



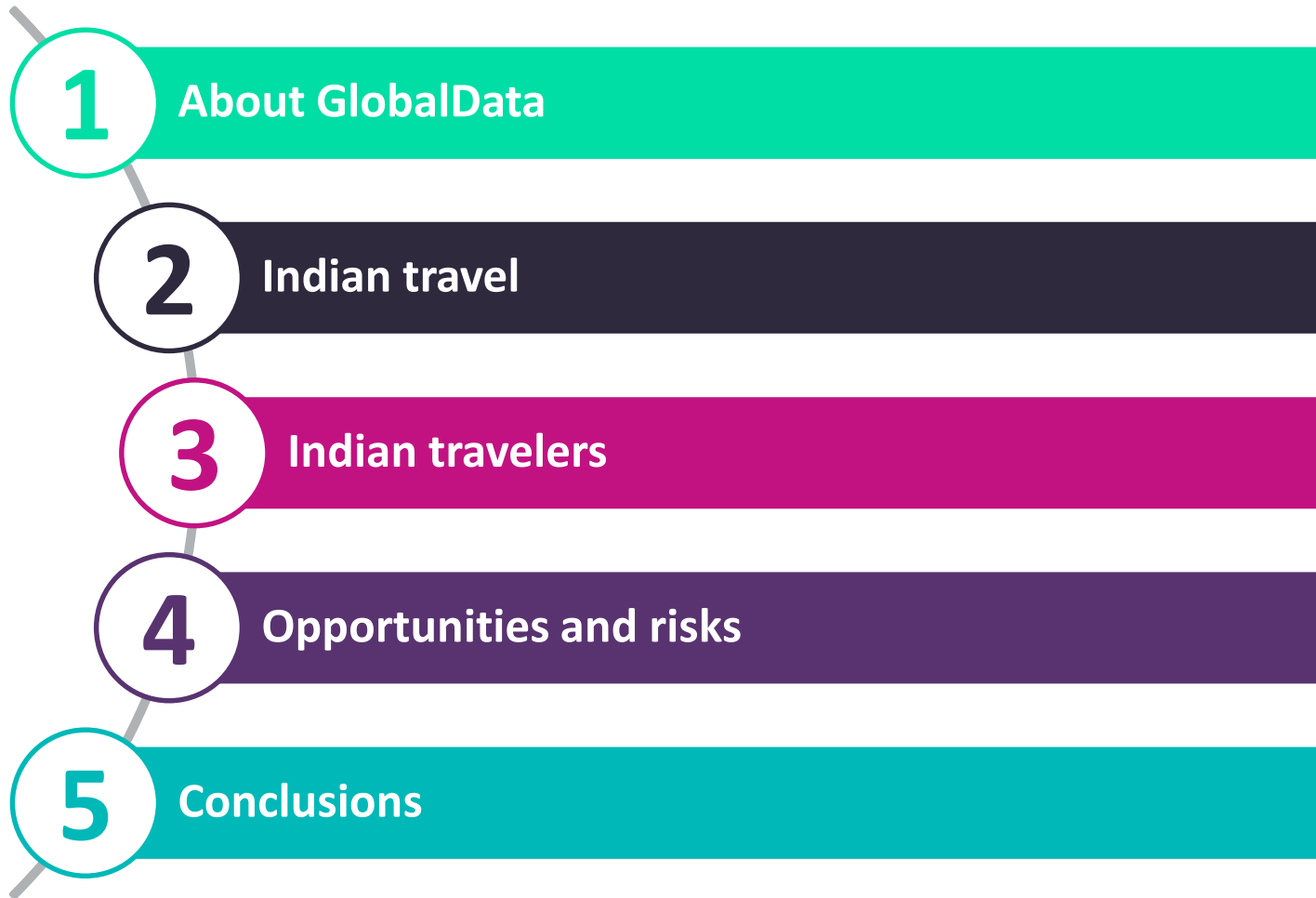
Understanding India

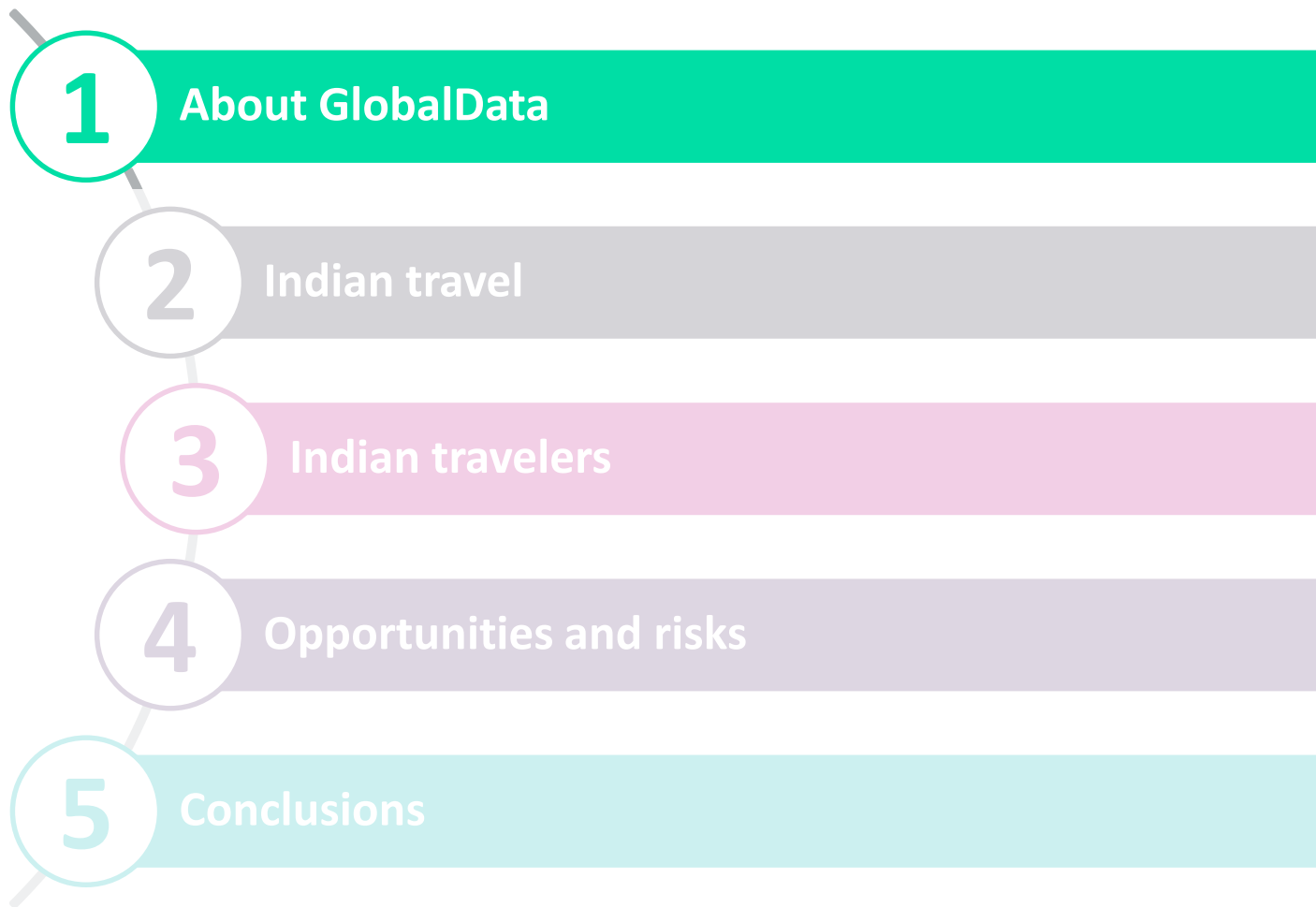
Trends, Travelers and Opportunities

Sara Grady, Head of Travel & Tourism

November 2018







4,000 of the world's largest companies **make better and more timely decisions** thanks to our unique data, expert analysis and innovative solutions delivered through a single platform

Our Solutions



GlobalData provides a range of ways that clients can access our data and insights to meet their individual business needs:

- Intelligence Center
- Consulting Services
- Reports

Our Industry Coverage



Our services cover five primary industries:

- Consumer
- Retail
- Technology
- Healthcare
- Financial Services

Our Value Proposition



We empower clients to decode the uncertain future they face by providing:

- Unique data
- Expert analysis
- Innovative solutions
- One platform

Our Expertise



- Market Intelligence
- Product Strategy Management
- Competitive Intelligence
