

**CzechTourism**

**INDIA**

***Arzan Khambatta***  
***Head of CzechTourism India***

**28.06.2018**

# INDIA MARKET OVERVIEW

- Population of 1.3 billion
- Stable Government with a strong focus on Economic growth
- 75 mio passport holders – Still Only 5.5% of the population
- Fast Growing Middle Class – 267 million in 2016
- 23 million outbound travellers – one of the fast growing market in the world
- Average Indian travellers spend abroad is \$1200

<b>GDP</b>	<b>\$2.65 Trillion</b> <b>\$ 10.365 Trillion</b>
GDP Rank	6 <sup>th</sup> (nominal) 3 <sup>rd</sup> (PPP)
GDP growth	7.4
GDP/capita	\$1,852

# KEY SOURCE MARKETS

Population of travellers : 22 million

New Delhi  
Mumbai



65% travellers

Bangalore  
Kolkata  
Hyderabad



20% travellers

Ahmedabad



5% travellers



## Short – Haul Destinations \*

- Thailand
- Dubai
- Indonesia (Bali)
- Singapore
- Malaysia

## Long– Haul Destinations \*

- France
- Switzerland
- United Kingdom
- United States of America
- Italy

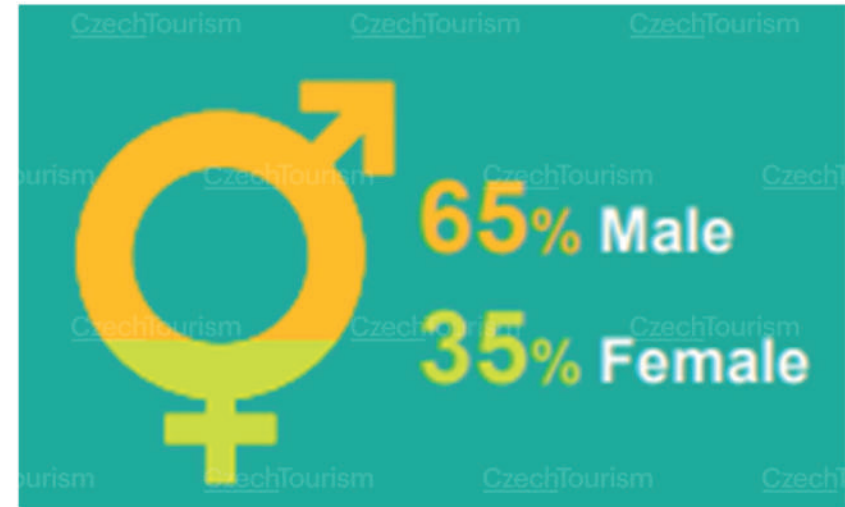
*\*in no particular order*



- Age group: 25-55 years of age
- 65% Male; 35% Females
- SEC A+, A, B+

## Key Travel Segments

- Group Traveller
- Free Individual Traveller (FIT)
- Honeymooners / DINKS
- Meetings Incentives Conferences Events  
(MICE)



# PURPOSE OF TRAVEL FOR INDIAN TRAVELLERS



Holiday/Leisure



VFR (Visit, Friends and Relatives)



Business



MICE



Other (Education, etc.)

# KEY FACTORS FOR INDIAN TRAVELLERS



Safety and Security



Value for Money



Shopping



Ease of Visa Process



Nature and Experiences



Family Friendly

# LIMITATIONS OF INDIAN TRAVELLER

**Food** : Food is one of the concerns for the Indian traveler. They prefer to have vegetarian food wherever they go. This is slowly changing amongst young travelers.



**Less Physical Activity Driven** : Indian travelers enjoy experiences more than physical activities when they travel.

Therefore activities that relax them more is what appeals to them.



## Last Minute Booking :

- India's love the last minute drama!  
Indians prefer to book closer to the date of travel.
- Nearly 45% of travellers book their travel a month before they depart.
- 25% take the safer route of booking 1 to 3 months before the travel date.
- Surprisingly, there is even a fairly large 20% of travellers who decide to book their trip just a week before they fly out!



**Hinduism** is the most common religion in India, accounting for about 80% of the population.

The rest include Islam, Christians, Sikhs, Buddhists and Jains.

