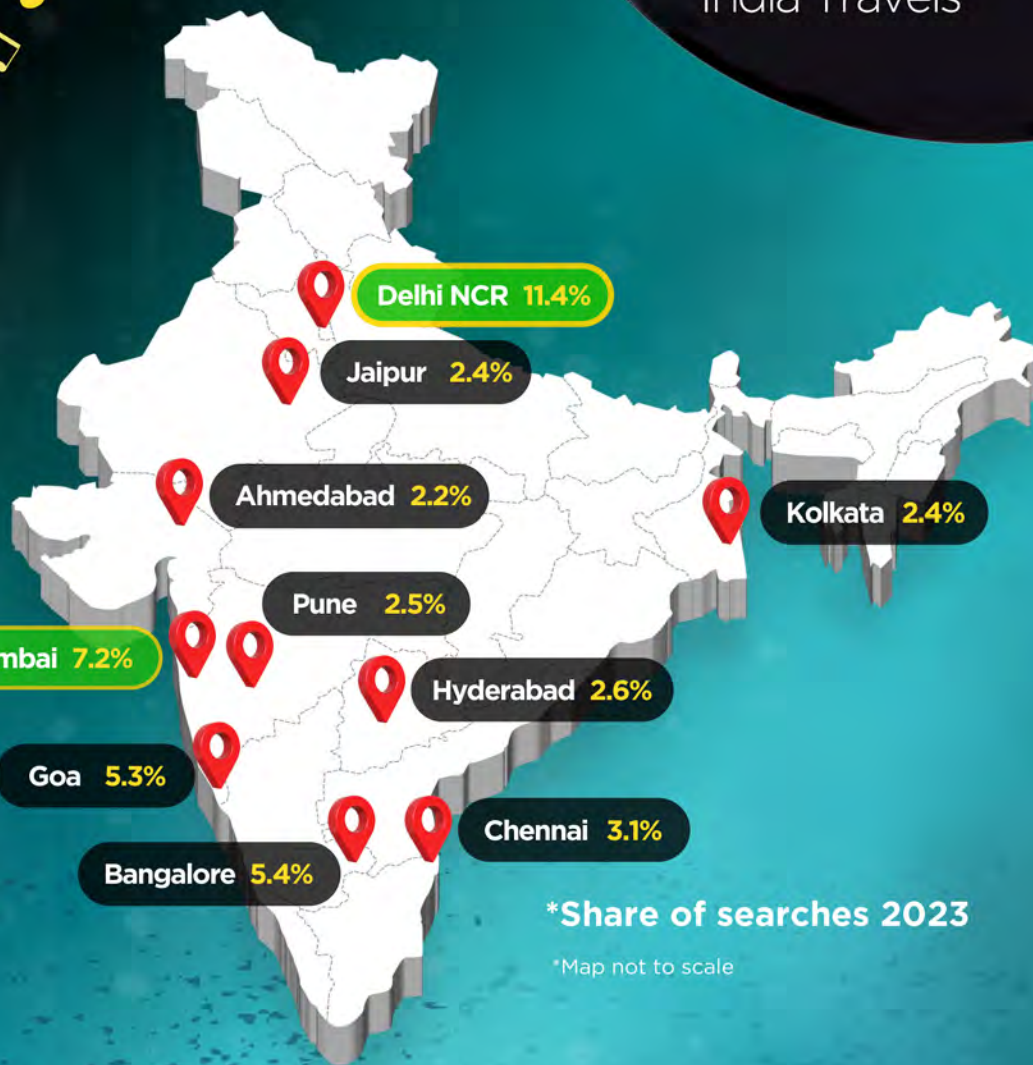
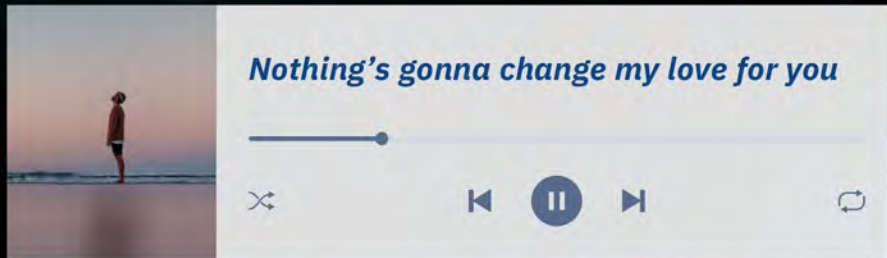
Experience Travel has emerged as a travel habit

People are searching for ideas & stays that provide an emotional connection with cultures & nature, offering an authentic encounter with the destination.

