

India Consumer and Travel Trade

Final Report

March 2007

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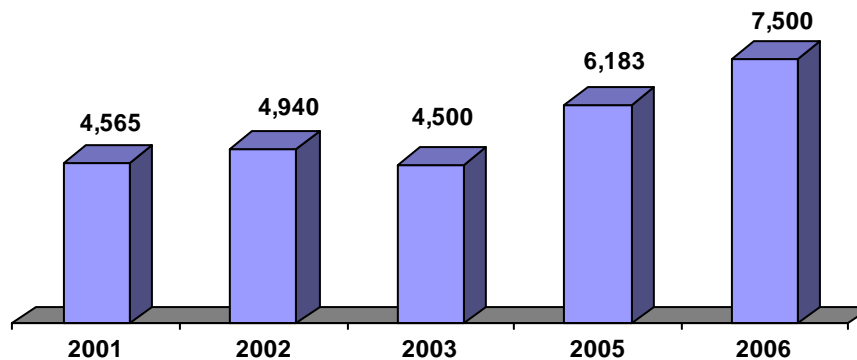
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Foreword

Background

India's outbound market experienced a 64% growth between 2001 and 2006, increasing from 4.6 million outbound travellers to 7.5 million outbound travellers.

Indian Outbound Travellers - Thousands

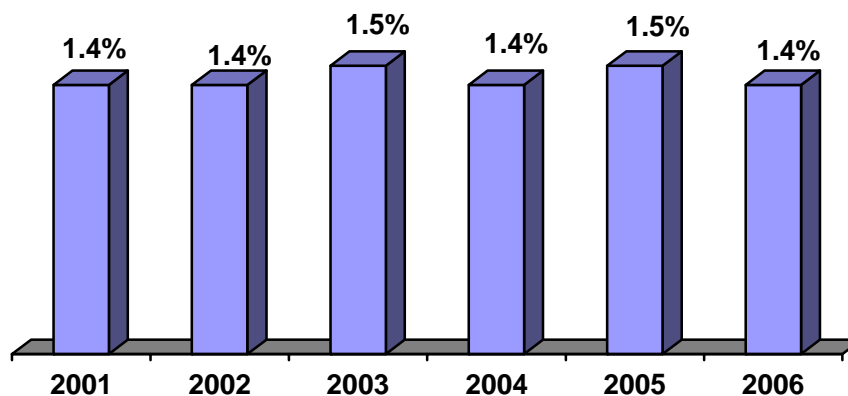


Source: Euromonitor Estimates, via Tourism Australia (2006 projected by Insignia from available data)

This expansion coincides with the rapid economic development that India has been experiencing. As a popular destination for outsourced work, India's economic landscape has been changing rapidly with a new middle class rising.

While Canada's actual numbers have increased during this time, there has been no actual gain in share of the market. This means that if current trends continue Indian arrivals in Canada will continue to increase at the same pace as total outbound travel from India. However, given the changes in attitudes and behaviours in the Indian market, current destination trends are not guaranteed to remain fixed as the outbound market continues to expand.

Canada's Share of Outbound Indian Market



Objectives

The research was designed to meet 5 business objectives of the CTC and its partners (Ontario Tourism Marketing Partnership, Tourism B.C, and Alberta Tourism, Parks, Recreation and Culture).

- Designing the most effective advertising and marketing communication to reach the Indian travel market.
 - What triggers—current and potential—are there for Indians to visit Canada?
 - How can these triggers be best integrated into Canadian travel advertising?
 - What is the ideal timing for advertising to the Indian market?
- To determine and ensure the use of the most effective communication channels to reach the Indian travel market.
- To provide direction and assistance to the Indian travel trade in order to accelerate the growth of pleasure travel to Canada.
- To identify target markets for travel to Canada, within the overall Indian travel market.
 - A demographic profile for advertising planning and product packaging.
 - Special interest segments for product packaging and tour design.
- To create market sensitive product packages.
 - Determining the most appropriate activities/interests to focus on.
 - Establishing effective price points.
 - Discover the best packaging components (the correct type of accommodation, duration of stay, activities to include, etc.)

In order to meet these business objectives, the research incorporates 11 objectives. By pursuing these research objectives, the knowledge required to answer the business questions was obtained.

Objectives

The 10 research objectives were:

- Determine the size of the travel market.
 - Specifically, how many Indians are travelling long-haul?
 - What is Canada's share of the outbound market?
 - What is the latent demand for future travel to Canada in this market?
 - Where does Canada reside on the destination priority list?
- Profile the prospective market.
 - What are the demographics of current and prospective pleasure travellers to Canada?
 - Do these individuals have relatives in Canada?
 - Do they aspire to live in Canada?
- Determine travel motivators to Canada.
 - What do Indians seek when they travel to Canada?
 - What are the primary travel motivators?
 - What are their trips like, in terms of season, party composition, expenditures, duration, etc.?
 - Is Canada a primary or secondary travel destination for Indians?
 - What opportunities are there with niche markets, for instance snow boarders?
- Evaluate Canada's competitive set.
 - How many Indians are travelling to other long-haul pleasure destinations?
 - Which of these destinations are Canada's primary competitors?
 - What are the trips to these competing areas like, in terms of season, party composition, expenditures, duration, etc.?
 - What advantage or value does Canada provide over destinations like the U.S. and Europe?
- Analyze the market segments.
 - What are the primary motivators for travel to other long-haul destinations?
 - What benefits/activities are sought in these locations?
 - How does the market segment on a product and motivational basis?
 - What is Canada's overall brand image, vis-à-vis key competitors?

