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Sustainable tourism industry is estimated to be **\$100mn+** in market size annually in India and over **\$200** billion in market size in the next **10** years.


Here's how
"Incredible India" can
build "Sustainable
India" for tourism.



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Some context

- 1** India is the **4th** largest contributor to tourist led carbon emissions.
 - 2** More tourists are travelling to off beaten places to avoid crowds & **9 out of 10** travellers want to travel sustainably.
 - 3** India is a dormant powerhouse in sustainable tourism as airfares are expensive and railways/roads are more preferable.
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Will sustainable tourism be popular in India?

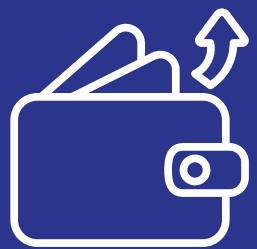
We asked over **200 travellers** about the same and this is what they said



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53% plan to make more sustainable travel decisions even if it's inconvenient.



40% are willing to spend up to 50% more budget for the same.



58% will still prioritise time and convenience over sustainable travel options.



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Interestingly, **82%** of people are aware about the concept of sustainable travel which indicates a high degree of familiarity with the segment and a ready target audience for the same.

But there exists a lack of understanding about sustainable travel options amongst consumers owing to fewer promotional campaigns.



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Here's how India is addressing this

- Government's awareness campaigns under the 'Atithi Devo Bhavah' initiative.
- A robust criteria has been laid out to promote rural tourism and homestays in areas in the Leh and Ladakh region.
- Companies and travel agencies are increasingly offering sustainable tourism packages for honeymoons, weekend getaways, treks, nature walks etc.
- Govt of India data states that for every Rs 10 lakh invested in tourism it creates 78 jobs vs 45 in manufacturing. Sustainable tourism is expected to play a major role in job creation in the coming years.



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Here are some of India's hidden treasures for sustainable tourism for your travel bucket list