Searches for homestays and villas have witnessed a growth of 24% on our platforms


*(2023 VS 2022)

TOP TRENDING DOMESTIC DESTINATIONS



Metros and leisure destinations continue to be most searched overall. 🔍

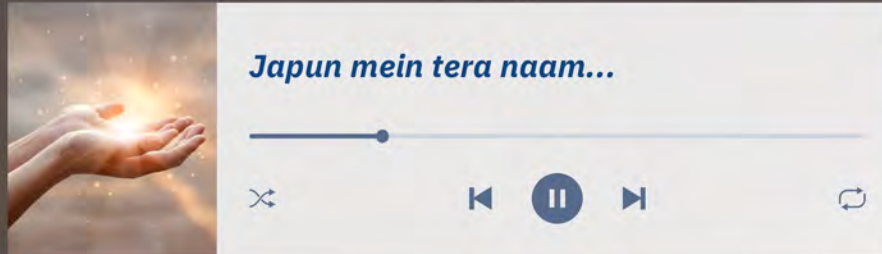
 **Dilli is the biggest forever sweetheart** ❤️❤️

Mumbai is a close second 

*Share of searches 2023

*Map not to scale

SPIRITUAL TOURISM IS LEADING GROWTH FOR TIER 2 & 3 CITIES



With the rise of spiritual tourism, searches for destinations with or around religious spots have peaked.



Searches for Ayodhya, Ujjain and Badrinath have grown the maximum.