Objectives

- Evaluate Canada's overall marketing strategy, based on market segmentation, trip profile, and traveller profile.
 - Who are Canada's primary competitors?
 - What are Canada's unique selling points?
 - How should Canada be positioned against alternative destinations?
 - Demographically, who should be the primary target?
 - What kinds of trips should be promoted?
 - What special interest groups should be targeted?
 - Should marketing be FIT or group focused, and to what degree?
- Determine what marketing channels are the best for Canada to use.
 - How do Indians plan their trips?
 - What is the planning and booking lead times?
 - What is the current Internet penetration among the Indian market?
 - What is the role of travel agents? The role of package providers?
 - What are the sources of influence for travel decision making?
 - How do the channels differ among the target segments?
 - What are the best channels to reach and influence the market overall, and what are the best ones to reach and influence segments of interest?
- Understand regional interest within Canada.
 - What regions have been visited?
 - What regions are of interest to Indians?
 - Do prospective visitors have an interest in seeing Eastern Canada, beyond British Columbia and, perhaps, Alberta?
 - For the provincial partners, can each province tailor packages or trip activities based on their provinces offerings? What should they include? Who should they target? When should they, and why?
- Explore advertising strategies for Canada
 - What should be the key focus of future advertising campaigns that will motivate Indians to visit Canada?
 - Since the latent demand appears far higher than actual annual travel to Canada, what will stimulate Indians to avoid procrastination and travel to Canada now?

Objectives

- Discover evolving trends
 - Has the image of Canada changed in the recent past?
 - Have changes in sentiment toward U.S. travel affected interest in Canada?
 - Can Canada capitalize on any of these trends to further drive visits?
 - What is Canada not keeping pace with other long-haul destinations?

- Evaluate the pros and cons of CTC market entry
 - Should the CTC enter the Indian market?
 - What are the pros/cons of doing so?
 - What is the ideal timing for entry?

Methodology

Phase One: Review of Existing Data

An examination of existing available data on Indian travel patterns and economics was conducted in order to provide context for the findings of the original research.

Sources included the Ministry of Tourism, India and the Federal Reserve Bank of India.

Information of particular relevance to the existing research included:

- Economic performance
- Disposable Income
- Outbound Travellers, 2001 to 2006
- Destination patterns of outbound travellers
- Domestic Travellers, 2000 to 2005
- Value of the Indian Rupee vs. the currencies of major destinations

Phase Two: Indian Long-haul Traveller Focus Groups

In order to gather grassroots insights to shape the quantitative survey, as well as to give context to its results, focus groups were conducted among Indian travellers.

Six groups were conducted, with 4 in Mumbai and 2 in Delhi. All participants had either travelled internationally in the past 3 years or had plans to travel internationally in the next 2 years.

There were two types of groups.

Type 1: They have not yet travelled to Canada. Are not rejecters of Canada.

Type 2: Have visited Canada for a pleasure trip in the past 3 years.

Methodology

Below is the grid for **type of groups** in each city.

	Mumbai		Delhi	
	Male	Female	Male	Female
Younger 25 - 35	Type 1 Type 2	Type 1	Type 2	n/a
Older 36 - 50	Type 1	n/a	Type 1	n/a

The discussion guide is included in the appendix of this report.

Phase 3: In-depth Interviews with the Travel Trade

As establishing a CTC presence in an emerging market requires extensive work with the trade, in-depth interviews were conducted among the travel trade in order to understand their perspective on the expanding outbound market and the opportunities for destinations to establish themselves in the Indian market.

The interviews lasted, on average, an hour and a half. The topics covered included:

- Current trends in the Indian long-haul travel market
- Changes in the next 5 years
- Causes/influences behind trends/changes
- Travel booking procedures
- Main reasons Indians travel to Canada
- Canada's main competitors among other long-haul destinations
- Canada's strengths/advantages over competitive destinations
- Canada's weaknesses/disadvantages over competitive destinations
- British Columbia, Alberta, Ontario and Quebec as priority destinations for Indians
- Travel products of interest to the market
- Growth in/opportunities for skiing
- Price range Indians are looking for with long-haul destinations
- Popular travel products/packages for Canada that Indians are buying

Methodology

- Differences between profile of Canada destined clients vs. those destined to other long-haul destinations
- Types of vacations that should be offered but are not readily available
- Packages/products that are available to other destinations that would be ideal for Canada
- Packages/products that each provincial partner should market to Indians that are not available now
- Main travel barriers holding people back from vacationing in Canada
- What the Canadian travel industry can do to improve its marketing in India
- If the CTC's previous entry and exit in India has left any impressions among the trade

A complete discussion guide is included in the appendix of this report.

Twenty total interviews were conducted, with the following breakdown:

- 6 Interviews with Brochure Producing Agents/Wholesalers
- 10 Interviews with Travel Agents
- 4 Interviews with those working at Airlines/Travel Media Outlets.

Phase Four: Consumer Quantitative Survey

A face-to-face survey was conducted with 2,636 Indian males* aged 18 and older residing in the top 10 largest centres (Mumbai, Delhi, Kolkata, Bangalore, Chennai, Ahmedabad, Hyderabad, Pune, Ludhiana, Chandigarh) from January 25 to March 1, 2007. The interviews were implemented by IMRB International.

Respondents met the following criteria:

- Socio-Economic Class A and B (see Appendix for definition).
- Travelled outside of India for 4 nights or more for pleasure or personal reasons, to visit friends and relatives or a trip that combined business and pleasure in the past 3 years, or
- Planned to take a pleasure trip outside of India for 4 nights or longer in the next 2 years.

*Males are the primary destination decision makers in Indian culture. Hence, all interviews were conducted among males.

Methodology

An oversample was implemented to reach n=200 past travellers to Canada. The oversample of past travellers to Canada was then weighted down to the level in the Omnibus survey. City quota was set to have an accurate distribution of the population among the top 10 centres. The average duration of interview was 20 minutes. Detailed tables are available in a separate file. The questionnaire is appended for reference.