**Gods worshipped in India :**  
330 million gods

**Languages in India :**

- 22 official languages
- 1652 mother tongues

- Keeping in mind the diversity in India  
It is very important to be sensitive towards each while promoting any product in the India market



- Vacations in India are often associated with school holidays, the longest of which is the summer holidays between April and June.
- However, more than 25% of travellers visit international destinations during the months of October to December.



# FACTORS INFLUENCING THE DECISION

- Recommendations from friends and family who have visited there.
- Recommendations from friends and family who have lived there.
- Advice from a travel agent or tour operator.
- Travel Specific information on the internet.
- Travel specific television programs (eg, TLC, travel channel, travelxp etc

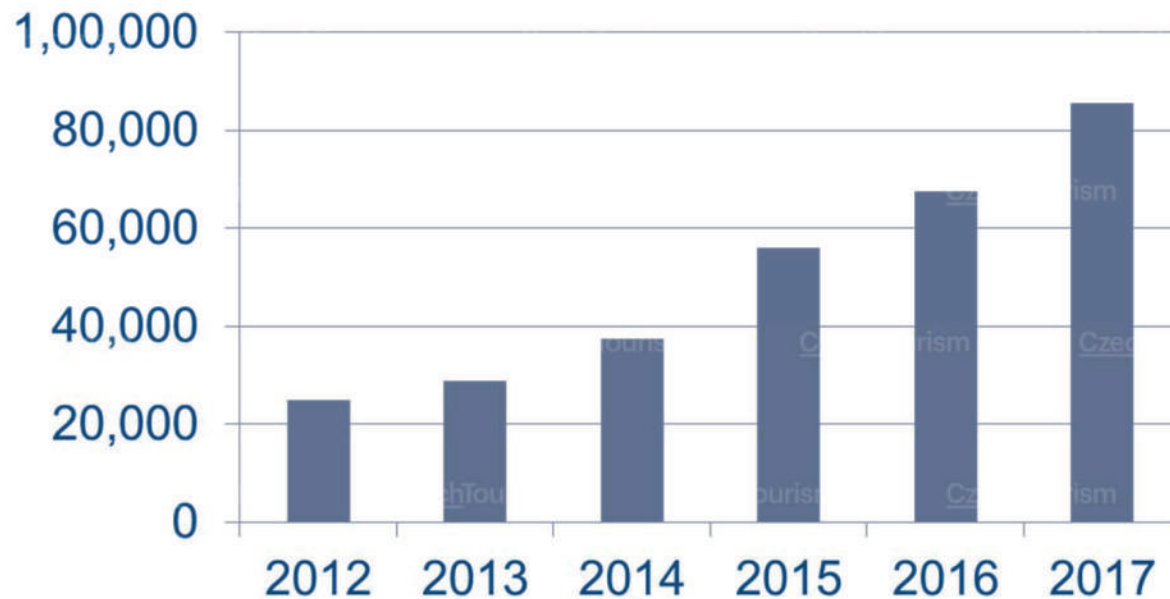




# CZECH REPUBLIC FOR INDIAN TRAVELLERS

- Exponential Growth in Indians travelling to Czech Republic
- Target - **100000** Indian Travelers by 2019/20
- In 2017, **85,680** Indians visited the Czech Republic for an average length of 3-4 days.

### No. of Indian visitor arrivals



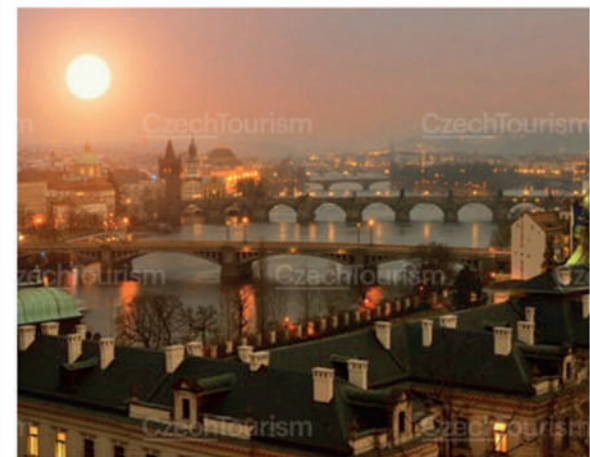
- Czech Republic is clubbed with other central European countries. The most common amongst them are Austria, Slovakia, Poland and Hungary.
- Prague remains the number one city visited by Indians in Czech Republic.
- Currently Indian travel agents are selling packages to Europe/Central Europe which includes Czech Republic starting at a cost of INR 80,000 onwards ( 1066 euros approx.)

