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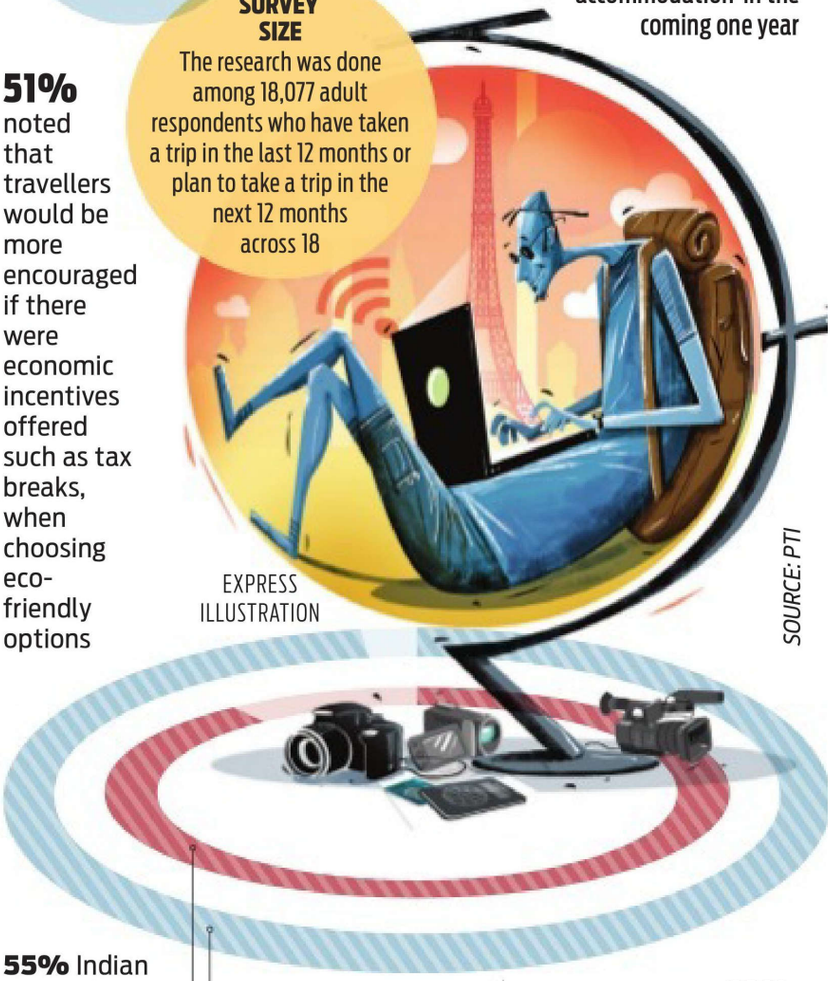
98% Indians will prefer sustainable stays soon

A majority of Indian travellers intend to stay at least once in eco-friendly or green accommodation in the coming one year

61% ONLINE BOOKING SITES OFFERING A SUSTAINABLE OR ECO-FRIENDLY FILTER OPTION

SURVEY SIZE
The research was done among 18,077 adult respondents who have taken a trip in the last 12 months or plan to take a trip in the next 12 months across 18

51% noted that travellers would be more encouraged if there were economic incentives offered such as tax breaks, when choosing eco-friendly options



EXPRESS ILLUSTRATION

SOURCE: PTI

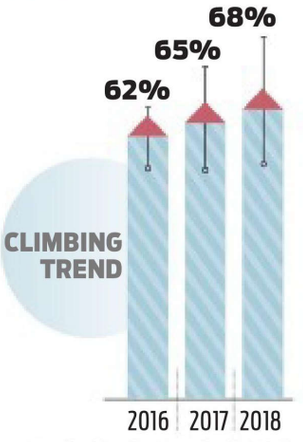
55% Indian respondents said they alter behaviour to be more sustainable while travelling

Over **80%** of Indian travellers said they are seeking authentic experiences representative of the local culture

53% request that travel companies offer tips on how to be more sustainable while travelling

98% willing to live in green accommodations at least once

90% said they would be more likely to book an accommodation knowing it was eco-friendly



It is essential for everyone in the travel ecosystem including the travellers to join hands for sustainable tourism to gain momentum and to drive meaningful change... the report highlights the shift in outlook of travellers who increasingly want to make environment friendly choices

Ritu Mehrotra, Booking.com country manager, India, Sri Lanka and Maldives