CALIFORNIA GLOBAL READY India



Anette Kaiser-Rott

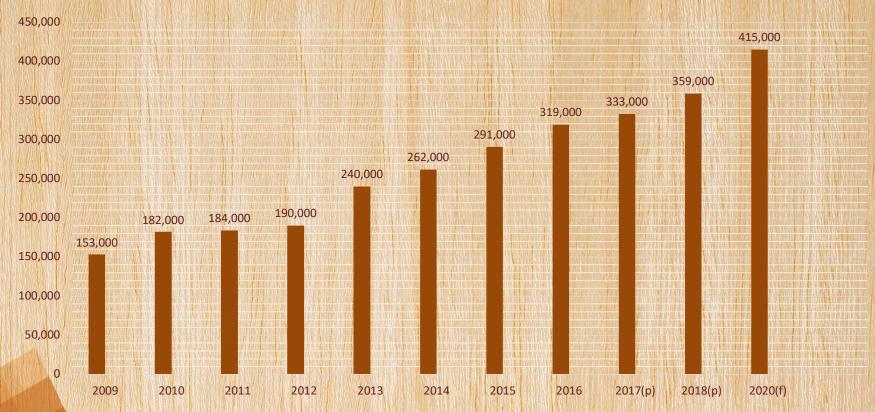
Director of Marketing Europe and India Visit California







Indian Visitors to California







Market Profile: India

- 53% of all India guests are leisure travelers
- **\$2,527** spend per trip
- 19.6 nights in California
- Nuclear families as a new travel trend
- Vacation planning period: 3-4 months
- Booking period: 2-3 months



Sheema Vohra

Managing Director Visit California India Office







Global Ready India

Outline







- India Overview
- India Market Overview
- Negotiating Culture
- Servicing Indian Travelers



India Overview



Geography & Population



City	Population
Hyderabad:	9 Million
Ahmedabad:	7 Million
Surat/Pune:	6 Million
Jaipur/Indore:	4 Million
Lucknow/Bhopal	: 3 Million
Coimbatore:	2 Million
Chandigarh:	1 Million

Source: www.worldpopulationreview.com

History



- Continuous recorded history since the time of the Vedas, believed variously to be 3,000 to over 5,500 years ago
- European explorers began establishing footholds in India during the 16th century. By the 19th century, Great Britain became the dominant political power on the subcontinent
- Years of resistance to British rule, eventually resulted in Indian independence, which was granted in 1947

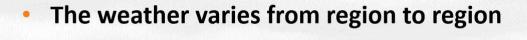
Politics & Government



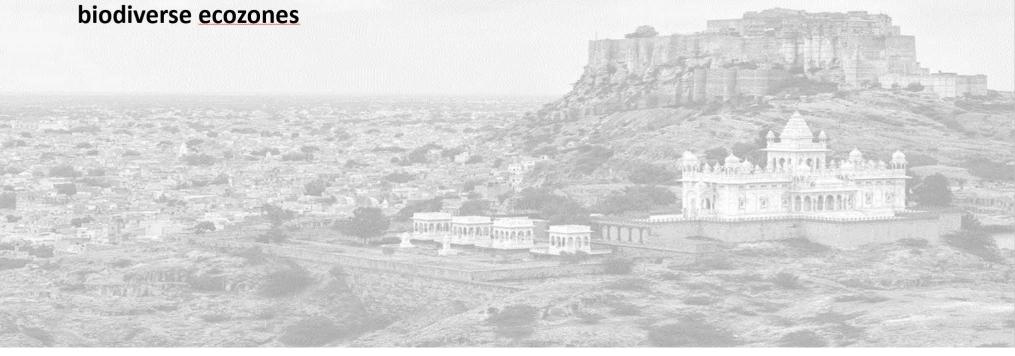
- World's largest democracy
- India is a constitutional democratic republic consisting of 29 states
- The elected Prime Minister acts as the chief executive
- India's GDP growth rate now overtaking China's

Environment





 India has some of the world's most biodiverse ecozones





Modern Day India

People and Ethnic Groups



- India has more than two thousand ethnic groups
- Every major religion is represented
- Four major families of languages (Indo-European, Dravidian, Austroasiatic and Sino-Tibetan languages)

Education



- Education ranks high on the list of priorities for Indian families
- Almost 90% of Indian parents believe that a master's degree or higher will help their children achieve their goals
- India's overall literacy rate currently stands at 74%



India Market Overview

Market Overview



Growing Middle and Affluent Classes

Population:

1.3 billion

Youngest Population Globally:

Over 700 million people under 32

22 official languages

English widely spoken

GDP Growth above 7%

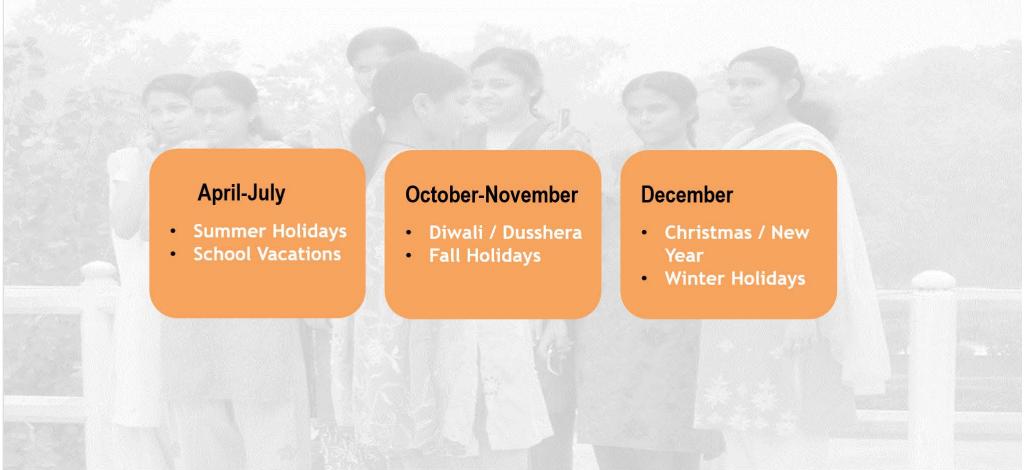
One of the fastest growing economies

Regional Diversity

(North / South / East / West India)

Main Holiday Season





Key Motivators



Sightseeing

Beaches & Water Sports

Entertainment & Nightlife

Theme Parks & Family Attractions

Adventure & Outdoor Activities

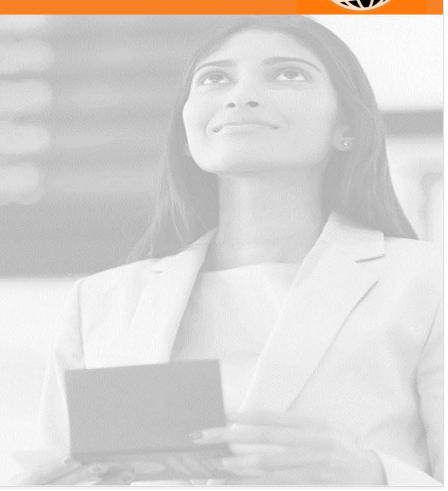
Shopping



Who are the Indian Travelers



- Family
- FIT
- Honeymooners
- VFR
- Students
- Corporate
- Leisure
- MICE



Changing Consumer Trends



India's outbound market estimated to reach 35 million by 2023

- Growth in all market segments
- Indian travelers are well informed, sophisticated and educated
- Mobile connectivity and <u>eCommerce</u>
- Change in social structure
- Evolving spending patterns

Digital Landscape





Facebook Largest; 241m active users



Twitter
40m users with
79% accessing
it on mobile



LinkedIn 42m users, (40% growth over the last two years)



Instagram 43m users

Expanding Aviation



Via Atlantic

- American Airlines
- British Airways
- Swiss Air
- Virgin Atlantic
- Turkish Airlines
- Lufthansa
- KLM Air France/
- Delta
- Austrian
 Airlines
- JET Airways

Via Pacific

- Cathay Pacific
- Air China
- All Nippon
 Airlines
- China Eastern Airlines
- China Southern Airlines
- Japan Airlines
- Singapore
 Airlines/ Silk Air
- Asiana Airlines
- Korean Air

Via Gulf (Middle East)

- Emirates
- Etihad
- Qatar
- Turkish Airlines

Direct

- Air India
- United Airlines

About 90% of Indian travelers arrive in the US on flights with one stop

Industry Overview





Future Drivers for Growth



Millennials and Gen Z

65% of India's population is below the age of 35

1/5 of the world's population between the ages of 20 and 35 lives in India



Negotiating Culture

Modern Society



- Diversity of Ethnic Linguistic, Regional, Economic, Religious, Class and Caste Groups
- Traditional Families / Nuclear Family

Family Life & Structure



- The family is the basic unit of India's social order
- Ideally consisting of several generations residing, working, eating, and worshiping together

India Belief Systems



- India's languages, religions, dance, music, architecture, food and customs differs from place to place within the country
- Indian culture is an amalgamation of several cultures, and has been influenced by a history that is several Millennia Old

Authority & Hierarchy



India is a Hierarchical Society

Hierarchy plays an important role within families- roles men / women within the family

Individuals are ranked according to their wealth and power





Servicing Indian Travelers

Meeting & Greeting



'Namaste' is a customary greeting accompanied by folded hands and a slightly bowed head.