- Strategic Planning
- Marketing
- Channel and Sales Management

GlobalData Travel & Tourism is the leading market intelligence service providing **unparalleled data and insights** for today's competitive global tourism market

GlobalData Travel & Tourism helps our clients decode:

TRAVEL & TOURISM DEMAND AND FLOWS

- Analyze tourist destination trends worldwide
- Analyze length of trips across different markets globally
- Determine seasonal patterns and popular travel periods

COUNTRIES & CITIES

- Macro-economic and socio-demographic data and 10-year economic forecasts on 200+ countries and 2,000 cities
- Cross-country comparability

INDUSTRY

- Quarterly surveys of industry executives
- Sentiment analysis, including key opinion leader perspectives
- Daily news updates

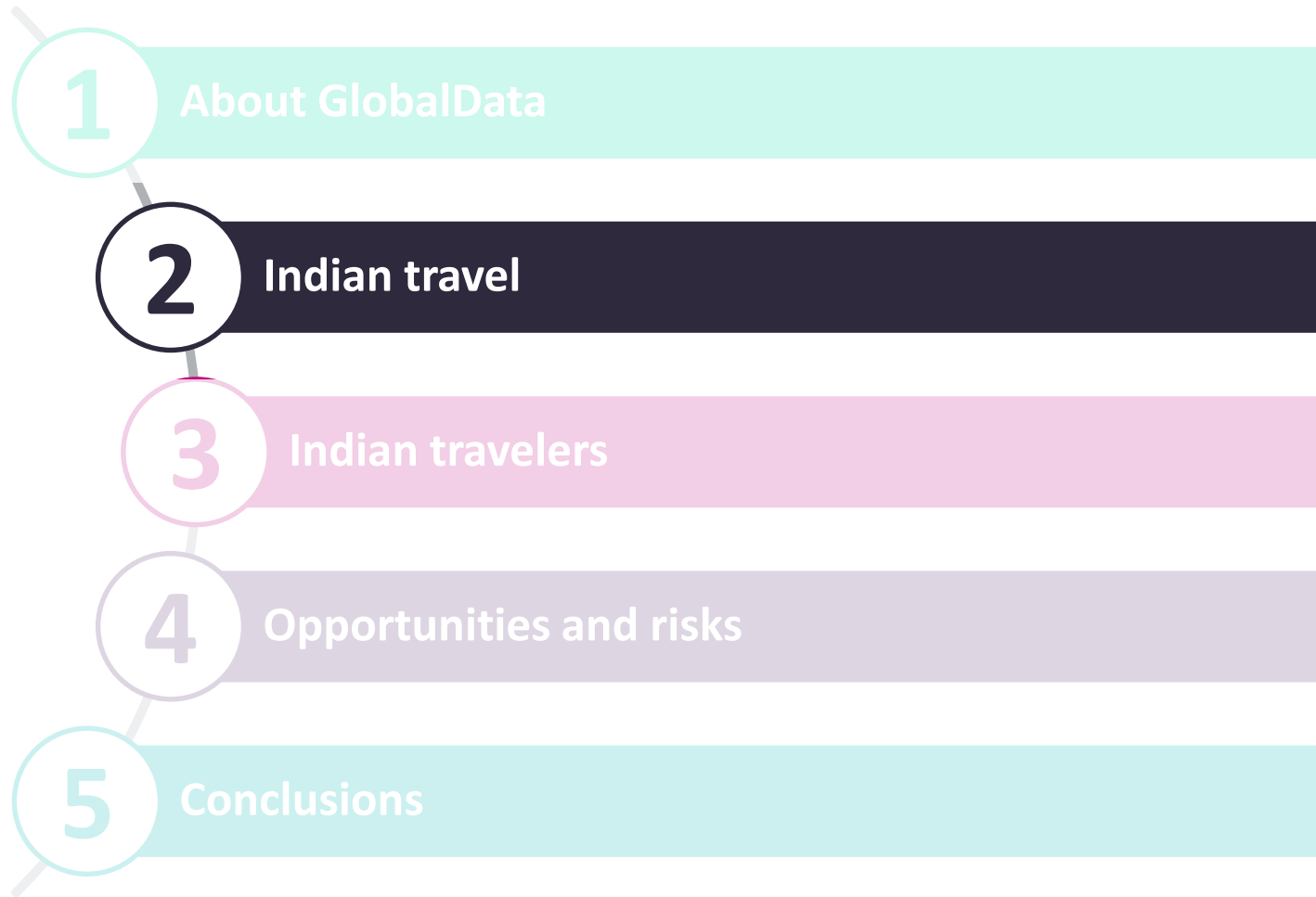


CONSUMERS

- Consumer and industry insights highlighting latest market and channel changes
- Consumer spending trends across travel and tourism

