

# **India Travel & Tourism Market By Product/Service Offering (Ticket Reservation, Hotel Booking and Others), By Type, By Purpose of Visit, By Tourist Profile, By Average Duration of Stay, Competition Forecast & Opportunities, 2013 – 2023**

<https://marketpublishers.com/r/IB3596EBDB7EN.html>

Date: March 2018

Pages: 121

Price: US\$ 4,400.00 (Single User License)

ID: IB3596EBDB7EN

## **Abstracts**

According “India Travel & Tourism Market By Product/Service Offering, By Type, By Purpose of Visit, By Tourist Profile, By Average Duration of Stay, Competition Forecast & Opportunities, 2013 – 2023”, travel & tourism market is projected to grow at a CAGR of over 7.5% by 2023 in India, on account of growing domestic and foreign tourist footfall and increasing number of religious and leisure trips. Rising infrastructural developments, increasing standards of living, and growing regional and central government’s focus on promoting tourism sector are some of the other major factors expected to aid the country’s travel & tourism market in the coming years. Growth in the market is also anticipated to be backed by increasing interest in the country’s culture and heritage among domestic travelers coupled with booming rural tourism across India. Some of the major players operating in India travel & tourism market are MakeMyTrip (India) Private Limited, SOTC Travel Services Pvt. Ltd., Yatra Online Private Limited, Indian Railway Catering and Tourism Corporation Ltd., Cleartrip Pvt. Ltd., Jet Airways (India) Limited, Air India Ltd., Indian Hotels Company Limited, Cox & Kings Ltd., Travel Corporation (India) Ltd., etc. “India Travel & Tourism Market By Product/Service Offering, By Type, By Purpose of Visit, By Tourist Profile, By Average Duration of Stay, Competition Forecast & Opportunities, 2013 – 2023”, discusses the following aspects of travel & tourism market in India:

Travel & Tourism Market Size, Share & Forecast

Segmental Analysis – By Product/Service Offering (Ticket Reservation, Hotel

Booking and Others), By Type, By Purpose of Visit, By Tourist Profile,  
By Average Duration of Stay

Competitive Analysis

Changing Market Trends & Emerging Opportunities

### Why You Should Buy This Report?

To gain an in-depth understanding of travel & tourism market in India

To identify the on-going trends and anticipated growth in the next five years

To help industry consultants, travel & tourism manufacturers, distributors and other stakeholders align their market-centric strategies

To obtain research-based business decisions and add weight to presentations and marketing material

To gain competitive knowledge of leading market players

To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

### Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interaction with travel & tourism manufacturers, distributors and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

## Contents

### **1. TRAVEL & TOURISM - AN INTRODUCTION**

### **2. RESEARCH METHODOLOGY**

### **3. EXECUTIVE SUMMARY**

### **4. VOICE OF CUSTOMER**

- 4.1. Frequency of Travel
- 4.2. Brand Awareness
- 4.3. Brand Preference
- 4.4. Challenges faced by Customers

### **5. GLOBAL TRAVEL & TOURISM MARKET OVERVIEW**

### **6. INDIA TRAVEL & TOURISM MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value & Volume (Number of Tourists)
- 6.2. Market Share & Forecast
  - 6.2.1. By Product/Service Offering (Ticket Reservation, Hotel Booking, Holiday/Tour Packages, Travel Insurance, Foreign Exchange, Foreign Exchange, Conference/ Trade Fair/MICE and Others)
  - 6.2.2. By Type (Domestic, Inbound and Outbound)
  - 6.2.3. By Purpose of Visit (Business, Leisure & Recreation, Education, Medical, Social Activity and Others)
  - 6.2.4. By Tourist Profile (Indians and Foreign Nationals)
  - 6.2.5. By Average Duration of Stay (Number of Days)
  - 6.2.6. By Region
    - 6.2.6.1. By Tourist Profile (Nationality)
    - 6.2.6.2. By Purpose of Visit (Business, Leisure & Recreation, Education, Medical, Social Activity and Others)
    - 6.2.6.3. By Average Duration of Stay (Number of Days)
    - 6.2.6.4. By Urban Vs Rural Tourism
    - 6.2.6.5. By Leading City
- 6.3. Market Attractiveness Index
  - 6.3.1. By Type

