2016 India Luxury Travel Consumer Report

Description: This India market report is based on findings from the Affluent Insights Luxury Travel Survey which was fielded online in India in April/May 2016.

We interviewed 307 respondents, all of the respondents were defined as affluent with minimum annual household income.

All respondents have travelled internationally for leisure or business in the past 12 months.

Key Implications to Brands:

Top destinations for planned trips in the next 12 months for India travellers:

1. Los Angeles
2. London
3. Paris
4. Sydney
5. Dubai
6. Hong Kong
7. New York
8. Singapore
9. Melbourne
10. Bangkok

- Indian source travel is showing great growth and continuing potential. There has been a notable increase in optimism for the coming 12 months among Indians, 9 in 10 Indians say they are likely to travel more in the upcoming months.

- Indian travellers are looking for luxury. The new Indian traveller has a positive outlook for the coming year, especially in terms of disposable income, and spending on luxury goods, and are travelling more luxuriously.

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