Canadian Tourism Commission
Commission canadienne du tourisme

Global Tourism Watch

2013 India Summary Report

Canada

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1. Introduction

The Canadian Tourism Commission (CTC) began conducting the annual Global Tourism Watch (GTW) program in 2007. The primary purpose of this research program is to expand the base of consumer-based intelligence in 12 key markets.

The study approach has changed slightly for 2012 and 2013, the sixth and seventh years of the program, with the GTW being conducted in approximately one half of the markets in one year and the other half in the next. This new cycle will allow the CTC and its partners to maintain an up-to-date pulse on all key markets, while, at the same time, focusing on fewer individual countries in any given year creating some cost efficiencies. Eight markets were included for 2012: Canada, the US, the UK, Germany, Australia, China, South Korea, and Brazil. In 2013, the study was conducted in six countries – Japan, France, Mexico and India, in addition to Canada and the US.

The overall objectives of the GTW study are to:

- Monitor awareness, travel intentions, and other key market indicators for Canada and the regions;
- Assess perceptions of Canada and track brand performance against the competitive set over time;
- Identify the general experiences sought by travellers, assess Canada's competitive positioning on key products and identify growth opportunities;
- Identify motivators and barriers for travel to Canada; and,
- Explore the role of social media and advocacy in the tourism context.

In response to a rapidly changing travel marketplace, the CTC and TNS worked together to substantially revise and update the questionnaire prior to the 2012 fieldwork. This was done to better reflect current travel realities and to gather more in-depth information on Canada's competitors in each market. The new GTW data permits direct comparison of Canada to those competitor countries unique to each market. The CTC has designated the US, Switzerland, the UK, Australia, France, and Italy as the competitive set for Canada in the Indian market.

Methodology

The 2013 survey results reveal many noteworthy shifts in the Indian market. It is important to note that all data was collected online in 2013 versus a face-to-face methodology in 2011. The change was deemed practical due to growing online penetration in the Indian market, especially among the middle and upper classes who have the ability to travel internationally. As a consequence of the methodology change, limited comparisons should be drawn between data gathered in 2013 versus 2011.

The target population for the online survey was residents aged 18 and older, who have taken a pleasure trip where they stayed at least one night in paid accommodations in the past three years, or who plan to take such a trip in the next two years.

Data was gathered from 1,501 respondents in 6 Indian cities - New Delhi, Kolkata, Bangalore, Chennai, Hyderabad, and Mumbai. This included 201 recent visitors to Canada. Data was collected in June 2013.

2. Key Take-Aways

The Indian travel market has expanded in recent years thanks to a rapidly growing economy and a burgeoning middle class. It is estimated that 50-60 million Indians have the economic means to travel internationally, yet the current outbound market is ranked 23rd globally in terms of expenditure. In 2012, the international travel market contracted in response to economic turmoil and currency declines. The economy is predicted to recover in 2014 and with it, international travel should rebound. The considerable potential of the Indian outbound market has led many disparate destinations to actively pursue this market.

Top long-haul destinations for Indian travellers currently are the US, France, UK, and Hong Kong. Canada is the 10th most visited destination presently recording 162,000 visitors from South Asia, unchanged from 2011. India is currently Canada's 10th largest overseas market.

- The 2013 survey results show incidence of long-haul travel is high with 73% of respondents reporting a trip in the past 3 years. The India result is mid-way between the other key emerging markets - China (85% have travelled) and Brazil (54%). Almost one-quarter of Indian travellers are frequent travellers (3+ trips in the past 3 years), again mid-way between China (38%) and Brazil (11%).

- Despite recent economic and currency issues, Indian travellers are optimistic about their ability to take long-haul trips in the near future, with significantly fewer believing they will travel less in coming years than they did in the recent past. Instead, the bulk of travellers foresee more trips. This resulted in a market outlook indicator of +63 versus +74 in China and +66 in Brazil. While most GTW markets see affordability or economic concerns as possible impediments to long-haul travel, Indian travellers view safety concerns as paramount. There is an opportunity for Canada to promote the relative safety of a Canadian vacation.

- The US dominates unaided awareness and consideration measures. Canada places 10th on unaided awareness and 6th on unaided consideration. Aided results are also disappointing, with Canada in 6th place on both aided awareness and consideration. Switzerland, which enjoys considerable popularity in the Indian market because it has been the setting of numerous Bollywood films, places 1st on both aided measures, with the US in 2nd spot.

- Canada's best results on aided brand personality perceptions were 3rd place finishes for "Liberal" and "Informal". Canada's performance on other personality traits was disappointing, including four 7th place finishes, including "Beautiful", a trait Canada typically performs well on in other markets. The country's poor showing is likely related to lack of knowledge of the destination among Indian travellers. So, there is considerable opportunity for perception-change in the Indian market.

- Switzerland is a powerhouse in the Indian market in terms of value, brand, and price considerations, taking top billing on all 9 attributes. Switzerland's top ranking for pricing perceptions is a curiosity since the country is typically seen as expensive. This result suggests that Indian travellers with the means to travel can see past the expense to reap the other benefits they associate with a visit to Switzerland. Curiously, Canada placed last on all value categories, suggesting the destination faces an uphill battle to educate Indian travellers about what Canada has to offer.

- The top tourism experiences sought by Indian travellers are beautiful scenery, urban activities, cities in close proximity to nature, and cultural and historical attractions.

- Canada is strongly associated with winter activities and ski / snowboard, both of which are niche products in the Indian market. Switzerland is strongly linked to beautiful scenery, the most sought after tourism experience with Canada in 4th spot. Canada recorded thirteen 7th place finishes including highly sought after experiences such as urban activities, cities close to nature, and historical and cultural attractions. Results suggest Indian travellers have limited knowledge of the array of tourism experiences Canada offers and the destination will face an uphill battle to change perceptions.

- The US is the single top destination for Indian travellers, yet when Southeast Asian destinations (Singapore, Thailand, China, Hong Kong, and other Southeast Asia) are combined, more than half of recent trips were within that region, suggesting long-haul travel is largely confined to the area. Canada is in 8th spot, just behind Switzerland, which holds 8% of the recent trip market. This finding suggests Switzerland is an aspirational rather than realistic destination for many Indian travellers. Owing to the popularity of the US, Canada may see more success in the Indian market by offering dual country itineraries.

