

REVENGE TRAVELLER

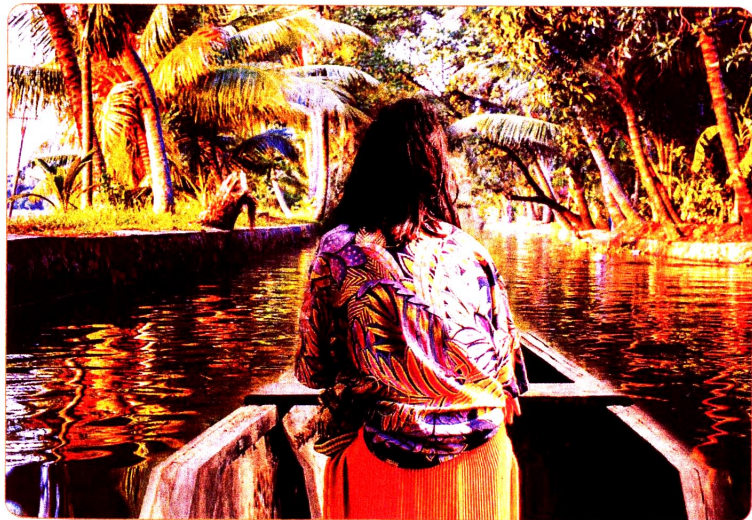
SUSTAINABLE TOURIST

SPONTANEOUS BACKPACKER

WELLNESS TRIPPER

How the travel wagon rolled on in 2021

Pics: iStock



Now, people are staying back up to 3 to 4 weeks in Kashmir. Offbeat places like Bangus and Wardwan valleys offer a lot for slow travel.

— Bilal Chapri, director of Discovery Journeys that focuses on immersive travel across Kashmir, Ladakh and Zaskar region

3 out of 4 – accommodation providers say that they have implemented some level of sustainable practices at their properties

— A report by Booking.com released in June 2021 (it includes respondents from different countries, including India)



Ashish Joseph
and Sruthi Raman

SUSTAINABLE TOURISM IS CATCHING UP

According to Shiviya Nath, a travel writer and sustainable tourism consultant, eco-conscious tourism initiatives across all budgets have been on the rise in India. "Some big players are introducing sustainability badges to make it easier for travellers to identify environmentally and socially impactful options. Though it's still a niche segment, the major chunk of travellers is expected to turn to sustainable practices," says Shiviya and adds that the off-shoots of this, like slow travel, carbon-neutral travel and vegan travel, are expected to get bigger in 2022.

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HIGHLIGHTS OF A SUSTAINABLE TRAVEL REPORT IN 2021

83%

global travellers say sustainable travel is essential

61%

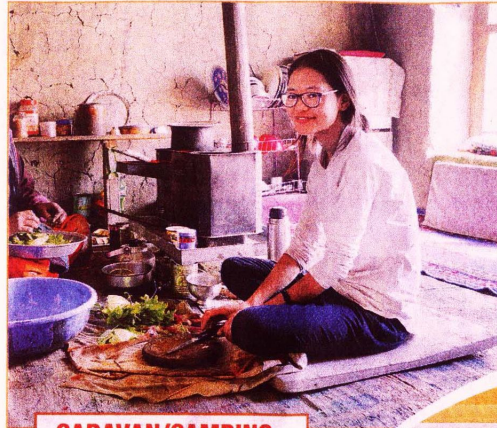
say the pandemic has made them want to travel sustainably in the future

