Indian Tourist Traveller

Firm intent, great momentum, leapfrogged access, knowledge to indulge, and deepening pockets.

The India Outbound - Insights
Stark Communications
The Indian has taken off

Outbound trips
JAN-OCT 2023 - 22.6 million
JAN-OCT 2022 - 17.5 million
22.57% growth

Increased travel intent
in the next 6 months - 84%
Vs.
pre-pandemic - 45%

Tipped to be the fastest growing outbound nation in the next 20 years

India’s outbound travel has potential to grow from 13 million trips in 2022 to over 80 million in 2040.

Annual international departures, millions

80 million passport holders and growing fast.

Thomas Cook India & SOTC
India Holiday Report - May 2023
Holiday purse has swelled.

About 48% of Indians plan on increasing their travel budget in 2024.

Report by ACKO and YouGov Travel.

Indians could be the fourth-largest global travel spenders by 2030

Report by McKinsey, Nov 2023

The ascent will be rapid
Affluent and Savvy Country


Affluent (income exceeding $10,000 per annum) to increase from 60 million by 67% to 100 million by 2027.

In the last 4 years:
- Credit cards doubled
- Amount spent on CC grew by 2.5 times

95% of Indian travellers choose credit cards for a seamless international travel experience.

Visa’s Global Travel Intentions Study, 2023

2022:
- 89.5 mn digital transactions
- India accounted for 46% of the global real-time payments.

Govt. of India, Mint
“I want to do one better.”

Demand for unique and custom-built experiences on the rise.

“Their demands were explicit: the yacht had to be large and black in colour. The only one that matched these specifications on the required day belonged to footballer Cristiano Ronaldo”

- Loveleen Arun of Panache World | Scroll

Trips to:
- be with a family of gorillas in their natural habitat
- see an elephant give birth
- watch a pride of lions fighting over a kill

- a Mumbai-based jewellery designer | Scroll
Region first
Destination next

This summer, let’s do Europe.

Then the swing factors for destinations kick in:
- Desire
- Trend
- Connectivity
- Experiences
- Rates

Latin Americas?
South-East or Middle East?
US, next.
In love with Europe; but keeps finding new flings

Europe is the favourite
- Switzerland
- France
- Spain
- Italy
- UK

Rapidly growing short hauls
- Thailand
- Singapore
- Malaysia
- Indonesia
- Dubai
- Abu Dhabi
- Oman
- Maldives
- Mauritius

New-found loves
- Japan
- S. Korea
- Vietnam
- Cambodia

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Visa-extreme likes:
- US
- Australia

Thomas Cook India & SOTC Travel release India Holiday Report - May 2023
Next trip and one after have reasoned labels

**MUST-DOs**
Destinations and experiences like *Eiffel and Paris*

**TRENDING**
Perched at top by insta-reels. *Cambodia*

**REPEAT-LOOP**
The place I’ve fallen in love with *Seychelles*

**Easy-to-go**
*Singapore*

**POPULAR**
The touristy ones – *Thailand...*

**ONCE MORE**
Where I missed out on many experiences the first time. *Switzerland...*

**UNKNOWN**
I’m the early Indian. Top 50 restaurants in the world. *Ever Greens* *London...*
The twin engines are fanning the surge

Passenger traffic carried by scheduled carriers over last ten years. (DGCA Annual Report)

Increased share of Indian carriers in Indian departures

 crossed pre-pandemic departures
Ambikapur to New York is just one-hop

The domestic airline network and the increase in international connections expands the outbound market manifold to the moneyed, Tier 2 and Tier 3 Indian cities.

Source: Indigo website
Is becoming an year-round market

- **45%**
  - **DEC - FEB**
  - Global holiday bug

- **30%**
  - **MAR - MAY**
  - School/College vacations

- **11%**
  - **JUN-AUG**
  - Monsoon/Weddings

- **24%**
  - **SEP - NOV**
  - Festivals

Regionally, preferences and timings will vary.

Source: The Travel Trendz Report 2023, Hansa Research
Our ‘holiday’ think pad

WHEN
School vacation
Summer
Winter
Monsoon
Festival
Incentive
Long weekend
Weekend
Work vacay
Free points
Great deal
It’s new
Let’s go now

WHY
Holiday
Rest
Relax
Leisure
Party
Eat
Adventure
Need it
Just like that
Love
Wedding
Anniversary
Event
Learn
Pray
Shoot
Story telling

(with) WHOM
Self
Partner
Spouse
BFF
Friends
Family
Extended Family
Colleagues
School/College
Anniversary
Neighbours
Strangers
Professional peers

High growth segments:
- Multigenerational families
- Couples/DINKS
- Gen S: India’s Silvers/Seniors
- Skip Gens
- Honeymooners
- Visiting Daughters and Sons
Events have become the new magnets

Calendars are blocked and tickets are booked as soon as **Concerts** are announced.

Packages targeting groups for **Rio Carnival** was trending.

**Cricket T20 World Cup** will be a US + Caribbean holiday for 1000s of the game’s fanatics.

Those wanting to be in Paris to witness India winning gold is on the rise.
How we book

Increasing rapidly
The young, already travelled and skilled at digital tools.

Novices. Savers (time and money)
International players to my cousin’s.

The UHNI and aspirants
In the big metros, mostly.

Typically, late bookers. Now waking up to the advantages of planning and booking early.

“I’ll do it by myself, that’s part of the journey”

“I’ll buy the package”

“I’ll need the tailor-made package”
English works, but vernacular is key

“If I’m planning for (eg: Spain) to attract the Indian traveller;

I’d use Print to get attention, OOH (especially airports), and digital to remind daily.

And if I’ve the budgets I will use Cinemas and then TV.”
Movies pique wanderlust

YASH CHOPRA and the Indian love to visit Switzerland

- A Jungfrau Railways train named after him.
- A bronze statue of Yash Chopra installed by the government at Interlaken.
- Victoria-Jungfrau Grand Hotel & Spa named a special deluxe cinema-themed suite after him.
- The Swiss government honoured him with the title of Ambassador of Interlaken...

Made Spain a destination for the young, wanting to discover the self.

Made Corsica a hit before Covid slowed it down.

Recreating more than 2 dozens moments from a movie made 23 years ago.
Stories are important

The latest campaign (1/3) from India’s most active destination brand talking to the Indian traveller

Source: Kerala Tourism
The Indian traveller is geared to make up for the lost time.

Are you ready for us?
Thank you

Stark Communications
www.stark.in