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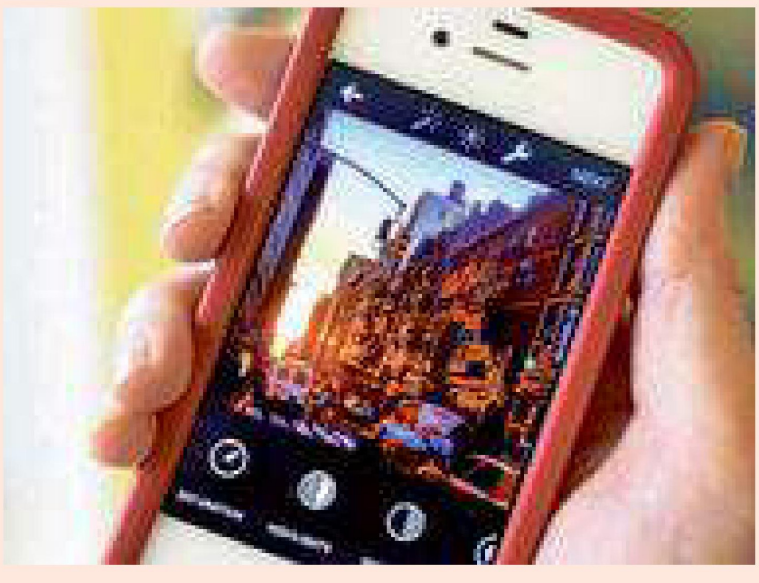
A survey highlights social media impact on Indian travellers

All that time spent scrolling through social media posts is taking a toll. For some travellers, vacations don't matter unless they are in picture-perfect spots that can be shared on social media platforms. Some mimic poses of their favourite celebrities, while a few others scout for similar accommodation. Results of a recent survey show the extent of social media stimulus on vacation and behaviour patterns of Indian travellers.

Around 66% of Indian travellers surveyed by Booking.com stated that they see travel as a potential opportunity to earn a living as an influencer or travel blogger. The web portal's travel predictions for 2019 reveals that social media will continue to impact the way we travel. Insights were gathered from over 163 million verified guest reviews, along with its research encompassing 21,500 travellers across 29 countries (1,000 from India). The results found seven in 10 Indian travellers to be excited about the prospect of space travel in 2019 and beyond, and are open to considering the experience themselves, while three in five travellers say they would rather stay in accommodation under the sea than in space.

Further, the survey revealed that 53% of Indian travellers look at where celebrities stay and try to find accommodation that looks similar. In fact, 24% of Indian travellers try to re-create poses from one of their favourite celebs or Instagrammers.

Giving in to the pressure of social media gratification, 30% respondents admitted to having posted an older, more flattering image from a previous holiday rather than from their current trip. And 42% have taken a picture of a different accommodation pretending they are staying there. About 63% want to stay in accommodation that will look good on social media, and 22% have pretended to still be on vacation when they are actually at home.



For the gram Vacation spots good enough for social media posts ▪ AP