

**India Travel & Tourism Market By Type (Domestic, Inbound and Outbound), By Service Offering (Ticket Reservation, Hotel Booking, Holiday/Tour Packages, Others), By Purpose of Visit (Business, Leisure & Recreation, Education, Medical, Social Activity and Others), By Booking Type (Travel Companies, Travel Agencies, Online, and Others), By Region, By Competition Forecast & Opportunities, 2019-2029F**

Market Report | 2023-10-03 | 82 pages | TechSci Research

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**Report description:**

India Travel & Tourism Market has valued at USD 18.92 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 13.45% through 2029. The India Travel & Tourism market is a vibrant and diverse sector that plays a significant role in the country's economy. India's rich cultural heritage, diverse landscapes, historical monuments, and unique experiences attract travelers from around the world.

India boasts a wealth of cultural and historical attractions, including ancient temples, palaces, forts, and UNESCO World Heritage Sites like the Taj Mahal. These landmarks draw millions of tourists annually, providing a glimpse into India's rich history and architectural heritage.

From the Himalayan mountain ranges in the north to the pristine beaches in the south, India offers diverse landscapes and natural beauty. Travelers can explore national parks, wildlife sanctuaries, hill stations, and coastal destinations, making it a versatile destination for nature enthusiasts.

India is a hub for religious and spiritual tourism. It is the birthplace of major religions like Hinduism, Buddhism, Jainism, and Sikhism. Pilgrims flock to sacred sites, such as Varanasi, Rishikesh, and Amritsar, for spiritual experiences and rituals.

Indian cuisine is renowned worldwide for its flavors, diversity, and regional specialties. Food enthusiasts travel to India to savor authentic dishes, street food, and culinary traditions unique to each state and region.

Adventure seekers find a plethora of activities in India, including trekking in the Himalayas, river rafting, paragliding, and camel safaris in the deserts of Rajasthan. Adventure tourism is gaining popularity among both domestic and international tourists.

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India is a wellness destination known for Ayurvedic treatments, yoga retreats, and holistic healing. Tourists visit wellness centers and ashrams to rejuvenate their minds and bodies, contributing to the wellness tourism segment's growth.

India's hospitality industry includes a wide range of accommodation options, from luxury hotels and resorts to budget-friendly guesthouses and homestays. Major hotel chains and international brands have a strong presence in major cities and tourist destinations.

The Indian government has launched initiatives to promote tourism, such as the "Incredible India" campaign. Visa reforms, improved infrastructure, and the development of tourist circuits have been instrumental in boosting tourism.

Despite its growth, the Indian travel and tourism sector faces challenges. These include issues related to cleanliness and infrastructure in some areas, safety concerns, and bureaucratic hurdles. Additionally, the COVID-19 pandemic significantly impacted international tourism in 2020 and 2021, leading to disruptions in the industry.

India's Travel & Tourism market holds immense potential for further growth. The country is working on enhancing connectivity, sustainable tourism practices, and digitalization to provide a seamless and enriching experience for travelers. As international travel resumes post-pandemic, India is poised to regain its position as a top global travel destination.

#### Key Market Drivers

##### Rising Disposable Income and Middle-Class Aspiration

One of the primary drivers of the India Travel & Tourism market is the rising disposable income and the growing middle-class population in the country. As India's economy has grown steadily over the past few decades, more people have found themselves with increased purchasing power. This has allowed a significant portion of the population to fulfill their travel aspirations.

The expanding middle class in India considers travel not only as a leisure activity but also as a means to explore new cultures, create lasting memories, and showcase their status and lifestyle. This aspiration has led to an increase in domestic and international travel, with more Indians opting for vacations, weekend getaways, and overseas adventures.

The travel and tourism industry has adapted to this trend by offering a wide range of travel packages, accommodations, and experiences to cater to various budget levels. Luxury resorts, budget-friendly hostels, adventure travel packages, and cultural tours are all part of the diverse offerings in response to the evolving demands of Indian travelers.

##### Digital Transformation and Online Travel Booking

The digital transformation of the travel and tourism industry has played a pivotal role in its growth in India. The widespread availability of smartphones, affordable mobile data, and the proliferation of internet access have transformed the way travelers plan, book, and experience their journeys.

