

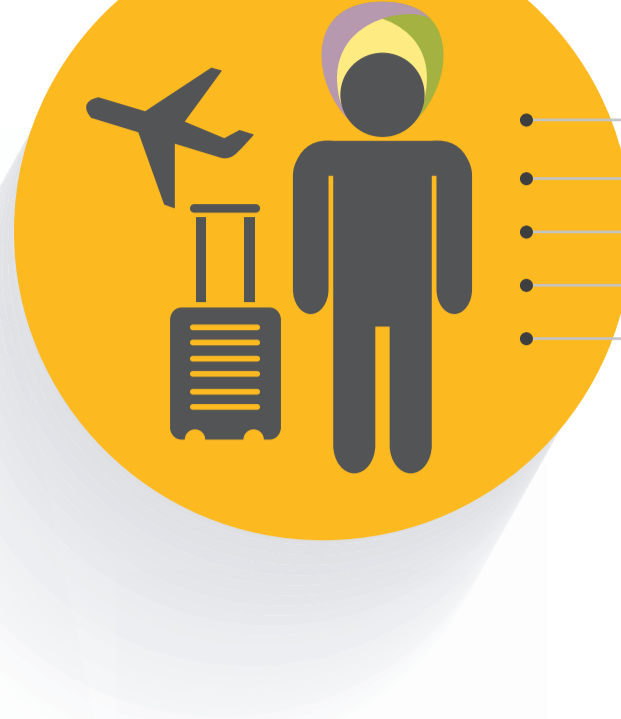


# Targeting the indian outbound traveller

A visual guide for hotels

## Who?

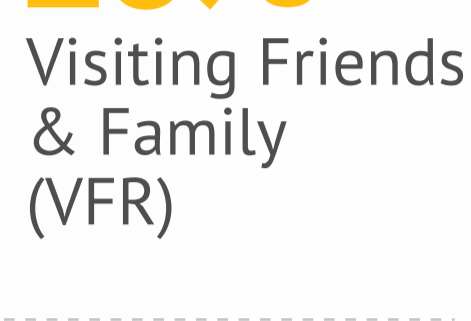
The outbound Indian traveller is more likely to be:



- ▶ 65% male
- ▶ Aged between 25 & 65 years old
- ▶ Married with children
- ▶ Well educated
- ▶ Belonging to upper socio-economic strata

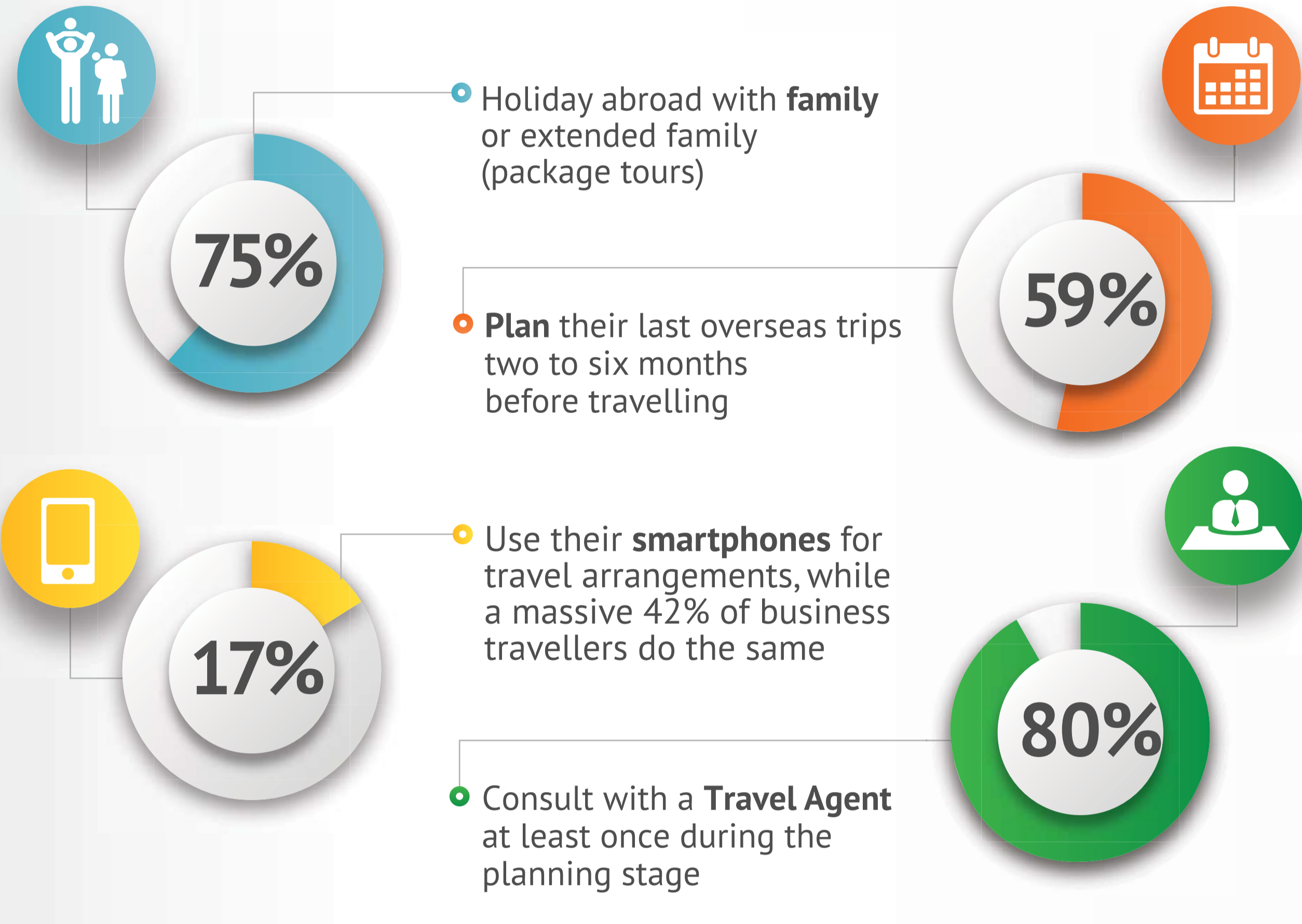
## Why?

