INDIA TRAVEL & TOURISM MARKET

Market Size, Share, Trends and Forecast by Type, Service Offering, Purpose of Visit, Booking Type and Region, 2026-2034

IMARC Group | Last Updated: 25 July 2026

Executive Summary

IMARC Group estimates that the India travel & tourism market reached USD 23.8 billion in 2025 and expects it to reach USD 39.6 billion by 2034, representing a CAGR of 5.62% during 2026-2034. The source attributes market expansion to rising domestic travel, government initiatives, increased inbound tourism, stronger infrastructure, digital advancements and evolving traveler preferences.

Indicator	Details
2025 Market Size	USD 23.8 Billion
2034 Market Forecast	USD 39.6 Billion
Forecast CAGR	5.62% (2026-2034)
Base Year	2025
Historical Period	2020-2025
Forecast Period	2026-2034

India Travel & Tourism Market Trends

Government Initiatives

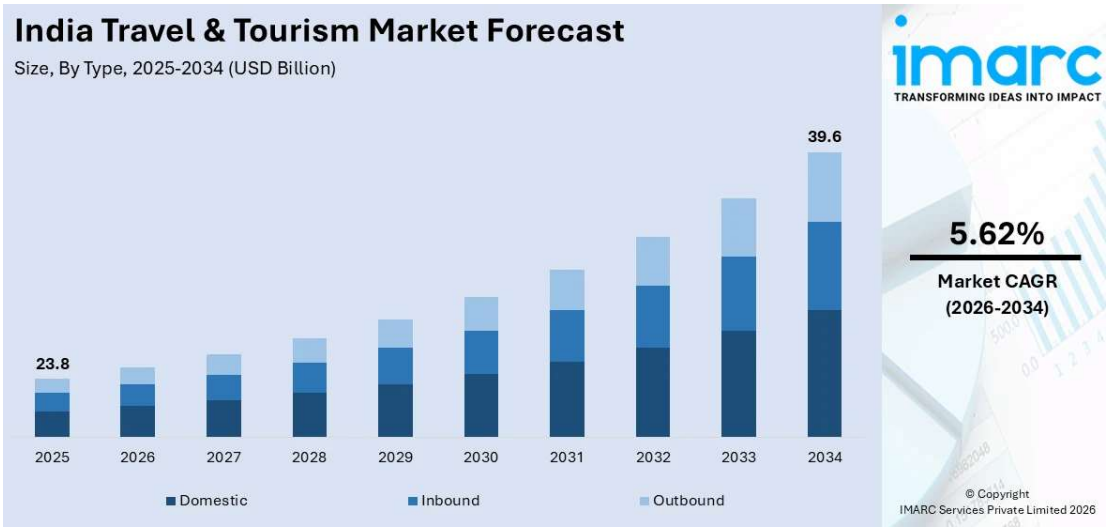
The report identifies government programmes as an important driver of domestic tourism and infrastructure development. Dekho Apna Desh encourages citizens to explore cultural and heritage destinations, while the PRASHAD Scheme focuses on improving pilgrimage sites through better facilities and connectivity. Swadesh Darshan has evolved into Swadesh Darshan 2.0 with greater emphasis on sustainable tourism and eco-friendly infrastructure.

The source states that in 2024 the Ministry of Tourism recorded 18.89 million international arrivals and ₹5,287.90 crore in project funding. It also cites Swadesh Darshan 2.0, the Chalo India campaign and Bharat Parv as initiatives supporting tourism experiences, community engagement, cultural promotion and market growth.

Eco-Tourism and Sustainable Travel

Eco-tourism is gaining momentum as travelers increasingly seek sustainable and responsible experiences. Eco-resorts, nature retreats and rural homestays are becoming more prominent, with Kerala, Sikkim and Uttarakhand highlighted for community-driven eco-tourism. National parks and wildlife sanctuaries such as Jim Corbett and Kaziranga also attract conservation-focused visitors.

Hotels and tour operators are adopting practices such as renewable energy, waste reduction and water conservation. The report also cites Delhi's March 2025 plan for an eco-friendly cruise service on a six-kilometer stretch of the Yamuna from Wazirabad to Jagatpur using electric-solar hybrid boats.



IMARC source chart: India Travel & Tourism Market Forecast, 2025-2034.

