

MakeMyTrip's report on
HOW
INDIA
TRAVELS ABROAD

**TOP INTERNATIONAL
TRAVEL TRENDS
amongst Indians**

decoded

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More Travel Stories are being scripted than ever before



More Indians than ever before are searching online for international destinations to travel to

More Indians are taking trips to international destinations

People taking 2 or more international trips have grown by an impressive 32%

People taking 3 or more international trips have grown by an impressive 37%

Chapter 1

India's Favourites, India's Constants:

International destinations that have stayed
on top of Indian traveller's bucket list



📍 Koh Samui Island, Thailand

Top 10 countries that Indians love to travel to



Top 10 countries of interest remain the same as last year, contributing to 64% of all searches

UAE & Thailand are the top choices for Indians with 17% & 14% share of searches

FUN FACT:



'Student Destination of the Year' award goes to UK

United Kingdom was the most travelled to destination for students, followed by Australia & Germany

Maximum students travelled from Maharashtra, Karnataka & Tamil Nadu

Top 10 Countries of interest

Top 10 Countries	Share of searches
 UAE	17%
 Thailand	14%
 USA	6%
 Singapore	5%
 Indonesia	5%
 United Kingdom	5%
 Canada	4%
 Nepal	3%
 Saudi Arabia	3%
 Malaysia	3%











Top 10 international cities that Indians love to travel to

The search contribution coming from top 10 cities has dropped by **3%** From **45%** to **42%**

This indicates that travellers are exploring newer destinations globally



📍 London, United Kingdom

Top 10 Cities	Share of searches
 Dubai	14%
 Bangkok	8%
 Singapore	5%
 London	4%
 Phuket	3%
 Bali	3%
 Kathmandu	3%
 Kuala Lumpur	2%
 Toronto	2%
 New York	2%











Top 10 source states that contribute to 80% searches for international destinations

Maharashtra, Karnataka & Delhi lead the charts for international destination searches

While UAE & Thailand are the most searched destinations from each state, the 3rd most searched country changes for each state



📍 United States Capitol Building, USA

Top 10 Source States	Share of searches	Most Searched Destinations		
 Maharashtra	18%	UAE	Thailand	USA
 Karnataka	10%	UAE	Thailand	USA
 Delhi	9%	UAE	Thailand	Indonesia
 Uttar Pradesh	8%	UAE	Thailand	Indonesia
 Tamil Nadu	7%	UAE	Thailand	Singapore
 Gujarat	7%	UAE	Thailand	USA
 Haryana	5%	UAE	Thailand	Canada
 Kerala	5%	UAE	Thailand	Saudi Arabia
 Telangana	5%	UAE	Thailand	USA
 Punjab	5%	UAE	Thailand	Canada





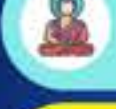





Top 10 states with max search volume growth for international destinations

Combined search volume originating from these 10 states has gone up by **52%**

Max search volume growth for international travel came from **Uttar Pradesh, Uttarakhand & Haryana**



📍 Niagara Falls, Canada

State	YoY Growth in searches	Rank 2023	Rank 2024	Ranks Gained
 Uttar Pradesh	84%	8	4	4
 Uttarakhand	74%	19	18	1
 Haryana	61%	11	7	4
 Chhattisgarh	57%	20	19	1
 Andhra Pradesh	54%	14	14	-
 Odisha	53%	18	16	2
 Jharkhand	47%	22	21	1
 Himachal Pradesh	41%	21	22	-1
 Punjab	23%	10	10	-
 Rajasthan	23%	12	12	-

Period: Jun'23-May'24

Chapter 2

New Interests, New Horizons:

Emerging International destinations that have
been added to Indian traveller's bucket list



📍 First President Park, Almaty

Emerging international cities that Indians are falling in love with

These 10 emerging destinations have witnessed **70%** growth in combined search volume











Almaty, Baku & Hong Kong have grown the maximum in searches amongst emerging destinations

Colombo, Kuala Lumpur, Kathmandu & Bali are being considered for trips with a renewed vigour

Combined contribution of these emerging destinations has gone up from **10%** to **14%** over the last year



📍 Mt. Fuji, Japan

City	YoY Growth in searches
 Almaty	527%
 Baku	395%
 Hong Kong	125%
 Colombo	112%
 Tokyo	63%
 Kuala Lumpur	57%
 Pattaya	44%
 Kathmandu	43%
 Jeddah	38%
 Bali	35%

Emerging countries that Indians are falling in love with













Owing to interest in Almaty & Baku, Kazakhstan & Azerbaijan top the list of most preferred countries

Sri Lanka, Malaysia & Nepal have seen a renewed spike in interest

89% growth in combined search volume of these 10 emerging countries

The contribution of the top 10 emerging countries up by **5%** over the last year

📍 Flame Towers, Baku

Top 10 Countries	YoY Growth in searches
 Kazakhstan	491%
 Azerbaijan	404%
 Bhutan	135%
 Hong Kong	125%
 Sri Lanka	124%
 Japan	70%
 Malaysia	60%
 Nepal	48%
 Russia	47%
 Saudi Arabia	38%