6.3.2. By Purpose of Visit

6.3.3. By Region

## **7. INDIA LEISURE & RECREATION TRAVEL & TOURISM MARKET OUTLOOK**

7.1. Market Size & Forecast

7.1.1. By Value & Volume

7.2. Market Share & Forecast

7.2.1. By Average Duration of Stay

7.2.2. By Type

7.2.3. By Tourist Profile

## **8. INDIA RELIGIOUS TRAVEL & TOURISM MARKET OUTLOOK**

8.1. Market Size & Forecast

8.1.1. By Value & Volume

8.2. Market Share & Forecast

8.2.1. By Average Duration of Stay

8.2.2. By Type

8.2.3. By Tourist Profile

## **9. INDIA BUSINESS TRAVEL & TOURISM MARKET OUTLOOK**

9.1. Market Size & Forecast

9.1.1. By Value & Volume

9.2. Market Share & Forecast

9.2.1. By Average Duration of Stay

9.2.2. By Type

9.2.3. By Tourist Profile

## **10. INDIA SOCIAL TRAVEL & TOURISM MARKET OUTLOOK**

10.1. Market Size & Forecast

10.1.1. By Value & Volume

10.2. Market Share & Forecast

10.2.1. By Average Duration of Stay

10.2.2. By Type

10.2.3. By Tourist Profile

## **11. INDIA MEDICAL TRAVEL & TOURISM MARKET OUTLOOK**

### **11.1. Market Size & Forecast**

#### **11.1.1. By Value & Volume**

### **11.2. Market Share & Forecast**

#### **11.2.1. By Average Duration of Stay**

#### **11.2.2. By Type**

#### **11.2.3. By Tourist Profile**

## **12. INDIA EDUCATION TRAVEL & TOURISM MARKET OUTLOOK**

### **12.1. Market Size & Forecast**

#### **12.1.1. By Value & Volume**

### **12.2. Market Share & Forecast**

#### **12.2.1. By Average Duration of Stay**

#### **12.2.2. By Type**

#### **12.2.3. By Tourist Profile**

## **13. MARKET DYNAMICS**

### **13.1. Drivers**

### **13.2. Challenges**

## **14. MARKET TRENDS & DEVELOPMENTS**

### **14.1. Emergence of Online Travel Services**

### **14.2. Growth of Wellness Tourism**

### **14.3. Rising Concept of B-leisure**

### **14.4. Visa on Arrival Policy**

### **14.5. Increasing Rural Tourism**

## **15. SWOT ANALYSIS**

## **16. POLICY & REGULATORY LANDSCAPE**

## **17. INDIA ECONOMIC PROFILE**

## **18. COMPETITIVE LANDSCAPE**

## 18.1. Competitive Benchmarking & Margin Analysis

### 18.2. Company Profiles

18.2.1. MakeMyTrip (India) Private Limited

18.2.2. SOTC Travel Services Pvt. Ltd.

18.2.3. Yatra Online Private Limited, India

18.2.4. Indian Railway Catering and Tourism Corporation Ltd.

18.2.5. Cleartrip Pvt. Ltd.

18.2.6. Jet Airways (India) Limited

18.2.7. Air India Limited

18.2.8. Indian Hotels Company Limited

18.2.9. Cox & Kings Ltd.

18.2.10. Travel Corporation (India) Ltd.

18.2.11. Thomas Cook (India) Ltd.

18.2.12. Fairfax India Holdings Corporation

## 19. STRATEGIC RECOMMENDATIONS

## List Of Figures

### LIST OF FIGURES

- Figure 1: Frequency of People Travelling, By Income Group, 2016 (Base=100)
- Figure 2: Frequency of People Travelling, By Age Group, 2016 (Base=100)
- Figure 3: Percentage of People Travelling, By Age Group, 2016 (Base=100)
- Figure 4: Frequency of People Travelling, By Gender, 2016 (Base=100)
- Figure 5: Percentage of People Travelling, By Income Group, 2016 (Base=100)
- Figure 6: Brand Awareness Level, By Company, 2016 (Base=100)
- Figure 7: Brand Preference Level, By Company, 2016 (Base=100)
- Figure 8: India Travel & Tourism Market Major Challenges/Customer Pain Points (Base=100)
- Figure 9: India Travel & Tourism Market Size, By Value (USD Billion), By Volume (Million Tourist), 2013-2023F
- Figure 10: India Travel & Tourism Market Share, By Product/Service Offering, By Value, 2017 & 2023F
- Figure 11: India Travel & Tourism Market Share, By Type, By Volume, 2013-2023F
- Figure 12: India National Departures, 2011-2016 (Million)
- Figure 13: India Foreign Tourist Arrivals, 2011-2016 (Million)
- Figure 14: India Travel & Tourism Market Share, By Purpose of Visit, By Value, 2013-2023F
- Figure 15: India Travel & Tourism Market Share, By Tourist Profile, By Volume, 2013-2023F
- Figure 16: India Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2013-2023F
- Figure 17: India Travel & Tourism Market Share, By Region, By Volume, 2013-2023F
- Figure 18: North India Travel & Tourism Market Share, By Tourist Profile, By Volume, 2017
- Figure 19: North India Travel & Tourism Market Share, By Tourist Profile, By Volume, 2023F
- Figure 20: North India Travel & Tourism Market Share, By Purpose of Visit, By Value, 2017
- Figure 21: North India Travel & Tourism Market Share, By Purpose of Visit, By Value, 2023F
- Figure 22: North India Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2017
- Figure 23: North India Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2023F

