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## News Release

**FOR IMMEDIATE RELEASE**

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### **NIELSEN AND PATA JOIN FORCES TO LAUNCH THE FIRST EVER INDIAN OUTBOUND TRAVEL MONITOR**

**July 23<sup>rd</sup>, 2008, Mumbai** – To better understand the growing Indian outbound travel market, The Nielsen Company has joined forces with the Pacific Asia Travel Association (PATA) to launch the first ever ***Nielsen Outbound Travel Monitor 2008***. The study is timely and relevant, and is designed to provide a better understanding of Indian outbound travellers.

“The increasing number of Indians travelling abroad has given rise to the rapid development of India’s outbound travel sector,” said Vatsala Pant, Associate Director, Client Solutions at The Nielsen Company, India. “The increasingly affluent and rapidly growing middle-class, together with a consumption-driven economy and an increase in the number of business travellers has contributed to the dynamic growth of travel originating from India.”

According to PATA, between 1996 and 2006, the Indian outbound market expanded by nearly 10 percent annually, with the number of trips take by Indian travellers growing from 3.5 million in 1996 to 8.3 million during that time.

The Nielsen Outbound Travel Monitor will help tourism professionals identify and optimise growth opportunities in the India outbound travel market and thereby develop effective marketing strategies to well-targeted travellers.

“There was a time when overseas holidays were restricted to only a select number of Indian residents. With the economy booming, travel is now within the grasp of millions of Indian consumers. The Nielsen India Outbound Travel Monitor will help organisations involved in the travel and tourism industry to gain insightful information about consumer holiday preferences,” added Ms Pant.

“With India being one of the fastest growing markets globally, the eyes of travel and tourism operators are turning to this country of 1.1 billion residents, not to mention the rapidly expanding middle-class,” said John Koldowski, Director – Strategic Intelligence Centre at PATA. “PATA is pleased to partner with Nielsen to produce the Outbound Travel Monitor which will be a must-have reference for tourism industry managers interested in tapping into the evolving Indian outbound travel market,”

Based on a robust sample of 2,000 respondents across 10 cities in India and updated annually, the Indian Outbound Monitor explores the behaviour and considerations of travel consumers when planning for, during and after a trip abroad.

The Indian Outbound Monitor covers, among others, the followings:

- Investigating the travel decision-making process of consumers;
- Tracking destination performance against competitors;
- Tracking those triggers that influence consumer destination choice;
- Providing insights into popular travel destinations;
- Exploring consumer retail behaviours and satisfaction levels;

Additionally, the Outbound Travel Monitor includes an exclusive “Destination Performance Index” (DPI) that provides strategic information on various countries and regions visited by Indians. The Index is based on key factors that influence the choice of a destination, including travel motivators, consumer perceptions, the lead-time involved in making travel decisions, satisfaction levels in travel experiences and the possibility of repeat travel. The DPI is an essential tool for industry experts involved in product development.

#### **About the survey**

The Nielsen Indian Outbound Travel Monitor uses a quantitative survey approach, involving face-to-face interviews with selected respondents. The target respondents include males and females above 18 years of age, who have travelled outside of India in the last twelve months and who have stayed at least two nights away from home.

### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA.

For more information, please visit: [www.nielsen.com](http://www.nielsen.com).

### **About PATA**

The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with PATA's private- and public-sector members, it enhances the sustainable growth, value and quality of travel and tourism to, from and within the region.

PATA provides leadership to the collective efforts of nearly 100 government, state and city tourism bodies, more than 55 international airlines and cruise lines, and hundreds of travel industry companies. In addition, thousands of travel professionals belong to more than 30 PATA chapters worldwide.

PATA's Strategic Intelligence Centre (SIC) offers unrivalled data and insights, including Asia Pacific inbound and outbound statistics, analyses and forecasts, as well as in-depth reports on strategic tourism markets.

For more information, please visit: [www.pata.org](http://www.pata.org).

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