



Euromonitor
International

Tourism Flows in India

January 2025

Table of Contents

KEY DATA FINDINGS

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
Tourism infrastructure development and healthy consumer demand to provide further growth opportunities for travel flows in India

CATEGORY DATA

- Table 1 - Inbound Arrivals: Number of Trips 2019-2024
- Table 2 - Inbound Arrivals by Country: Number of Trips 2019-2024
- Table 3 - Inbound City Arrivals 2019-2024
- Table 4 - Inbound Tourism Spending: Value 2019-2024
- Table 5 - Forecast Inbound Arrivals: Number of Trips 2024-2029
- Table 6 - Forecast Inbound Arrivals by Country: Number of Trips 2024-2029
- Table 7 - Forecast Inbound Tourism Spending: Value 2024-2029
- Table 8 - Domestic Tourism by Destination: Number of Trips 2019-2024
- Table 9 - Domestic Spending: Value 2019-2024
- Table 10 - Forecast Domestic Tourism by Destination: Number of Trips 2024-2029
- Table 11 - Forecast Domestic Spending: Value 2024-2029
- Table 12 - Outbound Departures: Number of Trips 2019-2024
- Table 13 - Outbound Departures by Destination: Number of Trips 2019-2024
- Table 14 - Outbound Tourism Spending: Value 2019-2024
- Table 15 - Forecast Outbound Departures: Number of Trips 2024-2029
- Table 16 - Forecast Outbound Departures by Destination: Number of Trips 2024-2029
- Table 17 - Forecast Outbound Spending: Value 2024-2029

Travel in India - Industry Overview

EXECUTIVE SUMMARY

- Travel in 2024
- Airlines: Key trends
- Hotels: Key trends
- Booking: Key trends
- What next for travel?

MARKET DATA

- Table 18 - Surface Travel Modes Sales: Value 2019-2024
- Table 19 - Surface Travel Modes Online Sales: Value 2019-2024
- Table 20 - Forecast Surface Travel Modes Sales: Value 2024-2029
- Table 21 - Forecast Surface Travel Modes Online Sales: Value 2024-2029
- Table 22 - In-Destination Spending: Value 2019-2024
- Table 23 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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