

HOW INDIAN TOURISM SHAPES OUR FUTURE

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Manager

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ASIA DMC Introduction

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Years of Excellence

14+

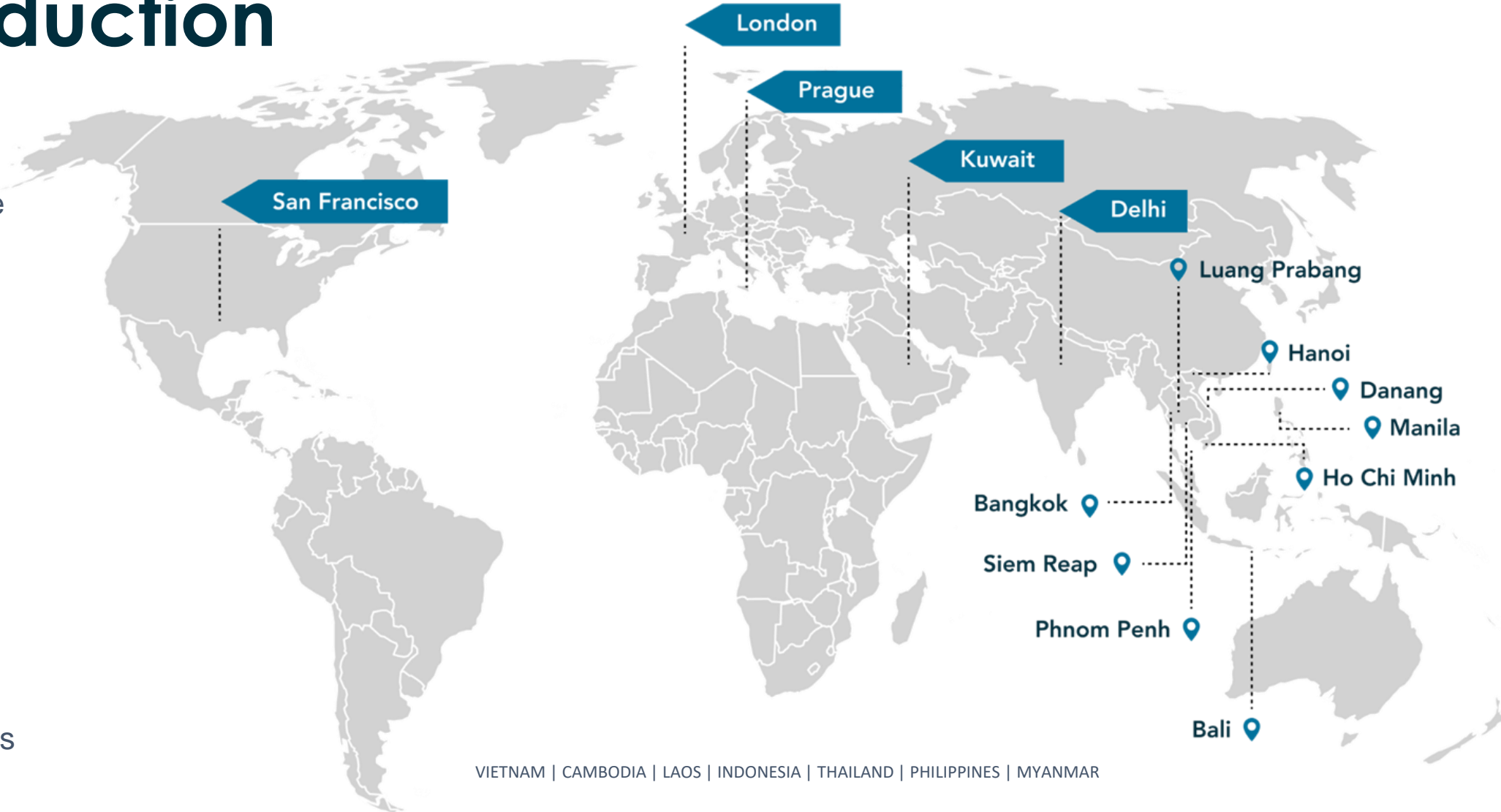
Global Offices

7

Destinations

17

World Travel Awards



VIETNAM | CAMBODIA | LAOS | INDONESIA | THAILAND | PHILIPPINES | MYANMAR

Outbound Tourism From India

India has a large and growing outbound tourism market, with a significant number of Indian travelers exploring destinations around the world for various purposes

