

# 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



SOURCE: PTI



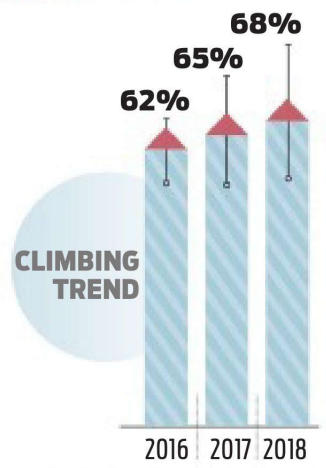
**55%** Indian respondents said they alter behaviour to be more sustainable while travelling

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