Jewels of Eastern Europe 2018 (Group Package) |



The itinerary includes 2/3 nights in Prague

European Dream 2018 (Group Package)- without Ai



- **Value for Money :** Czech Republic is more affordable destination as compared to other places in Europe which is attractive for Indians.



- **Diverse Product Offering:**  
Varied product offering various experiences to the Indian travellers



- **Popularity of Prague:**  
Prague is already very popular and well known amongst the Indian travelers



# OPPORTUNITIES TO GROW FASTER

- **Connectivity** : Direct airline connectivity between India and Czech Republic good give a major boost to tourism. The popular carriers include Turkish Airlines, Emirates.
- **Visas** : The visa process to obtain a Schengen visa from Czech Republic requires 15 working days and that could change during the peak travel season.
- **Destination Awareness**: Increase in Awareness about the varied destination offerings beyond Prague amongst both the travelers and trade.
- **Participation from Czech Trade**: Increased participation from Czech Trade to reach out to the Indian travelers and increase in cultural sensitivity will help to grow the market much faster.



## **Focussed Target Segments:**

- Group Series : Multi-destination
- FIT: Honeymooners, Group of friends, DINKS
- MICE

## **Focused Aspects:**

- Beyond Prague – South Moravian region, Cesky Krumlov, Karlovy Vary
- Experienced Based Travel

## **Focussed promotions**

- Increase the awareness of Travel Trade
- Digital Consumer marketing
- PR
- Filming in Czech Republic

# UPCOMING ACTIVITIES FOR 2018 (TOOLS TO PROMOTE)

**Consumer Campaign :** Times of India campaign – Building Awareness

**Collaboration with Czech Brands:** Alliances with Skoda, Bata etc.

**Joint Co-ops :** Joint Co-promotion with leading Tour operators and OTA

**Press Trips:** Mainline Media

**Influencer Trips :** Familiarization trips Blogger/Influencers

**Trainings:** Train the Tour Operators and Travel Agents through meetings and classroom trainings

**Multi- City Road show:** – Czech Republic Multi- City Roadshow in Mumbai, Delhi and Ahmedabad (3<sup>rd</sup> Sep– 7<sup>th</sup> Sep)

The background features a complex geometric pattern of overlapping triangles and polygons in shades of red, dark blue, and light blue. The text 'CzechTourism' is repeated in a light blue color across the entire background, following the lines of the geometric shapes.

# **SOME OF OUR PROMOTIONAL ACTIVITIES (2017 -2018 Q1)**

As a part of its promotional activities, CzechTourism successfully presented its various tourist attractions and products to Indian trade partners through its multi-city roadshow in India, **‘Czech Republic – Land of Stories’** scheduled between September 11-15, 2017 in New Delhi, Bengaluru and Mumbai.



Delhi



Bangalore



Mumbai

500+ attendance from trade and media

- Press Meet and Networking Reception held in Mumbai and Delhi inviting key VIP travel agents in tandem of the, **‘Czech Republic – Land of Stories’** scheduled between **September 11-15, 2017 in New Delhi, Bengaluru and Mumbai.**



# PROMOTING CZECH REPUBLIC THROUGH BLOGGERS AND INFLUENCERS

Influencers trip promoting Christmas markets and sightseeing options in the region and the cities of Prague, Brno and Olomouc.