- **Leisure Travel**
- **Business Travel**
- **Destination Weddings**
- **Educational Trips**
- **Visiting friends and relatives**

\$42B

expected for
outbound spending
in 2024
(Incham)

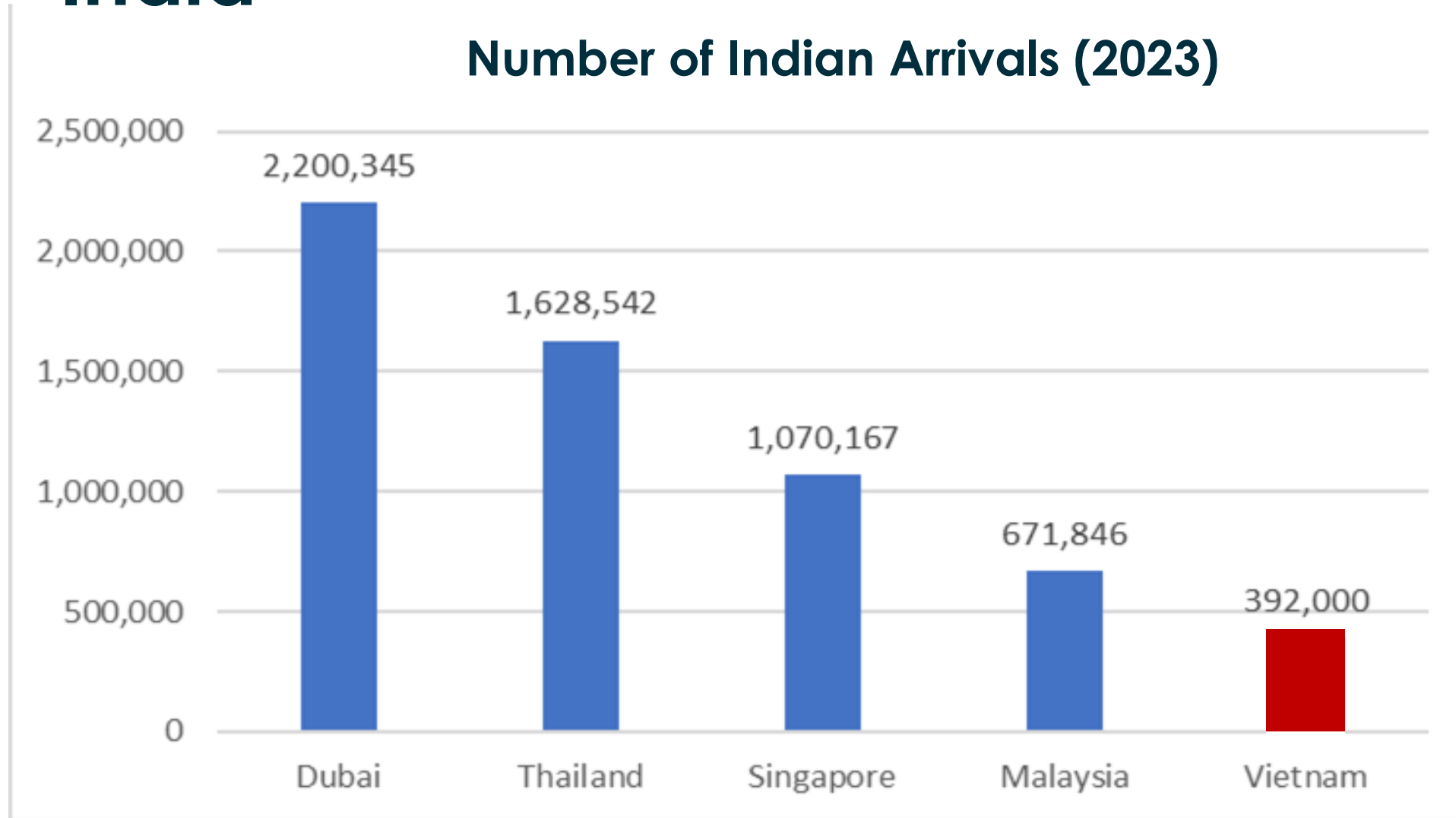
28.2M

Indian National
Departures in 2023
(India MOT)

2M

Expected to grow 12-15%
annually until 2030
(MICE Travel Trends)