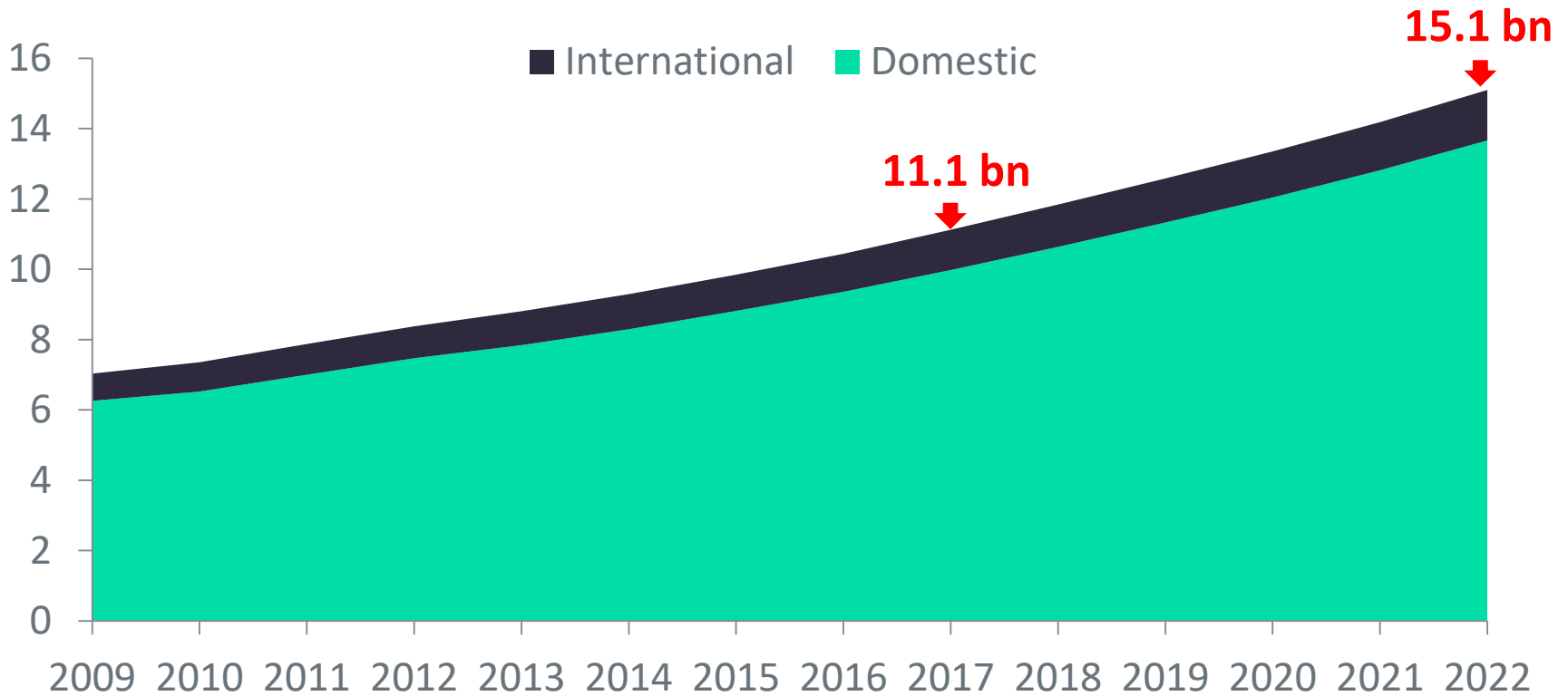
COMPANIES

- Detailed profiles, latest news, deal tracking and financial data
- Market share data
- Trading updates



The global travel market is **growing steadily**

Global trips (billions), 2009-2022f



Source: GlobalData

Driven by the culmination of several factors...