Figure 24: North India Travel & Tourism Market Share, By Urban Vs Rural Tourism, By Value, 2017

Figure 25: North India Travel & Tourism Market Share, By Urban Vs Rural Tourism, By Value, 2023F

Figure 26: North India Travel & Tourism Market Share, By Leading City, By Volume, 2017

Figure 27: North India Travel & Tourism Market Share, By Leading City, By Volume, 2023F

Figure 28: South India Travel & Tourism Market Share, By Tourist Profile, By Volume, 2017

Figure 29: South India Travel & Tourism Market Share, By Tourist Profile, By Volume, 2023F

Figure 30: South India Travel & Tourism Market Share, By Purpose of Visit, By Value, 2017

Figure 31: South India Travel & Tourism Market Share, By Purpose of Visit, By Value, 2023F

Figure 32: South India Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2017

Figure 33: South India Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2023F

Figure 34: South India Travel & Tourism Market Share, By Urban Vs Rural Tourism, By Value, 2017

Figure 35: South India Travel & Tourism Market Share, By Urban Vs Rural Tourism, By Value, 2023F

Figure 36: South India Travel & Tourism Market Share, By Leading City, By Volume, 2017

Figure 37: South India Travel & Tourism Market Share, By Leading City, By Volume, 2023F

Figure 38: West India Travel & Tourism Market Share, By Tourist Profile, By Volume, 2017

Figure 39: West India Travel & Tourism Market Share, By Tourist Profile, By Volume, 2023F

Figure 40: West India Travel & Tourism Market Share, By Purpose of Visit, By Value, 2017

Figure 41: West India Travel & Tourism Market Share, By Purpose of Visit, By Value, 2023F

Figure 42: West India Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2017

Figure 43: West India Travel & Tourism Market Share, By Average Duration of Stay, By

Value, 2023F

Figure 44: West India Travel & Tourism Market Share, By Urban Vs Rural Tourism, By Value, 2017

Figure 45: West India Travel & Tourism Market Share, By Urban Vs Rural Tourism, By Value, 2023F

Figure 46: West India Travel & Tourism Market Share, By Leading City, By Volume, 2017

Figure 47: West India Travel & Tourism Market Share, By Leading City, By Volume, 2023F

Figure 48: East India Travel & Tourism Market Share, By Tourist Profile, By Volume, 2017

Figure 49: East India Travel & Tourism Market Share, By Tourist Profile, By Volume, 2023F

Figure 50: East India Travel & Tourism Market Share, By Purpose of Visit, By Value, 2017

Figure 51: East India Travel & Tourism Market Share, By Purpose of Visit, By Value, 2023F

Figure 52: East India Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2017

Figure 53: East India Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2023F

Figure 54: East India Travel & Tourism Market Share, By Urban Vs Rural Tourism, By Value, 2017

Figure 55: East India Travel & Tourism Market Share, By Urban Vs Rural Tourism, By Value, 2023F

Figure 56: East India Travel & Tourism Market Share, By Leading City, By Volume, 2017

Figure 57: East India Travel & Tourism Market Share, By Leading City, By Volume, 2023F

Figure 58: India Travel & Tourism Market Attractiveness Index, By Type, By Volume, 2018E-2023F

Figure 59: India Travel & Tourism Market Attractiveness Index, By Purpose of Visit, By Value, 2018E-2023F

Figure 60: India Travel & Tourism Market Attractiveness Index, By Region, By Volume, 2018E-2023F

Figure 61: India Leisure & Recreation Travel & Tourism Market Size, By Value (USD Billion), By Volume (Million Tourist), 2013-2023F

Figure 62: India Leisure & Recreation Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2013-2023F

Figure 63: India Leisure & Recreation Travel & Tourism Market Share, By Type, By Volume, 2013-2023F

