

46%

do not wait for any special occasion or holiday to travel.



1/4th

have **Goa** on top of their wishlist. #LetsGoa



OYO

BEATING EVIL THROUGH TRAVEL

Insights into India's travel behaviour and the reasons for travel from a special survey



37%

travel to escape the **evils of stress**, deadlines and targets.



83%

do not worry about travelling distance. Just **go with the flow**.

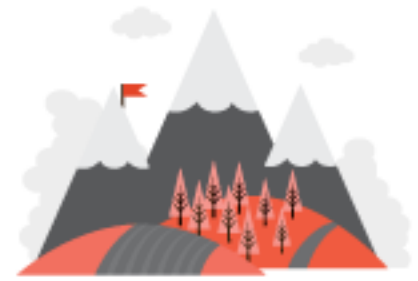
7%

travel to pilgrimage destinations. Eat, **pray**, love.



1/3rd

wanted to spend their next vacation at a **hill-station**. Take a chill pill.



33%

travel to overcome **relationship evils** like distance and separation.



INTERESTING PATTERNS

Couples are more likely to travel on special occasions such as anniversaries & birthdays.



India

overcomes urban evils of monotony through short trips using convenient transport options.



Delhi believes city evils like pollution and traffic are its biggest woes.



Business travellers fight work evils at a getaway close to nature. Beachward Ho!



Kerala

emerged as the top destination to bust city evils of pollution and traffic.



Manali

emerged as the top destination to combat evils of stress and deadlines.



Mumbai wants to overcome work related evil the most.



Bangalore has urban evils such as routine, boredom and monotony as the top evils.