**UNPARALLELED
AFFORDABILITY**

**EXPERIENCE-DRIVEN
SOCIETY**

**GREATER
DISPOSABLE INCOME**

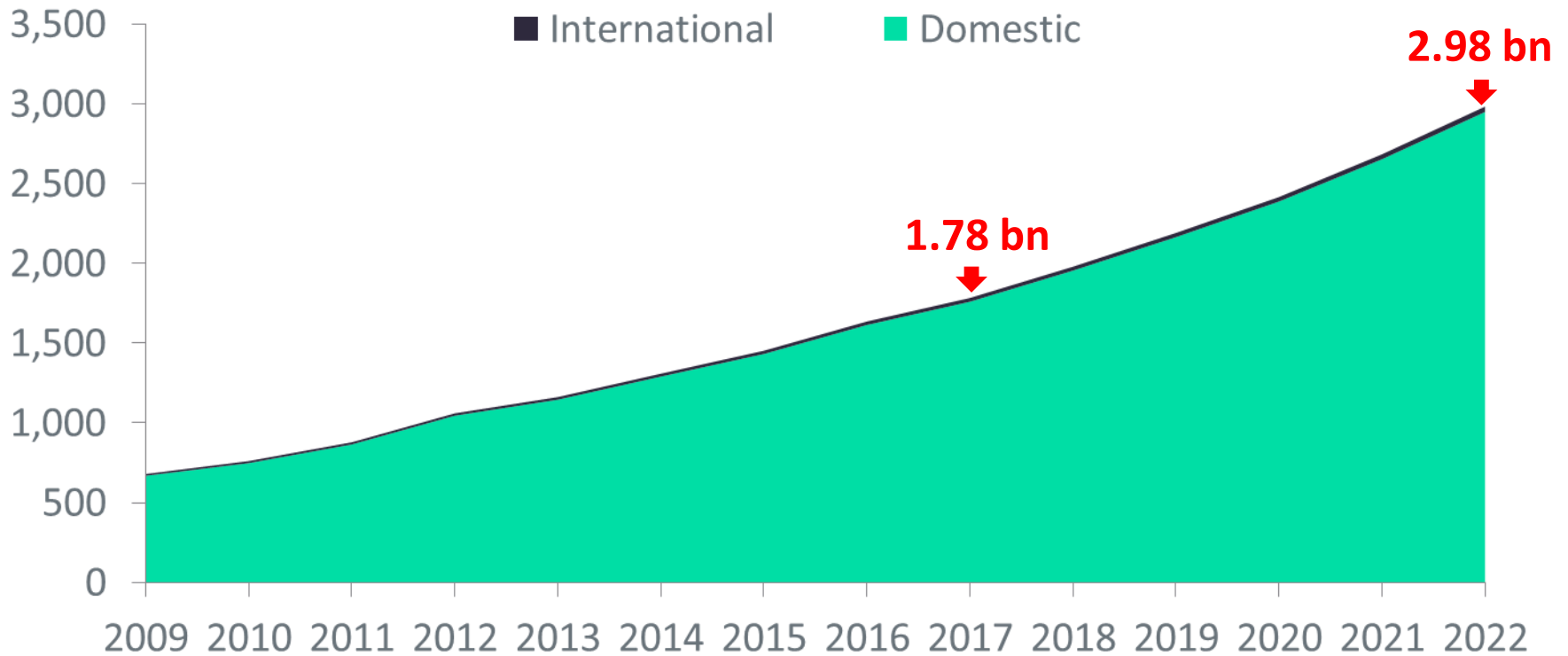
MORE LEISURE TIME

**EMERGING
ECONOMIES**

OPENING BORDERS

And Indian travel is even more extreme

Indian trips (millions), 2009-2022f

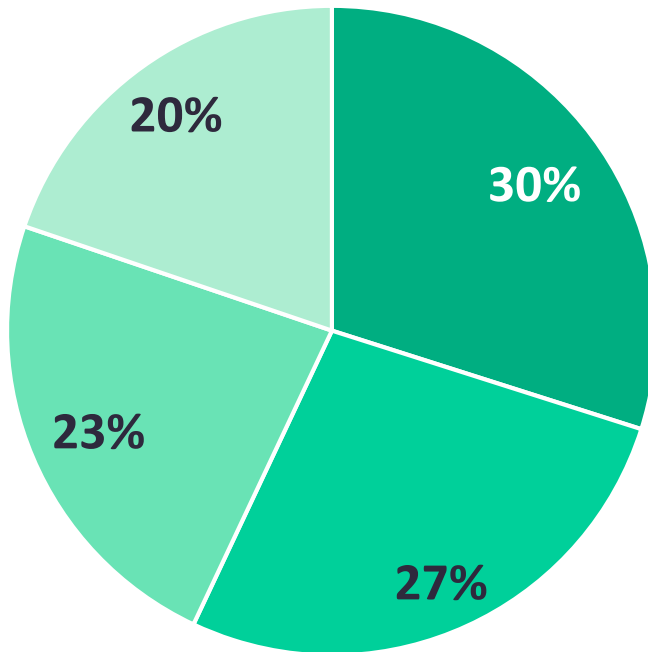


Source: GlobalData

With **23.7 m** departures in 2017 the market is **varied** and **dynamic**

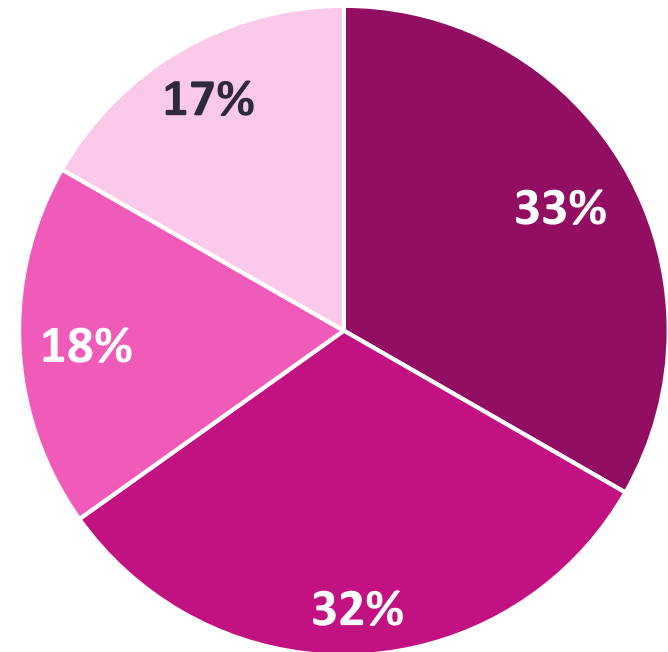
Trips by purpose (%)

■ Business ■ Other Personal ■ Leisure ■ VFR



Trips by traveler (%)