Outbound Tourism From India



Sources:
GSO Vietnam,
TAT, SingStat, Malaysia
DOSM,
Dubai Tourism Stat

Outbound Tourism From India

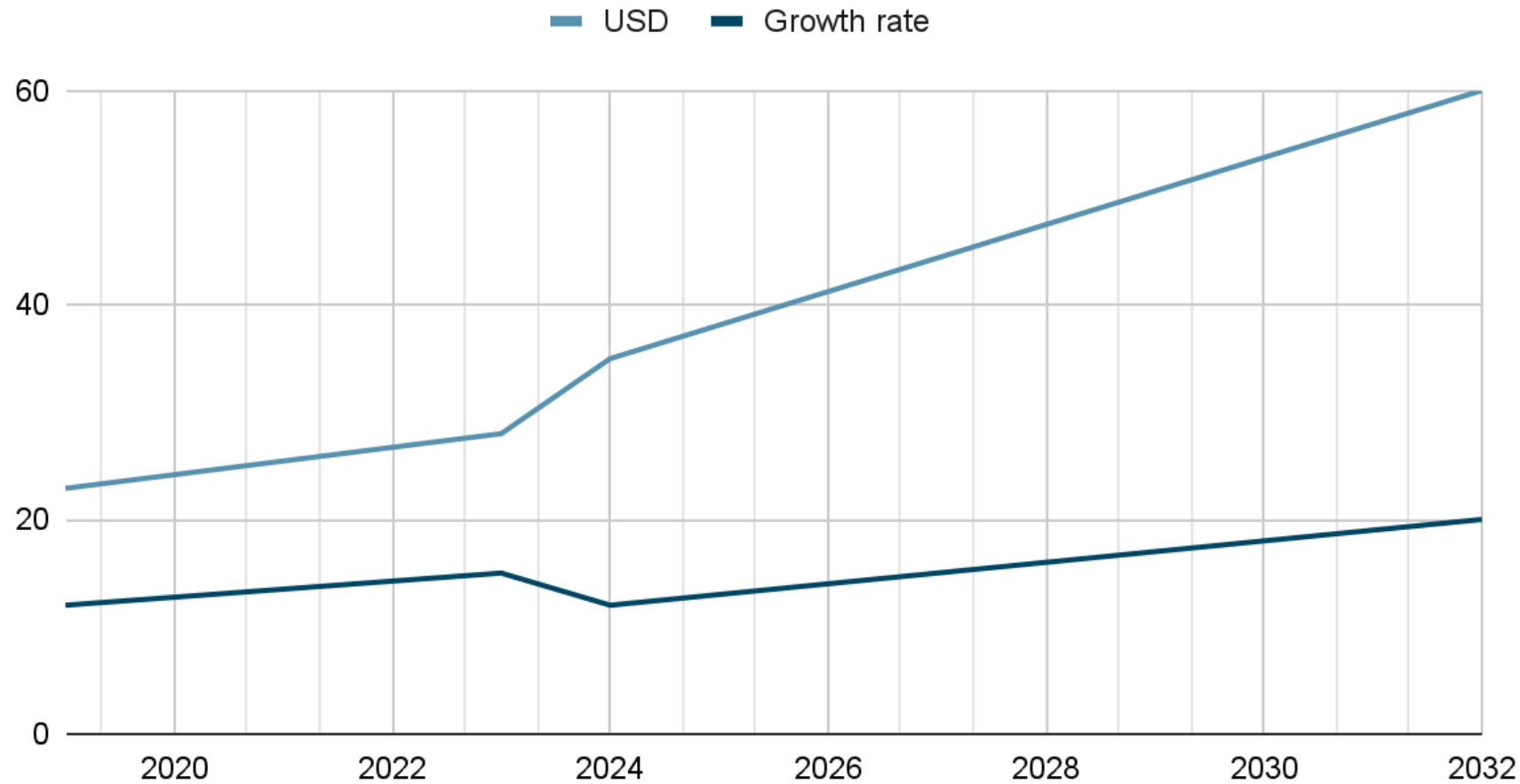
Table 5-4 Top five source markets in shopping expenditure by product category

| Ranking | Food, alcohol and tobacco | Garments, fabric and shoes | Leather and synthetic goods | Cosmetics, skincare, perfume and personal care products | Jewellery and watches | Electricals, camera and accessories | Others |
|---------|---------------------------|----------------------------|-----------------------------|---|-----------------------|-------------------------------------|----------------------|
| 1 | Mainland China | Mainland China | Mainland China | Mainland China | Mainland China | Argentina | Australia |
| 2 | Australia | Argentina | United Arab Emirates | India | United Arab Emirates | United Arab Emirates | Argentina |
| 3 | India | India | India | Argentina | Argentina | India | Brazil |
| 4 | Hong Kong, SAR | United Arab Emirates | Argentina | United Arab Emirates | India | Mainland China | United Arab Emirates |
| 5 | United States | Brazil | Japan | Hong Kong, SAR | Saudi Arabia | Brazil | Taiwan, China |

