

m1nd-set discusses expected robust growth from Indian travelers

By **Hibah Noor** on December, 12 2017 | Industry News



Swiss research agency m1nd-set reports sustained growth from Indian travelers in 2018 on the back of strong growth in 2017. The outbound Indian travel market saw 7% growth from Asian airports and 6% globally in 2017; in 2018 the market will grow a further 8% both in Asia and globally.

The report, which m1nd-set has published via its Business Intelligence Service (BIS)*, predicts that India will climb from third place to second place in the ranking of traveling nationalities to Asian airports in 2018 and from sixth to fifth place for airports globally. The BIS report also reveals the destinations which will benefit most from the increase in outbound Indian traffic over 2018; Latin America and the Caribbean, currently the destination with the least arrivals from India with less than 1% of the market, will see the biggest rise with 27% growth in Indian arrivals next year. Travel to the Middle East, the largest destination for Indian travelers with 31% of the Indian outbound market, will increase by around 4% next year. Europe will see a modest increase of 1%. The African continent will see the most significant fall in traffic, with a 24% decline over the next 12 months while destinations in Asia Pacific will see a moderate decline of 4%.

The top five departure airports for Indian travelers are New Delhi, Mumbai, Dubai, Singapore and Chennai. Singapore will see a 11% decline in outbound travel by Indian travelers over the next 12 months, while all other top five departure airports will see strong growth; Delhi will see a 7% rise in outbound travel from Indian travelers while Mumbai will see a 3% growth. The strongest growth will be seen in Dubai, with 13% growth and Chennai with a 12% rise.

In terms of shopper behavior among Indian travelers, the BIS report reveals what to expect from the nationality's sub-segments, based on m1nd-set's signature customer segmentation model. Indian travelers have a higher than average proportion of "rational pre-planners", "price sensitive shopping lovers" and "inspiration seekers" compared to other Asian nationalities. The BIS also reveals there is a quasi-equal balance between planned and impulse shoppers among Indian travelers with 53% planning their duty free spend compared to 47% buying on impulse.

m1nd-set CEO and Owner Peter Mohn comments: "Indians are the second largest outbound market after China for destinations in Asia and so an important market to study, given the significant growth forecasts. This latest Indian traveler report has highlighted a number of interesting findings, both on the 2018 traffic forecasts and the shopper behavior. We continue to see gifting as a key shopping motivator for Indian travelers, while the interest in seeking vouchers and special promotions is in decline both compared to previous years and to other key traveling nationalities."