- Indian travellers are reliant on personal recommendations and online sources at the destination selection phase with travel agents having some influence. However, travel agents remain relevant in the Indian market, with 80% of travellers at least consulting with an agent at the planning stage. This suggests that the Canadian tourism industry should maintain strong ties with the Indian trade, especially given its limited resources in this market.

- Canada tends to attract a specific type of traveller – older females who are married, well-educated, wealthy, and are coming primarily to see family and friends. This may be part of Canada's image challenge in the Indian marketplace. To see greater success in this market, Canada must broaden its appeal by emphasizing its scenic attributes, but also products that appeal to the broader market, namely historical and cultural attractions, accessible nature, and urban activities.

- Almost all Indian travellers had at least one reason that could prevent a visit to Canada. The top impediment is the expense, followed closely by visa requirements. The industry is encouraged to keep up lobby efforts to streamline the visa process.

- Indian travellers are clearly enamoured with Switzerland, with the country receiving a Net Promoter Score far ahead of competitors. Canada places 4th, just behind the US and Australia. This suggests Canada has some advocacy potential in India.

- Almost all Indian travellers share experiences both during and after their trip. Sharing via social media, blogging and online review sites is particularly popular, especially among visitors to Canada.

3. Market Health and Outlook

India Market Conditions & Outlook

India, home to 1.2 billion people, is the world's 4^{th} largest economy. The Indian economy expanded rapidly in the last 10 years, swelling the ranks of the middle class and upper middle class to upwards of 300 million people. Growing affluence made international travel a reality for more Indians (market size is estimated at between 50-60 million). However, in recent years, political instability and corruption have led to higher inflation, modest GDP growth, and a depreciating currency, which impacted the international travel market.

India faces an election in 2014 and predictions call for the defeat of the current government. It is believed that the new government's commitment to economic reform will return India to more buoyant times. Short-term forecasts call for GDP growth of 5.5% in 2014.

Despite having considerable economic clout, India is currently the world's 23^{rd} largest outbound tourism market. Indians took approximately 13 million international trips in 2012, up by 50% in just 5 years. Providing the economy gets back on track and incomes among the burgeoning middle class continue to grow, the potential for the Indian travel market is enormous, although most of the growth will be at the budget end of the spectrum and much of it motivated by visiting friends and relatives abroad. The potential of the Indian market has attracted many disparate destinations to actively pursue this market, making competition intense for Canada.

Top long-haul destinations are the US (700,000), France (400,000), the UK (340,000), and Hong Kong (300,000). In 2012, Canada attracted 162,000 South Asian travellers, unchanged from 2011. India is Canada's 10^{th} largest overseas market and represents 3% of Canada's overseas (excluding the US) tourism revenue. It is anticipated that arrivals will slip in 2013 due to the elimination of direct air service between Canada and India. Restoring direct service should be a key priority for the Canadian tourism industry as transiting through Europe or Asia makes a trip to Canada long and expensive.

Incidence of long-haul travel stands at 73% in 2013. Results also show 23% are frequent travellers (3+ trips in the past 3 years). Indian travellers appear optimistic about their ability to take long-haul trips in future, resulting in a market outlook indicator of +63. Two-thirds of Indian travellers now believe they will travel more in the coming 2-3 years relative to the recent past, illustrating the optimism Indians have about future international travel. This is an encouraging sign for Canada.

Interestingly, Indian travellers see safety concerns as the greatest impediment to international travel. It is believed that wealthy Indians are most concerned about being the victims of crime due to their wealth. There is an opportunity for Canada to emphasize the relative safety of a Canadian vacation.

4. Market Potential

Exhibit 4.1 provides an estimate of the size of the potential market for Canada in two ways – the macro target market and immediate potential.

The target market is a broader estimate of the market size based on expressed interest among all Indian long-haul travellers (market size estimate derived from the 2011 omnibus study of the Indian adult population). The proportion of GTW respondents who expressed interest in Canada in the next 2 years is applied to the broader traveller population, to come up with a target market estimate of 3.2 million potential visitors.

The immediate potential is a more conservative estimate based on those who indicated they had started gathering information for a trip to Canada, or were planning or booking a trip to Canada. This calculation yields an estimate of 1.1 million travellers with more immediate potential for conversion. Note: this year's immediate potential calculation for India differs from 2011. The path to purchase provides better alignment with the CTC's marketing initiatives and also addresses the overstatement of travellers who said they were likely to visit Canada in the next two years.

Exhibit 4.1 – Size Of The Potential Market To Canada (Next 2 Years)

	Size of Potential Market to Canada
Total potential long-haul pleasure travellers (aged 18 plus)	3,774,050
Target Market for Canada	
Definitely / very / somewhat interested in visiting Canada in the next 2 years	85%
Size of the target market	3,208,000
Immediate Potential for Canada	
Actively considering or planning a trip to Canada[1]	34%
Immediate potential	1,091,000

Base: Long-haul pleasure travellers (n=1,501)
[1]Based on respondents who indicated they were at the latter stages of the path to purchase for Canada
Q5: How interested are you in taking a trip to Canada in the next two years?

Exhibit 4.2 shows the immediate potential for the Canadian regions based on current levels of interest. The immediate potential for the most popular regions (BC and Ontario) is considerable, with each of interest to over 900,000 Indian travellers. The potential for Québec, Alberta, and Atlantic Canada is strong, as well, with approximately 600,000 million travellers interested in each region.

Exhibit 4.2 – Market Potential For The Regions

	BC	ON	QC	AB	ATL CAN	YK	NWT	MB	SK	NU
Immediate potential for Canada					1,091,000					
Likely to visit region	86%	85%	63%	57%	53%	21%	20%	18%	18%	14%
Immediate potential for the regions (000s)	938	927	687	621	578	229	218	196	196	155

Base for percentages is those likely to visit Canada on a trip of 1-3 nights or 4+ nights in the next 2 years trip (n=1,345).

