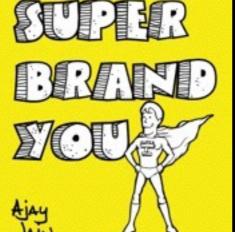
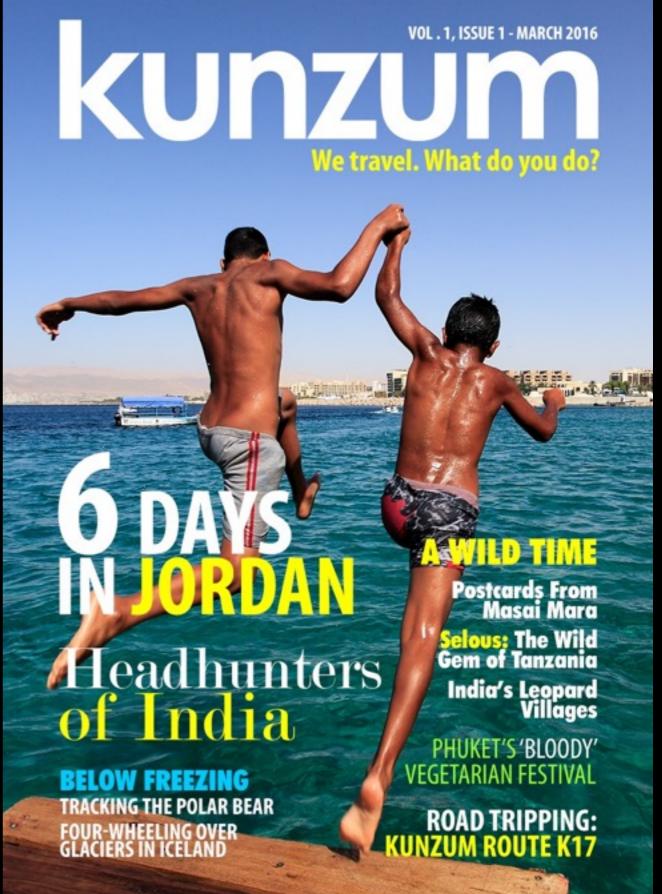


You are only as good as your brand





ABOUT AJAY JAIN

Traveller, Author, Photographer Owner - Kunzum Travel Cafe

Author of over 50 printed & electronic books on travel and marketing.

Workshops / Talks on Social Media Marketing, Blogging, Personal Branding

* St. Columba's School

* Mechanical Engineering (DCE)

* MBA (FORE)

* M.A. - Journalism (Cardiff University, UK).

Twitter @kunzum

Speaker at ITB Berlin, PATA, ATOAl etc.

Earlier careers in I.T. and Sports Management.



We are now curating and running photo tours in India and other destinations for both serious amateurs and pros. These will all be private tours, escorted airport-to-airport by a driver and trip leader (who will be a photographer or a subject expert).

Indian Tourists Are Conquering the World



Weak Rupee & Recession NOT Affecting Outbound Traffic

India Outbound Forecast 2018*

Fastest growing outbound market, second in absolute numbers after China

Outbound 2018: **30 Million**

Rising Stars: Adventure, Sports, Luxury, MICE, Honeymoon, Cruises

* Source: iGate Research Major Segments: Business, Holiday, Visiting Friends & Family Photo: Tiger in Bandhavgarh, India

ANALYSIS (2013)

- * Top Destinations: Thailand, Singapore, USA, China, Malaysia
- * Emerging Destinations: Sri Lanka, Nepal, China, Japan, South Africa,

Indonesia, Philippines, Mauritius

* Total Spend: US\$ 17 Billion



What is Driving India Outbound?



- Rising incomes
- Low cost carriers and affordable packages
- Internet no dependency on poorly informed agents
- Social Media: New family & friends to ask
- Bollywood
- Travel is the new ASPIRATION





The Road Ahead

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114

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350

> Outbound Adventure Market: Unlimited Potential

- > Millions have disposable income for adventure
- Market can be as large as you want it to be People follow trends

Photo:

Indian car crossing Thailand on a World Trip





Indian adventure market may seem like a sleepy one.



Looking for the Indian Adventure Traveller





FIND THE RIGHT PARTNERS