Online travel booking platforms and travel aggregators have become immensely popular, providing travelers with the convenience of researching destinations, comparing prices, and making reservations with a few clicks. This shift has empowered travelers with more choices and transparency, enabling them to tailor their trips to their preferences.

Moreover, the rise of travel apps and websites has facilitated smoother and more efficient travel experiences. Travelers can access real-time information, receive updates on flights and accommodations, and even book local activities and transportation options through these platforms.

Digital payments have also become integral to the travel and tourism market in India. Travelers can now pay for flights, hotels, tours, and meals using various digital payment methods, making transactions more secure and convenient. This has further boosted the adoption of online booking and payment systems, promoting a cashless and hassle-free travel experience.

##### Government Initiatives and Infrastructure Development

Government initiatives and investments in infrastructure have played a vital role in driving the India Travel & Tourism market. The Indian government recognizes the potential of the tourism sector as a driver of economic growth, job creation, and cultural exchange. As a result, several initiatives have been launched to promote tourism across the country.

One notable initiative is the "Incredible India" campaign, which showcases India's diverse cultural heritage, natural beauty, and historical significance to both domestic and international travelers. This campaign has helped create a positive image of India as a tourist-friendly destination.

Infrastructure development has also been a priority. Airports, railways, and roads have seen significant upgrades and expansion to enhance connectivity. New airports have been built, and existing ones have been modernized to accommodate the growing number of tourists. The "UDAN" (Ude Desh ka Aam Nagrik) scheme has been introduced to improve regional air connectivity,

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making it easier for travelers to explore less-visited destinations.

Additionally, the "Swadesh Darshan" and "PRASAD" (Pilgrimage Rejuvenation and Spiritual Augmentation Drive) schemes focus on developing tourism infrastructure and amenities at religious and cultural sites, attracting both domestic and international tourists.

#### Key Market Challenges

##### Infrastructure Deficiencies

One of the primary challenges in the Indian travel and tourism sector is the deficiency in infrastructure. While India boasts a rich cultural heritage, natural beauty, and historical sites that attract tourists from around the world, the inadequate infrastructure can hinder the overall visitor experience.

**Transportation:** India's transportation infrastructure, including roads, railways, and airports, often falls short of international standards. Connectivity between tourist destinations can be limited, and the quality of roads and transportation services can vary widely. This can lead to delays, discomfort, and inconvenience for travelers.

**Accommodation:** While major cities and popular tourist destinations offer a range of accommodation options, including luxury hotels and budget guesthouses, many regions lack sufficient and standardized lodging facilities. This can deter tourists from exploring less-visited areas.

**Safety and Hygiene:** Ensuring the safety and hygiene of travelers is crucial, and there have been concerns about the cleanliness and security of public facilities, transportation hubs, and tourist sites. Maintaining high standards in these areas is essential for attracting and retaining tourists.

##### Bureaucratic Hurdles and Regulatory Challenges

India's regulatory environment can pose significant challenges for the travel and tourism industry. Bureaucratic hurdles and complex regulatory processes can discourage foreign investment and limit the growth of the sector.

**Visa Regulations:** Visa processes for foreign tourists can be cumbersome, with lengthy application procedures and restrictions that vary by nationality. Simplifying and streamlining visa regulations can encourage more visitors to choose India as their destination.

**Taxation:** The Goods and Services Tax (GST) in India, while aiming to simplify taxation, can be complex and confusing for tourists and service providers. Clarity and uniformity in taxation policies are necessary to avoid disputes and promote the ease of doing business.

**Land Acquisition and Permissions:** Infrastructure development often requires land acquisition and various permissions, which can be time-consuming and subject to legal challenges. Streamlining these processes can facilitate the construction of new hotels, resorts, and transportation facilities.

##### Seasonality and Regional Disparities

The India travel and tourism market often experiences seasonality, with peak tourist seasons coinciding with favorable weather conditions. This leads to overcrowding during certain times of the year and lulls during others.

**Seasonal Overcrowding:** Popular tourist destinations, such as Goa, Kerala, and Himachal Pradesh, can become overcrowded during peak tourist seasons, impacting the quality of the tourist experience and putting pressure on local infrastructure.

