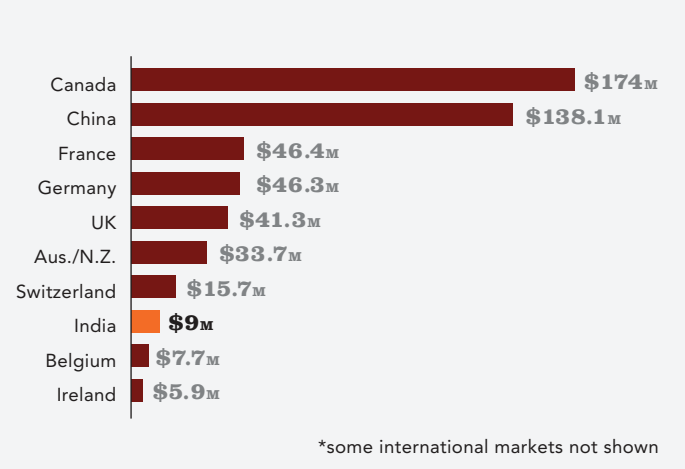
LIFE UTAH ELEVATED

MARKET PROFILE
INDIA

RANK & SPEND



VISITOR PROFILE

Indian travelers are generally well-informed and sophisticated. They tend to look for new destinations and activities, and beyond-the-ordinary experiences that allow them to "live like a local." The U.S. is the leading aspirational destination for travelers from India. Growing affluence has led to an increase in disposable income for middle-class Indians. Growth exists in all segments: FIT, special interest, student travel and MICE.

GETTING TO AND THROUGH UTAH

To Utah

- SFO and LAX are top gateways
- Air India is a Star Alliance Member

Through Utah

- Fly/drive
- Escorted Group Tours
- Visiting Friends & Relatives (VFR)

TRAVEL HABITS

Average Vacation Time

Three to four weeks of paid vacation per year, on average, plus 14–17 public holidays depending on the region of the country

Average Length of Stay

- U.S. = 38 days
- UT = N/A

Peak Travel Periods

- May–June for school summer holidays
- Two weeks in October, Diwali/Dusshera
- December–January for winter holidays

Planning time frame: 2–5 months in advance

Booking time frame: 1–3 months in advance

MARKET PROFILE
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WHY UTAH?

- Outdoor adventure and activities
- Unique and memorable film locations across the state
- Photos and videos with 'instagrammable' bragging rights
- Connecting nature with family

BUYING TRAVEL

Traditionally through tour operators and retail travel agencies.

CUSTOMER NEEDS AND EXPECTATIONS

The Indian traveler speaks English and is familiar with Western culture but would like to see Indian restaurant/menu options available. Many Indians do not eat beef, as cows are holy for Hindus (80% of the country is Hindu), or they are vegetarians (important to have protein substitutes available). The affluent class in India hold high standards and expectations of the service industry and will leave good reviews when met with experienced, knowledgeable staff at restaurants, hotels and outfitters. Likewise, they will be candid about poor experiences and expect some repair at the time of service. A fulfilled and quality trip to Utah will lead to several return trips.

TOP TOUR OPERATORS IN MARKET

National Tour Operators

- Thomas Cook India
- SOTC

Regional Tour Operators

- North India- D'Pauls
- West India- Veena World, Flamingo Transworld
- East India- Club 7
- South India- Travel Tours (FCM)

For more information on the Indian market, please contact:

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