Sources:
WTC Global Retail Tourism Report 2023

Outbound Tourism spending by Indians in 2023

Outbound Tourism Spending



Sources:

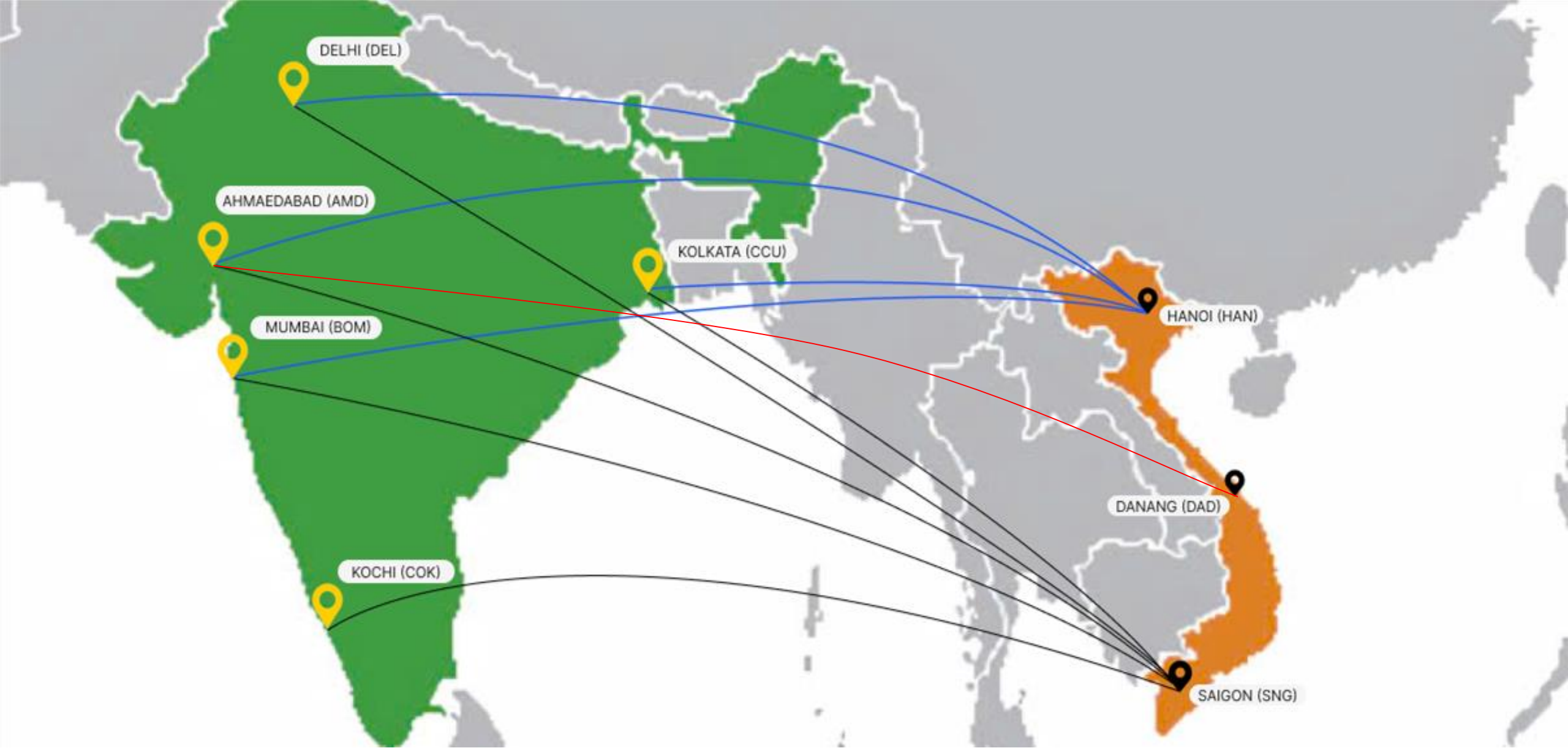
- UNWTO (United Nations World Tourism Organization)
- RBI (Reserve Bank of India)
- WTTC - World Travel & Tourism Council
- Indian Ministry of Tourism