Chapter 3

Budget matters but Indians want to live it up too





More Indians are aspiring to fly business class

10% growth in searches for business class flight travel

Most business class searches are for long haul travel from India

Top 10 destinations being searched for the most, for business class travel

Destination Country Share of searches

USA	17%
UAE	15%
United Kingdom	9%
Thailand	7%
Singapore	4%
Canada	4%
Australia	4%
Indonesia	3%
Jeddah	3%
Bali	2%

Top 10 destinations that have had max search growth for business class travel

Destination Country Growth in searches

Hong Kong	131%
Sri Lanka	116%
Japan	69%
Saudi Arabia	40%
Malaysia	36%
Indonesia	29%
South Korea	26%
Italy	17%
Mauritius	16%
Thailand	16%

Indians love foreign trips and are always on the lookout for **pocket friendly international experiences**

South-East Asian destinations are our **hero No.1** for their budget friendly stay options

Close to **50%** of the bookings made for international hotels are **< ₹7,000**

📍 Pattaya City Beach, Thailand

10 most pocket-friendly cities to book hotels on our platform



Pokhara



Pattaya



Kuala Lumpur



Kathmandu



Hanoi



Jakarta



Sharjah



Da Nang



Penang



Ho Chi Minh

Period: Jun'23-May'24

Despite being heavy on the pocket, Indians are exploring expensive destinations



European destinations top the chart in terms of average spends per night

7 out of 10 most expensive cities to book hotels on our platform were from Europe but people are splurging on hotels in destinations beyond this list too

Period: Jun'23-May'24

📍 Eiffel Tower, Paris

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Top 10 most expensive cities to book hotels on our platform



New York



Mauritius



Lucerne



London



Paris



Amsterdam



Mecca



Barcelona



Milan



Zurich

FUN FACT:



Top 3 most expensive hotels were booked in Dubai with an average cost of ~₹2.5 lacs per night

Travellers from different parts of **India spend differently on hotels**

Karnataka, Telangana, Maharashtra, Delhi & Haryana top the list of states spending on **premium hotel bookings** with **37%** of hotel bookings being made for premium hotels

Punjab, West Bengal, Gujarat & Tamil Nadu have higher preference for **budget hotels**, with **38%** of hotel bookings being made for budget hotels



Period: Jun'23-May'24

📍 Marina Bay Sands, Singapore

When travelling abroad, Indians are exploring Homestays & Villas like never before!

42% surge in searches for Hostels, Homestays, Villas, Apartments and Guesthouses for foreign trips

Hostels have had a 210% growth in searches & Homestays have had a 85% growth in searches

Bali, Dubai & Singapore make for highest share of searches for Homestays & Villas

Interlaken, Kuala Lumpur, Paris, Amsterdam & Rome have shown maximum growth in searches for this category, making Europe the leader in search growth for these stays



Period: Jun'23-May'24

📍 Spiez Castle, Switzerland

Chapter 4

When it comes to travel, there's no 'off season' for us:

Indians love taking Leisure Trips abroad all-round the year!



📍 St. Peter's Basilica, Rome

The best season for travel for Indians is **when they can take time off to travel!**

Similar interest for international travel through the year

Distribution of searches across the year:



December is the most active month in terms of searches for international travel

Period: Jun'23-May'24

For short haul international destinations, October to January months attract the maximum searches

For long & mid haul international destinations, April to September months see a higher search volume

Distribution of searches across the quarters by distance:

Quarter	Short Haul	Mid Haul	Long Haul
Jan to Mar	25%	23%	23%
Apr to Jun	23%	26%	26%
Jul to Sep	24%	27%	28%
Oct to Dec	28%	24%	23%



Amsterdam, Netherlands

Most Indians travel abroad for leisure trips

55% of trips to an international destination in the last year were for leisure

33% trips were for Visiting Friends and Relatives (VFR)

12% were business trips



Period: Jun'23-May'24

📍 Statue of Liberty, USA



Thailand is India's favourite country for a leisure trip abroad

with 30% of all international leisure travellers going to Thailand

Bangkok is India's favourite city for a leisure trip abroad, with 17% of all international leisure travellers going to Bangkok

Period: Jun'23-May'24

Maximum Indian travellers going to Thailand for a leisure trip come from West Bengal, with 44% of West Bengal travellers taking a leisure trip abroad, visiting Thailand

This is followed by travellers from Karnataka & Gujarat with 32% of travellers from Karnataka & Gujarat taking a leisure trip abroad, visiting Thailand

UAE, Europe, Indonesia, Singapore & Vietnam are the other leisure destinations most travelled to by Indians

Travellers from every state have their favourite leisure destinations that they travel to the most:

- ▶ Gujarat loves to travel to UAE
- ▶ Punjab, Haryana & Delhi prefer travelling to Europe
- ▶ Tamil Nadu has a soft corner for Malaysia & Sri Lanka

When travelling abroad for leisure, Indians prefer urban destinations with buzzing nightlife

Share of bookings as per primary experience preference:



West Bengal & Punjab love to party!

