



Euromonitor
International

Travel in India

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Tourism Flows in India

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2024 DEVELOPMENTS

- Inbound tourism witnesses a slowdown amidst growing competition and economic slowdown in key source markets
- Outbound tourism grows, driven by leisure travellers, with strong departures to destinations in Asia Pacific

PROSPECTS AND OPPORTUNITIES

- Demand for experiential travel, government initiatives, and digital media set to influence choice of domestic travel destinations
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KEY DATA FINDINGS

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Lodging (Destination) in India

KEY DATA FINDINGS

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KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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