Vietnam's Growing Appeal for Indian Tourists

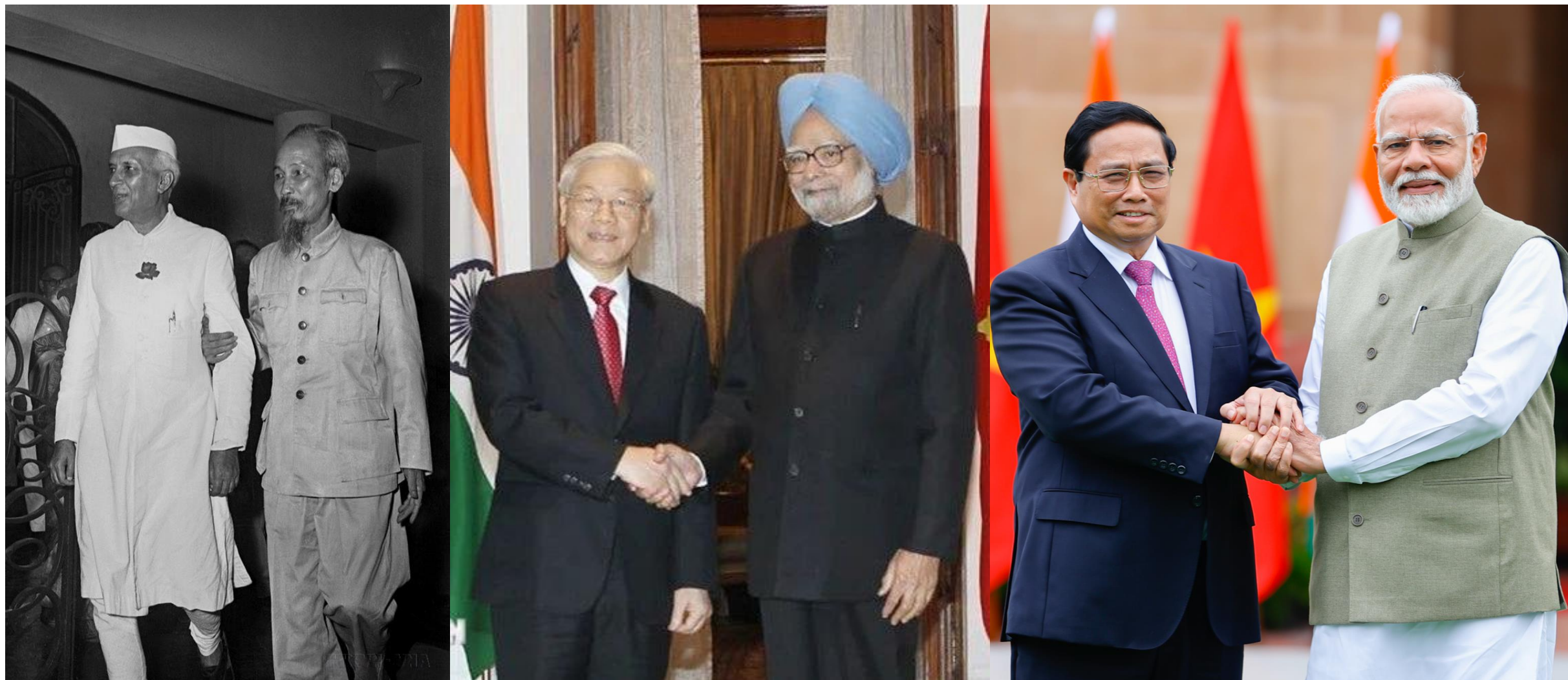
Indian visitors to Vietnam are expected to increase by at least 1,000% compared to pre-pandemic
(INDIAN BUSINESS CHAMBER IN VIETNAM)

