INDIA
Market Report January
Year 2013 - 2014

INDIAN ECONOMY

- The GDP growth rate is placed at 4.4 per cent and 4.8 per cent respectively in the first and second quarters of 2013-14. Growth in the first half of 2013-14 is, thus, 4.6 per cent (Finance Ministry of India).

- India is among the top 10 nations in terms of economic confidence, said the report by Global research firm Ipsos. India continues to hold the number seven position as the most economically confident country in the world after Saudi Arabia, Sweden, Germany, Canada, Australia and China (Ipsos Economic Pulse of the World report).

- The country’s economic confidence improved marginally due to falling food inflation, stabilisation of Indian rupee and steady growth of exports which has helped to narrow the Current Account Deficit (CAD).

COMPETITOR UPDATE

- The Association of British Travel Agents (ABTA) launched a campaign on www.abta.com/earlybird, for one week, inviting members to promote early booking offers on Twitter.

- Tourism New Zealand organized a special screening of the movie, ‘The Hobbit: The Desolation of Smaug’ for the Indian travel trade and media in Mumbai. The movie is entirely shot in New Zealand and Tourism New Zealand promoted the locations the movie was filmed to the Indian travel market. Earlier, their interactive digital platform allowed travelers to explore the Hobbit trilogy on their website.

- Korea tourism plans to market aggressively this year with their hosting of Asian Games, September 19th to October 4th 2014. Their activity includes, attending SATTE, hosting MICE events, cultural exchange, Fam trips and offline activity. Their focus is MICE & leisure traveller from India.

- Several Tourism organisations have planned road shows, education programs, Fams for travel trade to highlight their destinations. January saw South Africa Tourism, Queensland Tourism, and Visit Britain having workshops across several major Indian cities.

- Queensland, Australia witnessed a 15% increase in visitor arrivals in September 2013 as compared to corresponding period in 2012. Air India’s direct flight to Melbourne in August 2013, was a factor that induced growth.

- Brand USA participated in SATTE travel mart which was held in New Delhi from the 29th-31st of January 2014. The participants under the Brand USA pavilion were:
  ~ Greater Miami Convention & Visitors Bureau
  ~ Alamo Rent A Car
  ~ Visit Florida, Represented by AVIAREPS India
  ~ TeamAmerica Receptive Tour Operator
  ~ Walt Disney World Resort
  ~ Universal Orlando Resort
  ~ SeaWorld Parks & Entertainment
Qatar Airways is discussing code share with two Indian low cost carriers, Indigo and Spice Jet. Qatar adds on two more flights to USA. On June 10th they launch 4 times weekly flight to Miami and on July 1st launch the daily flight to Dallas from Mumbai and New Delhi. This will add to more seats and increased flight lift to the USA.

Etihad Airways will increase their number of flights out of Mumbai, Delhi and Kochi to the USA, from seven to fourteen weekly flights in June 2014. Their flights from Bengaluru and Chennai will increase in July 2014 and flights from Hyderabad increase in October 2014.

US Federal Aviation Administration has downgraded India’s safety ranking from Category 1 to Category 2, based on FAA’s December audit. This will prevent Indian carriers, Air India and Jet Airways from expanding operations to US, partnering American Airlines, or adding fleet. Existing Indian carriers will be subject to surveillance. The Director General of Civil Aviation and Aviation Ministry seeks to ensure all safety requirements are in place by March 2014 and wait for FAA to upgrade its rating.

Lufthansa has announced that the German airline plans to begin flying Airbus A380 superjumbo jets on routes to India later this year. India lifted a ban on landing the aircraft in the country, enabling carriers such as Singapore Airlines, Lufthansa and Emirates airline to fly the jets into the world’s second-most populous nation.

Under India’s rules, A380s will be allowed to land at the country’s four main airports – New Delhi, Mumbai, Bangalore and Hyderabad – which are equipped to handle the planes. The A380 can carry more than 800 passengers in a single-class configuration.