5. Competitive Environment

Exhibit 5.1 summarizes the 2013 Key Performance Indicators for Canada. On an unaided basis, about one-in-ten respondents mentioned Canada as a long-haul travel destination, well behind the market leaders; the US, UK, Australia, Singapore, and Switzerland. Canada is currently in 10th place. Interest in European destinations is on the rise. On an aided basis, 48% of Indian travellers claim to be knowledgeable about holiday opportunities in Canada. The majority of competitive set destinations recorded decreases on this measure in 2013. Canada slipped below France and is in 6th place, while Switzerland and the US vie for top spot on this measure.

Seventeen percent of Indian travellers have visited Canada in their lifetime, putting the destination in 7th place on past visitation, far behind the US (33%), the UK (26%), Thailand (26%), Australia (23%), Hong Kong (23%), and Switzerland (21%).

In terms of destinations under consideration for long-haul trips in the next 2 years, on an unaided basis, Canada ranks 6th with 8% of respondents naming the country. The US is well ahead of the pack with 23% of mentions, followed by Singapore. Indian travellers appear more likely to be considering European destinations in 2013, with the UK climbing to 3rd spot, and Switzerland in 5th spot.

Canada also sits in 6th spot on aided consideration. Switzerland tops this measure followed by the US.

Exhibit 5.1 – Key Performance Indicators For Canada – Summary

Indicator	Definition	All L-H Travellers (n=1,501)
Destination Awareness:		
Unaided awareness of Canada (roll-up)	% who said Canada or a destination in Canada	11% (10th)
Aided awareness of travel opportunities in Canada	% with excellent / very good knowledge of travel opportunities in Canada	48% (6th)
Past Visitation:		
Overall market penetration	% who have ever visited Canada for pleasure	17% (7th)
Intentions:		
Unaided destination consideration	% who mentioned Canada or a destination in Canada on their consideration list (for trips in next 2 yrs)	8% (6th)
Competitive positioning on destination consideration	Rank on the consideration list relative to competitors (roll-up)	6

One of the key objectives of the GTW study is to measure traveller response to Brand Canada across all key global markets. In 2012 the study focus changed somewhat to measure personality, value, brand, and price perceptions against key competitors, rather than Canada in isolation, as was done previously.

Canada did not perform well on aided brand perceptions in the Indian market. The destination's best results were 3rd for "Liberal" and "Informal". Canada received four last-place assessments, most noticeably for "Beautiful", an attribute the destination typically performs strongly on in other markets. The US recorded six 1st place results, while Switzerland came tops on the other four attributes. These two destinations arguably hold the strongest brand position in the Indian market. Canada's poor showing is probably related to lack of knowledge of the destination among Indian travellers. So, there is considerable room to change the perceptions of Canada among Indian travellers.

Exhibit 5.2 – Aided Brand Personality Perceptions

	1#	2#	3#	4#	5#	6#	7#	8#
Liberal[1]	USA 47%	SWI 30%	CAN 28%	UK 28%	AUS 26%	FRA 26%	ITA 18%	NONE 4%
Informal	USA 38%	AUS 31%	CAN 27%	ITA 26%	UK 25%	SWI 25%	FRA 23%	NONE 7%
Friendly[1]	USA 41%	SWI 40%	UK 30%	AUS 29%	CAN 29%	FRA 24%	ITA 21%	NONE 2%
Confident	USA 51%	UK 38%	SWI 31%	AUS 29%	CAN 24%	FRA 24%	ITA 16%	NONE 2%
Intriguing	SWI 30%	FRA 28%	AUS 28%	ITA 27%	USA 24%	CAN 24%	UK 22%	NONE 13%
Energetic[1]	USA 49%	UK 32%	AUS 32%	SWI 31%	FRA 28%	CAN 23%	ITA 19%	NONE 3%
Beautiful	SWI 67%	AUS 32%	FRA 31%	ITA 29%	USA 25%	UK 24%	CAN 22%	NONE 0%
Authentic	SWI 36%	FRA 34%	UK 33%	ITA 31%	USA 29%	AUS 26%	CAN 21%	NONE 4%
Inspirational[1]	SWI 40%	USA 37%	FRA 31%	UK 30%	AUS 27%	ITA 26%	CAN 19%	NONE 3%
Witty	USA 33%	UK 30%	AUS 28%	FRA 27%	SWI 24%	ITA 23%	CAN 19%	NONE 12%

Base: Long-haul pleasure travellers (2013 n=1,501)
Q10: We would like you to use your imagination for a moment. Consider the following words and pick up to 3 countries you associate with each word
Red text indicates CTC strategic priorities.
[1] New attributes added in 2012.

To be successful, a destination must be perceived as offering value, relevant experiences, and unique tourism products to travellers. To assess brand, value, and price perceptions, respondents were asked to evaluate Canada relative to competing destinations on four brand-, four value-, and three price-related statements.

Canada records mediocre results on this assessment. Switzerland dominates brand, value, and price perceptions, underscoring the strong reputation the country enjoys among Indian travellers. Canada's best result was in the price category, coming 4th overall on value for money, and 5th for in-destination costs. In the brand category, Canada recorded a 5th place finish for inspiring geography, but faltered on other brand attributes. The most disappointing result was in the value category as Canada placed last in all categories. These results show Canada faces an uphill battle to educate Indians about the diversity of experiences the country offers.

