



## INDIA FACTS

•57% Indians share their photos on social networks like Facebook and Twitter, a trend led by Malaysians

•54% of Indians email/text photos to family/friends, followed by South Korea at 51% and the US at 47%

•34% blog about their experience, sharing photos/videos, a trend led by South Koreans at 39%

•Indians are among the most fun loving people when on vacation, with the highest percentage of any nationality being involved in various activities such as Spa (47%), playing volleyball (43%), water sports (52%) and running (65%)

•India has the second highest percentage of shopping lovers on vacation, with 76% of people indulging in shopping while on vacation.

•India stands third when it comes to enjoying nightlife/dancing, with 51% of Indians going for it, led by Brazillians at 64% and Mexicans at 57%

•The top five activities that Indians indulge in at the beach include walking at 85%, swimming-67%, running/jogging-65%, People-watching- 62%, and sunbathing at 53%

### Press Release

## 'MustWander' India Outbound Travel Report Q1 2014 unveiled by SPAG ASIA

*Report Sheds Light on different aspects of the outbound travel industry and identifies key trends*

**February 26th, New Delhi** - SPAG ASIA, Strategic Partners Group, today unveiled MustWander, India's Outbound Travel Report Q1 2014. The report charts out key growth indicators and trends in the Indian market pertaining to global and domestic travel. It provides an empirically based measurement and maps key trends that help.

Business achieves target growth and Business goals. It showcases the different bread of travelers, influential factors in making travel decisions, role of social media, segmentation of travel destinations, demographics and the growth trends in spending overseas.

India has emerged as the world's fastest-growing outbound market and in absolute numbers it is second only to China. The number of Indians travelling overseas is set to rise from around 15 million today to 50 million by 2020. Seeing the trend, SPAG ASIA has presented the Q1 report that provides a detailed view of the sector, insights on the trends and analysis of the key drivers. The report aims to highlight the different aspects of the outbound travel industry as well as provide direction for various players, ranging from tourism officers of various countries and destinations as well as travel and hospitality players to anyone who has interest in the sector.

"Indians have emerged as one of the largest groups both in terms of volume as well as overall value of spend in the outbound travel sector. It is a well known fact that the outbound travel industry in India is booming, and it is required for both the consumers and travel agents to have the insights about the industry. ", said Shivani Gupta, Managing Director at SPAG – Strategic Partners Group.

Commenting on the launch of the report, she adds, "The report provides latest trends in the sector as well as takes deep dive into segments that will lead this growth - who are these individuals, which part of India do they belong to, how do they seek information and what are key factors based on which they take decisions. The report covers all such aspects that any marketer of the sector would like to know. "

Another interesting fact is that, the report provides details on the role of social media with specific focus on travel sector and how to leverage it for maximum impact on different segment of target audience in India. The annual report would be of a great help for marketers as it charts out key inferences useful in developing marketing strategy.

## Key findings of Must Wander India Outbound Travel Report

Singapore has topped the preference list of Indian travelers.

67% of the outbound travelers come from Western India and that too from Gujarat and Maharashtra

The creation of several community groups which not only share their experiences and influence the choices in a big way, but also are taking lead in driving tourism in India and thus becoming 'Influential' group, but not being engaged till now by anyone.

Evolution of new travel groups like solo travelers, women groups, senior citizens and young travelers

Safety and security, world-class beauty and natural environments, value-for-money, a romantic destination and a family friendly destination have emerged as the top five preferences of outbound travelers.

The social media medium is being perceived as a significant marketing channel, ahead of consumer reviews, mobile and pay-per-click advertising.

The advanced use of Smartphone from bookings to navigation has helped the various players in the industry start to tap its huge potential.

The full report is available on: [www.spag.asia](http://www.spag.asia)

### **About SPAG Asia**

We are a multi disciplinary marketing communications and Advocacy firm. At SPAG in keeping things the simplest way: REAL.

We proud ourselves in basing all our insights from carefully researched data and analysis. We are fearless when it comes to ideas and realistic when it comes to numbers, facts and figures. From marketing to consumers, to turning consumers into a powerful Marketing Force; this most aptly, sums up the paradigm shift in marketing strategy. From evaluating the customer's purchasing power alone, it is time for brands to measure his influencing power.

At SPAG Asia we help brands navigate this complex eco system that is known by its multiplicity of voices. We understand that having a sizable share of voice is not just about who can shout above the din, but about identifying and connecting with these new influencers, whom consumers trust.

We are a team of seasoned communication professionals with years of experience in all facets of communication, be it Marketing, both online and offline, Branding, Public Affairs or Public Relations. Working in close partnership with clients, we offer integrated solutions that go a long way in ensuring stakeholder engagement.

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