



## **ixigo Millennial Travel survey: 36% Indian Millennials are choosing destinations based on its 'Instagrammability'**

**30th November 2018, New Delhi:** ixigo, India's leading travel marketplace has conducted a survey on millennial travel trends in 2018 which has revealed that Indian millennials are increasingly choosing travel destinations based on Instagrammability.

The survey conducted by ixigo, asked over 1500 millennials, aged between 18- 34, the important factors while choosing a destination and 36% respondents agreed to planning their travel based on how beautiful or unique the photos will look on social media. While 30% respondents are still basing their travel plans on their budget, only 11% think about cultural activities and sightseeing options. A majority of the travellers who participated in the survey reside in tier 1 cities such as Delhi, Mumbai, Kolkata, Bengaluru, Pune and Chennai.

The trend report also went on to reveal that 35% millennials prefer experiential holidays to offbeat destinations like visiting vineyards in Tuscany. About 29% are opting for adventures activities that they can flaunt on social media like skydiving in Dubai and scuba diving in Indonesia. The year also saw 20% millennials travelling to international destinations for pre-engagement photoshoots and baby moons while 16% wanted to explore eco-friendly spots which bring them close to nature. Infinity pools, crystal clear beach and pictures of gourmet desserts were the top vacation photos posted by millennials on Instagram this year.

67% of the respondents from the survey follow travel blogs and travel based social media accounts. *Interestingly 78% of respondents were young men and 22% of them were women.*

**Speaking on the above travel trends Alope Bajpai, CEO & Co-founder, ixigo said,***"We have noticed millennials are increasingly turning towards Instagram to create their narrative through unique travel pictures. The new generation is fuelled by wanderlust and a need to visit enviable destinations. A platform like Instagram which provides travellers instant gratification on #vacation pictures, has the potential to influence their travel decisions to a great extent."*

**Other highlights of the survey include:-**

**Factors while choosing destinations in order of popularity were:**

1. How 'Instagrammable' the holiday will be – 36%
2. Budget friendly – 29%
3. Weather and travel season – 18%
4. Opportunities for sightseeing/ cultural activities – 13 %
5. Travel Blogs and suggestions from friends – 4 %

**Type of holiday destination preferred by Millennials in 2018**

- Experiential holidays- 35%
- Adventure holidays- 29%
- Pre-engagement/babymoon holidays- 20%
- Holidays close to nature- 16 %

### **How often do they post on Instagram**

- Once a week - 41%
- Once a day- 22%
- Once a fortnight- 16%
- On Instagram, but don't post pictures - 11%
- Not on Instagram - 10 %

### **Top 5 Indian 'Insta-worthy' destinations:**

- Kerala
- Pondicherry
- Coorg
- Jaisalmer
- Runn of Kutch

### **Top 5 International 'Insta-worthy' destinations:**

- Iceland
- New Zealand
- Turkey
- Russia
- Sri Lanka

### **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 with trustworthy & personalised travel recommendations. ixigo's investors include Sequoia Capital India, Fosun RZ Capital, SAIF Partners, MakeMyTrip & Micromax.