■ Couples ■ Families ■ Singles ■ Group



Source: GlobalData

There are many **trends** shaping **Indian outbound travel**

**GROWING
MIDDLE CLASS**

**WILLINGNESS TO
SPEND**

**LARGE INDIAN
DIASPORA**

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**MORE
ADVENTUROUS**

**INTEREST IN
EXPERIENCES**

**MORE DIGITALLY
SAVVY**

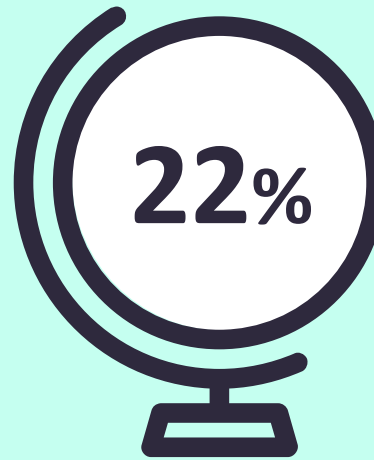
**BETTER
CONNECTIVITY**

**BUCKET LIST
TRAVEL**

**PEER APPROVAL
AND TIPS**

Indians are driven by new adventures

**MORE
ADVENTUROUS**



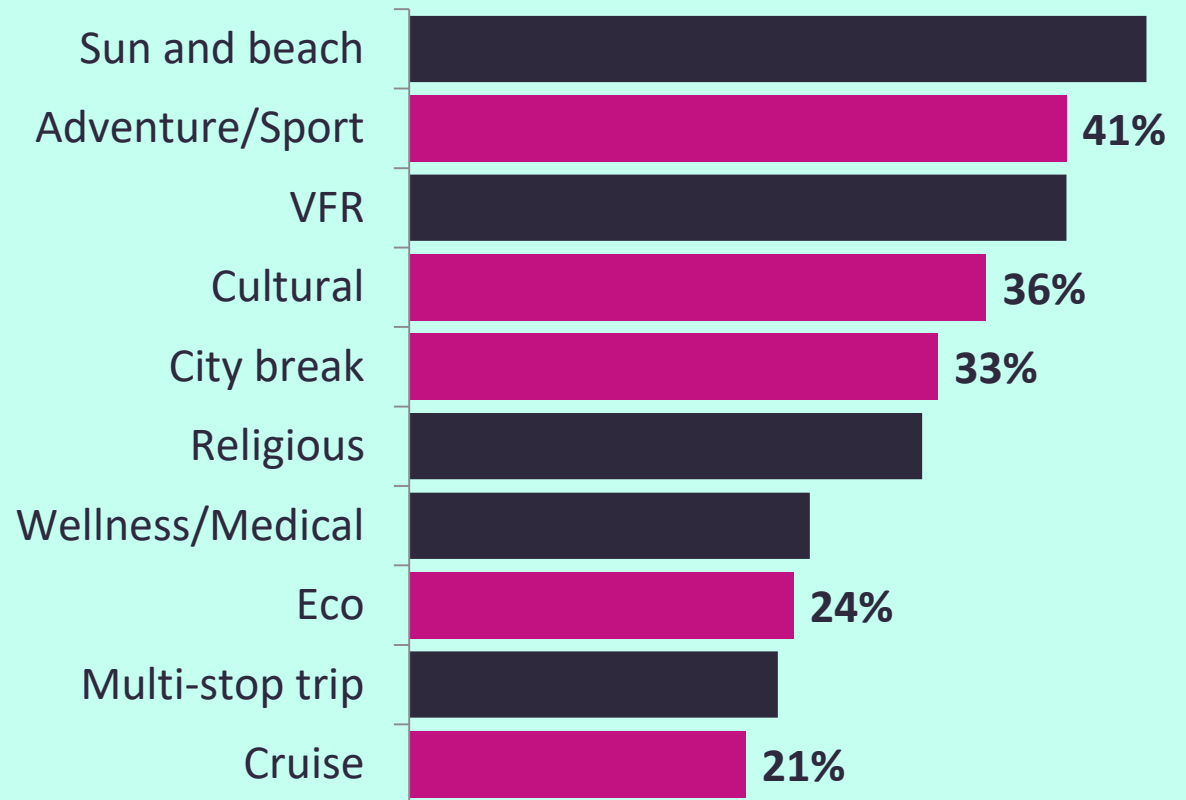
of Indians said that **previous visits** would motivate them to go to a destination

Source: GlobalData's global consumer survey, Q3-2018

Traveler expectations are changing as their awareness increases

INTEREST IN EXPERIENCES

“Which holidays are you likely to book in the coming year?”

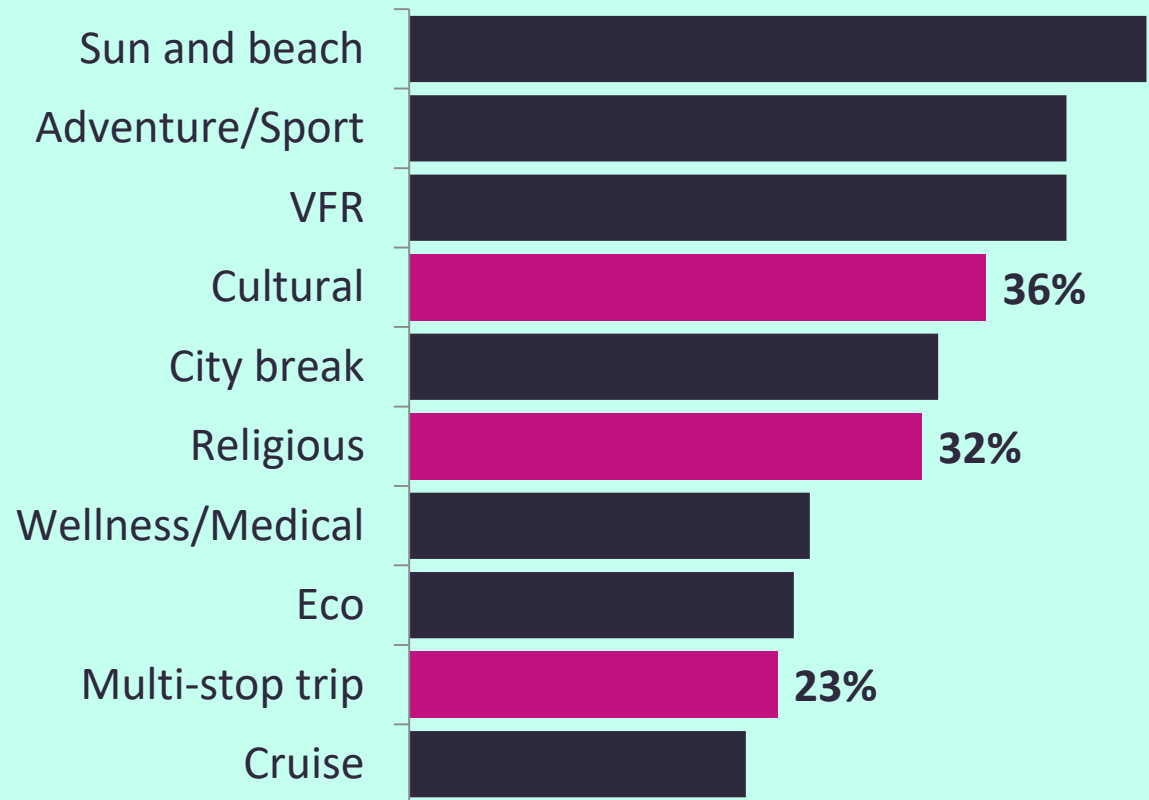


Source: GlobalData's global consumer survey, Q4-2017

List-ticking and fulfilling life-long ambitions is a huge driver

BUCKET LIST TRAVEL

“Which holidays are you likely to book in the coming year?”

