

# How to attract Indian tourists, and future risks and opportunities

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## *India Tourism Market 2017 Risks and Opportunities Analysis*

PUNE, INDIA, March 30, 2018 /EINPresswire.com/ -- Summary

"Tourism Source Market Insights: India", provides a thorough insight into India's outbound tourism industry. India is of the fastest growing outbound tourist markets in the world, this report delves into different aspects of this market, including traveller profiles, traveller flows, spending patterns, main destination markets, how to attract Indian tourists, and future risks and opportunities.

India has experienced significant economic growth and a fast growing middle class, which has led to surge in outbound tourism. India's outbound tourist market is one of the fastest growing in the world and in 2016 outbound trips totalled 23 million. Despite the huge growth, the number of outbound trips remains just 2% of the country's total population. Therefore, India presents a huge opportunity for the travel industry as incomes continue to grow and more of the population can afford to travel internationally.

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### Scope

- Business trips are the main reason for outbound tourism from India, comprising 34.6% of all trips in 2016.
- Bollywood has a significant impact on where Indians travel and has made Europe a highly desirable destination. However, the majority of international departures are within the Asia-Pacific region as Europe remains unaffordable for the large share of Indian tourists.
- Demonetization and the Goods and Services Tax could hinder growth in the outbound tourist market if there are significant economic implications.

### Reasons to buy

- This report provides in-depth insight into one of the fastest growing outbound tourist markets with huge potential and a plethora of opportunities.
- The report uses data, surveys and analysis to discuss current and future topics related to traveller flows, spending patterns and how to attract Indian tourists.
- The reader will gain a strong understanding of the market as well as the risks and opportunities available.

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