

Peter Brazil

My Holiday Ireland / Limerick Travel

Fáilte go dtí India

Some fun facts about India.....did you know...

- Shampoo was invented in India, not the commercial liquid ones but the method by use of herbs. The word 'shampoo' itself has been derived from the Sanskrit word champu, which means to massage.
- India is second only to the USA when it comes to speaking English with around 125 million people speaking the language!
- Snakes and Ladders originated in India, the game was initially invented as a moral lesson about karma to be taught to children. It was later commercialized and has become one of the most popular board games in the world.
- India has the largest postal network in the world. A single post office on an average serves a population of 7,175 people.

India Statistics

- Total population 1.324 Billion
- Major cities - New Delhi population is 21.75 million & Mumbai 18.41 million.
- 75 Million passports issued
- In 2000 less than 5 million Indian's were heading out of the country.
- Today around 20 million Indian's are setting off.
- According to UNWTO number will increase exponentially to 50 million in the next three years.
- Target Market HDI – High Network Individual, Self Employed – Doctors, Lawyers, Accountants and double income households.

India Background

- India 6th Wealthiest country in the world (USA 1, China 2, Japan 3, UK 4, Germany 5, India 6)
- English speaking & Hindi– Friendly business environment to deal in.
- Air Connectivity - in or around 215 indirect weekly flights from Mumbai, Delhi, Bangalore, Chennai
- Top 5 European destinations from India – 1)UK – (We tend to get many UK & Ireland trips combined) 2)Germany 3)Switzerland 4)France 5)Austria
- Average Visa turnaround is 4- 5 weeks!
- Technology Savy – Two of the world's biggest technology companies Google (Sunder Pichai) and Microsoft (Satya Nadella) are led by Indian origin CEO'S.

India Travel Trade Info

- Travel trade market consists of – Tour Operators, Travel Agents, MICE, OTA's, Online direct with airlines & Hotels
- Many of the companies have in excess of 1,000 – 3,000 employees under one roof! Yatra, Makemytrip, TUI, Thomas Cook to name a few.
- Top 20% of operators have 80% of market share.
- Booking patterns tend to be short lead in times.
- Establish a rapport with the market!
- Minimum 2 – 3 visits to the market. One visit won't really work!
- Follow up calls in person to bond and establish a working relationship.
- After first visit you should be better prepared and have a good feeling for the market.
- Important to keep contact after each visit with new ideas and programmes and if nothing else keep your name and company name in front of them.

Insights into Market

- Be prepared for short dated requests.
- One has to be flexible & rapid in your response! Generally there are many emails before booking is confirmed! It is up to you to convert.
- Typical requests are Leisure holidays – self-drive, Escorted tours-(SIC) & MICE. Official breakdown of outbound travel is 29% Leisure, 41% Business travellers & 30% visiting Families. It's young population love vacations abroad resulting in a 25% year on year growth in the leisure market!
- Numbers of our actual bookings have significantly increased.
- Peak travel periods – April – June, October – November & December Average Length of stay 10 – 15 days.

Conclusion

- Economy growing at impressive pace!
- Huge appetite to travel overseas on vacations!
- Excellent supports from Fáilte Ireland and Tourism Ireland Country Clubs along with Huzan's team who know the market exceptionally well.
- Someone is sitting in the shade today because someone planted a tree a long time ago! "Warren Buffet"