More likely to travel abroad for:



## How?

Outbound leisure travellers are more likely to:



When booking holiday trips to the UK,



## What?

Travel needs usually include all or some of the following:

- ▶ Safety and security
- ▶ Good value for money
- ▶ Good tourist facilities and infrastructure
- ▶ A relative ease of obtaining Visa
- ▶ Plenty of food options available (e.g. vegetarian)
- ▶ Good connections and flight times
- ▶ Having friends or family in the destination
- ▶ A 'Bragability' factor (i.e. Famous sights, adventure and any other novel activities that cannot be normally done in India)
- ▶ Shopping (A recent 2014 TripAdvisor report cited shopping as the most sought after activity among Indians visiting Dubai and Thailand)
- ▶ Free Wi-Fi

## Where?

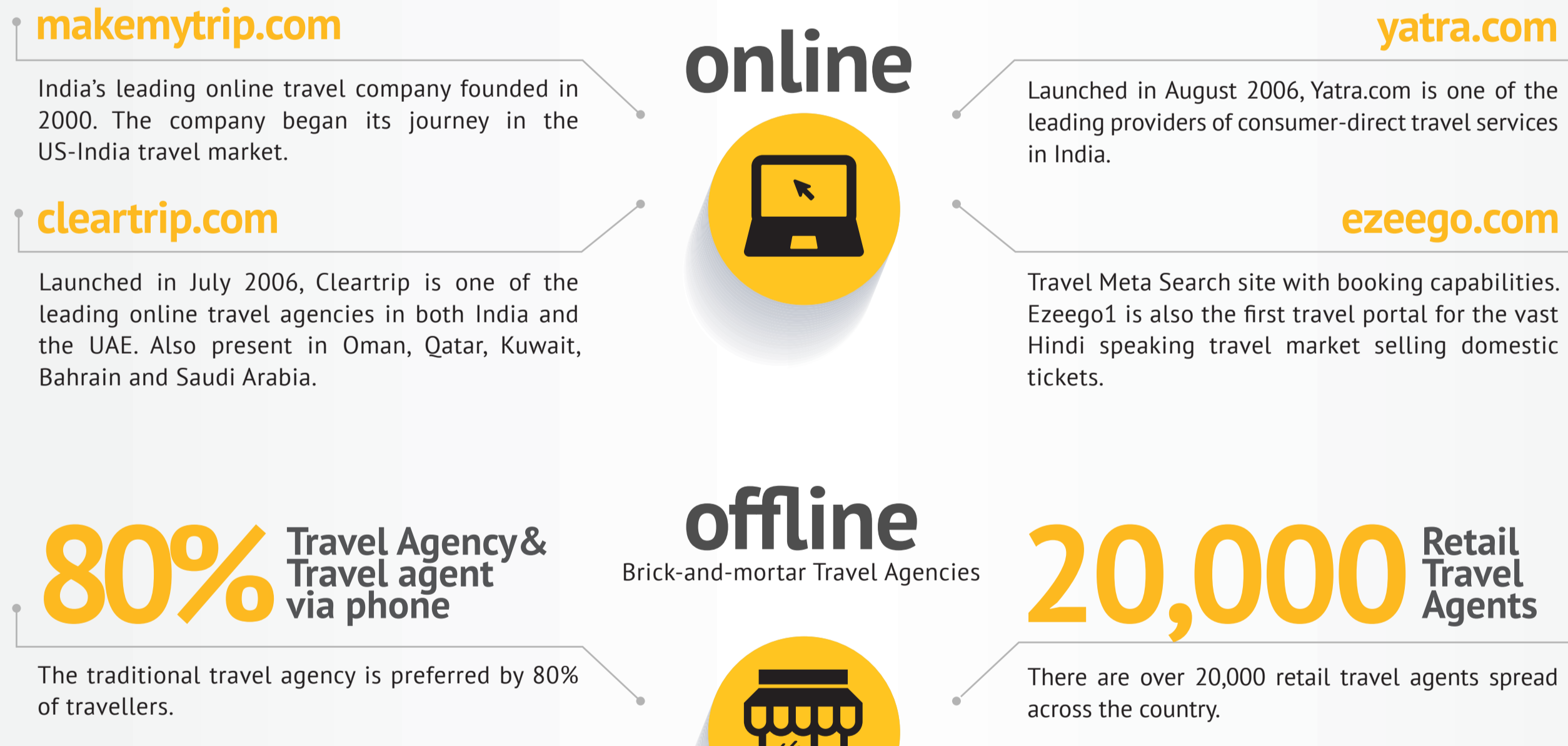
Travel destinations include:



A recent report by Skift and TTIC suggests, changing trends in India's economy will spur a rise in leisure and VFR travel to the Middle East and Europe

## How To Reach The Market

The Major Players in the Indian outbound Travel Market



Most travel agencies are small, independent, family-owned businesses; making this a highly fragmented and highly competitive market.

Although Online travel is certainly growing, the traditional travel agent is still preferred by a massive 80% of Indian outbound travellers, so it's important to make sure your hotel establishes a relationship with the right agencies.

HotelREZ Hotels & Resorts helps independents hotels connect with the different international travel markets and works with over 650 hotels globally to generate demand.

## What Can I Do?

Tips for hotels hosting indian outbound travellers

- ### Service
- ▶ Always use a title to address your guests, e.g., Professor, Doctor, Mr. or Mrs. Indian travellers expect a high level of service, and recognition of their status is key.