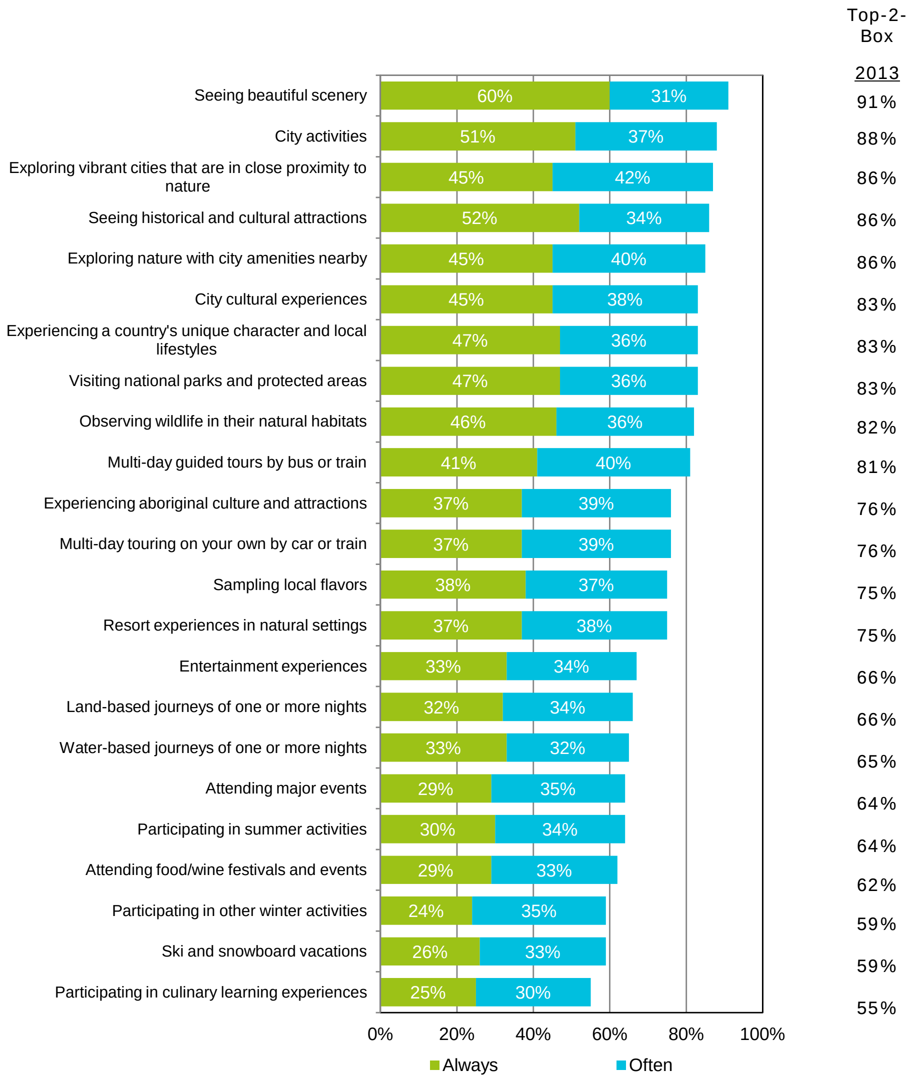
Exhibit 5.3 – Brand, Value, Price Perceptions

Top-3 Box	1#	2#	3#	4#	5#	6#	7#
Brand Perceptions:							
A place that inspires me to explore its geography	SWI 78%	AUS 68%	USA 66%	ITA 63%	CAN 63%	UK 60%	FRA 59%
A place that inspires me to meet and engage with its people	SWI 72%	ITA 63%	USA 61%	UK 60%	FRA 59%	CAN 58%	AUS 57%
A place that inspires me to explore its culture	SWI 73%	FRA 67%	ITA 66%	UK 62%	AUS 61%	CAN 57%	USA 57%
A place that offers an authentic experience	SWI 81%	ITA 67%	FRA 65%	UK 65%	AUS 63%	USA 63%	CAN 58%
Value Perceptions:							
A dream destination that I would visit if money were no object (Desirability)	SWI 85%	USA 68%	FRA 65%	ITA 64%	UK 64%	AUS 63%	CAN 59%
A destination with the travel experiences I am specifically looking for (Relevance)	SWI 79%	ITA 67%	USA 65%	UK 65%	AUS 63%	FRA 60%	CAN 57%
A place with unique features that other destinations don't offer (Uniqueness)	SWI 80%	ITA 65%	USA 65%	UK 63%	AUS 61%	FRA 58%	CAN 57%
A destination I would pay a little more for (Quality)	SWI 74%	USA 59%	UK 58%	FRA 58%	ITA 57%	AUS 55%	CAN 53%
Price Perceptions:							
A place that offers good value for money	SWI 71%	USA 63%	AUS 58%	CAN 57%	ITA 56%	UK 56%	FRA 54%
A destination with reasonable prices for food, entertainment and hotels	SWI 65%	AUS 58%	USA 57%	ITA 57%	CAN 53%	UK 52%	FRA 50%
A destination that is affordable to get to by air	SWI 64%	UK 58%	AUS 56%	ITA 54%	USA 52%	CAN 52%	FRA 51%

Base: Long-haul pleasure travellers (n=1,501)
Q11: We are interested in your general impressions of <Insert country>, as a holiday destination<If country=Canada hide ", even if you have never been there">. On a scale of 1 to 10, where 1 is "strongly disagree" and 10 is "strongly agree," how would you rate <Insert country> on each of the following?

Exhibit 5.4 shows the product interests of Indian travellers. Results show Indian travellers favour destinations that offer a combination of beautiful scenery, city activities, nature opportunities in close proximity to cities, and cultural and historical attractions. Nature-based activities, such as visiting parks and wildlife observation, still rank in the top ten experiences sought, but have dropped noticeably in the rankings (from 2nd and 4th to 8th and 9th respectively). This is not a positive shift for Canada.

Exhibit 5.4 – Product Interests



Base: Long-haul pleasure travellers (2013 n= 1,501)

Q7: We are interested in knowing the types of activities and experiences you are looking for on your long-haul holidays. Please indicate how important each of the following activities is to you when choosing long-haul destinations.

Exhibit 5.5 shows how Canada ranks against its six competitors on each specific product. Canada records no 1st place finishes, but places 2nd to Switzerland on winter activities and 3rd on ski and snowboarding, both of which are niche product interests. Canada places 4th on beautiful scenery, the most important consideration in destination selection for Indian travellers. The US and Switzerland dominate, each recording 8 top finishes. Canada fared poorly, recording a total of 13 last place finishes, including sought after experiences such as urban activities and cultural experiences. It is assumed lack of knowledge / misconceptions about Canada are largely responsible for the destination's poor showing.

