

ILLUME

TOP TRENDS
DEFINING
THE AFFLUENT
INDIAN TRAVEL
IN 2022-23



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Know the Client

The discerning Indian traveller is no different from similar travellers in other countries, so don't assume they aren't skiers or divers or won't climb mountains. If you think like that, you will lose lucrative clientele.

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Back In Business

Affluent Indians are back to travelling, and demand is high. The past six months matched what was done pre-pandemic; the next six months will be only more.

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Off The Beaten Path For Authentic Travel Experience

There is a paradigm shift away from cities, with a rise in travelling to nature, and destinations with fewer tourists. Puglia instead of Umbria, for instance, or Africa with independent villas or luxury tents.

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Access Drives The Destination

Access will drive destinations. Australia made a strong move by introducing a Sydney-Bangalore direct flight this month, and direct flights from Ahmedabad to Vietnam have put that country on the radar of affluent Indian travellers in these regions of India.

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Domestic Tourism Rising

Affluent Indian travellers have discovered the domestic offerings, with visitors from Tier 2, 3 and 4 cities now exploring the country. Bike trips around Ladakh, for instance, are popular now, and yet, were unheard of a decade ago among affluent Indians. Domestic tourism is here to stay.

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Changing Travel Landscape

Gen Z & millennial travellers, the greatest growth in the market, are more eco-conscious than their parents, and they are very clear on what they want. They care about the type of experience they want and want sustainability to be taught to their kids when they take the trip.

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Money Is No Object

Affluent Indian travellers are not afraid to travel, and are not afraid of spending. Pre-pandemic, they might have spent \$500 a night on a hotel, but now they will happily spend \$2000 a night, as long as they feel they are getting value.

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India Leads the Way

With China's outbound travel ground to a halt, every destination wants to have India as the biggest one chunk market, putting India in a very sweet spot.

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Travel More And For A Longer Period

Taking five or six breaks is the new normal, and one break is typically dedicated to wellness, either solo or through mindful journeys. In addition, travellers are extending the length of stay on longer haul trips, often combining business with pleasure.

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Home Away from Home

Villa rentals are booming, letting travellers have their own bio-bubble.

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