

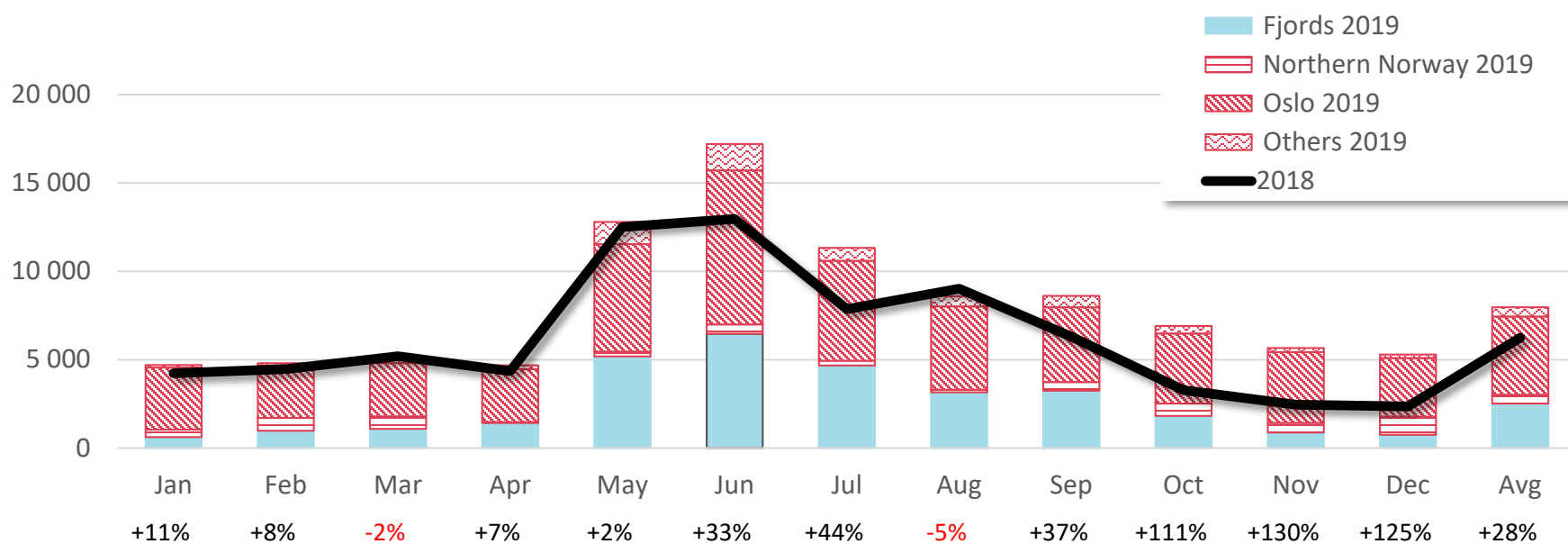


India 2020

Market Insight

Visitor Statistics India 2019

2019 vs 2018



Travel trends

The popular countries that Indians travel to are its neighboring countries; Singapore, Thailand, Dubai (over 1 million to each of these countries) Europe & Long-haul travel: UK, Switzerland, France, USA and Canada (above approx. half million to each of these countries). Over 100.000 Indians travel to Italy, Spain, Australia, New Zealand and South Africa

SCANDINAVIA:

A typical round trip to Scandinavia comprises of Copenhagen, Oslo, Flåm, Bergen, Geirangerfjord, Stockholm. In recent years we have seen Stavanger and Tromso getting extremely popular.

Norway is often a country visited in between itineraries that begin in Stockholm or Copenhagen. Norway also happens to enjoy the longest stays of the 3 countries.

Some longer duration trips to Scandinavia have the option of adding Finland, Iceland and Russia.

Distribution network and trade patterns

- Travel Trade in India: A few big players and a lot of small to mid-size travel companies successfully influence end travelers. India continues to book over 80% of travel via online or offline travel companies. Even the online companies offer offline services and encourage office visits. This percentage of booking offline is even higher for Europe or the Scandinavian countries.
- A typical distribution network comprises of OTA's / Traditional travel companies / Wholesalers / wholesalers sourcing from Scandinavian DMC's / International consolidators.

The future of the Indian market



INDIA IS ALL SET TO BE THE 5TH LARGEST ECONOMY IN THE WORLD BY 2020 OVERTAKING BRITAIN AND FRANCE AND IS EXPECTED TO EMERGE THIRD BY THE YEAR 2027



INDIA IS SECOND LARGEST OUTBOUND MARKET IN THE WORLD.



INDIA'S MIDDLE CLASS IS EXPECTED TO REACH 750 MILLION BY 2030



SECOND BIGGEST SPENDERS IN OVERSEAS TRAVEL (\$91 BILLION) BY 2030 IN APAC REGION (SOURCE AMADEUS AND FROST & SULLIVAN)



SPENDING POWER IS PROJECTED TO REACH \$1 TRILLION BY 2021



OVER 80 MILLION PASSPORT HOLDERS IN INDIA

Indian Holidays/travel periods

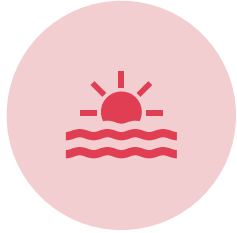
Indians Travel mostly to Scandinavia between April / May / June & July during summer vacations with family.

They also travel in the month of October / November when Schools are closed for 2 weeks during festival. These are called Dussera holidays and they vary each year based on Hindu calendar

Another time for Family vacations is during Christmas and New years

A large number of Indians travel for Honeymoons and there is a lot of weddings on some specific auspicious dates in November, January, February and May.

How can Norway gain more business?



1. Interest for nature, local culture, sightseeing, outdoor activities, Midnight sun, Northern Lights



2. Possibility to combine with Sweden, Denmark or other European countries



3. Easy access via Air India [Approx. 7 hours flying time to CPH Or Stockholm], Emirates, Qatar, Finnair, Turkish airlines and all other European carrier



4. Shopping and Entertainment



Tusen takk!
www.innovasjon norge.no