

THE TIMES OF INDIA

Copyright © 2014 Bennett Coleman & Co. Ltd. All rights reserved

Fri, 25 Jan-19; Pune Times - Times Of India - Pune; Size : 133 sq.cm.;
Circulation:244650; Page : 10

Social status, main factor for Indians to travel: Study

Social status, and not any other interest like discovering a new locale, is the over-riding factor that drives a vast majority of Indians (75% of those polled) who undertake a leisure travel, says a report.

A majority of Indians (88%) also travel to 'give themselves some time to relax', says a study by an online travel agency.

Indians also seem most tempted by nostalgia as 80% of those surveyed travel to 'rediscover past good times', 79% 'to experience a simpler lifestyle' and 76% 'to get away from the demands at home', while for 75% it's about 'going to places where their friends have not been to'. Seventy-five per cent of Indonesians and 80% of the Filipinos also say they trav-



el 'to places, where their friends have not been to'.

The online study was carried out among 53,492 from 31 countries, of whom 1,852

were Indians, between October 16 and November 12, 2018. For most nationalities, the top motivation to travel is to get some downtime, the study said.

It reveals that 85% of global travellers, 'giving myself time to relax' is an important motivation to travel. However, Danish and the French travellers are taken by 'being free to act how I feel'. Further; it reveals that 73% Argentinians are most easily tempted by 'nostalgia to rediscover past good times', while 83% Chinese and 76% of the Taiwanese polled attach relatively high importance to 'experiencing a simpler lifestyle'.

Japanese (66%), Germans (72%) and Hong Kongers (80%) are most likely to travel 'to get away from the demands at home'.

— PTI