Influencers:

- Mumbiker Nikhil
- Shanice Shreshtha
- Prajakta Koli
- Kamiya Jani (Curly Tales)

**ROI: Over 8.6 million views** [CzechTourism](#)





**Mumbiker Nikhil**

4 December 2017 · 🌐

It was slowing like mad. But it was equally fun. #visitcz



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👍 🙄 🤔 Mumbiker Nikhil and 11k others

Top comments ▾

25 shares



**shaniceshrestha** • Following  
Prague Main Train Station

shaniceshrestha The most comfiest & scenic train journey ever from Olomouc to Prague 🇨🇪  
Also a fun fact, this was the relax class which is premium compared to the economy class. The ticket costed us just ₹900 (300 Kronas). Also if u book it a lil earlier, you can get it for 270 ₹ (90 Kronas)too. Travelling is so affordable in Czech. #VisitCzech #Czechitout

Load more comments

👍 🗨️

18,488 likes

DECEMBER 9, 2017

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**MostlySane**  
Page Liked · 27 December 2017 · 🌐

Brno still got me. Shall start writing the Blog article from my trip to the Czech Republic this week. Can't wait for you to read it. #VisitCZ #BrnoMyCity

👍 Like    💬 Comment    ➦ Share

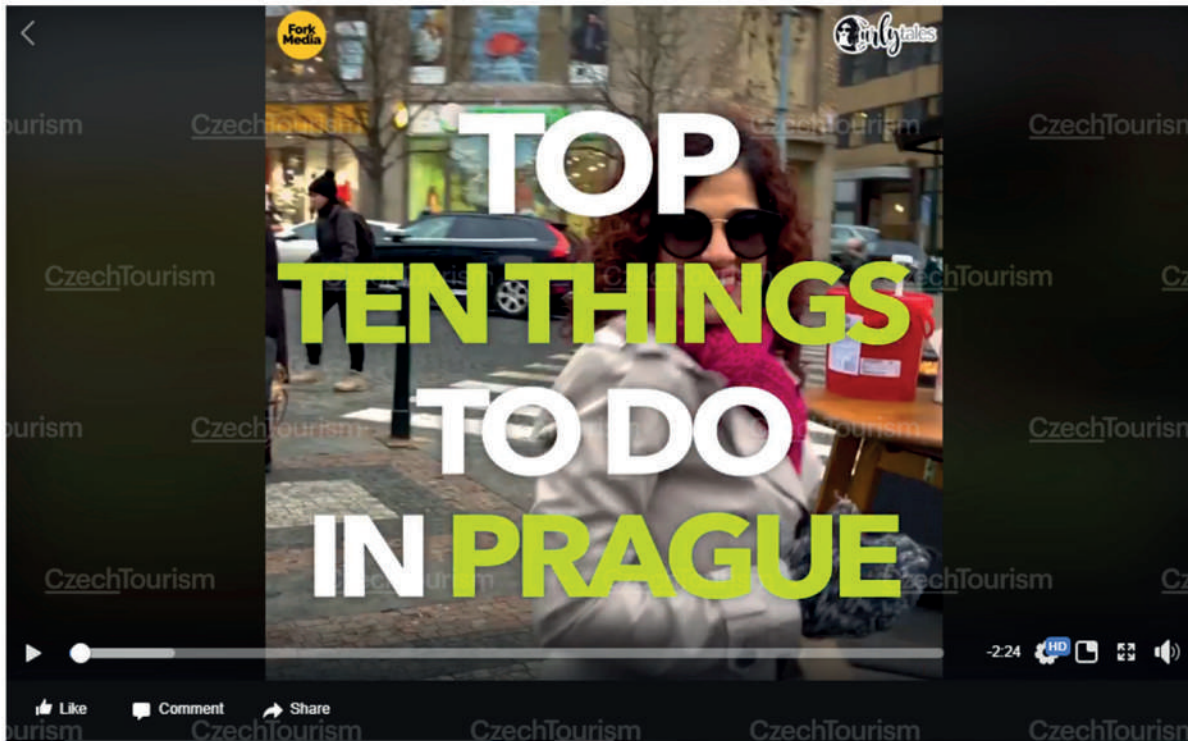
👍 🙄 🤔 1.2k    Top comments ▾

Neelabh Shandilya But how will I get to read your article...  
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Adi Tya prajakta didi 🙄  
Like · Reply · 2w

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Like · Reply · 2w

Prionkur Mondal Nvc  
Write a comment...