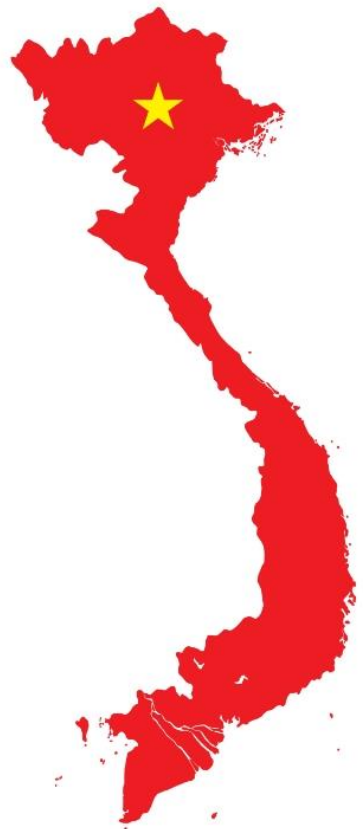
- 196,000 Indian arrivals in Vietnam from January till May 2024
(231.000 visitors till June)
- Ranking 9th among the top 10 markets in Vietnam
- Average growth rate of 45% per month
- 60 direct flights per week and more to come ...



Increased connectivity

Growing interest





QUẦN ĐẢO
HOÀNG SA

QUẦN ĐẢO
TRƯỜNG SA

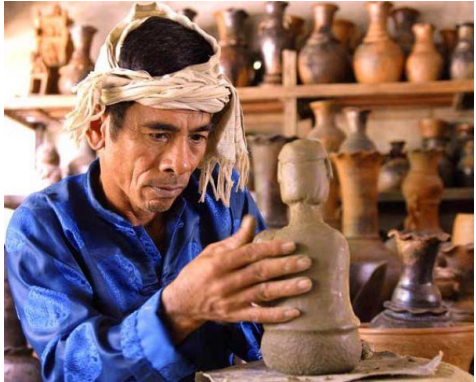


Why Vietnam?



Hospitality

Warmth
and
Friendliness



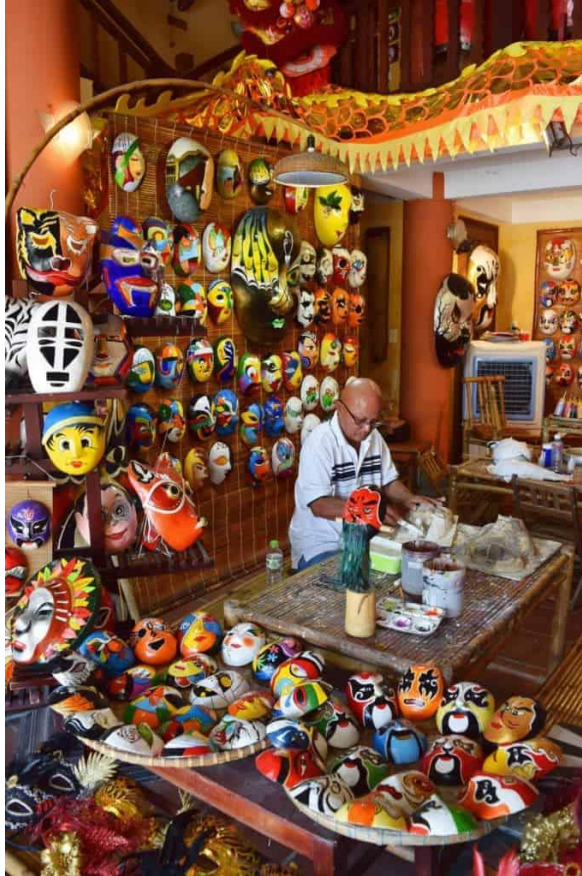
Cultural
Richness



Affordability



▸ Diverse shopping experiences



BUT...

**CAN I GET MORE
DISCOUNT?**





Expectations of Indian travelers

The expectation of Indian outbound travelers have evolved significantly in recent years. The top 10 Key trends and factors influencing Indian travelers expectations

- **Flight Connectivity**
- **Value for money**
- **Social Media influence**
- **Smooth visa process**
- **Ease of booking (digital convenience)**
- **Safety & security**
- **Culinary experience**
- **Hospitality and service quality**
- **Sightseeing - value for money**
- **Shopping**

CHALLENGES
&
SOLUTIONS

Visa Process



Check application status and download E-Visa

Registration code:

Email:

Date of birth:

Captcha:  

Full name: ██████████
Registration code: ██████████
Passport number: ██████████
Application status: In processing

