

SOCIAL MEDIA INFLUENCE

66% of Indians travel to
become bloggers: Study

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A new research has revealed that 66 per cent of Indians see travel as an opportunity to earn a living as a social media influencer or a travel blogger, as opposed to having a traditional full-time job.

The findings of a study conducted by travel e-commerce company Booking.com, released on Thursday, also showed that over three-fifth (63 per cent) of travellers admit it's their ambition to use travel to launch a social media career.

"From looking to favourite social media influencers for genuine travel inspiration, to considering making a career out of travel itself and sometimes falling to the pressure of having an online presence, research reveals how social media will continue to

change the way we travel in 2019," the company said in a statement.

Seven in 10 Indian travellers (71 per cent) confirmed that they are excited about the prospect of space travel in 2019 and beyond and are open to considering the experience themselves.

Three in five (60 per cent) travellers said they would rather stay in accommodation under the sea than in the space. The research reveals that 53 per cent of Indian travellers look for accommodation similar to where celebrities reside. The research was conducted among a sample of adults who have taken a trip in the last 12 months or plan to take a trip in the next 12 months.

Nearly 21,500 respondents were polled from countries including India, Australia, Germany, France, and Spain.