The average error range with a sample of 2636 is $\pm 1.9\%$. This means that in 19 out of 20 cases, the results based on a sample of 2636 will differ by no more than 1.9% from what would have been obtained by interviewing all consumers who meet the qualification criteria in the markets surveyed.

Omnibus Survey

In addition to the face-to-face survey, a telephone omnibus survey was conducted among 3,166 Indians aged 18+ across urban markets to obtain incidence and profile data of the past and future pleasure trip travellers. This provided a base from which to validate the door to door survey and weight it as required.

Results

The findings of the study are presented under four main headings:

- Key Findings
- Marketing Considerations
- Findings in Detail
- Appendix

Throughout the report, circles (= ↑) and squares (= ↓) have been used to highlight meaningful differences.

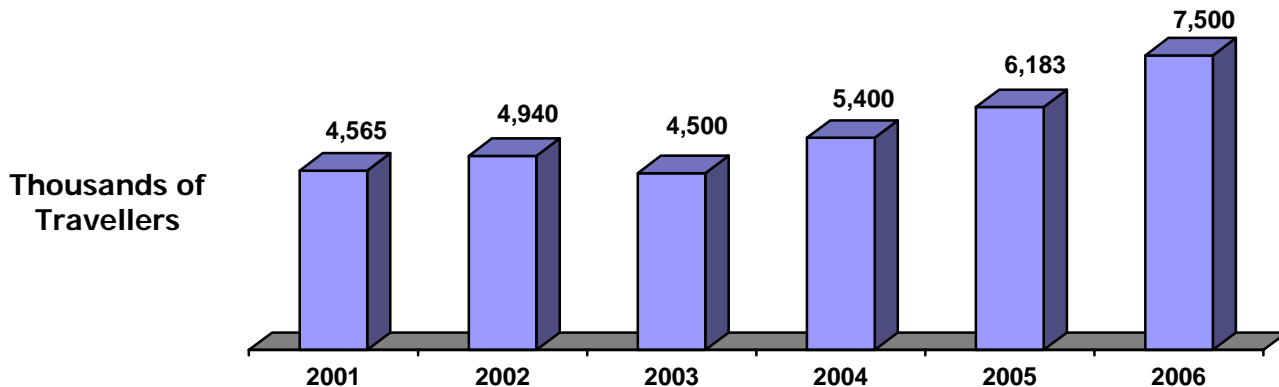
Key Findings

Key Findings

1. Outbound Travel Market

India's outbound travel market grew by 3 million travellers between 2001 and 2006, a growth of 64% over those five years. The majority of this growth occurred between 2003 and 2006, with a typical annual growth rate of 19% during this time.

Indian Outbound Travellers - Thousands



Outbound destinations are essentially split between "mid-haul" (led by Asia, then the Middle East) and "long-haul" (led by Europe, then the U.S., Canada and Australia).

Indian Outbound Travel	2005
Mid-haul (Asia/Middle East)	2,940,000 (48%)
Long-haul (all other)	3,243,000 (52%)

As with other origin markets, the motivations to travel to mid-haul destinations are generally escape/relaxation related:

- Shopping
- Nightlife
- Spas
- Beaches
- Fun

Key Findings

With long-haul destinations, the motivations become more calculated and serious, in step with the higher cost of travel and, hence, investment in both time and money:

- To experience different cultures, environments, ways of life
- To achieve status for having visited distant horizons
- To explore business and job opportunities.

An important catalyst in choosing where to travel is the existence of friends and relatives. VFR is a reason for travel for close to half of all outbound trips.

Canada has a small market share (1.4% of outbound trips) with 105,000 Indians¹ visiting in 2006. However, in spite of small numbers, Canadian visits have risen 62% since 2001.

2. Canada's Strengths

VFR Convention

Canada has a very strong VFR connection with India. Among current visitors:

- 47% came to visit friends or relatives.

In the short-term, this is likely to dominate reasons for travel since there are:

- Over 700,000 Indo-Canadians living in Canada.²
- As many as 2.8 million (or 16%) of the total Indian long-haul travel market (17.8 million) have close friends or relatives living in Canada, representing a sizable potential.

¹ Statistics Canada preliminary estimate

² Statistics Canada, 2001

Key Findings

Business Opportunities

Based on Insignia's market segmentation, as many as 22% of the Indian outbound travel market is in the Business Opportunity Seeker segment, a group whose primary travel goals include looking for business opportunities.

Indians often travel alone and are actively looking for business opportunities. As Canada further develops its trade relations with India, this market segment should demonstrate heightened interest in and grow rapidly for Canada. And, for the tourism industry, most in this segment are combining business with a significant pleasure component.

Outdoor Activities

The opportunities for outdoor recreation in Canada are highly appealing to another market segment – “Adventure Seekers” (18%). These are young, active travellers looking for soft adventure. The appeals of Canada include:

- Snow activities
- Water activities
- Hiking/trekking
- Bungee jumping.

However, they also want a balance with more urban and cultural activities:

- Night clubbing
- Going to theatre
- Observing a local Indian festival.

Status Destination

Canada appears to have potential as a status destination because it is new and “fresh” and not yet fully discovered by long-haul travellers. Visiting a new or “fresh” destination carries significant prestige.

The Status Seeker segment comprises 19% of outbound travellers (again based on Insignia's market segmentation).

Key Findings

3. Canada's Weaknesses

The biggest downside for Canada is that it is not well known. Beyond friends and relatives and, for some, business prospects, both the consumer and the trade are very unaware of Canada's tourism product, beyond well known Niagara Falls.

The interest in Canada for outdoor adventure and to status seekers, noted earlier, came only after a detailed discussion and explanation of what Canada has to offer.