Of all the travellers from India travelling to urban nightlife destinations abroad, maximum travellers came from West Bengal & Punjab, with 45% of West Bengal international travellers & 38% of Punjab international travellers opting for urban nightlife destinations

Here's a look at India's top 5 urban nightlife destinations and their share of booking %

City	Share of travellers travelling for Urban Nightlife
Bangkok	53%
Pattaya	16%
Kuala Lumpur	9%
Abu Dhabi	4%
Ho Chi Minh	4%

Period: Jun'23-May'24

📍 Ho Chi Minh City, Vietnam

Apart from partying, when Indians go abroad, they must shop, indulge, repeat!

Travellers from Gujarat & Maharashtra love to travel for shopping & to destinations that offer luxury experiences

Here's a look at India's **top 5** favourite shopping & luxury destinations abroad and their share of booking %

City	Share of travellers travelling for Shopping & Luxury
Dubai	55%
Singapore	22%
Hong Kong	10%
Zurich	4%
Milan	2%

Period: Jun'23-May'24

📍 Zurich, Switzerland



Destinations brimming with beaches, heritage & art are India pullers too

South India ka dil hai sagar kinaare...

Travellers from Karnataka, Tamil Nadu & Telangana flock the most to international beach destinations

Here's a look at India's **top 5** favourite international beach destinations and their share of booking %

City	Share of travellers travelling for Beaches
Phuket	36%
Bali	30%
Krabi	9%
Da Nang	3%
Langkawi	2%

Maharashtra ko history hai pasand!

Travellers from Maharashtra prefer travelling to countries throbbing with history, heritage & art

These are India's favorite **top 5** heritage & art destinations abroad and their share of booking %

City	Share of travellers travelling for Heritage & Art
Paris	11%
Hanoi	11%
London	9%
Istanbul	9%
Sharjah	7%

North India ko hai pahado se pyaar

Delhi, Haryana & UP travellers make for max share of travellers to international mountain destinations

Chapter 5

Here's how smart India books travel:

Trends on insurance, baggage, booking window, payments & more decoded



📍 Dubai Skyline



Indians are increasingly opting for Zero Cancellation & Insurance while booking international flights

Period: Jun'23-May'24

Flexibility bhi, surety bhi: Zero Cancellation hai na!
Max share of Zero Cancellation flight bookings comes
from **Japan, Europe, USA & South Korea**

Insurance lena safe hai
The highest share of travel/medical insurance
purchased comes from flight bookings to **UAE, Thailand,
Europe & USA**

📍 **Sydney Opera House, Australia**

“**Visa aaya kya?**” is the most feared & frequently asked question when travelling abroad

To address this fear, we launched an industry-first product called **Visa Rejection Full Refund**

If your visa gets rejected & you've booked your flight with this feature, you get full refund of your flight fare

Max purchases for Visa Rejection Full Refund feature were done for flight bookings for Europe, UAE, Singapore, USA & Turkey

Indians love their '**baggage**'

Long Haul destinations from India—like Europe, USA, Canada, UAE & Australia had the highest share of **Baggage Insurance** as booked on our platform

Travellers from Rajasthan booked maximum extra baggage while flying abroad, followed by Tamil Nadu, West Bengal & Puducherry

Period: Jun'23-May'24

*T&C apply

📍 **Cappadocia, Turkey**

Vegetarian Meals & Window Seats: This is how we go 'saat samundar paar'

Kissa seat ka!

Window seats are the most booked, with 44% travellers opting for these 'seats with the view'

Travellers from Andhra Pradesh & Kerala booked the most window seats

25% travellers booked Aisle Seats with those from Delhi & Haryana booking the most aisle seats

FUN FACT:



And everyone thought 'middle seats kaun book karta hai!'

A whopping 31% travellers booked middle seats with Madhya Pradesh, Odisha & West Bengal travellers booking the most middle seats

Khane me kya hai!

42% of those who pre-select meals book veg meals

Maharashtra travellers booked maximum Jain Meals, followed by travellers from Delhi



When it comes to travel, we listen to our heart more than we plan

International Flight booking trends

Close to **50%** of international flight tickets get booked less than 14 days before the travel date

Max last-minute flight bookings were made for Oman, Nepal & UAE while flight bookings for Greece, Canada & Indonesia topped the charts for longer Advance Purchase window

International Hotel booking trends

Close to **56%** of hotel rooms get booked less than 14 days before the stay date

Qatar, Oman & Azerbaijan made for max impulse hotel bookings while European destinations had higher share of Longer Advance Purchase window, with Greece & Switzerland topping the charts

FUN FACTS:



People from Kerala are the most impulsive bookers when it comes to booking international flights, with 41% travellers from Kerala making their bookings 0 to 6 days before travel

"Chal ghoom ke aatein hain," seems to be the sentiment for Punjab residents with 61% of travellers from Punjab booking hotels 0 to 6 days before the stay date

Period: Jun'23-May'24

📍 Taxco City, México

KEEP
TRAVELING

Because

Of all the books in the world, the best stories
are found between the pages of a passport!



BYE FOR NOW!

