

# Travel in India

December 2023

Table of Contents

## EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

## MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2018-2023

Table 2 - Surface Travel Modes Online Sales: Value 2018-2023

Table 3 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 4 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 5 - In-Destination Spending: Value 2018-2023

Table 6 - Forecast In-Destination Spending: Value 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## [Tourism Flows in India](#)

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Inbound tourism poised for full value recovery, propelled by global events and government initiatives

Spiritual and short-haul weekend trips fuel demand for domestic tourism

## PROSPECTS AND OPPORTUNITIES

Rising disposable incomes and better international connectivity to act as catalysts for growth in outbound tourism

Government emphasis on tourism and growing consumer inclination to travel will foster growth prospects

## CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2018-2023

Table 8 - Inbound Arrivals by Country: Number of Trips 2018-2023

Table 9 - Inbound City Arrivals 2018-2023

Table 10 - Inbound Tourism Spending: Value 2018-2023

Table 11 - Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 13 - Forecast Inbound Tourism Spending: Value 2023-2028

Table 14 - Domestic Trips by Destination: Number of Trips 2018-2023

Table 15 - Domestic Spending: Value 2018-2023

Table 16 - Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 17 - Forecast Domestic Spending: Value 2023-2028

Table 18 - Outbound Departures: Number of Trips 2018-2023

Table 19 - Outbound Departures by Destination: Number of Trips 2018-2023

Table 20 - Outbound Tourism Spending: Value 2018-2023

Table 21 - Forecast Outbound Departures: Number of Trips 2023-2028

Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 23 - Forecast Outbound Spending: Value 2023-2028

## [Airlines in India](#)

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Airlines continues to witness strong growth, driven by a surge in demand beyond metro cities and increased connectivity between cities  
Online airline booking surges, driven by competitive pricing structure and enhanced customer experience

### PROSPECTS AND OPPORTUNITIES

Airlines has promising growth opportunities, backed by government initiatives and evolving consumer perception  
Competitive environment to further intensify and evolve, with domestic carriers likely to dominate

### CATEGORY DATA

Table 24 - Airlines Sales: Value 2018-2023  
Table 25 - Airlines Online Sales: Value 2018-2023  
Table 26 - Airlines: Passengers Carried 2018-2023  
Table 27 - Airlines NBO Company Shares: % Value 2018-2022  
Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2023  
Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2023  
Table 30 - Full Service Carriers Brands by Key Performance Indicators 2023  
Table 31 - Forecast Airlines Sales: Value 2023-2028  
Table 32 - Forecast Airlines Online Sales: Value 2023-2028

## Lodging (Destination) in India

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Strength of mid-market and budget hotels driven by domestic leisure travel and value-seeking consumers  
Luxury and upscale hotels achieve full recovery, driven by surge in affluent travellers amidst global events and uptick in corporate events

### PROSPECTS AND OPPORTUNITIES

Expansion of higher-tier hotels, coupled with consumer preference for well-reviewed stays, set to negatively impact demand for unrated hotels  
Growth of lodging to be strongly driven by increased travel demand and favourable external factors

### CATEGORY DATA

Table 33 - Lodging (Destination) Sales: Value 2018-2023  
Table 34 - Lodging (Destination) Online Sales: Value 2018-2023  
Table 35 - Hotels Sales: Value 2018-2023  
Table 36 - Hotels Online Sales: Value 2018-2023  
Table 37 - Other Lodging Sales: Value 2018-2023  
Table 38 - Other Lodging Online Sales: Value 2018-2023  
Table 39 - Lodging (Destination) Outlets: Units 2018-2023  
Table 40 - Lodging (Destination) Rooms: Number of Rooms 2018-2023  
Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023  
Table 42 - Hotels NBO Company Shares: % Value 2018-2022  
Table 43 - Hotel Brands by Key Performance Indicators 2023  
Table 44 - Forecast Lodging (Destination) Sales: Value 2023-2028  
Table 45 - Forecast Lodging (Destination) Online Sales: Value 2023-2028  
Table 46 - Forecast Hotels Sales: Value 2023-2028  
Table 47 - Forecast Hotels Online Sales: Value 2023-2028  
Table 48 - Forecast Other Lodging Sales: Value 2023-2028  
Table 49 - Forecast Other Lodging Online Sales: Value 2023-2028  
Table 50 - Forecast Lodging (Destination) Outlets: Units 2023-2028

## Booking in India

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Further penetration of online travel booking, with competitive pricing structure and seamless customer journey

Offline travel intermediaries with high consumer trust and benefits continue to dominate

## PROSPECTS AND OPPORTUNITIES

Online travel booking holds promising opportunities due to evolving consumer behaviour and increasing innovations

Growth in loyalty initiatives and consumer preference to benefit direct bookings in hotels and surface travel over the forecast period

## CATEGORY DATA

Table 51 - Booking Sales: Value 2018-2023

Table 52 - Business Travel Sales: Value 2018-2023

Table 53 - Leisure Travel Sales: Value 2018-2023

Table 54 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 55 - Forecast Booking Sales: Value 2023-2028

Table 56 - Forecast Business Travel Sales: Value 2023-2028

Table 57 - Forecast Leisure Travel Sales: Value 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/travel-in-india/report](http://www.euromonitor.com/travel-in-india/report).