As a very distant destination, and hence, a relatively expensive product to sell, Canada must first identify its key target markets and, then, focus on building awareness and interest among those specific segments.

- They include both consumer targets as well as the trade.

The trade is reluctant to promote a destination that they lack knowledge about.

Key Findings

4. Canada's Current Visitor

The profile of Canada's annual visits from India are outlined below.

Trip Duration (median)	<ul style="list-style-type: none"> 9 nights. Some long-stays drawing average up to 21.3 nights
Season	<ul style="list-style-type: none"> March to June (India's hot season)
Party Composition	<ul style="list-style-type: none"> Alone (39%) or with relatively large party (4.5 persons, excluding lone travellers)
FIT	<ul style="list-style-type: none"> Mostly FIT (67%)
Top Five Activities in Canada	<ul style="list-style-type: none"> Seeing old architecture Visiting places of historical interest Seeing a modern society Visiting museums and art galleries Seeing beautiful rivers and waterfalls
Purpose of Trip	<ul style="list-style-type: none"> VFR 47%, business/pleasure combo 13%, pure pleasure the remainder
Accommodation	<ul style="list-style-type: none"> Only 21% home of friend/relative, mid-priced or budget property preferred
Expenditure (average)	<ul style="list-style-type: none"> \$6,500 per trip
Profile	<ul style="list-style-type: none"> 89% SEC A (well educated executives/professionals) Mumbai, Delhi, Bangalore key markets 41% age 18-29, 75% age 18 to 49 Close friends or relatives in Canada – 4 in 10 42% single, 59% married Household income: 82% between \$6,360 and \$19,080.

Key Findings

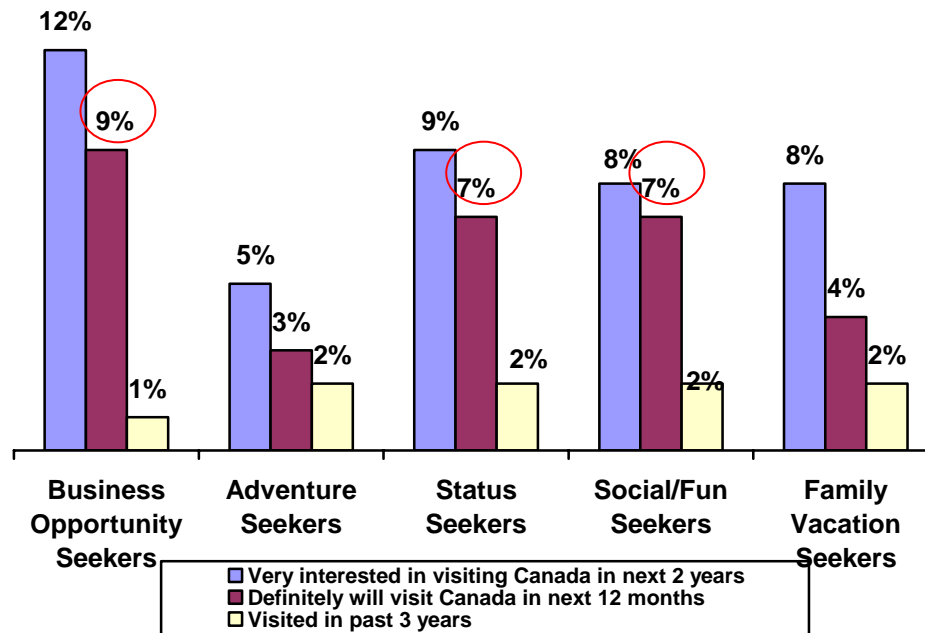
5. Canada's Potential

Canada is well down the priority list for future travel (8% very interested in visiting in the next 2 years), well below S.E. Asia (23%), Europe (20%), the U.S. (15%) and Australia (14%).

However, because of the sheer size of the population, that 8% translates into 1.5 million prospects for Canada, far higher than the 105,000 current arrivals.

Among those with close friends or relatives in Canada, interest soars to 24% - representing 667,000 or just under half of all those very interested in visiting in the next 2 years (1,478,000).

Among the five market segments, Business Opportunity Seekers, Status Seekers and Social/Fun Seekers have the highest actual intentions to visit Canada in the next 12 months.



Key Findings

6. Obtaining a Visa

Obtaining visas are difficult for Indians. Many countries are concerned about visitors attempting to immigrate illegally and, consequently, put tight controls on their visa applications. The U.S. is noted as being particularly problematic.

Canada also has a reputation among consumers and the trade that it is difficult to obtain a visa. There seems to be a lack of awareness of a new system set up by the Canadian government in 9 Indian cities (in 2006) to facilitate visa applications. Currently, most believe Delhi is the only visa application centre in the country.

The following chart illustrates where visa applications can now be submitted. Clearly, the current ease of obtaining a visa for Canada must be communicated.