Exhibit 5.5 – Product Interest Associations By Country

	1#	2#	3#	4#	5#	6#	7#	8#
Participating in other winter activities	SWI 52%	CAN 31%	USA 30%	U.K. 28%	FRA 20%	AUS 20%	ITA 14%	NONE 4%
Ski and snowboard	SWI 54%	USA 28%	CAN 27%	U.K. 25%	AUS 21%	FRA 19%	ITA 15%	NONE 3%
Seeing beautiful scenery	SWI 50%	USA 34%	AUS 32%	CAN 31%	FRA 24%	U.K. 22%	ITA 20%	NONE 2%
Water-based journeys of one or more nights	USA 34%	AUS 33%	SWI 30%	CAN 25%	U.K. 24%	ITA 22%	FRA 20%	NONE 8%
Observing wildlife in their natural habitats	AUS 48%	USA 32%	SWI 25%	CAN 24%	U.K. 23%	FRA 17%	ITA 14%	NONE 7%
Exploring nature with city amenities nearby	SWI 45%	AUS 34%	USA 28%	U.K. 28%	CAN 27%	FRA 22%	ITA 20%	NONE 2%
Visiting national parks and protected areas	USA 39%	AUS 38%	U.K. 28%	SWI 27%	CAN 26%	FRA 21%	ITA 18%	NONE 4%
Land-based journeys of one or more nights	SWI 35%	USA 33%	AUS 32%	U.K. 28%	FRA 26%	CAN 25%	ITA 20%	NONE 5%
Resort experiences in natural settings	USA 36%	SWI 34%	U.K. 31%	AUS 29%	FRA 24%	CAN 21%	ITA 19%	NONE 6%
Attending major events	USA 40%	U.K. 32%	AUS 28%	FRA 26%	SWI 24%	CAN 19%	ITA 18%	NONE 9%
Exploring vibrant cities that are in close proximity to nature	SWI 41%	USA 34%	U.K. 30%	AUS 29%	FRA 26%	ITA 24%	CAN 22%	NONE 3%
Experiencing aboriginal culture and attractions	AUS 35%	SWI 29%	FRA 26%	USA 26%	ITA 24%	U.K. 23%	CAN 22%	NONE 7%
Multi-day guided tours by bus or train	SWI 38%	U.K. 34%	USA 33%	FRA 30%	AUS 27%	ITA 24%	CAN 20%	NONE 3%
Participating in summer activities	USA 33%	AUS 29%	U.K. 29%	FRA 28%	SWI 28%	ITA 22%	CAN 20%	NONE 7%
Experiencing a country's unique character and local lifestyles	SWI 33%	FRA 32%	U.K. 31%	ITA 30%	AUS 29%	USA 28%	CAN 20%	NONE 5%
Multi-day touring on your own by car or train	USA 37%	SWI 36%	U.K. 30%	AUS 28%	FRA 26%	ITA 20%	CAN 19%	NONE 6%
City activities	USA 47%	U.K. 37%	SWI 32%	FRA 32%	AUS 26%	ITA 22%	CAN 19%	NONE 2%
Attending food / wine festivals and events	FRA 38%	ITA 30%	SWI 28%	USA 28%	U.K. 26%	AUS 21%	CAN 18%	NONE 7%
Sampling local flavours	ITA 35%	FRA 35%	USA 31%	SWI 31%	U.K. 30%	AUS 23%	CAN 18%	NONE 5%
City cultural experiences	FRA 39%	U.K. 38%	ITA 34%	USA 31%	SWI 26%	AUS 23%	CAN 18%	NONE 3%
Entertainment experiences	USA 48%	U.K. 32%	FRA 30%	SWI 28%	AUS 27%	ITA 21%	CAN 17%	NONE 5%
Participating in culinary learning experiences	FRA 33%	ITA 32%	U.K. 29%	USA 29%	SWI 27%	AUS 25%	CAN 17%	NONE 7%
Seeing historical and cultural attractions	ITA 42%	FRA 40%	U.K. 38%	USA 28%	SWI 24%	AUS 21%	CAN 15%	NONE 2%

Base: Always, often and sometimes important in destination selection (Q7)
Q8: Thinking about the following destinations, please select up to three destinations that you personally feel would be the best places to go for each of the following. Your choices can be based on your impressions, or anything that you have seen, heard.

6. Strategic Marketing

As **Exhibit 6.1** illustrates, the US, Singapore and Australia were the top destinations most recently visited by Indian long-haul travellers. However, when South-East Asian destinations (Singapore, Thailand, China, Hong Kong, and Other Southeast Asia) are combined, more than half of recent trips were to that part of the world. Canada is in 8th spot, capturing 7% of the recent trip market, just behind Switzerland at 8%. Given the solid performance of the US and the distance to travel to North America, there is considerable opportunity for Canada to promote dual country itineraries to capture a portion of the US-bound market.

Trip planning and booking cycles are moderately lengthy in India, likely as a result of visa requirements for many top destinations. Just over 80% of Indian travellers seek travel agent advice on their long-haul trips, with more than half booking this way, illustrating the importance of this channel. Just over one-third of Indian travellers are travelling independently, with guided trips (fully or partially guided) predominating (43%). This is a marked difference from other markets where FIT dominates. Trip purpose also varies from other countries as family-related travel (VFR combined with personal reasons) is a close 2nd to pure holiday travel. This is particularly true for Canada as travel to see friends & family / personal reasons accounts for over half of Indian travellers' trips to the country.

Exhibit 6.1 – Most Recent Pleasure Trip Profile By Destination

	All L-H Travellers (n=1,295)
Destination(s) Visited	
United States (excluding Hawaii)	24%
Singapore	21%
Australia	17%
United Kingdom	12%
Thailand	12%
Hong Kong	9%
Switzerland	8%
Canada	7%
China	6%
France	6%
Amount of Time Before Departure When Trip Planning was Started	
Average months	4.4
Amount of Time Before Departure When Trip was Booked	
Average months	3.3
Trip Type	
Travel independently	38%
Combine independent travel with some guided tours for parts of the trip	26%
A fully escorted or guided tour	17%
All inclusive or semi-inclusive resort stay	12%
A cruise	6%
Trip Purpose	
Holiday	50%
Visited friends or relatives	23%
Business	16%
Study	2%
Personal reasons (e.g., wedding, reunion, etc.)	10%
Travel Agent involvement	81%

