



## **EMEA-Market Update- Q3 2023**

### **India**

#### **LEISURE TRAVEL**

- India has seen solid growth since 2022 and, according to the IMF, can expect 6.3% GDP expansion in 2024, one of the best growth rates in the world. The booming economy, accompanied by rising inbound travel, will boost demand leading to double-digit rate growth across India's key business destinations.
- The upcoming season definitely looks great for India and travel in terms of both inbound and outbound. A recent report titled "How India Travels," jointly released by Booking.com and McKinsey & Company, reveals a surge in India's travel sector. The report predicts that Indian travelers will substantially boost their spending in the coming years, positioning India as the fourth-largest global spender in travel by 2030, with an estimated expenditure of \$410 billion.
- India Is now US' No. 2 Overseas Visitor Source Market - India has now climbed up to be the second-largest overseas source market for the U.S. (excluding Mexico and Canada) for the period from January-July 2023, according to the latest data from the U.S. National Travel and Tourism Office. Indian arrivals to the U.S. touched 972,629 tourists till July 2023, below the top source market UK's 2,101,148 arrivals.

#### **CORPORATE TRAVEL**

- According to the Amex GBT Hotel Monitor 2024 report, India is expected to witness significant hotel rate increases in major cities, highlighting its position as a vital business travel market. These rate increases are due to India's booming economy and uptick in visitors boosting demand. As travel patterns continue to evolve, businesses and travelers alike will need to adapt to these changing dynamics in the hospitality sector. The growth % in Hotel Rates is among the highest globally with Mumbai 15%, Chennai 14.6%, Delhi 12%, Bengaluru 11.1% & Hyderabad 10.8%.

#### **WEDDING SEGMENT**

- As the wedding industry stages a post-covid rebound, Timothy Chi, global chief executive of The Knot Worldwide, which runs the wedtech platform WeddingWire India, said one in every four weddings worldwide happens in India and with Indians raising their spending on weddings, companies like his are very bullish on this market. In an interview, Chi said budgets for Indian weddings remain strong.
- An increasing number of couples from India are selecting overseas destinations to tie the knot, more than ever before. Some of the preferred destinations are Dubai, Bahrain, Qatar, Oman, Ras Al Khaimah, Abu Dhabi, Koh Samui, Tuscany, Spain, Istanbul & Bodrum.

#### **INDIA INSIGHTS**

- **Preferred Platinum** is gaining traction - Indian Travel partners appreciate the program being at par with Serandipians by Traveller Made and with most of the other luxury hotel group programs.
- **Rate Fairness** - As luxury clients in India are internet savvy & would scour the internet to find the lowest rates available, it will be best that hotels observe rate fairness across all online distribution channels.

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