### Top Ten Things To Do In Prague | Curly Tales

**Curly Tales**  
about 3 months ago · 🌐

First trip to Prague? We've got you covered. Our Chief Travelling Officer Kamiya Jani tells you the top ten things you should knock off the list! #visitcz Visit Czech Republic

Follow us here: <https://www.instagram.com/curlytales>

👍❤️🔥 3.5K      604 Shares 120K Views

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Comments      Up next

**Moolchand Paratha In Delhi | Curly Tales**

THIS ICONIC PLACE IN DELHI SERVES THE MOST SATIATING PARATHAS

Curly Tales ✓  
14K Views

1:53

**Haji Ali Dargah In | Mumbai**

THIS ICONIC LANDMARK IN MUMBAI FLOATS IN THE MIDDLE OF THE ARABIAN SEA

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Write a comment...    😊 📷 🗨️ 🗿



**curly.tales** • Following  
Prague, Czech Republic

curly.tales When travelling back home, its just your body that travels back, a huge part of your soul truly remains in the destination travelled! That's why it's rightly said, travel feeds the soul. ❤️✈️  
@visitcz  
Sweatshirt by @tommyhilfiger .

#reminiscing #visitcz #czechitout #prague #europe #travel #travelling #eurotrip #train #journey #instagood #instablog #instagram #instalove #instadaily #instalike #instamood #instatravel #travelgram subhasish90 Nikhil Bhai ke vloo me dekha.

1,150 likes  
DECEMBER 9, 2017

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**mostlysane** • Following  
Next Door by Imperial

mostlysane Dinner is an extensive affair in Czech ☑️ #VisitCZ #CzechItOut #YayVacay

Load more comments

therealbubblebutts This looks so yummy ☑️

abhijeetcomplex Wow... looks tempting

kavyamayekar @iamprajaktakollover yass she's BADE LOGGG LIKE @\_ashreyy.x

thecrazyhead Masta masta khaatyess☑️

shreysrivastava\_ Why u ppl show off so much i dnt know

shreysrivastava\_ I guess frst time abroad☑️ ☑️☑️☑️

shivalkar9 @anchalnayak

anchalnayak @shivalkar9 yesss!!!

vinxnle @shreysrivastava\_ looks like you've never been to abroad ☑️☑️☑️☑️☑️

1,328 likes

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Prague, Czech Republic

curly.tales A new country. An old car. And I. 📷🚗  
@visitcz @marksandspencerindia .

#visitcz #prague #marksandspencers #oldtown #christmas #christmasmarket #whitechristmas #winter #snow #vintage #car #travelphotography #travelblog #seetheworld #instatravel #wanderlust #nature #travelling #trip #adventure #explore #travellife

vishuuroy Gorgeous

chiragmukhija Don't miss the Train Restaurant to visit there

spike\_paul Saw Nikhil's vlog . You guys had an amazing fun and thanks for simplifying the itenary .cheers.

838 likes  
DECEMBER 9, 2017

Add a comment...

CzechTourism along with the Embassy of Czech Republic New Delhi participated at SATTE (South Asia's Leading Travel Show) from **31<sup>st</sup> January to 2<sup>nd</sup> February 2018.**



CzechTourism – Czech Tourist Authority participated at the IIFTC (India International Film Tourism Conclave) along with Embassy of the Czech Republic in New Delhi, and the Czech Film Commission from **1<sup>st</sup> March – 3<sup>rd</sup> March 2018**



6 TRAVEL

Time to Czech out Prague and beyond

Walking along the green river, where the integrity of public and outdoor recreation, appreciate the old world charm of Prague and other authentic locations



Prague is a city of contrasts. It is a city of old and new, of tradition and modernity. It is a city of beauty and charm, of history and culture. It is a city that has captured the hearts of millions of tourists from all over the world. The city is a treasure trove of history and architecture, with its red-roofed buildings and narrow streets. The Vltava river flows through the city, adding to its beauty and charm. The city is a must-visit destination for anyone who loves history and culture.