**Neglected Regions:** While some regions thrive on tourism, others remain largely neglected. Promoting less-visited areas and diversifying tourism offerings across the country can reduce the burden on overcrowded destinations and contribute to regional development.

**Security Concerns:** Security issues in certain regions, including border areas and conflict zones, can deter tourists from exploring the full diversity of India. Ensuring safety and addressing security concerns is vital for promoting travel to all corners of the country.

#### Key Market Trends

##### Sustainable and Responsible Tourism

Sustainable and responsible tourism has emerged as a dominant trend in India's travel and tourism sector. Travelers are increasingly seeking experiences that have a minimal impact on the environment and local communities. Several factors contribute to the rise of sustainable tourism in India:

**Eco-Friendly Accommodations:** Many hotels and resorts in India are adopting eco-friendly practices. They are implementing energy-saving technologies, reducing single-use plastics, and promoting waste reduction and recycling.

**Wildlife Tourism:** India's rich biodiversity attracts wildlife enthusiasts and eco-tourists. National parks and wildlife sanctuaries offer

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opportunities for responsible wildlife viewing and conservation efforts.

**Rural and Cultural Tourism:** Travelers are exploring rural and remote destinations to immerse themselves in local cultures and traditions. This trend benefits local economies and promotes cultural exchange.

**Voluntourism:** Volunteer tourism, or "voluntourism," is gaining popularity as travelers seek opportunities to contribute to community development and conservation efforts during their trips.

**Sustainable Transportation:** The adoption of electric and hybrid vehicles in tourist destinations, as well as initiatives to promote public transportation and cycling, are reducing the carbon footprint of travelers.

#### Digital Transformation and Technology Adoption

The travel and tourism industry in India is undergoing a digital transformation, with technology playing a pivotal role in shaping the traveler's journey. Key trends in this regard include:

**Online Booking:** The rise of online travel agencies (OTAs) and mobile apps has made it easier for travelers to plan and book their trips. These platforms offer a wide range of options, from flights and accommodations to activities and tours.

**Contactless Travel:** The COVID-19 pandemic accelerated the adoption of contactless technologies, such as mobile check-ins, digital payments, and touchless experiences at airports, hotels, and attractions.

**Virtual Reality (VR) and Augmented Reality (AR):** VR and AR technologies are being used to enhance the travel experience.

Travelers can virtually explore destinations, hotels, and attractions before making bookings.

**Data-Driven Personalization:** Travel companies are leveraging data analytics to provide personalized recommendations and experiences to travelers. This enhances customer satisfaction and loyalty.

**Sustainable Transportation Apps:** Apps promoting sustainable transportation options, such as ride-sharing, carpooling, and electric vehicle rentals, are gaining popularity among eco-conscious travelers.

#### Offbeat and Experiential Travel

Travelers in India are increasingly seeking unique and offbeat experiences that go beyond traditional tourist attractions. The desire for experiential travel has given rise to several trends:

**Adventure Tourism:** Adventure activities such as trekking, mountaineering, and water sports are gaining traction, especially in regions like Himachal Pradesh, Uttarakhand, and Goa.

**Wellness Tourism:** India's ancient wellness traditions, including yoga and Ayurveda, are attracting wellness tourists seeking rejuvenation and holistic health experiences.

**Culinary Tourism:** Food tourism is on the rise, with travelers eager to explore regional cuisines, street food, and culinary traditions. Food festivals and food tours are popular choices.

**Heritage and Cultural Tourism:** India's rich history and cultural diversity continue to draw travelers interested in exploring heritage sites, festivals, and indigenous art forms.

**Homestays and Community-Based Tourism:** Staying with local families and participating in community-based tourism initiatives allow travelers to engage with local communities and gain authentic cultural insights.

#### Segmental Insights

##### Type Insights

The domestic tourism sector holds a substantial share in the India Travel & Tourism Market, and its significance continues to grow year by year. Domestic tourism refers to travel and vacationing within one's own country, and in India, it is a cornerstone of the tourism industry. Several factors contribute to the prominence of domestic tourism in India:

**Diverse Geography and Culture:** India is a vast and diverse country with a wide range of geographic features, climates, and cultural traditions. From the Himalayan peaks in the north to the tropical beaches in the south, and from the bustling cities to serene rural landscapes, India offers a rich tapestry of experiences within its borders. This diversity attracts domestic travelers seeking varied and immersive experiences without leaving the country.

