



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

Speaker at ITB Berlin, PATA, ATOAI etc.

* St. Columba's School
* Mechanical Engineering (DCE)
* MBA (FORE)
* M.A. - Journalism (Cardiff University, UK).

Earlier careers in I.T. and Sports Management.

**Twitter
@kunzum**



Kunzum Photo Tours

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

Photo:
Konyak tribals in
Nagaland in India
celebrating Aoling
festival



**Weak Rupee & Recession NOT Affecting
Outbound Traffic**

India Outbound Forecast 2018*

* Source: iGate Research

Fastest growing outbound market, second in absolute numbers after China

Outbound 2018: **30 Million**

Major Segments: Business, Holiday, Visiting Friends & Family

Photo: Tiger in Bandhavgarh, India

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

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?



Photo: Off-Roading in the Little Rann Wildlife Sanctuary, Gujarat

- ✓ 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**

Traits of the Indian Traveller

- ★ Price Sensitive
- ★ Bargains
- ★ Goes Back & Forth
- ★ Travel as Couples, Family & Groups
- ★ Indian Food
- ★ Check Boxes: Cover More Places
- ★ Late / Last Minute Planning



Photo:
Blind woman rowing
Shikara boat in Dal
Lake, Kashmir

Let's Get Adventurous

- **Domestic Adventure Market: HUGE!!**
- Mountaineering, Trekking, Rafting, Cycling, Biking, Camping, Paragliding, 4x4, Wildlife, Skiing...
- Few Indians venturing overseas for adventure - soft adventure mostly
- Cost & Visas a deterrent
- Data not available

The Road Ahead

Photo:
Indian car crossing
Thailand on a World
Trip

- > **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



Why is the India Outbound Adventure Market Small?

Photo: Buddha head in tree roots in Wat Mahatat, Ayutthaya, Thailand

The marketing teams of adventure companies / tourism boards are not moving

**Indian adventure market may seem like a
sleepy one.**

Photo: Lion in
Masai Mara, Kenya

**MAGIC
MANTRA
START CREATING
AWARENESS +
MARKETING**

Looking for the Indian Adventure Traveller

Photo: Zarina,
a teen in
Ladakh, India

Market exists but
tough to identify

Geographically
spread and mixed up

Go for Tier A cities
but smaller ones too

AGE GROUP: 33 - 60

SEGMENTATION: Focus on
identifying and capturing niches

English Speaking

Start with soft adventure

Media

- > **Visual:** Photos + Videos
- > **Social:** Facebook, WhatsApp
- > **Bloggers**
- > **Specialist Media**
- > **Events:** Target niche communities
- > **Daily Newspapers:** Expensive
- > **PR:** Traditional + New Media



Photo:
Elephants
playing in
Manas National
Park, India

FIND THE RIGHT PARTNERS

Traditional travel
agents & OTAs may
not be suitable
**Reach out to
specialists**



Photo: Male
Blackbucks fighting in
Velavadar Sanctuary,
Gujarat, India

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**We travel. What
do you do?**

**Twitter
@kunzum**

**WhatsApp
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