

# India Tourism Report Q3 2015

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## Abstracts

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**BMI View:** The India tourism report looks at a range of key indicators in this established tourism destination in the competitive Asia Pacific region, including forecasts for inbound and outbound travel volumes and the impact of growth on industry value and tourism related expenditure. Overall India offers enormous growth potential, a fact recognised by many leading domestic and global hotel groups which are focused on extensive expansion plans across the country.

India has a strong inbound tourism market, attracting visitors from a diverse range of source markets in Europe, Asia and North America. This has helped it to offset declines from major source markets such as Russia in recent months. A relaxation of visa restrictions, and a new online visa application, are yielding tangible benefits overall we expect to see visitor numbers increase by 5% to reach 7.4mn this year.

There are some headwinds to growth, however, including an increasingly negative safety perception which has seen visitor numbers in some areas (such as the Taj Mahal) declining. Considering the size and range of India's attractions, there is substantial long term growth potential in terms of inbound tourism.

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