**Affordability:** Domestic tourism is often more affordable than international travel. Many Indians find it cost-effective to explore their own country, given the lower expenses associated with domestic trips. This affordability makes domestic travel accessible to a broader segment of the population.

**Cultural and Religious Significance:** India is known for its cultural and religious diversity, with numerous pilgrimage sites, historical landmarks, and festivals that hold immense significance. Many domestic travelers embark on journeys to visit these sites and

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participate in cultural events, contributing to domestic tourism's growth.

**Accessibility:** India's extensive railway network, well-maintained roadways, and domestic air connectivity make it easy for travelers to access various regions and attractions within the country. The convenience of transportation options encourages people to explore different parts of India.

**Rising Middle-Class Population:** The growing middle-class population in India has more disposable income to spend on leisure travel. This demographic shift has fueled the domestic tourism sector's expansion, as more people can afford to take vacations and explore their own country.

**Business and Leisure Travel:** Domestic tourism includes both business and leisure travel. Many individuals travel within India for work purposes, and they often extend their trips to include leisure activities, further contributing to the domestic tourism sector's growth.

**Government Initiatives:** The Indian government has launched several initiatives and campaigns to promote domestic tourism. Schemes such as "Incredible India" aim to highlight the country's diverse attractions and encourage citizens to explore their own land.

**Regional Tourism Promotion:** Various states in India actively promote tourism within their boundaries. State governments invest in infrastructure development, cultural festivals, and marketing campaigns to attract domestic travelers.

**Family-Centric Travel:** Indian culture places a strong emphasis on family, and family vacations are a common tradition. Domestic tourism is often centered around family trips, where multiple generations come together to explore different destinations.

#### Service Offering Insights

Ticket reservation holds a substantial share in the India Travel & Tourism Market, playing a crucial role in facilitating travel across this vast and diverse country. The term "ticket reservation" encompasses various modes of transportation, including air travel, railways, buses, and even accommodations. Several factors contribute to the significance of ticket reservation within India's travel and tourism sector.

**Diverse Travel Destinations:** India boasts a remarkable diversity of travel destinations, from historical sites and cultural landmarks to picturesque landscapes and vibrant cities. As travelers seek to explore these diverse attractions, ticket reservation services become indispensable for securing seats on flights, trains, buses, and accommodations at hotels or resorts.

**Extensive Rail Network:** India's extensive railway network is one of the largest in the world. Train travel is a preferred mode of transportation for both domestic and international tourists, offering an affordable and efficient way to explore the country. Ticket reservation platforms simplify the process of booking train tickets, accommodating millions of passengers daily.

**Air Travel Boom:** With the growth of India's middle-class population and increased disposable income, air travel has surged in popularity. Ticket reservation for flights, both domestic and international, has become a pivotal aspect of travel planning.

Travelers rely on online booking platforms and travel agencies to secure their seats and make travel arrangements.

**Intercity and Intracity Buses:** Buses are a vital mode of transportation for both intercity and intracity travel. Ticket reservation services for bus journeys ensure convenience and ease of travel planning. Tourists and commuters alike benefit from the ability to book seats in advance, especially during peak travel seasons.

**Hotel Accommodations:** In addition to transportation, ticket reservation extends to accommodations. India's diverse range of hotels, guesthouses, resorts, and homestays requires a robust reservation system to meet the varied needs and preferences of travelers. Booking platforms enable visitors to secure lodging in advance, ensuring a comfortable stay.

**Convenience and Efficiency:** Ticket reservation platforms have revolutionized travel planning in India. They provide a one-stop solution for travelers to compare options, check availability, and make bookings from the comfort of their homes or mobile devices. This convenience enhances the overall travel experience and encourages more people to explore the country.

**Seasonal and Festival Travel:** India's rich cultural heritage is celebrated through numerous festivals and events held throughout the year. These occasions often result in increased travel, and ticket reservation services become vital for securing transportation and accommodations during peak seasons.

**Government Initiatives:** The Indian government has launched initiatives to promote tourism, making it easier for travelers to explore the country. Digitalization efforts and the availability of online reservation services align with these initiatives, ensuring a smoother travel experience for both domestic and international tourists.

