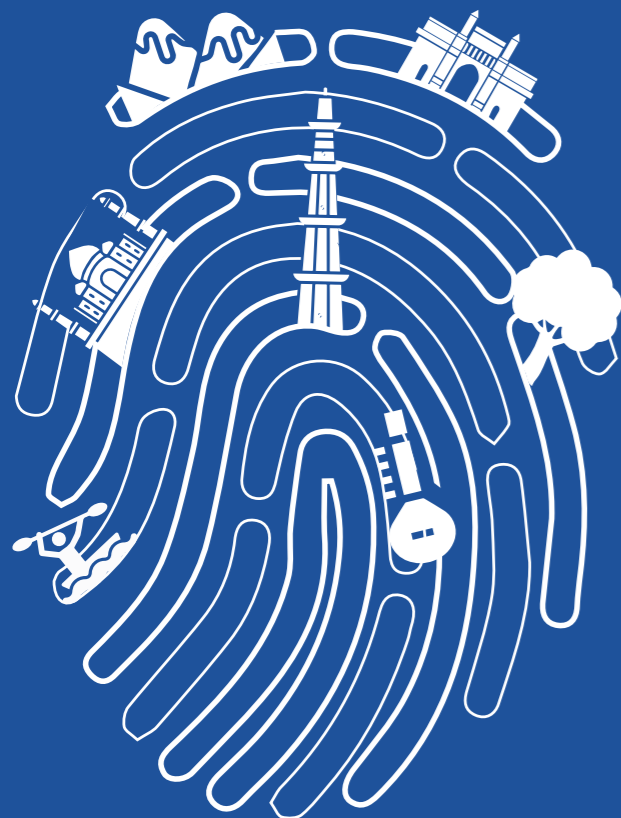


# WHO IS THE INDIAN (RESPONSIBLE) TRAVELLER?

- **Fieldwork** – July - August 2023
- **2nd edition** after 2021
- Target Group: **18+ respondents** who take at least one leisure trip a year
- **1592 interviews** using a self-filled questionnaire
- **50+ cities** including metros and non-metros in India
- Conducted for the **Outlook Group by Toluna**



**73%** prefer exploring one place more deeply by spending at least 3 – 4 days in a trip rather than exploring multiple places and not spending more than 1 – 2 days at each place.

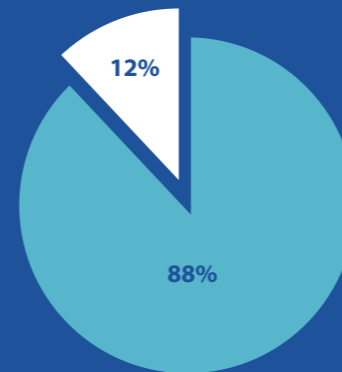
**63%** have become more aware about 'sustainable tourism' in the last 10 years.

**41%** are aware of green labels/ certificates and almost all of them univocally said they would prefer to choose an accommodation or travel operator who has won awards for responsible tourism.

**58%** have opted for an 'eco-friendly' accommodation in the past.

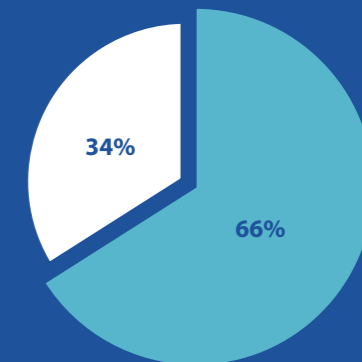
**66%** would opt for an eco-friendly vacation/leisure travel versus a regular one.

**88%** of them are ready to pay a premium for that trip.

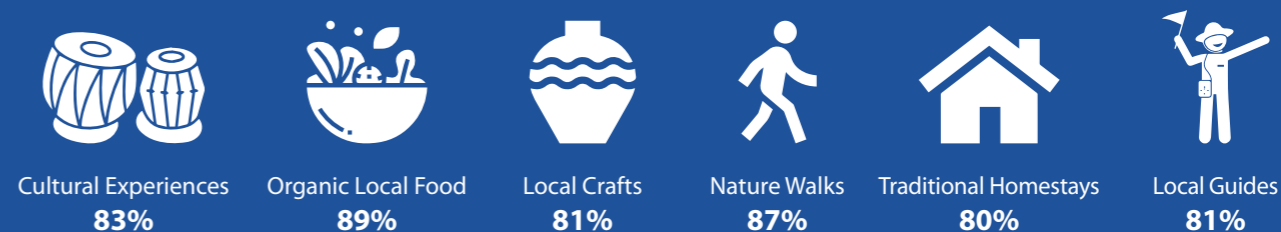


**88%** of respondents are willing to pay more for an 'eco-friendly' vacation. 11% of those are willing to pay more than 20%.

**66%** of leisure travellers choose an accommodation or a travel operator that claim to be responsible about the environment, wildlife and local communities.



## What are the key things that make a travel experience better?



\*Base 1592, Multiple Choice

## What do travellers care about most while on a leisure trip?



\*Base 1592, Multiple Choice

