



## **ixigo festive travel trend study : 25% Urban Indians Looking To Escape City Pollution During Festive Season**

**11th October 2018, New Delhi:** A study by leading travel marketplace, ixigo reveals that owing to the increasing levels of pollution in metro cities, during the festive season, more and more people are planning 'green getaways'. Eco-tourism is increasingly gaining popularity, with people wanting to escape to untapped, offbeat locations, in search of fresh air. Data suggests that queries for ecotourism are on the rise, with an approximate year on year spike of 25%.

Last year, pollution in the capital city reached dangerously high levels during the Diwali period. With air quality already dipping to very poor quality in metros like Delhi which recorded an Air Quality Index (AQI) of 235 this week, there is a growing health concern, especially amongst children and senior citizens, Travellers are now opting to choose long weekends around the festive time to plan escapes to pollution free destinations. Data also shows that 38% people are travelling alone, while 32% are traveling with family.

ixigo has also seen a growing demand in queries for eco-lodges, jungle lodges, natural habitats, eco-friendly accommodation as well as offbeat destinations where one can live close to nature, as well as experiences such as organic farming or wildlife preservation. Places such as Himachal Pradesh, Uttarakhand, North-East States, Kerala, Madhya Pradesh, Maharashtra, Karnataka and Tamil Nadu have the most growth in eco-friendly lodging and accommodations. Travellers have also shown interest in coastal and outback adventures to places like Australia. Dubai, Singapore, Colombo and Bali are also some of the most popular international destinations for this period.

**Commenting on the trend, Alope Bajpai, CEO & Co-founder, ixigo, said,** *"Till about 2 years ago the demand for experiential stays, ecotourism and staycations was increasing mainly among expats and*

*foreign tourists. However, the scenario has now changed completely. An average of about 35% of the total queries received around these escapes now come from people residing in cities such as Delhi, Kolkata and Mumbai. From solar powered accommodations, to organic farms, people have an array of options to choose from. It is safe to say that ecotourism is most definitely the perfect escape for anyone looking to get away from the festive, city pollution."*

**About ixigo :**

Launched in 2007, ixigo is India's leading travel marketplace, with a user base of over 100 million travellers. ixigo allows you to compare and book from 120+ travel suppliers and OTAs across flights, hotels, trains, cabs & destinations. ixigo's vision is to empower every traveller