Where to Apply			
Indian residents applying for temporary visas to Canada can submit their applications at Visa Application Centres geographically convenient to them.			
The various Visa Application Centres where applicants can apply for visa are listed below.			
NORTH	SOUTH	WEST	EAST
New Delhi	Chennai	Mumbai	Kolkata
307 Third Floor Eros Corporate Towers Nehru Place New Delhi - 110019	3 College Lane Opp. SBI Circle Office Nungambakkam Chennai - 600 005	1st Floor Stadium House Above Kaysans Sarees Churchgate Mumbai - 400 020	14th Floor Om Towers 32 Chowringhee Road Kolkata - 700 071
Monday to Friday 8:00 AM - 12:00 PM 1:00 PM - 4:00 PM	Monday to Friday 8:00 AM - 12:00 PM 1:00 PM - 3:00 PM	Monday to Friday 8:00 AM - 12:00 PM 1:00 PM - 4:00 PM	Monday to Friday 8:00 AM - 12:00 PM 1:00 PM - 3:00 PM
Jalandhar	Bangalore	Ahmedabad	
4th Floor Balbir Tower Namdeo Chowk G.T.Road Jalandhar - 144004	The Presidency, First Floor, 101, St. Marks Road, Bangalore- 560001.	Gujarat Chamber Building Ashram Road Ahmedabad - 380 009	
Monday to Friday 8:00 AM - 12:00 PM 1:00 PM - 3:00 PM	Monday to Friday 8:00 AM - 12:00 PM 1:00 PM - 3:00 PM	Monday to Friday 8:00 AM - 12:00 PM 1:00 PM - 3:00 PM	
Chandigarh	Hyderabad		
SCO 186-187, Ground Floor (Front Side) Sector - 8C, Madhya Marg, Chandigarh - 160018	Sunil Chambers, First Floor, Capital MCH Door No.8-2-542/A, Road No. 7, Banjara Hills, Hyderabad- 500034.		
Monday to Friday 8:00 AM - 12:00 PM 1:00 PM - 3:00 PM	Monday to Friday 8:00 AM - 12:00 PM 1:00 PM - 3:00 PM		

Key Findings

7. Pros and Cons of Entering Now

A key question for India is whether or not the CTC should enter the Indian market now or wait for a later date, if at all.

An early assessment concludes that there are considerable advantages of entering the market in the short term.

Pros

- Outbound travel is growing rapidly.
- Interest and curiosity about new and different long-haul destinations for pleasure are increasing.
- Because Indians are actively considering new destinations, they are receptive to advertising and other information sources. Their eyes and ears are open.
- Canada has a limited, but positive, image. Other destinations entering the market now may eclipse Canada's image even more, should it remain absent.
- As it will take time to get on the consumer consider list, the sooner Canada enters the market the better.
- A significant Indian population is desirable in destinations, especially long-haul ones. Canada has one of the largest outside of India and this can be leveraged immediately.
 - As many as 16% of the Indian outbound travel market have close friends or relatives in Canada.
- The VFR segment is valuable. Among current travellers to Canada 47% are VFR, yet less than half stay with them. Hence, the VFR segment does make a significant contribution to the Canadian tourism industry.
- Beyond VFR and combined business/pleasure, Canada currently has at least two initial vacation products that could be promoted almost immediately by targeting the travel trade and honeymoon organizers:
 - Niagara Falls as a superb honeymoon destination for honeymooners (as the "honeymoon capital of the world" it could appeal to status seeking Indians).
 - 3– 4 day add on trips for those destined to the U.S.*¹
- Getting into the market early can increase Canada's chance of growing with the market, leading to significant long term gains.

¹ *345,000 Indians visited the U.S. in 2005, considerably more than visited Canada in that year (94,000).

Key Findings

- In other words, since the Indian market is not yet fully developed, it is the perfect time to go after consumers that have not yet committed to several long-haul countries, instead of having to “steal” share from other markets later on. That is, to get on the consideration list while it is being formed as opposed to having to climb up higher in rank order if entering later.
- The Harper government is putting considerable effort into developing a strong business/trade relationship. Indians are aggressive entrepreneurs and often travel on combined business/pleasure trips to seek business opportunities. This will raise Canada’s presence and heighten travel interest.
- Late entry may make Canada look like a “me too” compared to Australia, given similar positioning.
- Canada’s share of voice in the Indian market will be greater if it goes in now rather than if it waits until a range of other destinations enter the market.
- Already established countries will have a greater share of mind if Canada delays.
- Australia may end up owning the adventure/outdoor trip type, a key potential segment for Canada.

Cons

- Given Canada’s low awareness among both the trade and consumers, a significant investment will be required to achieve meaningful presence.
- The trade won’t promote a destination they are unaware of.
- As one of the most distant destinations, Canada is expensive to reach and, in essence, is competing with every other country on the planet.
- Other markets may provide better investment opportunities.
- Air Canada has discontinued service to Delhi until 2009 at the earliest.

SWOT Analysis

SWOT Analysis

Strengths

- The Indian economy is growing rapidly.
- Outbound travel is rising at 19% per year.
- Travel to foreign countries is an important status symbol.
- Indian businessmen are actively seeking opportunities in foreign countries.
- The Harper government is actively trying to solidify and build Canada/India trade.
- Indians are highly social and enjoy travelling to visit friends and relatives.
- As many as 16% of the Indian travel market of 17.8 million people have relatives or close friends in Canada – or 2.8 million in total (current annual visitors: 105,000).
- Indians travelling for VFR do not always like to stay with friends/relatives.
- Indians love outdoor activities/adventure which Canada can satisfy.
- Canada is active in Bollywood film production, a key destination trip driver.
- Elaborate weddings are common among Indian upper classes and newlyweds seek status honeymoon destinations to which Niagara Falls could appeal.
- Indians are seeking new and different travel destinations (status). Consequently they are open to new locations.
- Trips to Canada can be linked to a visit to the U.S., highly aspirational.
- Indians are not afraid of travelling to cold climates.

SWOT Analysis

Weaknesses

- The Canadian vacation product is not well known.
- Canada involves a long journey and, hence, becomes expensive to reach.
- The trade is quite unaware of the Canadian product and is generally reluctant to promote unfamiliar destinations.
- Travellers and the trade appear unaware of the change in visa application procedures in 2006 which has made it much easier to obtain a Canadian visa.
- Air Canada has discontinued direct service to Delhi until 2009.