Market Segmentation

IMARC categorizes the market by type, service offering, purpose of visit, booking type and region, with regional forecasts covering the 2026-2034 period.

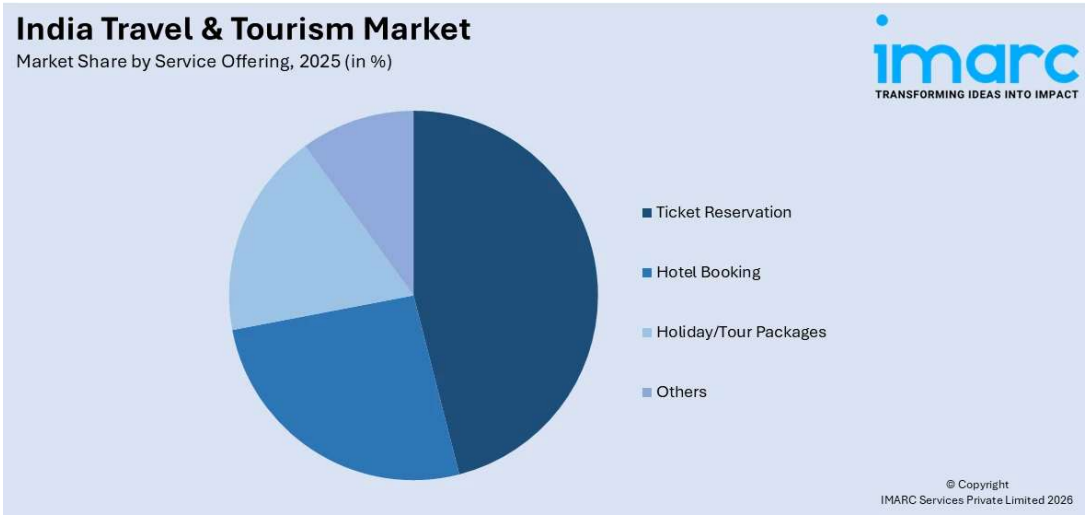
Segment	Coverage
Type	Domestic; Inbound; Outbound
Service Offering	Ticket Reservation; Hotel Booking; Holiday/Tour Packages; Others
Purpose of Visit	Business; Leisure and Recreation; Education; Medical; Social Activity; Others
Booking Type	Travel Companies; Travel Agencies; Online; Others
Region	North India; South India; East India; West India

Type Insights

The source provides a detailed market breakup across domestic, inbound and outbound travel.

Service Offering Insights

The service offering analysis covers ticket reservation, hotel booking, holiday/tour packages and other services.



IMARC source chart: 2025 market share by service offering.

Purpose of Visit Insights

Purpose-of-visit categories include business, leisure and recreation, education, medical, social activity and others.

Booking Type Insights

The booking analysis covers travel companies, travel agencies, online channels and other booking formats.

Regional Insights

The regional analysis covers North India, South India, East India and West India.

Competitive Landscape

The report provides a competitive landscape assessment covering market structure, key player positioning, top winning strategies, a competitive dashboard and a company evaluation quadrant. It also states that detailed profiles of major companies are included in the full research report.

Recent Market Developments

- November 2024: Uttar Pradesh launched the 2024-25 eco-tourism season for its tiger reserves, introducing facilities including a boating point in Pilibhit and bamboo cabins. The source notes continued investment in tourism infrastructure alongside conservation considerations.
- June 2024: Goa launched what the source describes as India's first model for regenerative tourism, focusing on environmental restoration, cultural preservation and community empowerment. The initiative includes the Ekadasha Teertha spiritual sites.

Market Outlook

IMARC expects the India travel & tourism market to maintain a 5.62% CAGR during 2026-2034 and reach USD 39.6 billion by 2034. The report's outlook is supported by domestic travel growth, inbound tourism, government programmes, infrastructure investment, digital advancement and changing traveler preferences, with sustainability becoming an increasingly important part of tourism development.

Report Scope

Report Feature	IMARC Coverage
Base Year of Analysis	2025
Historical Period	2020-2025
Forecast Period	2026-2034
Units	Billion USD
Scope of Report	Historical trends and market outlook, industry catalysts and challenges, and segment-wise historical and future assessment
Segments Covered	Type; Service Offering; Purpose of Visit; Booking Type; Region