Base: Those who have taken a long-haul pleasure trip in the past three years

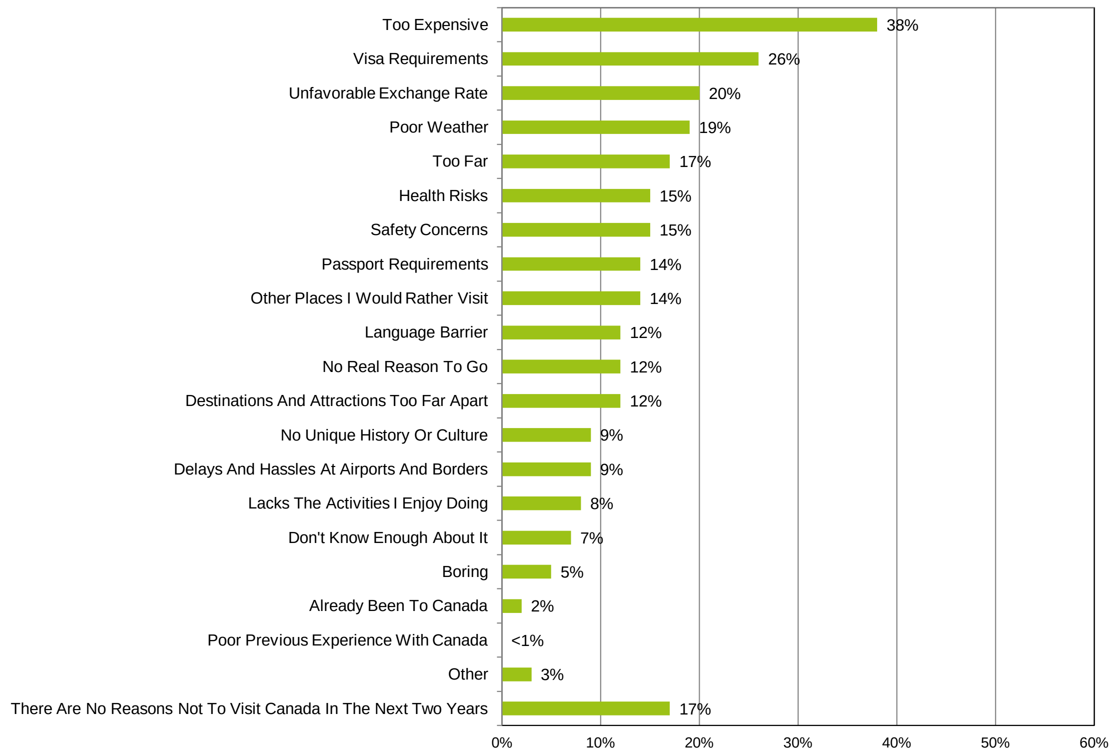
Recent visitors to Canada tend to be middle-aged or older, female, married, with children in the home, well educated, from upper income households, and more likely to have family or friends here. It appears that Canada is currently drawing a relatively small segment of the Indian market, which may, in fact, be part of Canada's challenge. If Canada is seen as primarily a destination for older Indians who are visiting friends and family, it may be perceived to lack the allure of more exciting destinations like the US and Switzerland.

Travellers most interested in visiting Canada in the near future are somewhat different to the group who have recently visited. They too are more likely to have close friends and relatives living in Canada, be married and employed, they tend to be younger, the gender distribution is roughly equal, and their incomes are lower than current visitors.

The top reason for not visiting Canada relates to cost. However, there are a myriad of barriers that make marketing Canada a challenge: cost issues include being too expensive generally (top reason), or are related to the falling value of the rupee (3rd overall); bureaucratic impediments include cumbersome visa requirements (2nd overall) or passport requirements (8th overall); the fear factor which includes health risks or safety concerns (ranked 6th and 7th); and then there is the perception of poor weather (4th) and distance to travel (5th). While these are challenging perceptions to overcome, the CTC and the tourism industry may boost interest by promoting the value of a Canadian vacation, lobbying government to streamline visa processes, and showcasing images of diverse Canadian experiences to change perceptions of poor weather.

Almost all Indian travellers have at least one reason not to visit Canada in the short-term; with just 17% indicating there are no reasons not to visit.

Exhibit 6.2 – Key Barriers For Visiting Canada



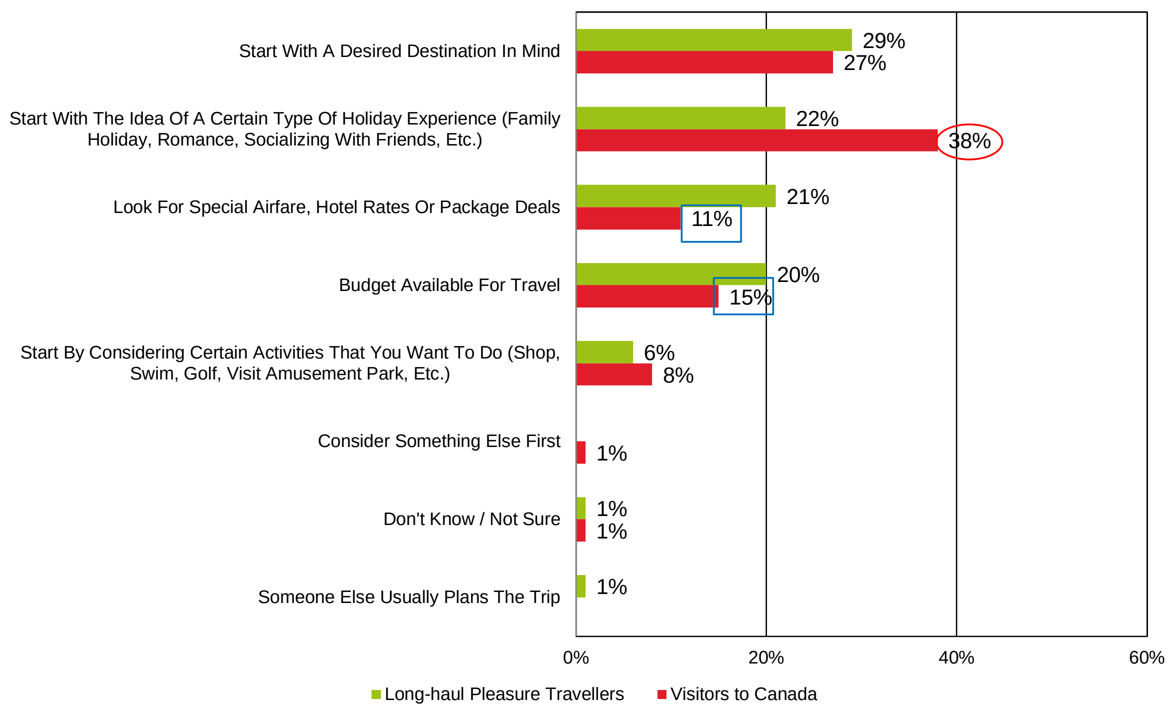
Base: Long-haul pleasure travellers (n= 1,501)

Q18: Please indicate which of the following reasons could prevent you from visiting Canada in the next two years.