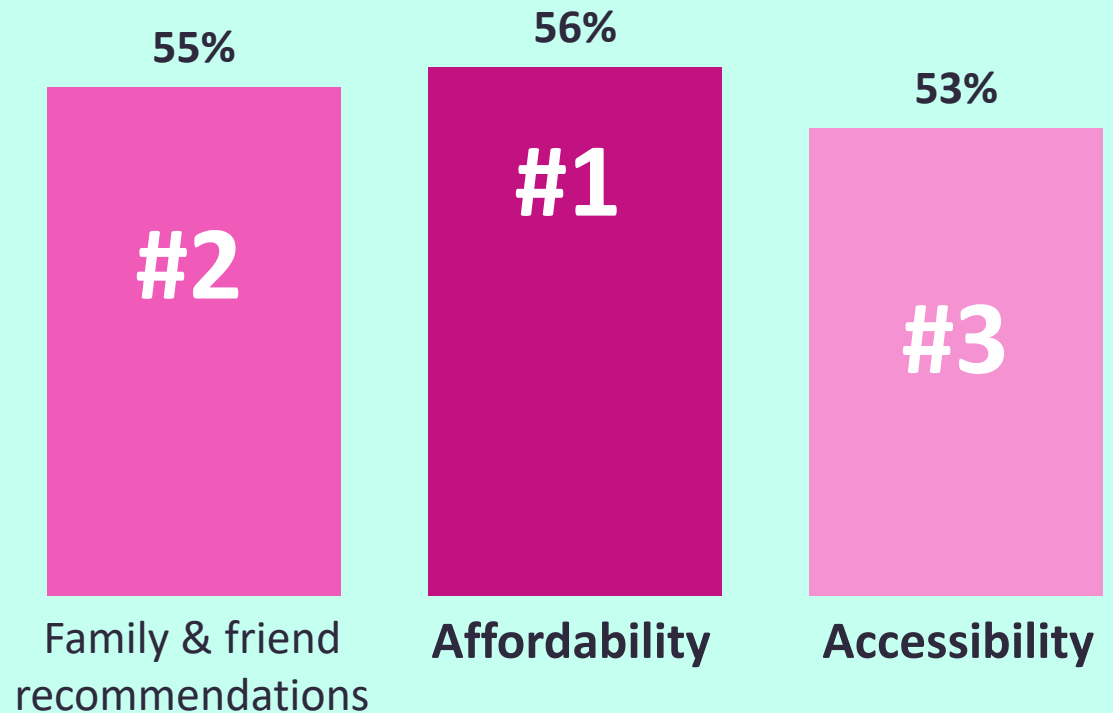


Source: GlobalData's global consumer survey, Q4-2017

Improving transport links are making travel even more accessible

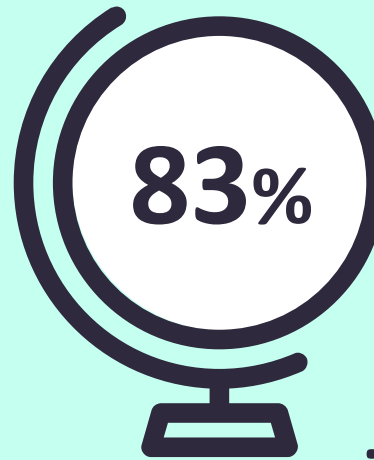
“Which factors help you decide where to go on holiday?”

**BETTER
CONNECTIVITY**



Source: GlobalData's global consumer survey, Q3-2018

And the importance of **interacting with technology** cannot be ignored

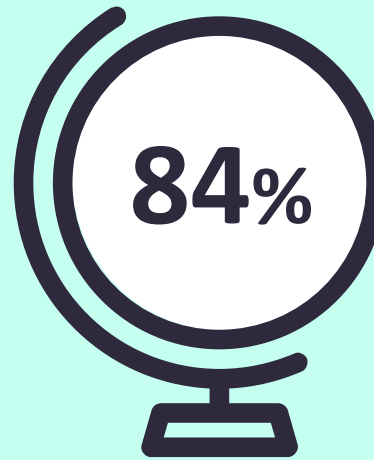


of Indians said that **technology & improved access to information** has had a positive effect on their country

Source: GlobalData's global consumer survey, Q1-2017

**MORE DIGITALLY
SAVVY**

And the importance of **interacting with technology** cannot be ignored



of Indians said that **technology** has made their **lives simpler**

MORE DIGITALLY SAVVY

Source: GlobalData's global consumer survey, Q4-2017

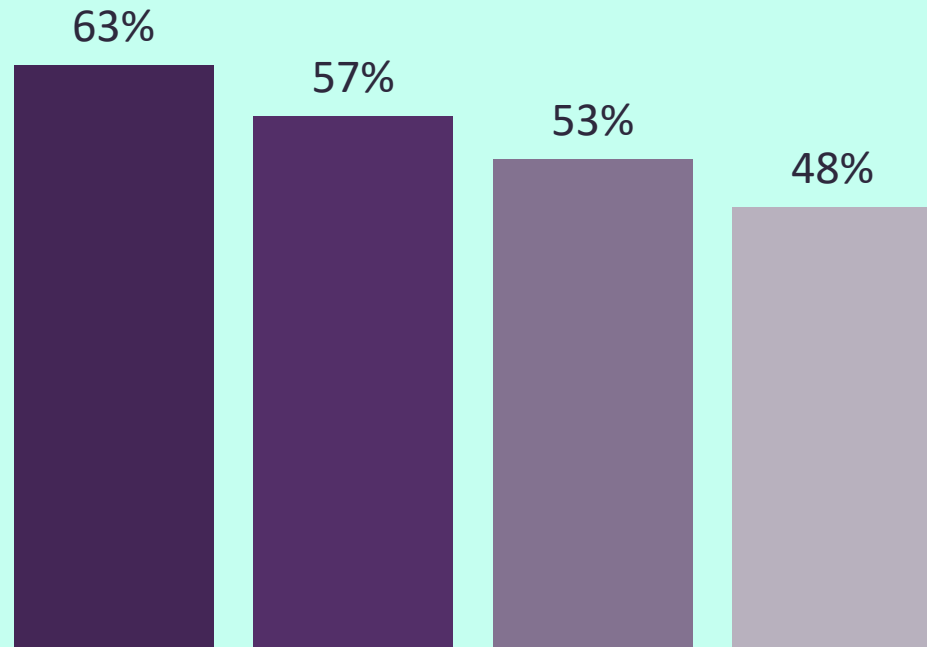
Recommendations from family and friends are critical

