



**SANDEEP DWIVEDI**  
COO, INTERGLOBE TECHNOLOGY QUOTIENT

### **People are becoming more environmentally conscious in their travel choices**

It is no secret that the travel industry was the worst hit by the pandemic, with several countries imposing a complete ban on travel. Before the virus outbreak, tourism accounted for more than 10 per cent of the global GDP. The share then decreased to 5.3% in 2020. However, recovery began in 2021 as the percentage rose to 6.1% and the number has risen this year. UN World Tourism Organization recorded around 250 million international arrivals in the first five months of 2022. Thus, the demand for outbound travel continues to rise and will soon reach the pre-pandemic levels.

Along with the rise in travel demand, people are shifting how they plan their trips. People are becoming more environmentally conscious in their travel choices and are opting for ways to minimise the impact of their vacations on the environment. According to Google, search volume on the term 'Ecotourism' has increased drastically in 2022.

In addition, people are increasing their travel durations and tend to stay in a place for longer. The increase in remote working opportunities during the pandemic has contributed to this trend of 'slow travel', yet another aspect of eco-friendly travel.

All of this reflects that sustainable travel is a priority for people today. Talking about the Indian scenario, in particular, Indians are left with limited choices due to visa restrictions. Moreover, few destinations are doing well due to European countries' visa and ticket price challenges.

### **The 2022 traveller is more conscious, aware, and careful about their choices**

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Gone are the days when an intent to explore a different place was the only motivation behind planning a trip. Tourists today want to know a lot more before they decide on a particular destination. This is where it becomes

essential for destination sellers to step in and provide the necessary information. The role of a destination seller becomes even more crucial when the travellers have multiple options, offering the same set of experiences. The part of a destination seller is to establish the particular destination as a superior choice over the others, acting more like a marketer to ensure a boost in tourism for the specific place.

### **India is in the ideal position to become one of the world's most 'lucrative outbound tourism markets'**

It would have to be the US. In 2021, as per reports, the USA emerged as the world's largest outbound tourism market.

Meanwhile, according to a recent report titled Outbound Travel and Tourism - An Opportunity Untapped, India is also emerging as the fastest growing market globally. The report also says that India is in the ideal position to become one of the world's most 'lucrative outbound tourism markets'. In 2019, Indians spent 22.9 billion on outbound trips. The number took a hit during the pandemic and came down to USD 12.6 billion in 2021 but the figure is still huge and reflects the country's potential. It has also been predicted that by 2024, the figure will cross \$42 billion.

Also, it would be interesting to note the top outbound markets from India. As per the report, 20% of the travellers from India's outbound traffic travel to Europe, while 10 % travel to Australia and New Zealand. On the other hand, Dubai welcomed 9,10,000 Indians in 2021, while more than 2,19,000 Indians travelled to Singapore in the first half of this year.



**BA RAHIM**  
DIRECTOR, ONE ABOVE DESTINATION  
MANAGEMENT SERVICES

### **The new age traveller wants to focus on safety and availability as the foremost**

The pandemic hindered and disrupted the Travel Industry quite hard when it first started and this is even relevant now when it has finally begun to diminish. This is especially showcased in the more rigid and



unyielding new rules and regulations enforced upon travellers now. The new rules make it challenging for the DMCs and travel companies to work with their well-known destinations. Outbound travel has notably taken the hit as it struggles to return to its pre-pandemic boom. With new protocols and restrictions for famous destinations, the travel ratio since 2019 has decreased significantly. This is because the new age traveller wants to focus on safety and availability as the foremost when travelling to a new destination, especially when there are so many new regulations to be followed. The industry has been steadily rearranging and including new ways to ensure that people are not turned away from the idea of travelling during the pandemic.

### **DMCs employ original and innovative advertising methods to provide travellers with the best destinations that meet their demands**

Destinations previously closed off have seen an enormous decline in their economy, especially those countries that rely heavily on tourism as their primary source of GDP. In these cases, the destination sellers must rely on marketing strategies to achieve their goals. Due to the new demands of the travellers, destination sellers need to make their respective destinations look desirable to their customers. Therefore, marketing has been very advantageous in promoting and ensuring profits for the tourism industry these past two years. By utilizing new marketing campaigns and tools, destinations have seen a rise in both inbound and outbound travel. DMCs employ original and innovative advertising methods to provide travellers with the best destinations that meet their demands.