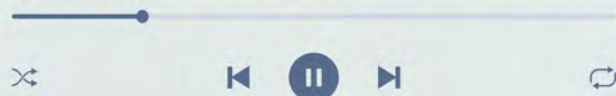
*Growth in searches 2023 vs 2022

*Map not to scale

WEEKEND GETAWAYS HAVE EMERGED AS THE HIGHEST GROWTH DESTINATIONS IN THE DOMESTIC HOTELS CATEGORY

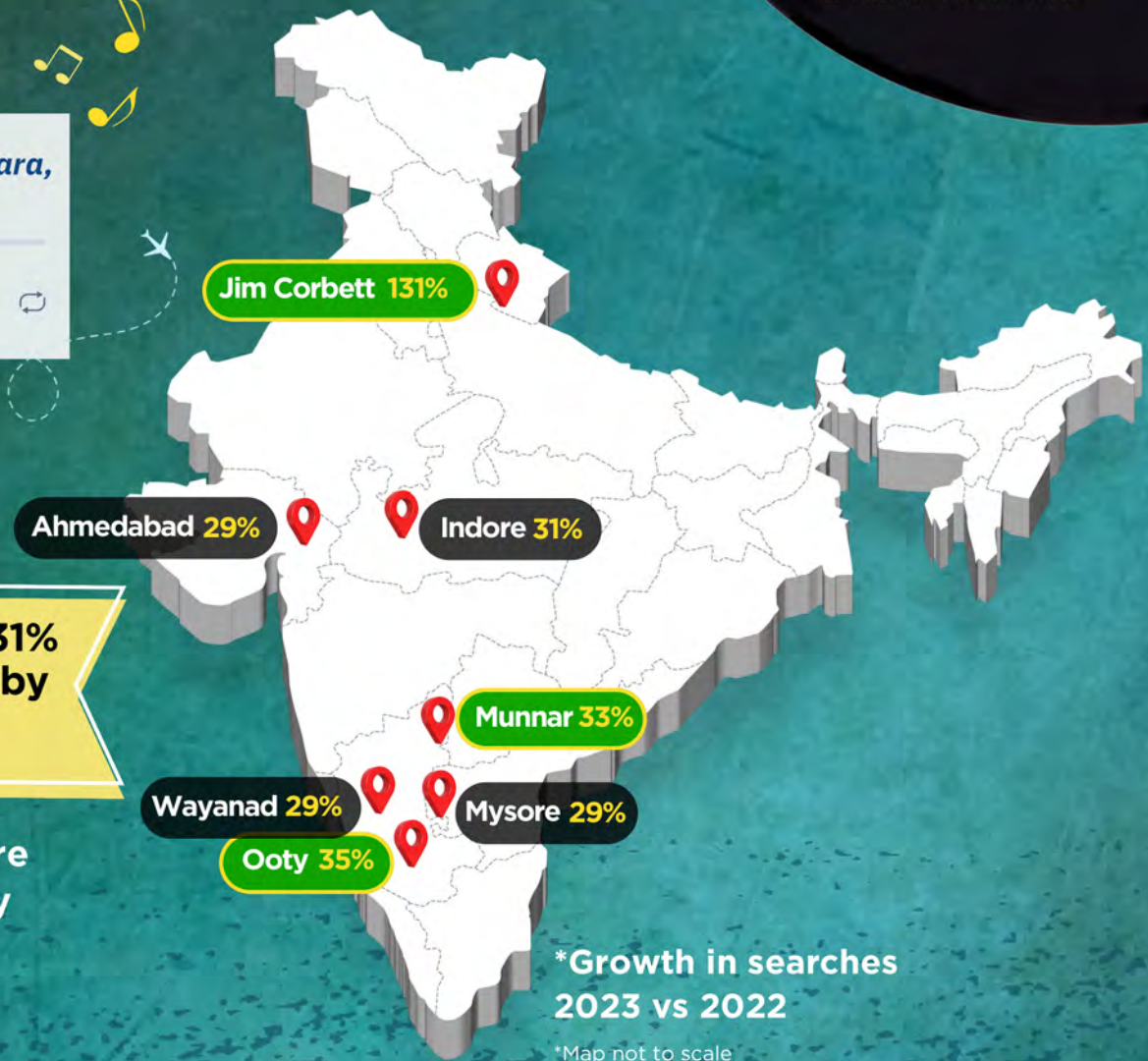


*Yeh raatein, yeh mausum, nadi ka kinara,
yeh chanchal hawa...*



Jim Corbett leads with 131% search growth, followed by Ooty & Munnar.

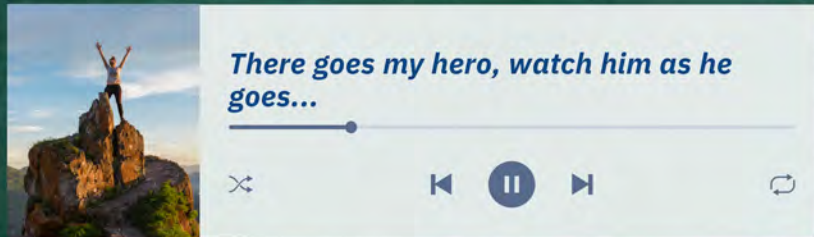
A large number of these hotel bookers are driving to these destinations from nearby metros.



*Growth in searches 2023 vs 2022

*Map not to scale

TIER 2 CITIES HAVE EMERGED AS THE HIGHEST GROWTH DESTINATIONS IN THE DOMESTIC FLIGHTS CATEGORY



Some of these cities have emerged as attractive destinations, others serve as gateways to other places of interest.

Expansion in airlines supply has connected tier 2 cities with metro cities and beyond.



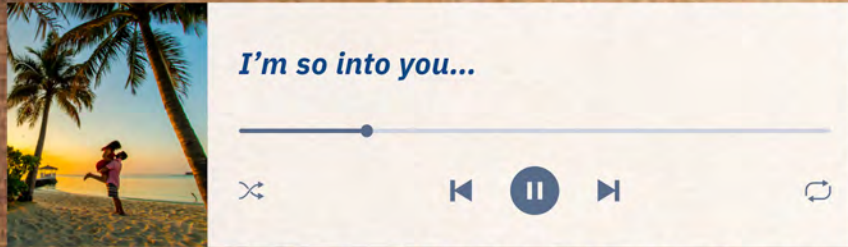
Lucknow, Thiruvananthapuram, Bhubaneshwar & Indore lead with max searches.



*Growth in searches 2023 vs 2022

*Map not to scale

TOP TRENDING INTERNATIONAL DESTINATIONS



*Share of searches 2023

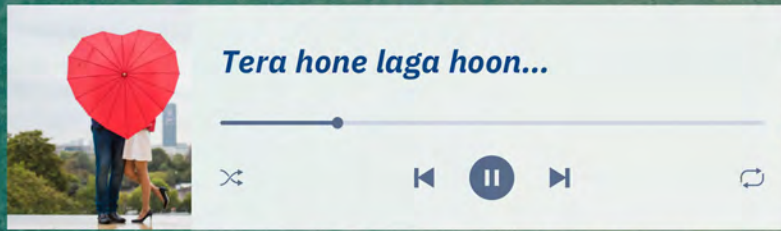
*Map not to scale

30% of international travel searches are for short-haul Asian hotspots—Dubai, Bangkok & Singapore.



