

Booking.com Sustainable Travel Report 2024: Indian travellers seek sustainable travel amid weariness

Booking.com has unveiled its ninth Sustainable Travel Report 2024, drawing insights from over 31,000 travelers across 34 countries and territories. The report delves into current consumer attitudes, priorities, and influences surrounding sustainable travel. While the findings affirm a prevailing sense of desire and awareness, with 95 percent of Indian travelers acknowledging the importance of sustainable travel, emerging insights suggest a growing weariness among travelers worldwide due to ongoing challenges in making sustainable travel decisions.

A recent study reveals that nearly one-fourth (24 percent) of Indians perceive sustainable travel as important but not a primary consideration when planning or booking a trip. Additionally, 46 percent of travelers express fatigue from constant discussions about climate change. In light of these findings, the need for collective action to ensure continued progress towards a more sustainable travel industry is more crucial than ever.

Despite intentions to prioritize sustainable travel, Indian travelers are grappling with disillusionment that may hinder their efforts. New areas of exploration indicate that some travelers fail to grasp the significance of mindful impact. Over half (52 percent) believe the damage is irreversible, while 39 percent downplay the severity of climate change, and 47 percent prioritize other factors over sustainability in decision-making.

While 42 percent of Indian travelers believe they can positively influence the social impacts of travel, an equal number view government and travel service providers as key players in counteracting economic and environmental factors. Hence, collaborative efforts are imperative to drive progress towards sustainability in the travel industry.

The industry can encourage sustainable travel habits by ensuring consistency in certification standards and labels. Nearly half (48 percent) of travelers find accommodations labeled as more sustainable more appealing. Consistency in

certification standards is deemed essential, with 73 percent of travelers advocating for uniform use across all booking sites.

Santosh Kumar, Country Manager for India, Sri Lanka, Maldives, and Indonesia at Booking.com, remarked, “The Sustainable Travel Report 2024 offers timely insights into traveler views, habits, and potential barriers to sustainable travel. While travelers express intentions to make sustainable choices, weariness may be growing due to ongoing challenges. Through collective industry efforts, simple changes can make a significant difference on our journey towards a more sustainable future for travel.”