Building Rapport



Friendship through Cultural Touches

- Show interest in India and its history
- Incorporate Indian attire
- Attempt to speak some Hindi
- Enjoy Indian cuisine



Doing Business In India – 5 Tips



- 1. Be punctual
- 2. Be patient
- 3. Take tea
- 4. Don't be too direct
- 5. Check the (local) calendar



Gift Giving



- Common in social and business settings including initial meetings
- Give a gift of similar value that would be typical of your home country



Dining



- There is a communal meal culture, and Indians like to share their food
- Availability of vegetarian food options is important to Indian travelers
- Indian travelers are quite aware and appreciative of international cuisine

Accommodation



- Provide hot water kettles in the hotel room
- Amenity kits are always appreciated
- List pricing for any services/amenities in the room
- Larger rooms are preferred
- Inter-connecting rooms and suites for families



Why invest in the India Travel Market?



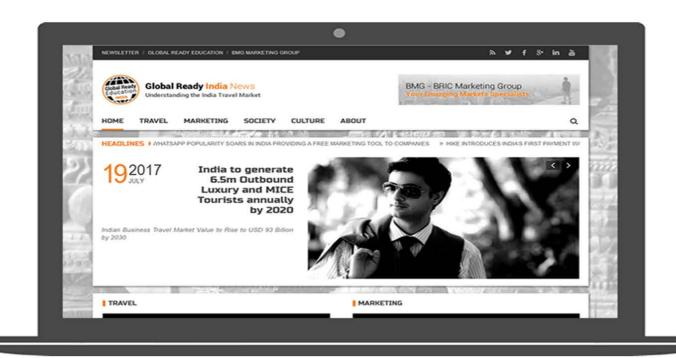
- One of the fastest growing outbound market
- Huge depth and potential
- Ease of Visa process
- The world's largest democracy- similar ideology, way of working & empathy as USA
- Culturally similar to USA
- Rising affluence, urbanization and age demographics there will be a constant mix of first time and repeat travelers for the long haul
- Indians LOVE American culture and emulate American lifestyle and living



Thank You

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www.india.globalready.news

CALIFORNIA GLOBAL READY India











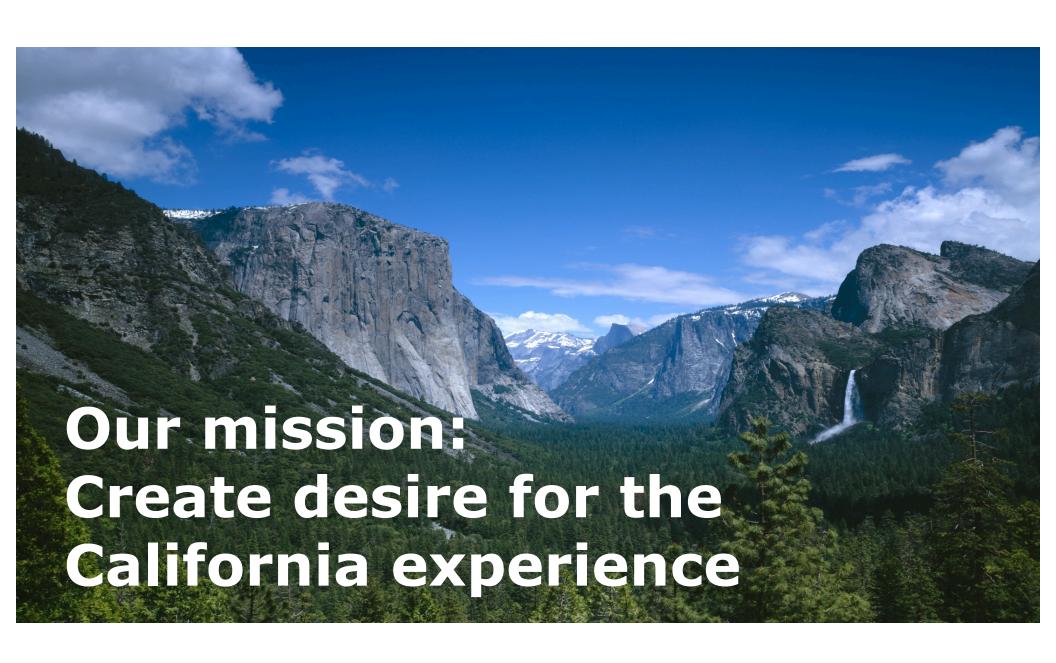
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Visit California in India

Visit California opens office in India

2009

\$109,000 investment

Steady exposure across media and trade channels

2010-2014

\$200,000-\$250,000 investment Dream Big Dividend expands India presence

2015

\$500,000 investment

- Launch of India Ready
- CEO Mission
- Social media launch

2017

\$800,000 investment

2018 Seminars



2018 VISIT CALIFORNIA

Outlook