49%

feel there aren't enough sustainable travel options available in 2021



What 2021 was for travel trends, and what to expect from 2022



CARAVAN/CAMPING IS GAINING STEAM

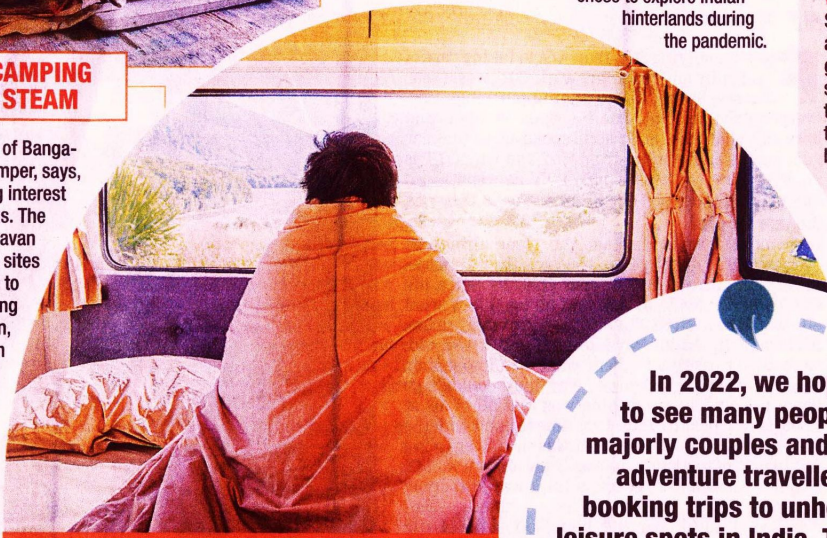
Tiger Ramesh, CEO of Bangalore-based LuxeCamper, says, "There is a growing interest in caravan vacations. The development of caravan parks and camping sites is what is expected to happen in the coming years." Neha Soman, director of Wacation on Wheels from Nagpur, says, "In 2020, it flourished when all other transport systems were shut. Now, the demand has come down marginally. With many states adopting caravan-friendly policies this year, it will further give it a boost."

Some states that have adopted policies this year, giving a boost to caravan tourism include Uttarakhand, Kerala, and Maharashtra, to name a few. While Kerala announced a comprehensive caravan tourism policy, the Uttarakhand state government launched its first caravan a couple of months ago. Earlier this year, the Maharashtra government cleared the caravan tourism policy.

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HOMESTAYS WITH WORKING FARMS DRAW TRAVELLERS

"We've been sold out fully in the last three months. The primary idea is farming. The farmhouse is only an add-on. Staying in a working farm lets people experience farm life and rural atmosphere," says Kiruba Shankar of Vaksana Farms in Tindivanam, which is about 120km from Chennai. "In 2021, I only chose places accessible by car, and for accommodation, only homestays or Airbnb places. I preferred places which catered to only one guest at a time, because that meant greater safety during the pandemic," says Raji, globetrotter and an architect, who chose to explore Indian hinterlands during the pandemic.



In 2022, we hope to see many people – majorly couples and young adventure travellers – booking trips to unheard-of leisure spots in India. There has been an increase in interest to discover hidden gems

— Vipul Prakash, Chief Operating Officer at MakeMyTrip

TRAVEL TRENDS EXPECTED IN 2022

GOAT: With the pandemic having slowed things for travellers, many will look to make their trips in 2022 the Greatest of All Trips. This means long-haul travel, which was replaced by minimalist travel in 2021.

MICRO VACATIONS: This replaces annual trips with scattered micro-vacations that are easier on the pocket and the mind too.

WANDERLUST AS SELF-CARE: Self-care and wellness are in focus, and traveling has become an integral part of the process. Experts say that 2022 will be the year where travellers fall back on trips to balance the pressures from WFH.

CELEB HOTSPOTS

MALDIVES: It has been a hit among celebs throughout the pandemic, including Rakul Preet Singh, Samantha Ruth Prabhu, Alia Bhatt, Kareena Kapoor Khan and Pooja Hegde.

AMALFI COAST, ITALY: While Italy witnessed a huge wave of COVID cases in 2020, restrictions began easing in Europe this year. If Maldives was the Indian celebrity adda, Italy turned out to be a Hollywood hotspot with Gabrielle Union, Kendall Jenner and Molly Sims jetting off to the scenic country.



TRAFFIC FROM INDIA TO TOP TWO INTERNATIONAL DESTINATIONS

YEAR	MALDIVES	DUBAI
2019	1,69,360	15,88,000
2020	60,556	12,36,200
2021	2,59,765	6,67,000

85% of Indian travellers say a vacation planned has a positive impact on emotional wellbeing

— Booking.com's Travel Predictions research

- Maldives has grown from 1.5x from the peak period
 - Dubai is slowly starting to get traction back.
- Stats provided by Pickyourtrail