While other survey data suggests the Indian market is price sensitive, a new question asked travellers which one factor is the first consideration in trip planning.

Indian travellers are no different than most travellers in that they start with a destination in mind as the first consideration. Then priorities turn to a specific type of holiday and then to how to get there, where to stay, and if these elements can be inexpensively packaged. However, the pattern is different for recent Canadian visitors who cited the type of holiday experience sought over the destination. Given family connections, it is assumed that recent visitors to Canada were motivated primarily by VFR purposes.

Exhibit 6.3 – One Factor Typically Considered First When Planning A Trip

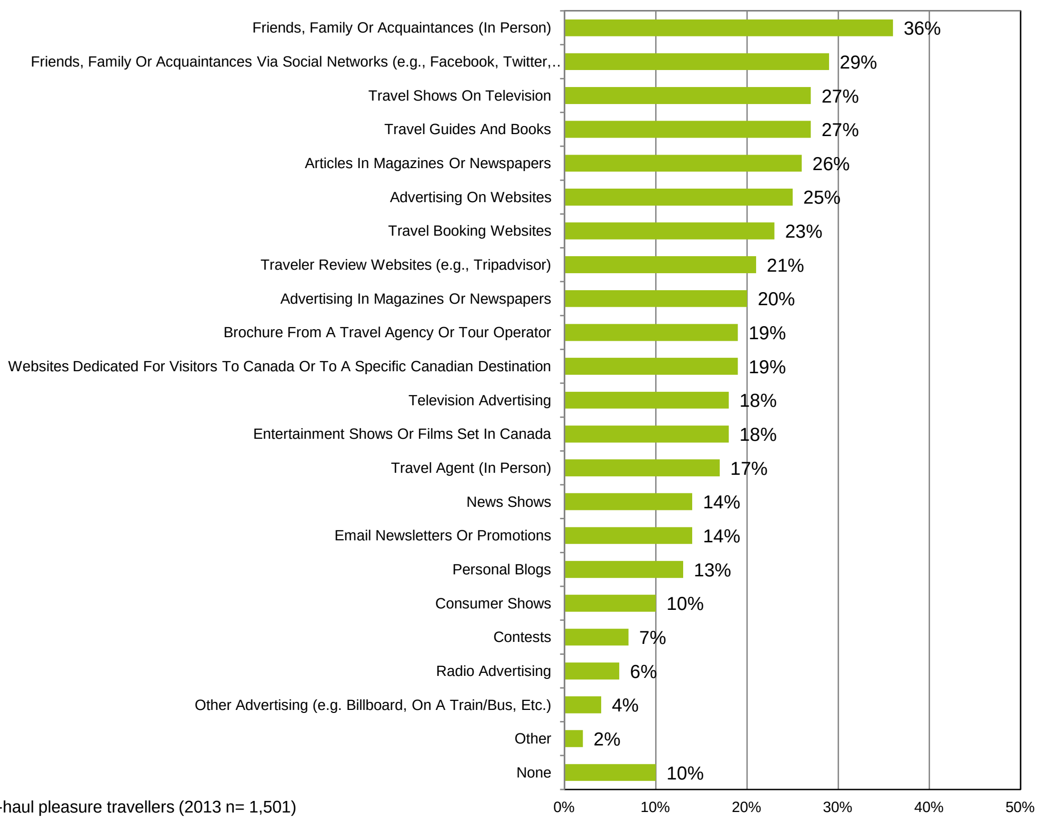


Base: Long-haul pleasure travellers (n=1,501). Long-haul pleasure travellers who visited Canada in the past three years (n=201)
QS9: What one factor do you typically consider first when planning a long-haul trip?

As shown in **Exhibit 6.4,** the proportion of Indian travellers who report seeing information on travel to Canada in the past year sits at 90%.

The top-5 sources of information on Canada among Indian travellers are in-person interactions with friends and family, followed by information obtained from these contacts via social networking, travel shows on television, travel guides, and print articles. Given the power of personal recommendation in the Indian market, the most cost effective marketing approach is finding ways to encourage recent visitors to Canada to share experiences with prospective visitors. One effective strategy may be encouraging social media sharing given this medium's influence in India with almost universal use and influence (similar to patterns evidenced in China and Brazil).

Exhibit 6.4 – Sources Of Information On Canada In The Past Year



Base: Long-haul pleasure travellers (2013 n= 1,501)

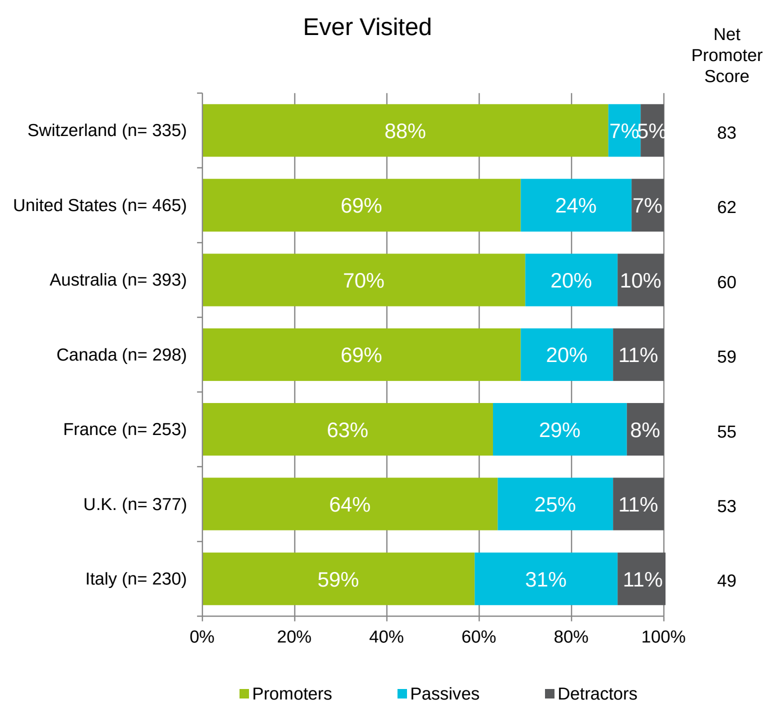
Q20: In which of the following sources, if any, did you see or hear information about travelling to Canada during the past year?