#### Regional Insights

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The North region of India holds a substantial share in the country's vibrant and diverse travel and tourism market. This region encompasses a rich tapestry of cultures, historical landmarks, natural beauty, and adventure opportunities, making it a compelling destination for both domestic and international travelers. Several factors contribute to the North region's significant presence in India's travel and tourism landscape:

**Cultural Heritage:** The North region is steeped in history and boasts an abundance of cultural treasures. Iconic cities like Delhi, Agra, and Jaipur are part of the famous "Golden Triangle" tour and home to UNESCO World Heritage Sites such as the Taj Mahal, Qutub Minar, and Amer Fort. These attractions draw history enthusiasts, architects, and culture aficionados from around the world.

**Spiritual and Religious Significance:** The North region is a center of spiritual and religious significance in India. Varanasi, for instance, is one of the oldest continuously inhabited cities in the world and a sacred place for Hindus. Haridwar and Rishikesh on the banks of the holy Ganges River are important pilgrimage sites. These locations attract a constant flow of devotees and spiritual seekers.

**Adventure Tourism:** Northern India offers diverse terrain for adventure seekers. The Himalayan range presents opportunities for trekking, mountaineering, and white-water rafting. Destinations like Himachal Pradesh, Uttarakhand, and Ladakh are popular among adventure enthusiasts looking for adrenaline-pumping experiences amidst stunning landscapes.

**Hill Stations:** The North region features several picturesque hill stations like Shimla, Manali, and Mussoorie. These destinations provide respite from the summer heat and serve as romantic getaways for honeymooners and nature lovers.

**Culinary Tourism:** North India is renowned for its diverse and flavorful cuisine. Travelers flock to sample authentic dishes such as kebabs, biryanis, butter chicken, and sweets like jalebi and gulab jamun. Food tourism is a significant driver, with travelers exploring local markets and street food stalls.

**Fairs and Festivals:** The region hosts numerous colorful festivals, including Diwali, Holi, and the Pushkar Camel Fair. These celebrations offer a unique cultural experience, attracting tourists interested in witnessing India's vibrant traditions.

**Cultural Experiences:** North India provides immersive cultural experiences through dance forms like Kathak, classical music performances, and traditional arts and crafts. Visitors have the opportunity to engage with local artisans and attend cultural events.

**Gateway to the Himalayas:** For travelers embarking on journeys into the Himalayas, the North region serves as a gateway. Delhi, in particular, is a major transportation hub, offering access to northern states and onward travel to the mountainous regions.

**Infrastructure and Connectivity:** The North region benefits from well-developed infrastructure and connectivity. Major cities have international airports and extensive road and rail networks, making it convenient for tourists to access different destinations within the region.

**Key Market Players**

Makemytrip Pvt. Ltd.

Thomas Cook Ltd.

Country Holidays Inn & Suites Pvt Ltd

Yatra Online Limited

Riya Travel And Tours (India) Private Limited

Cox & Kings Limited

Cleartrip Private Limited

Ibibo Group Private Limited

Le Travenues Technology Pvt. Ltd. (Ixigo)

Sotc Travel Services Private Limited

**Report Scope:**

In this report, the India travel & tourism market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

☐ India Travel & Tourism Market, By Type:

o ☐ Domestic

o ☐ Inbound

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- o Outbound

- o India Travel & Tourism Market, By Service Offering:

- o Ticket Reservation

- o Hotel Booking

- o Holiday/Tour Packages

- o Others

- o India Travel & Tourism Market, By Purpose of Visit:

- o Business

- o Leisure & Recreation

- o Education

- o Medical

- o Social Activity

- o Others

- o India Travel & Tourism Market, By Booking Type:

- o Travel Companies

- o Travel Agencies

- o Online

- o Others

- o India Travel & Tourism Market, By Region:

- o North

- o South

- o East

- o West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India travel & tourism market.

Available Customizations:

India Travel & Tourism Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- o Detailed analysis and profiling of additional market players (up to five).

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- 16.1.10.3.□Financials (As Per Availability)
- 16.1.10.4.□Key market Focus & Geographical Presence
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- 16.1.10.6.□Key Management Personnel

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17. Strategic Recommendations

17.1. Key Focus Areas

17.2. Target Type

17.3. Target Service Offering

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