Figure 64: India Leisure & Recreation Travel & Tourism Market Share, By Tourist Profile, By Volume, 2013-2023F

Figure 65: India Religious Travel & Tourism Market Size, By Value (USD Billion), By Volume (Million Tourist), 2013-2023F

Figure 66: India Religious Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2013-2023F

Figure 67: India Religious Travel & Tourism Market Share, By Type, By Volume, 2013-2023F

Figure 68: India Religious Travel & Tourism Market Share, By Tourist Profile, By Volume, 2013-2023F

Figure 69: India Business Travel & Tourism Market Size, By Value (USD Billion), By Volume (Million Tourist), 2013-2023F

Figure 70: India Business Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2013-2023F

Figure 71: India Business Travel & Tourism Market Share, By Type, By Volume, 2013-2023F

Figure 72: India Business Travel & Tourism Market Share, By Tourist Profile, By Volume, 2013-2023F

Figure 73: India Social Travel & Tourism Market Size, By Value (USD Billion), By Volume (Million Tourist), 2013-2023F

Figure 74: India Social Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2013-2023F

Figure 75: India Social Travel & Tourism Market Share, By Type, By Volume, 2013-2023F

Figure 76: India Social Travel & Tourism Market Share, By Tourist Profile, By Volume, 2013-2023F

Figure 77: India Medical Travel & Tourism Market Size, By Value (USD Billion), By Volume (Million Tourist), 2013-2023F

Figure 78: India Medical Travel & Tourism Market Share, By Average Duration of Stay, By Value, 2013-2023F

Figure 79: India Medical Travel & Tourism Market Share, By Type, By Volume, 2013-2023F

Figure 80: India Medical Travel & Tourism Market Share, By Tourist Profile, By Volume, 2013-2023F

Figure 81: India Education Travel & Tourism Market Size, By Value (USD Billion), By Volume (Million Tourist), 2013-2023F

Figure 82: India Education Travel & Tourism Market Share, By Average Duration of

Stay, By Value, 2013-2023F

Figure 83: India Education Travel & Tourism Market Share, By Type, By Volume, 2013-2023F

Figure 84: India Education Travel & Tourism Market Share, By Tourist Profile, By Volume, 2013-2023F

Figure 85: Indian National Domestic Expenditure on Tourism, 2008-2016E & 2025F (USD Billion)

Figure 86: Number of Middle Class Households in India, 2011, 2015 & 2025F (Million)

Figure 87: India GDP per Capita, 2012-2016 (USD Thousand)

Figure 88: India Government Spending on Tourism Sector, 2008-2015 & 2025F (USD Billion)

Figure 89: India Government Capital Investments in Tourism Sector, 2008-2015 & 2025F (USD Billion)

Figure 90: India Ayurvedic Products Market Size, By Value, 2011, 2015 & 2021F (USD Million)

Figure 91: India Tourist Arrival by E-Tourist Visa on Arrival Facility, From January to May 2015 & 2016

## List Of Tables

### LIST OF TABLES

Table 1: Frequency of People Traveling, By Gender, By Age Group, 2018 (Base=100)

Table 2: Share of People Traveling in a Year, By Frequency, 2018 (Base=100)

Table 3: Brand Preference Level, By Age Group, By Approximate Annual Income (INR Lacs per Annum), 2018 (Base=100)

Table 4: India Travel & Tourism Market Product/Service Benchmarking, By Booking Medium, By Revenue Component, As of December 2017

Table 5: Percentage Share of Foreign Tourist Arrival in India, By Top Ten Countries, 2011-2016

Table 6: India Domestic Tourist Visit Share of Top Ten States/UTs, By Volume, 2016

Table 7: India Foreign Tourist Visit Share of Top Ten States/UTs, By Volume, 2016

Table 8: India Number of Government Approved Tour Operators, 2014 & 2015

Table 9: Infrastructure Development Plans Announced by Government of India, By State/UT,

As of March 2016

Table 10: India Internet Users (Million) & Internet Penetration (%), 2012-2016

Table 11: India Number of Smartphone Users, 2011-2017 (Million)

Table 12: Commissioned Rural Tourism Sites for Select States in India

## I would like to order

Product name: India Travel & Tourism Market By Product/Service Offering (Ticket Reservation, Hotel Booking and Others), By Type, By Purpose of Visit, By Tourist Profile, By Average Duration of Stay, Competition Forecast & Opportunities, 2013 – 2023

Product link: <https://marketpublishers.com/r/IB3596EBDB7EN.html>

Price: US\$ 4,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IB3596EBDB7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970