  - ▶ Show your respect to elders - always serve them first. Seniors usually do the speaking; juniors are silent unless asked directly.
  - ▶ Avoid saying 'No' bluntly, as many Indians consider it somewhat offensive. Instead imply it in another way, e.g. 'We will try our best, but it might be difficult.' Or 'I'll see what I can do.'
  - ▶ A porter, goes a long way. Remember those who can afford to travel abroad often have household staff back home and are used to having someone look after their every need.
  - ▶ Not all Indians speak English. If you provide information on your product in-language or have Hindi speaking staff, this will certainly be appreciated.

- ### Food & beverage
- ▶ Try to offer Indian dishes on menus or Buffets. Spicy snacks in the mini Bar are also a nice touch.
  - ▶ Include Vegetarian options as part of your offering. Around 42% of Indian households are vegetarian, and 35% of weekday meals are vegetarian, for the remainder of the population.
  - ▶ Be sensitive to the Hindu's different religious food restrictions. Keep in mind: Hindus don't eat beef, as cows are sacred; Muslims will not eat pork and will only eat halal-certified meat; Jains don't eat meat, honey or ground vegetables such as onions or potatoes.
  - ▶ Seafood, chicken and lamb are all safe options to cater for the non-vegetarian guests.

- ### Offers & Promotions
- ▶ Offer group discounts or value-add options such as kids stay free/eat free and family packages.
  - ▶ If you have any nearby attractions, try bundling attractions together in a package.
  - ▶ Offer complimentary upgrades whenever possible or suitable.
  - ▶ Provide Free Wi-Fi.
  - ▶ Promotional offers such as Stay 3 Pay 2 are also welcomed.

### SOURCES

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