PEER APPROVAL AND TIPS

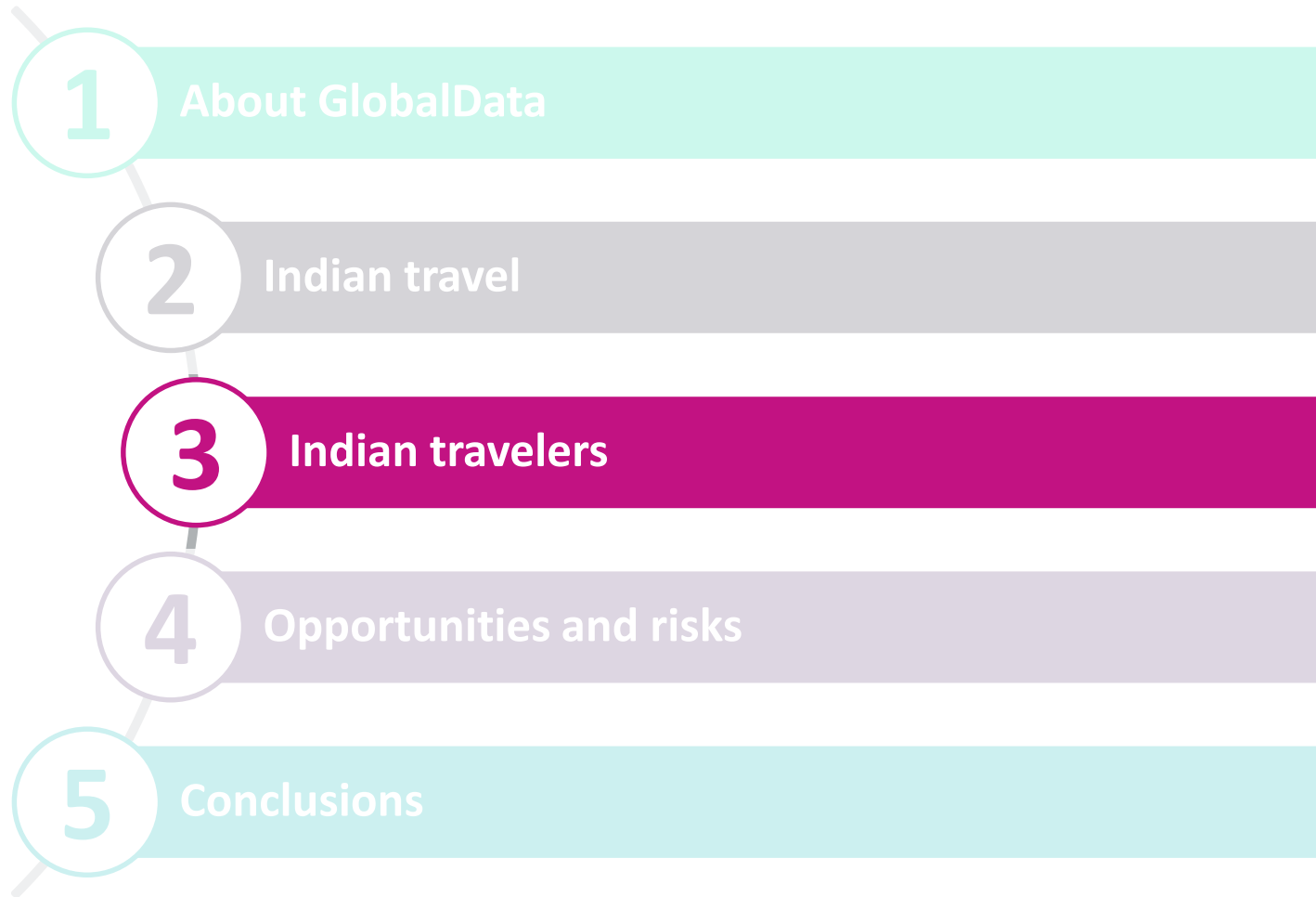
“Which factors help you decide where to go on holiday?”

Family & friend recommendations

■ Boomers ■ Gen X ■ Millennials ■ Gen Z



Source: GlobalData's global consumer survey, Q3-2018



India is a rich and diverse country



1.3 billion people

22 languages

29 states

9 major religions

410 million millennials

As the market develops, understanding Indian travelers is essential



Families

Bleisure

Millennials

First-timers

The Diaspora

Free Independent Travelers

HNWIs

Today we'll focus on **five** core opportunities



Families

Millennials

First-timers

Bleisure

HNWIs

Each group has its own **motivators...**



Families

- Creating shared memories
- Younger and older members often do independent activities
- Generally take on big, long-haul trips
- Typically wealthier, but family behaviors remain consistent irrespective of financial status

... And its own **opportunities**



Families

- Create buildable packages to entertain all ages
- Incorporate ‘must-see’ destinations to appeal to bucket list travelers and promote once in a lifetime adventures
- Leverage connections with other destinations

Each group has its own **motivators...**



Millennials

- More likely to prioritize spending on food and flights than accommodation
- Inspired by Bollywood celebrities and social media
- Driven by the ‘badge value’ of certain destinations but their tastes are also maturing
- Connected, adventurous and well-educated

... And its own **opportunities**



Millennials

- Leverage social media prowess and celebrity culture to build reputations
- Focus on offering access to unique and once-in-a-lifetime attractions as a form of status
- Promote accessibility for expat students

Each group has its own **motivators...**



First-timers

- Travel is hugely-status driven
- Often only just able to afford to leave the country, or region
- Likely to be more cautious but want to explore the highlights
- Destination hoppers – only spending 2-3 hours at a destination while on tours

... And its own **opportunities**



First-timers

- Status is even more important here so showing ‘the best of the best’ is essential
- Iceland will feature as part of a longer journey so capitalize on existing stop-over provisions
- Interested in culture and history as much as sight-seeing

Each group has its own **motivators...**



Bleisure

- Increasing business travel and disposable income
- Making the most of long-haul trips under a strong economy
- Like all other Indian cohorts the consistent theme is making the most of time abroad and seeking ‘the best’

... And its own **opportunities**



Bleisure

- Balance conference facilities with bolt-on activities and inclusive packages as India's international business grows
- Offer novel team building activities and tours
- Use stop-over policy where Iceland isn't the original destination

Each group has its own **motivators...**



High Net Worth Individuals

- Seek more authentic and refined experiences as usually well-travelled
- Even more driven by ‘the best of the best’
- Heavily influenced by peer recommendations

... And its own **opportunities**



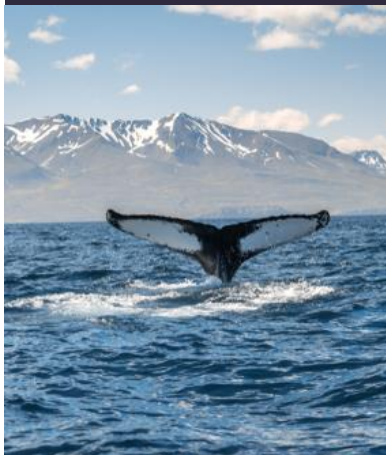
High Net Worth Individuals

- Offer world-class service
- Leverage greater spending power with more luxurious and unique accommodation
- Meet their more sophisticated expectations with bespoke tours
- Create packed short-break schedules for expats



There are **great opportunities** for Iceland and India

MULTI-FACETED ADVENTURE



ATTRACT THE "SNOW HUNTERS"



BOLLYWOOD CONNECTIONS



MORE THAN A STOPOVER



There are **great opportunities** for Iceland and India

MULTI-FACETED ADVENTURE

Leverage Iceland's **unique landscape, history and culture** to encourage a **complete adventure** holiday, that is as physical as the client wants

ATTRACT THE "SNOW HUNTERS"