Opportunities

- Promote VFR as a motivator to choose Canada. Canada has one of the largest Indian communities outside India.
- Promote Canada's outdoor adventure opportunities.
- Promoting Niagara Falls as the "Honeymoon Capital of the World" could appeal to Indian upper classes.
- Promote Indian festivals and special events in Canada to welcome Indian travellers.
- Appeal to business opportunity seekers.
- Communicate how easy it is to obtain a visa for Canada vs. the U.S. (difficult).
- Position Canada as friendly and welcoming to Indian travellers.
- If budgets do not allow creating a full office, the CTC could begin the market entry process now by assigning CTC reps from neighboring regions.

Threats

- By delaying market entry, Canada could fall behind other "brands" actively trying to establish themselves now in the Indian market.
- Australia is targeting the adventure/outdoor segment now, directly competing with Canadian product.

The Way Forward: Considerations

The Way Forward: Considerations

There are 6 steps that should be considered if the CTC is to enter India:

1. The Ease of Obtaining a Canadian Visa Must be Communicated
2. Work With The Travel Trade
3. Address The Consumer Needs
4. Target Key Consumer Segments
5. Plan Media To Co-incide with Indian Travel Patterns
6. Use Target Media Channels.

1. The Ease of Obtaining a Canadian Visa Must be Communicated

The first step in considering India should be to promote the fact that Canada welcomes Indian visitors and has a straight forward visa application process in place.

Australia took these steps in the recent past and is benefiting from both a positive image and heightened interest in visiting among Indians.

2. Work With The Travel Trade

It is essential to get the trade allied and on board.

Initially, dealing with the trade must be done face to face, including a meet and greet. This is important for two reasons:

1. This is the way business relationships are developed in India.
2. Currently, there is a very low level of interest in Canada among the trade. This makes them extremely unlikely to consider any written or electronic material they receive unless it is preceded by a personal visit by Canadian tourism representatives. They lack the motivation to pursue it.

The Way Forward: Considerations

Step one will be to identify the specific trade organizations that will be most productive for Canada (Phase II research will identify them).

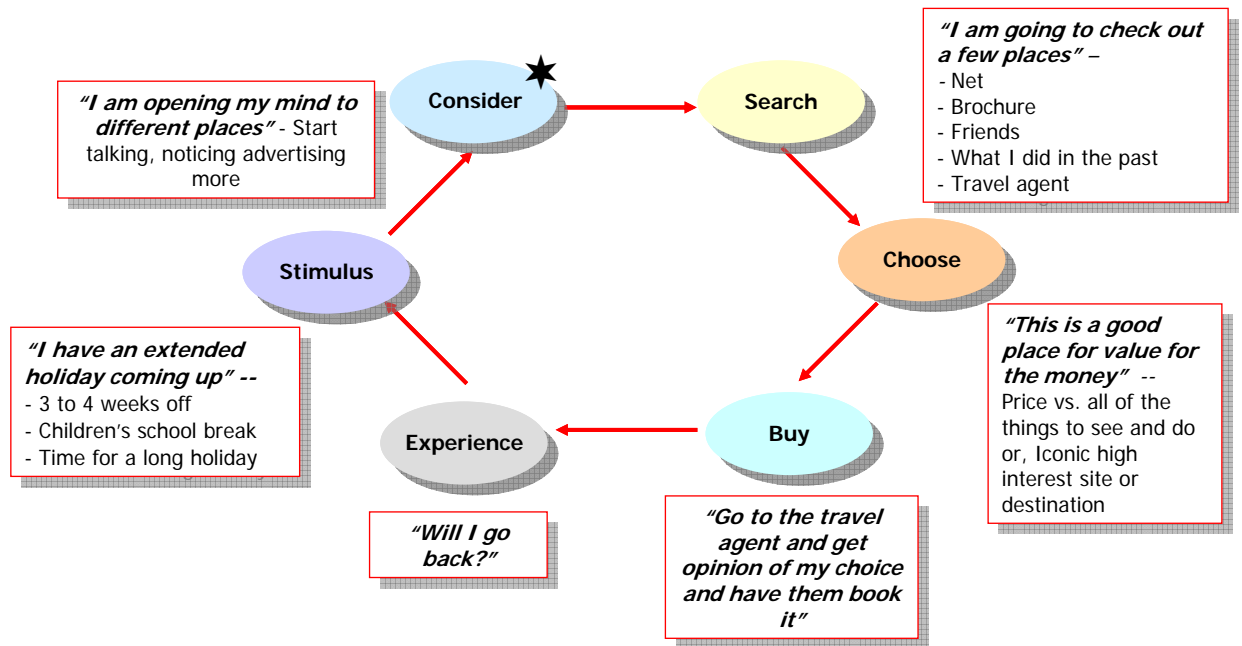
Then, among them, consider:

- Educational seminars
- FAM trips
- Brochures/websites featuring Canadian product (relevant after the initial face to face introduction).
- Posters in office (most travellers go to travel agent offices)
- The trade needs to be incited in many ways, as they know Canada will be a harder sell, due to the need to educate their consumer and the risk of trying to sell a destination not yet proven to the market. Kickbacks and incentives are common practices.
- Develop packages that are easy for the trade to sell -- to start with, a 3 to 4 day add-on trip for U.S. destined travellers. Advise the trade of the ease of obtaining a Canadian visa so that applying for a Canadian visa becomes a simple and well integrated part of purchasing the Canadian package, since these travellers will likely have their U.S. visa already taken care of.
- Also, a honeymoon package to Niagara Falls should also be readily available, as noted earlier.

The Way Forward: Considerations

3. Address The Consumer Needs

- To reach the consumer, it is key for Canada to get onto the consider list.



Triggers that put Canada on the consider list are limited.