London, Toronto & New York are the most searched long-haul destinations.

DIRECT FLIGHTS & EASY VISAS ARE DRIVING INTEREST FOR NEW DESTINATIONS



Budget friendly, experience-packed leisure destinations with relaxed visa norms are the new go-to destinations.

*Growth in searches 2023 vs 2022
*Map not to scale



Short haul, direct flight destinations like Almaty, Hong Kong, Paro, Baku top the emerging destinations list.

MOST SEARCHED DOMESTIC DESTINATIONS FROM 6 METROS



Chura liya hai tumne jo dil ko...



Some conventional, some unexplored destinations have emerged as the most searched from each of the metros

31 unique destinations contribute to 60% of searches from all 6 metros—Bangalore, Chennai, Delhi, Hyderabad, Kolkata & Mumbai

Delhi NCR & Goa are the most searched domestic destinations from all the 6 metros

*Share of searches 2023



MOST SEARCHED INTERNATIONAL DESTINATIONS FROM 6 METROS



Can't get you out of my head...

Progress bar and playback controls (play/pause, previous, next, repeat).



Top 10 searched international destinations from all metros are largely common & make for 60% of all searches.

Dubai & Bangkok make for 30% of all international searches from the 6 metros

Increased searches for Bali, Bangkok, Phuket, Singapore suggest a consideration for International destinations during long weekends.

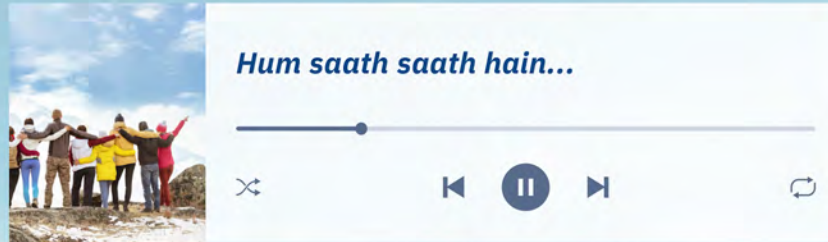


*Share of searches 2023



A LOOK AT DIFFERENT TRAVEL COHORTS

Melodies of
WHO
is Travelling



**2 people travelling together
make for 50% of all
bookings**



**Solo travel bookings grew
by 23% YoY**



**Family travel bookings grew
the maximum at 64% YoY**

***Share of hotel bookings 2023 vs 2022**

PREFERRED MONTHS & TIME FOR DOMESTIC FLIGHT TRAVEL



December and May are most favoured months of travel

- 50% of the flight bookings are for 9am to 6pm
- 9% travellers book for flights between 12am to 6am

*Share of flight bookings 2023



FUN FACTS:

For domestic flights

Bangalore flyers had the highest share of flights between 12am to 6am

Chennai flyers took most number of flights between 6pm to 12pm

Delhi and Mumbai flyers prefer flights between 12 noon to 6pm



HOW MUCH IN ADVANCE DOES INDIA BOOK THEIR FLIGHTS?



Understanding leisure trip booking patterns

Domestic flight bookings are more spontaneous

International flight bookings witnessed longer trip planning windows



46% of domestic flight bookings are done less than a week before the travel date

Spontaneous daredevils: Delhi and Hyderabad are over-indexed on booking domestic flights in less than a week ahead of travel date.



51% of international flight bookings are done in at least 15 days before the travel date

1/3rd of all international bookings are made more than a month in advance

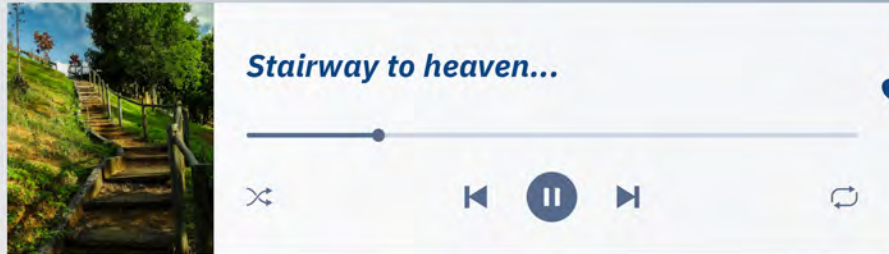
Hyderabad & Chennai folks are over indexed when it comes to booking international flights 30 days in advance

Kolkata travellers have the highest proclivity to book flights over 3 months in advance for both international and domestic flights

HOW MUCH IN ADVANCE DOES INDIA BOOK THEIR HOTELS?



