

India

Market Summary

India's economy is expected to grow 9.5 per cent in 2010 and 8.5 per cent in 2011, according to the International Monetary Fund (IMF). As such, consumer confidence remains at a high, with India topping the Nielsen Global Consumer Confidence Survey for the first quarter of 2010.

Outbound travel has remained strong throughout the first half of 2010; although holiday travel to Australia continues to trend lower than the previous years. The appreciation of the Australian dollar and depreciation of the Euro and UK Pound against the Rupee has also resulted in Indian consumers who may have been considering Australia to choose Europe for their holidays instead.

1. Market News

Economic Outlook:

- India's economic outlook remains positive and stable. International Monetary Fund (IMF) projects India's growth forecast for 2010 to 9.5 per cent and 2011 at 8.5 per cent. Economic revival will see the Indian car industry maintain strong double digit growth at 12-13 per cent during 2010-11.

2. Consumer Insights

Consumer Confidence:

- The Nielsen Global Consumer Confidence Survey showed that India emerged as the most confident nation in the first quarter of 2010.

Media trends:

- As per the Nielsen report, advertising spend in main media in India - television, newspaper and magazine - increased by 32 per cent in the first quarter of 2010. This is the highest level of growth among the 12 major markets in the Asia Pacific region, where overall media spend grew by 18 per cent. The report further concluded that year on year (YOY) growth for the 12-month period leading up to

March 2010 saw an increase of 26 per cent in main media advertising spend in India.

For the latest in visitor arrivals, please visit '*Research & Statistics*' at www.tourism.australia.com

3. Trade Update

- Most travel agents reported that they were confident that the holiday segment to Australia should see an upward trend during the coming months with the onset of the wedding season from Nov 2010.
- Make My Trip and Kesari launched their co-op campaign during the last quarter of 09/10.
- As at June 2010, 1,257 agents were registered for the Aussie Specialist Program, of which 527 were fully qualified.

4. Airline News

- **Air India** announced the commencement of direct flights from Delhi to Melbourne from 1 November 2010.
- **Air Asia & Air Asia X** to commence operations from 9 cities of India, with over 148 flights a week into Malaysia, increasing connections to Malaysian Airlines or Air Asia X KUL-Australia routes.
- **Emirates** announced free travel, accommodation and meals for children under 16 flying with their parents.
- **Jet Airways** commenced direct services from Mumbai to Johannesburg from 14 April 2010, increasing the appeal of this destination amongst Indian consumers.

5. Competitor News

- Taiwan has introduced a visa-free policy for Indians who currently hold a EU, US, NZ, Canada or Australian visa.
- Turkey announced visa on arrival for Indians holding a valid US, Schengen or UK visa.
- Sri Lanka launched IIFA (International Indian Film Academy) packages to capitalise on the star studded IIFA awards ceremony.
- Thailand waives visa fees for Indians, following other countries such as Indonesia, Turkey, Taiwan, Hong Kong and Macau offering visa on arrival for Indian visitors. Malaysia and Singapore offer limited days' transit visa as well, allowing Indian tourists transiting via KUL or SIN hub to tour Malaysia and Singapore for limited duration without having to apply for a tourist visa.

- The Tourism Authority of Thailand (TAT) has launched an agent training program to build destination knowledge amongst travel agents selling the destination.
- Singapore Tourism Board launched the “YourSingapore.com” campaign with television commercials (SGD 1.2 million) and outdoor hoardings (SGD 400,000 in 3 cities for two months).
- South African Tourism spent INR 19,000,000 on outdoor hoarding campaign across 18 cities in India. South African Tourism in association with Kuoni Academy, conducted a 12-city training program titled “Learn South Africa” from 10 July to 7 August 2010. The overall objective was to build destination knowledge amongst front-line travel agents.
- ‘Visa Free Transit’ facility for Indian travellers to Malaysia reintroduced from 1 July 2010. YTD growth in tourist arrivals at 25%.
- Various established NTOs continue their efforts via road shows, trade events and MICE supplier events.

6. Key Campaigns and Activities in Market

Country Name campaigns and activities				
START DATE	END DATE	DESCRIPTION	TARGET AUDIENCE	PARTNERS
Ongoing		Launch of new products – self-drive & luxury lodges of Australia amongst the Indian travel trade with famil trips. ASP & IMHP would focus on these two new products. STOs will be training the Indian buyers on these two new products at the ITM.	FIT	Indian agents
30 August 2010	2 September 2010	India Travel Mission (ITM) 2010: Buyers and sellers meetings to be held at the Hyderabad International Convention Centre.	Indian travel agents	Indian agents, Australian sellers, STOs & Qantas
October onwards		All new media campaigns to commence from October 2010 targeting the wedding/honeymoon season as well as the Indian festive season, followed by Christmas and New Year vacations.		