▀
**Limited
understanding
of Indian
travelers
preferences**



Expectation

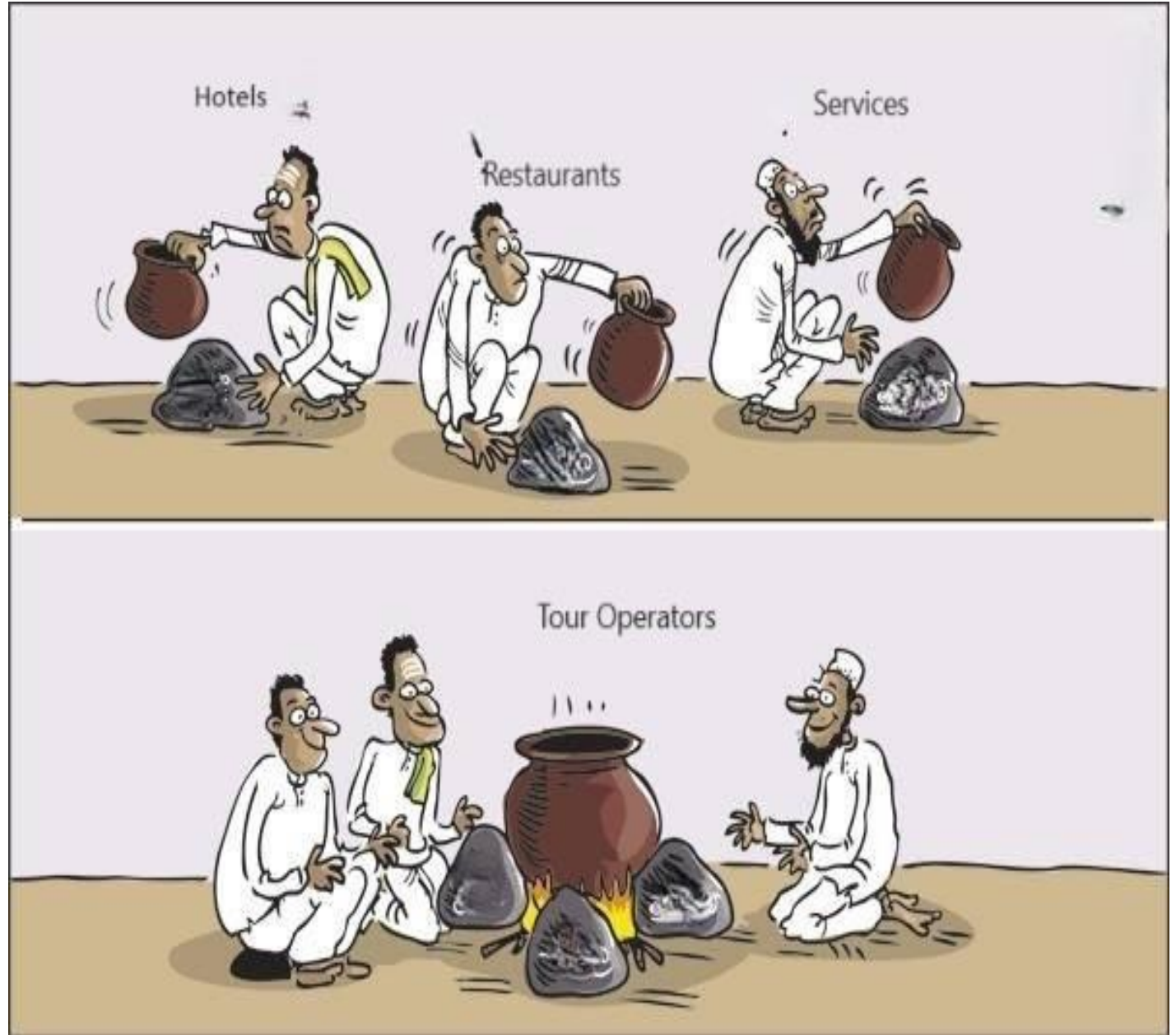


Reality

Room for **BIG** group?



Teamwork





Strategies for attracting more indian tourists

1. **Marketing campaigns in India**
2. **Visa free**
3. **Increase availability of Indian cuisine**
4. **Train and improve local hospitality staff and vendors**
5. **Indian cultural festivals**
6. **Language support**
7. **Invest in MICE tourism**
8. **Cultural exchange programs**
9. **Expand direct flight routes**
10. **Bollywood tourism**

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