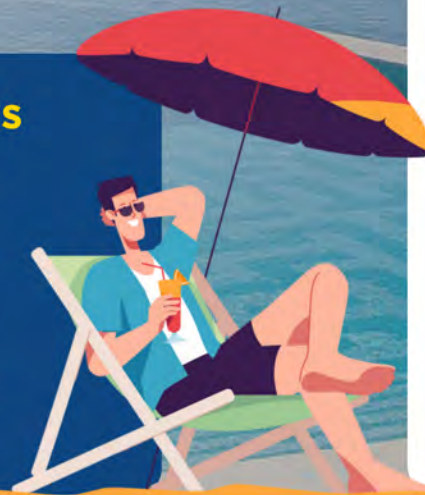
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Understanding leisure trip booking patterns

56% of domestic hotel bookings for leisure are done less than a week before the travel date

33% of international hotel bookings are made at least 30 days before the date of travel



FUN FACTS:

Longest Hotel Stay of 2023 in an offbeat location

A traveler stayed at a Bir hotel for 35 days, making it the longest hotel stay at an offbeat destination, as booked on our platform

***Share of bookings 2023**

HOW INDIA BOOKS FLIGHTS: SEAT CHOICE TRENDS

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66% domestic travellers pre-select their seats, whereas in case of international travel, this drops to 40%

Chennai & Hyderabad travellers most actively pre-select seats for domestic flights

Bangalore & Chennai travellers most actively pre-select seats for international flights

Females prefer **window seats**

Males prefer to book **aisle seats**

Middle seats are the least preferred by both males and females, making for only 26% of seats pre-selection.

*Share of bookings 2023

HOW INDIA BOOKS FLIGHTS: MEALS CHOICE TRENDS



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Always on my mind...



➔ ✈️ FOR DOMESTIC FLYERS

Sandwich tops the chart in terms of food preference

FUN FACT: 💡



Tomato Cucumber Cheese Lettuce Sandwich is the most ordered in-flight meal on domestic flights

Paneer Tikka Sandwich Combo is the second most ordered meal

Bangalore, Chennai & Kolkata travellers have a higher preference for booking in-flight meals

➔ ✈️ FOR INTERNATIONAL FLYERS

FUN FACT: 💡



Vegetarian Hindu Meal is the most ordered in-flight meal on international flights

Hindu Non-Vegetarian Meal is the second most ordered favourite

Delhi NCR & Mumbai travellers demonstrate a higher intent for meals while traveling International



9% Domestic flyers pre-select in-flight meals

21% International flyers pre-select in-flight meals

*Share of bookings 2023

HOW INDIA BOOKS STAYS: KIND OF STAYS BEING SEARCHED & BOOKED



Alternate Accommodations witnessed 24% growth in searches

Hostels (39%) & Apartments (31%) witnessed maximum search growth in the category

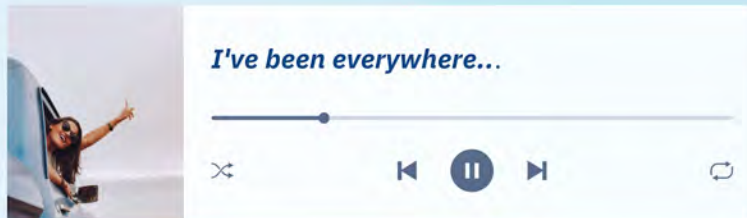
- More than 50% of the family travellers booked a stay below INR 4.5K
- 17% of the family travellers booked properties priced at INR 10K+
- 75% of the solo travellers booked properties below INR 4.5K

***Share of bookings 2023**

HOW INDIA BOOKS STAYS: KIND OF STAYS BEING SEARCHED ACROSS STATES



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People from Maharashtra contribute to highest domestic hotel searches