A series of questions on advocacy and social media usage were added in 2012 to understand the evolving role these channels are playing in the tourism sphere and uncover ways the CTC and partners can effectively have influence.

The Net Promoter Score is an established tool to measure a respondent's likelihood to recommend a product or service to friends and family. Data was gathered among all respondents, but results from past visitors to each destination are the most telling and are presented below. Switzerland has a commanding lead on all destinations in the competitive set. Canada holds 4th spot, narrowly behind the US and Australia and just ahead of France. The UK and Italy trail modestly.

While placing middle of the pack, 69% of past visitors to Canada are Promoters and 20% are Passives. These results suggest there is considerable advocacy potential for Canada in the Indian market, especially given the power of personal recommendation.

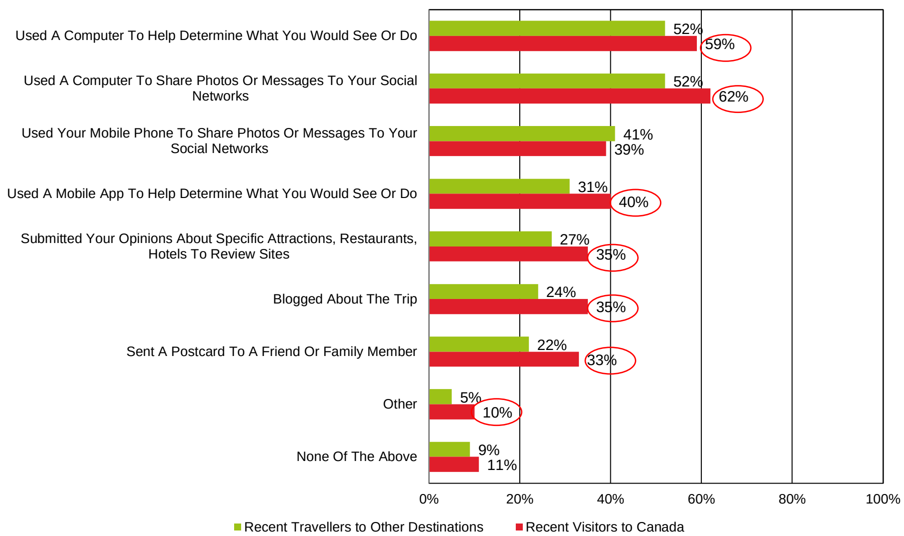
Exhibit 6.5 – Net Promoter Score Results



Q3: Whether you have visited or not, how likely are you to recommend each of the following holiday destinations to a friend, family member or colleague?

Two new questions asked Indian travellers about sharing behaviour during and after their trip. Almost all travellers did share while in the destination with the most popular activity being online in-destination research followed by social networking. Those who visited Canada were more likely to engage in almost all forms of sharing behaviour.

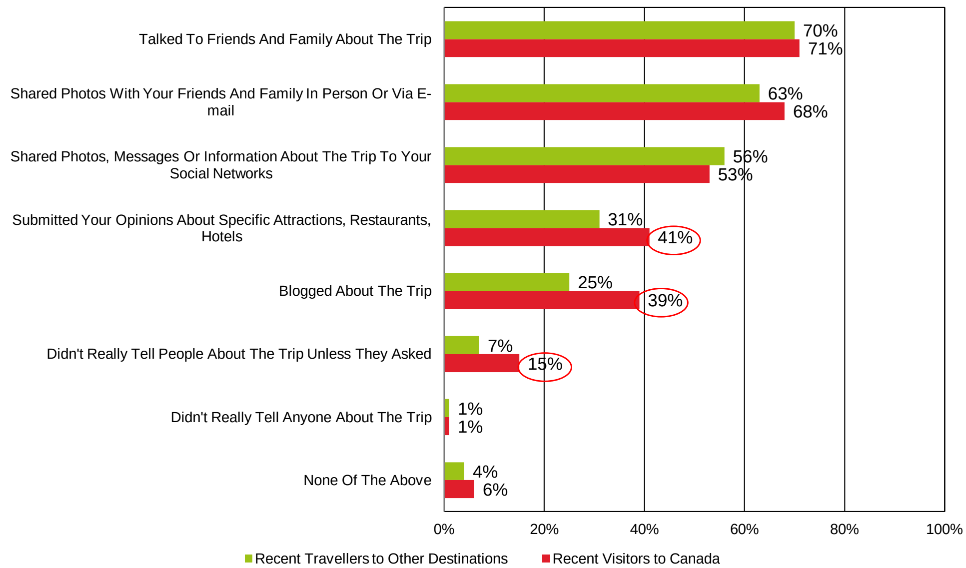
Exhibit 6.6 – During The Trip: Sharing Experiences / Seeking Advice



Q31: During your recent trip to , did you share your trip experiences with anyone or seek advice? (Select all that apply)

Indian travellers are also heavily into post-trip sharing. Post-trip sharing is done largely in-person. Blogging and submitting opinions via online review sites is prevalent in this market, especially among recent visitors to Canada. The Canadian tourism industry is advised to monitor influential Indian bloggers and review sites to see what is being shared about Canada.

Exhibit 6.7 – After The Trip: Sharing Experiences



Base: Recent travellers to other destinations in the past 3 years (n=850). Recent travellers to Canada in the past three years (n=201)
Q32: After coming back from your trip did you share experiences with anyone?
Note: Blue squares indicate a result that is significantly lower than the other group; Red circles indicate a result that is significantly higher than the other group.