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News Release

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FOR IMMEDIATE RELEASE

ASIAN COUNTRIES THE MOST POPULAR DESTINATIONS FOR INDIAN TRAVELLERS: NIELSEN

September 18, Mumbai, 2008 – With growing disposable incomes, increasing numbers of Indians are travelling abroad for leisure and/or business. Asian countries are their most popular destinations according to the **Nielsen India Outbound Travel Monitor 2008**, conducted in partnership with the **Pacific Asia Travel Association (PATA)**.

“A consumption-driven economy coupled with a population keen to explore the world, India is well positioned for a booming travel and tourism industry,” said Vatsala Pant, Associate Director, The Nielsen Company. “As our survey reveals, most of India’s outbound travellers hail from urban centres, they are well educated and well informed about the world and are eager to learn more through international travel”.

Why are Indians travelling abroad?

Sightseeing tops the list for nearly two thirds (64%) as the main reason for Indians travelling abroad, followed by exploring a new country for close to one half (47%). About a quarter travel overseas for a change from daily routine or to de-stress, travel for having a good time and for visiting family and friends respectively.

According to Oliver Martin, Associate Director – Strategic Intelligence Centre, PATA, “As one of the world’s most populated nations and with a rapidly expanding middle class, India offers huge potential as an outbound market supplying millions of potential travellers, PATA is projecting a relatively strong growth rate for India’s outbound travel in the coming two years.”

Destination of choice

Accounting for 72 percent of the most recent leisure trips and 63 percent of business trips, Asia is the most popular destination for Indians when heading overseas. Other regions such as Europe attract a greater percentage (18%) of Indians travellers for business rather than pleasure (14%).

Nature and the environment (62%), culture and art (53%), safety (50%) and hygiene (48%) are the most important considerations for travellers when selecting their next travel destination.

According to the Nielsen Outbound Travel Monitor, Singapore is the most common travel destination for Indians (24%) in the next 12 months, followed by Dubai, Australia, and Malaysia, each at 17 percent.

The spending kitty

On average, Indians spend nearly USD 1,789 per person per leisure trip. Other than travel and accommodation, Indians spend mostly on global branded goods. Accessories, electronics, local souvenirs, fine gifts, fragrances and fashion also rank high on Indian travellers' shopping list.

Destination search and bookings

With its growing popularity and penetration in India, the Internet has fast become one of the most popular sources of information on destinations for close to half (48%) of those surveyed, behind travel agents and tour operators (56%). Other popular sources are newspapers/magazines (38%) and recommendation from others (23%).

However, conventional channels remain popular when it comes to making actual holiday bookings. While 12 percent of Indians make their bookings through online travel agents, a majority go through regular travel agents or tour operators. One fifth of travellers would also book directly through friends/relatives at the destination country.

"While booking over the Internet is becoming more popular, visiting a travel agent for direct and personal interaction is still important and preferred by many Indian consumers," said Ms Pant.

About the Survey

The **Nielsen Indian Outbound Travel Monitor** conducts face-to-face interviews with 2,000 males and females aged 18 and above, 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 and consumer information, television and other media measurement, online intelligence, 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 New York, USA. For more information, please visit, 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.

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