Consumers need to know more about the Canadian vacation product in order to have strong reasons to visit beyond the core triggers of:

- VFR
- Business opportunities
- Seeing Niagara Falls

The Way Forward: Considerations

Potential triggers could include:

1. Positioning Canada as a “New”, “Different”, and “Exotic” destination is appealing to status seekers.
2. Get away from all of the dirt, crowds, poor infrastructure, city development, and traffic. In other words, vacations can relax in a beautiful, clean, and organized environment without:
 1. The language barrier and expense of Europe, and
 2. The commercialism of the U.S.

This could ladder up to a cleansing, decompressing higher order benefit.

3. Adventure and exhilaration – variety of activities, experiences, venues.

4. Target Key Consumer Segments

(i) VFR Market (47% of current travellers to Canada, 16% of long-haul Indian travellers have close friends or relatives in Canada):

- Often travelling with children
 - Spending time indulging the kids
 - Parks, nature, water
 - Theme parks
 - Resorts
 - East Indian culture
 - Native culture
 - Educational opportunities
 - Require vacations at a lower to mid-price range given the number in the party size
 - Excellent for large party FIT (Fully Independent Traveller- i.e., not on group tour).

The Way Forward: Considerations

(ii) Business Opportunity Seekers (22% of outbound market):

- Canadian technology tours
- Add on pleasure packages

(iii) Adventure Seekers (18% of outbound market):

- Young single, married without children
 - Physical activities (white water rafting, snow activities, dog sledding, resorts)
 - Snow and winter product opportunities
 - City clubbing and shopping
 - Require vacation price points at all levels (low to high)
 - Excellent for FIT and group.

(iv) Status Seekers (19% of outbound market)

- Generally younger singles and couples who want “the best” of the world
 - Food (lobster, wine)
 - Music
 - Architecture
 - Film
 - Event
 - Outdoors
- They are notching countries off as travel is status
- Price point is high
- Excellent for FIT travel.

(v) Honeymoon (small niche)

- Young, without children
 - Want to do something special/meaningful
 - Niagara falls focussed
 - Relax, spend time together, get to know each other
 - Mid to high price range
 - Excellent for FIT

The Way Forward: Considerations

5. Plan Media To Co-Incide With Indian Travel Patterns

- The desired season for Canada is spring/summer. Forty-four percent prefer April to June.
 - ♦ Get away from the heat during India's hottest season
- If honeymoon packages are introduced, the wedding season is December.
- Media should be planned well in advance for visa purposes and a relatively long planning lead time.
 - ♦ Indians plan their trips to Canada 5 months in advance of travel, booking them 2 months in advance.

6. Use Target Media Channels

The Phase II research will clarify which approaches work for each target segment. However, at this stage it appears that both conventional and unconventional sources of media may be required.

Conventional include:

- Internet
- T.V. shows, documentaries
- Newspaper
- Ads at movie theatres.

Unconventional include:

- Use public relations by using Canadian Deepa Mehta, and Canadian Lisa Ray, the main actress (Kalyani) from "Water"
- Consider developing a campaign about our great water tying into her movie theme.
 - ♦ Glaciers
 - ♦ Great Lakes
 - ♦ Oceans
 - ♦ Pure and clean
 - ♦ Lake Louise
 - ♦ Snow
- Water and water activities are extremely important to Indians.

The Way Forward: Considerations

- Have consumers feel Canada/experience Canada by:
 - ♦ At very popular Indian attractions, set up kiosks about Canada (Indians love shopping and they are always on the go)
 - ♦ High end shopping malls
 - ♦ Taxi cabs
 - ♦ Train station -- advertise our Rocky Mountain train expedition.
- Develop direct channels to those who have close friends and relatives in Canada

Findings in Detail

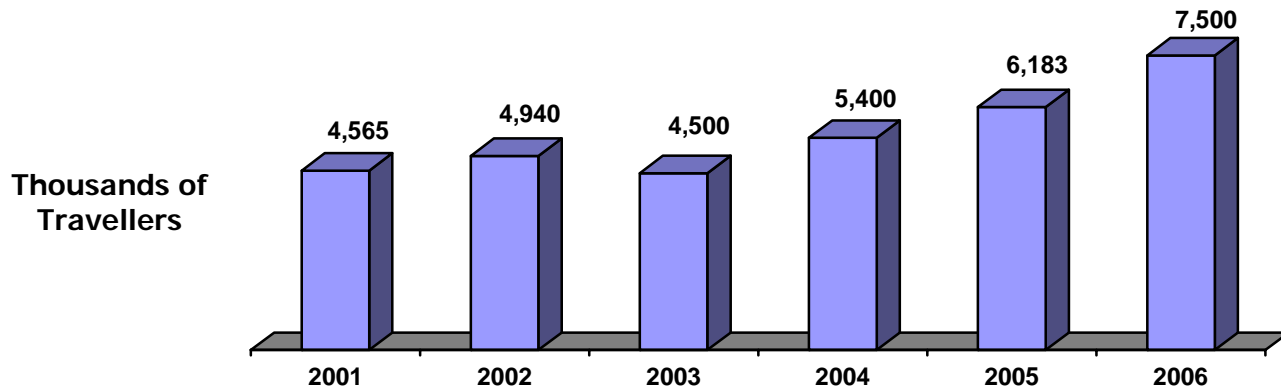
Travel Trends

Section 1: Destination Patterns

1.1 India Outbound

India's outbound travel market grew by 3 million travellers between 2001 and 2006, a growth of 64% over those five years. The majority of this growth occurred between 2003 and 2006, with a typical annual growth rate of 19% during this time.