A first-of-its-kind for any airline, Emirates, operating flights to 141 destinations in 80 countries, has launched a new customer initiative in India in partnership with Visas of the World (VOTW). With VOTW, Emirates’ customers can now directly arrange their visas online at www.emirates.com/in for 10 international destinations at the click of a button. As an introductory offer, Emirates will also be waiving the visa service fee for the first 100 visa applicants.

Emirates’ customers can now log on to www.emirates.com/in to apply for visas to 10 destinations: UK, USA, Canada, Switzerland, France, Germany, Italy, Netherlands, Nigeria and South Africa.
Visit California is partnering with Major tour operators and a regional tour operator for tactical co-ops which will be launched during Feb- March 2014 and focusing on group departure programs which include California. The tactical co-op partners for this year are

- Vacations Exotica
- Kuoni/ Sotc
- Thomas Cook and
- Paras Holidays

Major tour operators have launched their summer group departure programs and are scheduled to launch their FIT and customised holiday brochures.

We continue to introduce tour operators in India to Receptive Tour Operators for California.

Monthly newsletter from Visit California- ‘Celebrate Love’

Ongoing Happy Friday emailer from Visit California to the travel trade. We continue to have great response from travel agents and tour operators across India.

Monthly emailer on California Expert Program/ Alternate emailer to registered not completed.

Assistance on MICE inquiries.

Visit California is partnering with Brand USA for an educational seminar to be conducted in the month of February in Chandigarh, a city of Punjab in Northern India.

www.visitcalifornia.in Website content updated as per content sent by Lucas Himovitz

California Expert:

We continue to focus on California Expert to all the Travel Agents we interact with via emailers/ meetings/ educational/ engagement programs etc. Encouraging more members of each company to register as well as complete the online training program.

Activities for California Expert-

- Ongoing e mailers to the travel trade pan India to promote California Expert – Online training program.
- Two e-mailers a month to registered agents to complete the online training program.
- Promoting California Expert during the product update seminars and regular sales meetings.
Below are the latest figures (YTD):

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<tr>
<td>(with no activity + active + completed)</td>
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<td>Number of users registered (with no activity)</td>
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<td>Number of users completed (all courses)</td>
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REGULAR ACTIVITIES

January 2014

- Four Happy Friday e-mailers sent to major travel agents in our database (6000 travel agents all India) this is part of the ongoing travel trade engagement program.
- Monthly e-newsletter sent to our all India travel trade database of over 6000 travel agents.
- Tele & Sales Calls to Travel Trade across India.
- Distribution of collateral, images to travel agents.
- Assist travel agents in developing and suggesting itineraries and programs
- We have been sending out California Expert paperweights to all the agents who have completed the online training program and this has been really appreciated. We send out surprise gifts at an interval to encourage agents to complete the Expert program.

Happy Friday Communication:
A Mission Romance

Whether we’re at the beach, in the mountains, or out on the town, we can always find a romantic spot...

44 PERFECT PLACES TO SAY "I DO" IN CALIFORNIA
Picking your dream wedding location—one that reflects who you are as individuals, and as a couple—is a key part to creating your perfect celebration. California has an unmatched variety of perfect settings for your ceremony—from low-key to luxury, wild and beautiful to refined elegance. Here, we help you find the California destination that best matches your big day. [Read More]

Mendocino Rendezvous

In California the destination is breathtaking but then so is the journey. Discover new romance in your journey to the breathtaking destination. [Read More]

Are you a California Expert Yet? Log on to www.visitcalifornia.in

For More Information visit -
www.visitcalifornia.in or contact:
Christina Colney
Account Manager-India
Visit California
# 011.49210602
ccolney@visitchalifornia.in
In the month of January we had meetings with major lifestyle and travel publications such as Outlook Traveller, Vivah Magazine, Condenast Traveller etc. Besides providing content as per our global PR calendar & editorial calendar, we have pitched stories for family fun/ romance/ honeymoon and wedding destinations/ craft beer/ wellness/ art & music with various travel and lifestyle magazines.

