

# India Outbound Tourism Market Outlook 2020

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Date: June 2020

Pages: 46

Price: US\$ 2,250.00 (Single User License)

ID: IB82DA4BE685EN

## Abstracts

### India Outbound Tourism Market Analysis – 2018-2020

According to the World Bank, the per-capita income of India was USD 7,762.9 in 2018 and this is anticipated to further increase in the coming years, thus positively impacting the outbound tourism market. The market for India outbound tourism (to France) consists of various activities such as air travel, food, insurance, visa, domestic travel, accommodation, local sightseeing and others which require money to be spent on by Indian travellers on their trips to France. The India outbound tourism market observed a market value of USD 2,980.8 million in 2018, which grew by a significantly high amount by the end of 2019.

The market is segmented by type of tourism, by type of traveller, by channel of booking and by region. On the basis of the type of tourism, the market is segmented into leisure, visit to friends and relatives, business and others. The segment for leisure held the highest market share of about 55% globally in 2018 on account of the growing trend of visiting other countries for travel by Indian community. Moreover, various airlines are expanding their businesses on account of the growing number of travellers by launching attractive and economical packages and contributing towards the India outbound tourism market growth.

As per the data recorded by Pacific Asia Travel Association (PATA), around 40% of outbound trips by Indians are for business purposes. Moreover, the segments for leisure, visiting friends & relatives and other purposes each account for over 20% of the total trips.

The market for India outbound tourism market is segmented on the basis of channel of booking into travel agent, online and others, out of which, the segment for online channel is anticipated to hold the leading share in the market. This can be attributed to

the increasing internet penetration along with rising number of smartphone users, resulting in higher online bookings of holiday packages that are contributing to the India outbound tourism market growth across the country.

Some of the key industry leaders in the India outbound tourism market are Creative Travel, Luxury Gold, The Appointment Group Limited, Original Travel, Thomas Cook, ABC Travels, International Travel House and Cox and Kings.

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