Highest search growth for premium stays was witnessed for Jim Corbett, Gulmarg and Shillong



Travellers from Eastern states have a higher **preference for Hotels**



Travellers from Maharashtra, Kerala & Karnataka **searched more for Villas**



Maximum searches were done for hostels in Himachal Pradesh, Uttarakhand and Goa

***Share of searches 2023**

HOW INDIA BOOKS STAYS: WHO IS BOOKING WHICH STAYS AND IN WHAT BUDGETS

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FUN FACTS:



28% of the searches are in the INR 2.5 k to 4.5K bracket and **31%** searched for hotels in the range of INR 4.5 k to 10K



Travellers prefer booking Hostels & Apartments on budget, with most bookings below 2.5K But they don't mind spending more for Villas and Homestays



- More hotel rooms were booked by **Couples & Family travellers**
- For **Friends and Larger groups**, Homestays, Apartment & Villas were the preferred choices
- **Solo Travellers** are over indexed on Hostels

HOW INDIA BOOKS HOTELS: WHO TAKES WHICH KIND OF MEAL PLANS IN HOTELS

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Domestic hotel bookers meal plan preference

- More than half of all travellers from Mumbai book a room with breakfast
- Delhi travellers prefer booking hotel rooms with breakfast and one major meal (MAP)
- Approximately half of travellers from Kolkata and Hyderabad prefer room only

International hotel bookers meal plan preference

60% of international hotel bookers from Kolkata and 59% from Delhi NCR book room with breakfast, making these two states the largest booking base for room with breakfast

Maximum room only hotel bookings came from Chennai, Mumbai and Hyderabad

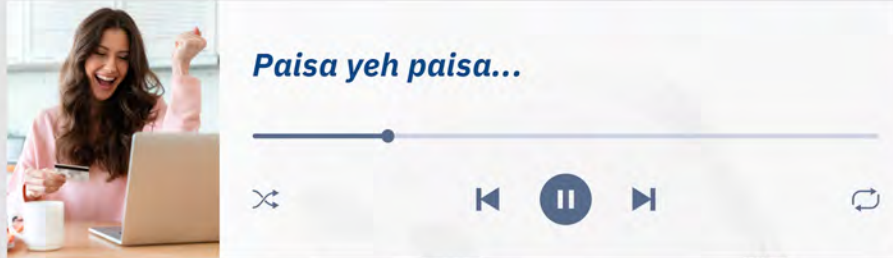
***Share of booking in 2023 on hotels that offer breakfast options**



INDIANS LOVE THEIR BREAKFAST

More than half of both domestic and international travellers booked a hotel room with breakfast included.

HOW INDIA PAYS FOR ITS TRIPS



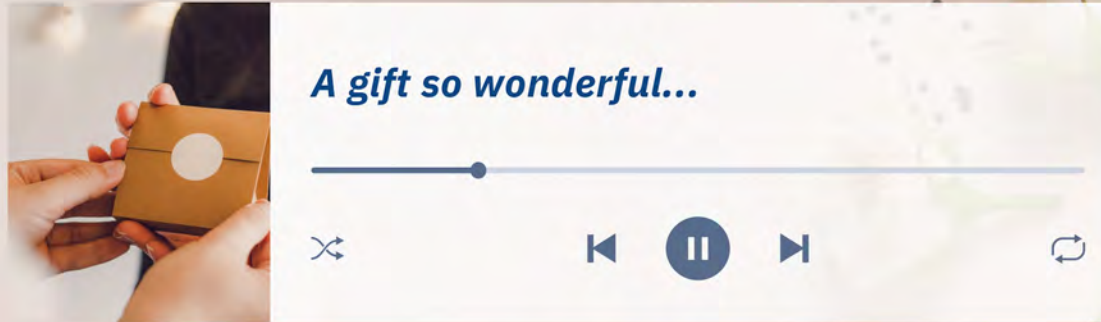
- **UPI is the most preferred payment mode**
- **36% of all transactions are made through UPI**

Credit card is the most used payment mode for high value transactions such as for booking International Flights and International Hotels

***Mode of Payments for travel bookings in 2023**

TRAVEL GIFT CARD AS A MODE OF GIFTING

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1 out of 2 travel cards are being gifted as wedding shagun

Wedding Gift Cards in the denominations of INR 5K and 10K are the most gifted

Other than marriage, people are also gifting travel cards on birthdays and festivals.





Thank You



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