**EXL, SIX, 40**

- Fine in Philadelphia**
- Belgium's scary museum**
- Portugal's scenic hotel**
- Working destinations**
- A wife for Maldives**

**Tourism Breaking News**

CzechTourism CzechTourism

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**Czech Republic opens tourism office in India**

Observing the immense growth and potential in India's outbound traffic, The Czech Republic has decided to open its tourism office India. The Czech Tourism India office will be located in Mumbai and will be represented through VFS Global. Present at the opening was Monika Palatková, Managing Director, Czech Tourism Board, who said, "We have been working with VFS for visa processing since the last two years but it is only now that we decided to open an office in India. In the last five years, the volume of Indian arrivals to Czech Republic has almost tripled and we want to increase this further. From 66,000 Indian tourists that we received in 2016, we have a target to cross 1,00,000 Indian tourists by 2019."

The Czech Tourism India office will be led by Arzan Khambatta, Head, Czech Tourist Authority - Czech Tourism India. The tourism board is currently in the midst of a three-city roadshow - New Delhi, Bengaluru and Mumbai. The delegation consists of 10 sellers from the country, including Prague Airport, who will meet the Indian trade in these cities.

**TRAVEL Scapes**

Ark Travels Private Limited

**BIG BANG NAUTICA! CORPORATE CHARTER CLUB CRUISE BEGINS: AUGUST 9**

TRADE PULSE | HOSPITALITY HUB | AVIATION MONITOR | ASSOCIATION | INDIA KNOCKS | OUT

India Knocks | 2017-09-16  
Czech Republic strengthens promotional activities in India, forays into MIE market



H.E. Milan Hovorka, Czech Ambassador in India together with Monika Palatková, Managing Director of Czech Tourist Authority - CzechTourism. Inaugurated CzechTourism India office on 14th September 2017

As a part of its promotional activities, CzechTourism successfully presented its various tourist attractions and prospects to Indian trade partners through its first ever multi-city roadshow in India, "Czechs Republic - Land of Saviors" scheduled between 11-15 September 2017 in New Delhi, Bengaluru and Mumbai. Turkish Airlines, the general partner of this event, along with six Czech companies participated in the roadshow.

"I congratulate CzechTourism on opening an office in India. Reimburse presence in one of the world's fastest growing outbound market has been for a long time supported by me and I am glad to be present today at the opening ceremony of the office. VFS Global is a reliable partner in the area and I am convinced that the partnership of CzechTourism with this company will lead to a further increase of interest about the Czech Republic." - Commissioner H.E. Milan Hovorka's Ambassador of the Czech Republic in India.

**Travel Style**

with CzechTourism

COVER STORY: Big happiness comes in short breaks

ON THE SHORE: Asia Ahoy! Time to cruise the Arabian Gulf

TABLE TENNIS: Union Team Backs Preparation of the Arabian Gulf

FASHION 6-0-0: The economist of Fashion

**THE CZECH REPUBLIC STRENGTHENS PROMOTIONAL ACTIVITIES IN INDIA**

As a part of its promotional activities, Czech Tourism successfully presented its various tourist attractions and prospects to Indian trade partners through its first ever multi-city roadshow in India, "Czechs Republic - Land of Saviors" scheduled between September 11-15, 2017 in New Delhi, Bengaluru and Mumbai. Turkish Airlines, the general partner of the event, along with six Czech companies participated in the roadshow. The beautiful capital city of the Czech Republic, a seriously popular among Indians, but there is no match more the wonderful country has to offer the stunning color roadshow. Czech Tourism India office will be located in promoting your agents, products and experiences to the Indian travel trade and consumers. The virtual promotional theme of Czech Tourism Board in 2017 has been Reimagine. The year 2018 will be a period of celebration for the Czech Republic because it marks 100 years from the establishment of the independent country, the republic will be reimagining plans and traditions, which in this period the last forward to working in close cooperation with the Indian travel trade to promote these new products and experiences of the Czech Republic in the Indian market" summarized Arzan Khambatta, Head of Czech Tourism India, after speaking about further plans.

**MAHAN AIR CELEBRATES 15 YEARS OF FLIGHT OPERATIONS TO DELHI**

Mahan Air is a glowing ceremony in Jaipur. Mahan Air celebrated its 15th anniversary in Jaipur. The event was hosted by the Mahan Air Charter Office, Jaipur. The event was attended by the Mahan Air Charter Office, Jaipur. The event was attended by the Mahan Air Charter Office, Jaipur. The event was attended by the Mahan Air Charter Office, Jaipur.



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