**Total Media Visit - 20**

**Stories Pitched:**

- Asia Spa - Shared a compilation on “Mind Body Spirit – Wellness California Style” with Arati Thapa, Editor.
- Jet Wings - Shared a compilation on ”Coachella Valley Festival” with Leena Desai, Assistant Editor.
- Travel & Leisure - Shared a compilation on “Sweetheart deals in California this February” with Samai Singh, Associate Editor.
- Rolling Stone- Shared a compilation on Coachella Valley Music Festival with Lalitha Suhasini, Editor.
- Wedding Affairs - Shared a compilation on “Perfect places to say ”I Do” in California” with Devika Tripathi, Features Writer.
- Terrascape - Shared a compilation on “San Diego Breweries” with Mr. Himanshu Joshi, Editor.
- Parents India – Shared a compilation on “14 New and Different things to do in San Diego”, with Nikita Bajpayee, Editor.

*Profiles of Publications in Appendix 1*

**Press Releases/Events sent to target media:**

- A compilation of events for the month of February 2014 was shared with the Online, Travel and Lifestyle Media

**Articles Appeared in Major magazines:**

**Trade**
- Voyager’s World

**Consumer Travel, Fashion and Lifestyle Magazines**
- Time Out Explorer
- India Today Spice

**Online Media**
- Apnnews.com
- Indianewsandtimes.com
- Dnaindia.com
- Lotsbuzz.com
- Newssuperfast.com
- Sulekha.com
- Chennaindipatrika.com
- Moneyindices.com
Coverage – Regions
- San Francisco: 10
- Los Angeles: 3
- Central Coast: 1
- North Coast: 3
- Orange County: 1
- Overall California: 5

Number of Coverage - Regionwise

- San Francisco: 10
- Los Angeles: 3
- Central Coast: 1
- North Coast: 3
- Orange County: 1
- Overall California: 5
Appendix 1

Profile of Targeted Publications:

- **National Geographic Traveler** - National Geographic Traveler is the Indian edition of National Geographic Traveler (U.S.), the travel magazine of the National Geographic Society. The circulation of the magazine is 60,000.

- **Lonely Planet** - Lonely Planet is a travel magazine with a circulation of 95,000 to 1,05,000.

- **Verve** - Verve is an Indian monthly fashion and lifestyle *magazine for women* with a circulation of 60,000.

- **Elle** - Elle is the Indian edition of the worldwide lifestyle magazine of French origin called *Elle*. It is published by Ogaan Publications Pvt. Ltd. The circulation of the magazine is 93,425.

- **HOT-Hands on Time** - Hands on Time’ (HOT) is a quarterly lifestyle magazine dedicated to the pre-occupations of the rich and the famous; the bold and the beautiful; the high and the mighty.

- **Rolling Stone** - *Rolling Stone Magazine* features the latest music news, movie reviews, political, economic and pop culture commentary, videos, pictures, and more.

- **Spa Veda** - Spa Veda is the first Indian spa magazine, coming from the house of Paradigm Media a pioneering publishing company in the domain of beauty, health and wellness.

- **Savvy** - It is a magazine for tomorrow woman style and substance. The circulation of the magazine is 1,30,000.
# VISIT CALIFORNIA
## MEDIA PUBLICITY REPORT

**Market:** INDIA  
**Month:** January  
**Year:** 2014

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<td><strong>PUBLICATION</strong></td>
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<td>Voyager's World</td>
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## TRADE MAGAZINE

## TRAVEL MAGAZINE
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<th>Bi-Monthly Magazine</th>
<th>Culinary Los Angeles County</th>
<th>1 Page + Cover Page</th>
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**LIFESTYLE MAGAZINE**

**ONLINE**

<p>| WEBSITE/PORTAL | DATE OF POSTING | MONTHLY VISITS | VIEWERSHIP | ENGLISH SUMMARY/HEADLINE | DETAILS OF WEBSITE/PORTAL | THEME | REGION | SIZE | PR VALUE | DESTINATIONS | MEDIA VISIT | INFORMATION SUPPORT | PRESS RELEASE | SPECIAL PROJECT | COVERAGE NON-GENERATED | PROJECT VISIT NAME |</p>
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