

NRI Online 2008 Travel Connectivity Report

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Abstracts

The NRI Online Travel Connectivity study helps in understanding the status and net usage behavior and preferences of the Non Resident Indians. It gives a highly 'insightful' understanding of the current net usage behavior and preferences of various types of Non Resident Indians. The report is an useful guide to all those who would like to understand and use Internet to market to NRI consumers, Marketers targeting NRI sector with respect to travel connectivity with India - frequency of travel to India, purpose of travel, visit individually or with family, cities traveled, mode of ticket booking, preferred websites to book tickets online, most used airlines.

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