BOLLYWOOD CONNECTIONS

MORE THAN A STOPOVER

There are **great opportunities** for Iceland and India

**MULTI-FACETED
ADVENTURE**

**ATTRACT THE
“SNOW HUNTERS”**

**BOLLYWOOD
CONNECTIONS**

**MORE THAN A
STOPOVER**

Continue to leverage Iceland’s landscape in **on-location Bollywood films**, and **build tours** accordingly

There are **great opportunities** for Iceland and India

**MULTI-FACETED
ADVENTURE**

**BOLLYWOOD
CONNECTIONS**

**ATTRACT THE
“SNOW HUNTERS”**

Snow is a rarity for many Indians and it is portrayed romantically and as something exotic. This is **driving growth** in Eastern Europe already

**MORE THAN A
STOPOVER**

There are **great opportunities** for Iceland and India

**MULTI-FACETED
ADVENTURE**

**ATTRACT THE
“SNOW HUNTERS”**

**BOLLYWOOD
CONNECTIONS**

**MORE THAN A
STOPOVER**

Encourage **longer stays** that explore **beyond Reykjavik** and focus on the journey

And we can take learnings from existing success stories

BOLLYWOOD CONNECTIONS



Ranveer Singh for
Switzerland Tourism

ATTRACT THE "SNOW HUNTERS"



Japan, S Korea and
Switzerland lead

MORE THAN A STOPOVER



Royal Caribbean
catering to Indians

But there are also risks and threats to your success

VISA ACCESS

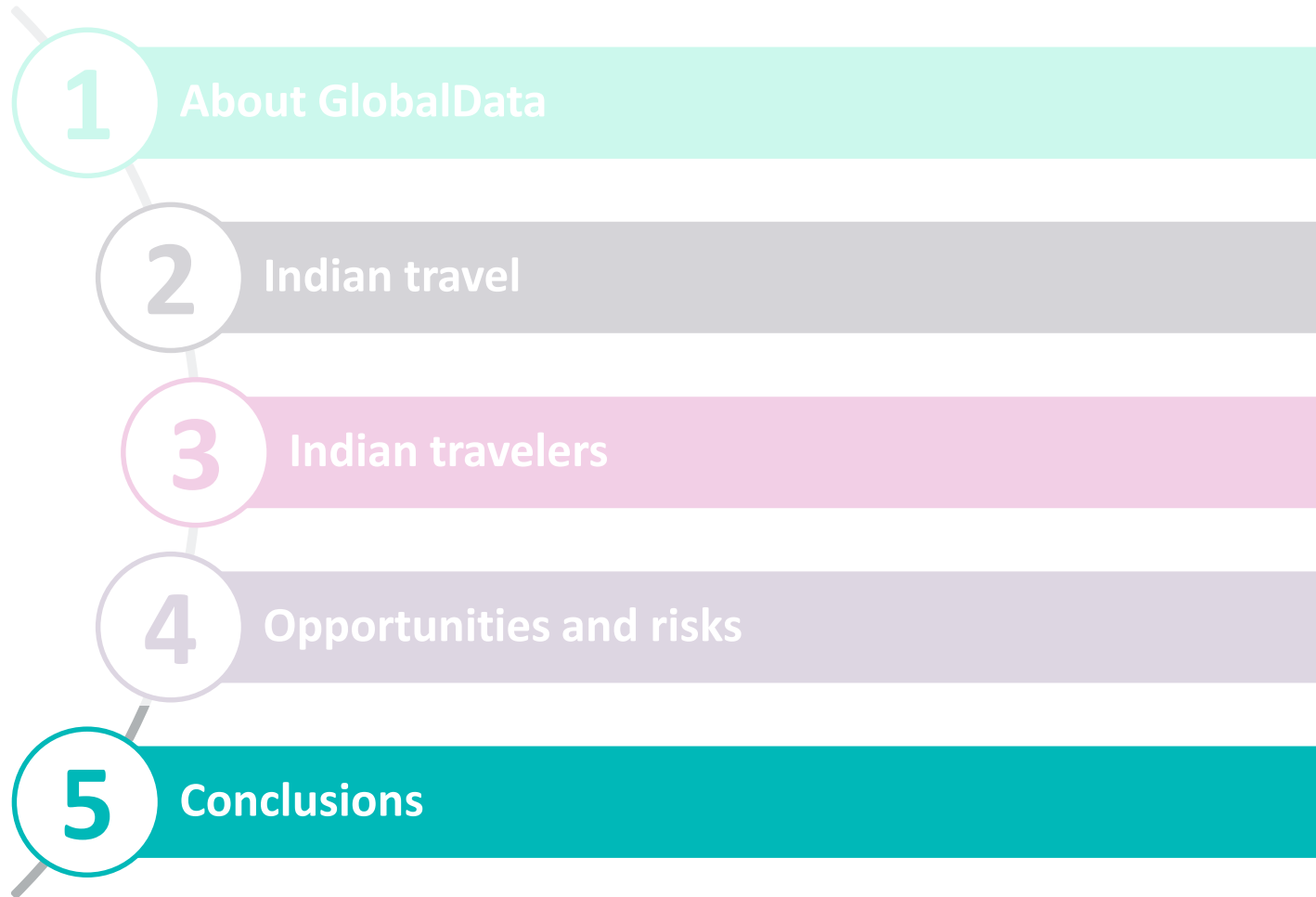


FLIGHT CONNECTIONS



INDIA'S DIVERSITY





In summary...

*The Indian market is hugely
diverse, and for many,
**international travel is only just
becoming a reality***

In summary...

*Despite the nation's complexities
all travelers are driven by a
desire to experience the best of
a destination; no matter how
seasoned they are*

In summary...



Visa issues and accessibility are key threats to a destination's success

In summary...



*Yet there are myriad **opportunities** for Iceland and India, given its **unique landscape and history***

In summary...

*The Indian market is hugely **diverse**, and for many, **international travel is only just becoming a reality***

*Despite the nation's complexities **all travelers** are driven by a **desire to experience the best of a destination**; no matter how seasoned they are*

***Visa issues and accessibility** are **key threats** to a destination's success*

*Yet there are myriad **opportunities** for Iceland and India, given its **unique landscape and history***

In summary...

Indian outbound checklist

- Affordability and accessibility*
- Trusted recommendations are important*
- Unique experiences*
- Prioritize spending on food over accommodation*
- Leverage Iceland's spectacular landscapes, its snowy winters, its rich history, and incredible wildlife*
- Collaborate with Bollywood or celebrities to significantly boost appeal*

Thank you!

Þakka þér fyrir!



www.globaldata.com/consumer



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