EXHIBIT SECTION 1-1: INDIAN OUTBOUND TRAVELLERS - THOUSANDS



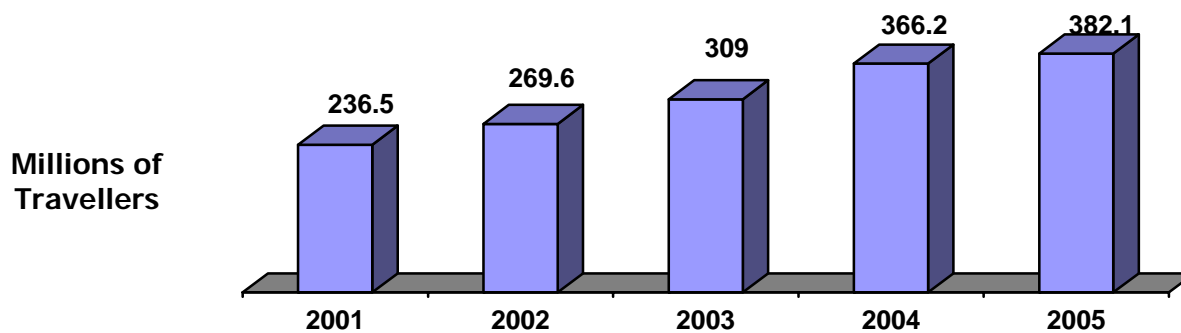
Source: Euromonitor Estimates, via Tourism Australia (2006 projected by Insignia from available data)

1.2 India Domestic Travel

Indians are not only travelling abroad more often. Between 2001 and 2005 domestic tourism increased by 146 million tourists. This represents a 62% increase in the market size, compared to the 35% increase seen in international travel over the same period.

Domestic travel, however, is slowing down in its growth rate whereas international travel is not.

EXHIBIT SECTION 1-2: INDIAN DOMESTIC TOURISTS - MILLIONS



Source: Ministry of Tourism, India

1.3 Changes in Long-Haul Destinations

Traditionally, mid-haul destinations in the Middle East and Asia have been very popular with Indians. These destinations drew approximately 2 million of the outbound travellers from India in 2000, and 3 million in 2005.¹

The long-haul destinations with the greatest numbers of departures from India include the USA, the UK, and France.

While each destination of interest gained additional Indian travellers between 2001 and 2006, only Australia and France had a percent increase greater than that of the overall increase in the outbound market. Canada's increase only slightly below that of the overall increase in the outbound market.

EXHIBIT SECTION 1-3: LONG-HAUL TRAVEL TRENDS 2001 TO 2006

Outbound Travellers (Thousands)	2001	2006	Difference	Market Share	% Change
Total ¹	4,565	7,500	2,935	100%	64%
Specific Long-Haul Destinations					
U.K. ²	189	290	101	3.9%	53%
U.S.A ³	270	383	113	5.1%	42%
France ¹	110	190	80	2.5%	73%
Canada ⁴	65	105	40	1.4%	62%
Australia ¹	48	84	36	1.1%	75%

¹ Australia's reported Market Share
(http://tourismaustralia.com/content/India/profiles_2006/India_Market_Share_06.pdf)

² Tourism Trade UK
(<http://www.tourismtrade.org.uk/MarketIntelligenceResearch/STATS/Default.asp?Display=Table&ptable=4&country=3490&table=4&perc=>)

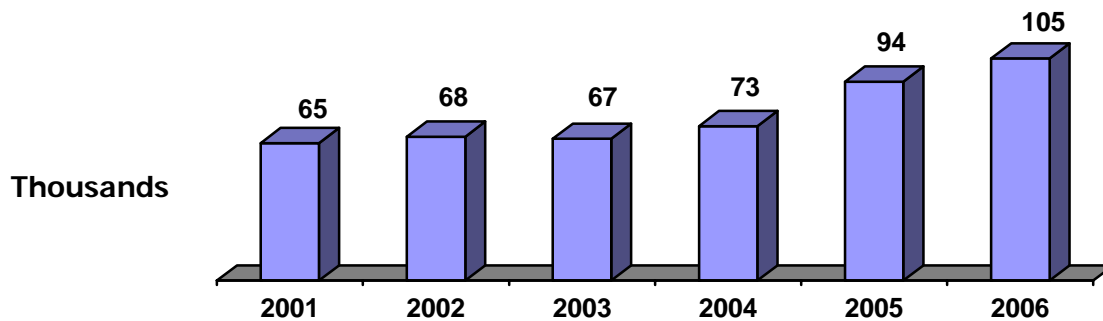
³ Office of Travel and Tourism Industries (<http://tinet.ita.doc.gov/view/f-2005-432-001/index.html>)

⁴ Statistics Canada and CTC

1.4 Canada's Share

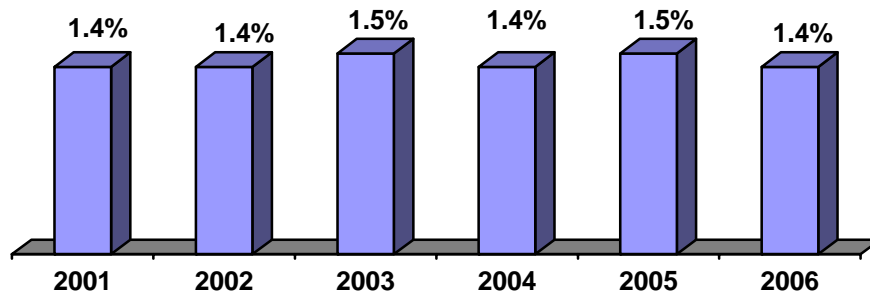
While Canada has made steady gains in terms of actual arrivals, this is not reflected in any increase in share. Competing destinations have also made little or no progress in terms of gaining share. As a whole, long-haul travel is increasing with no real change in destination mix.

EXHIBIT SECTION 1-4: INDIAN ARRIVALS IN CANADA



Source: Statistics Canada and CTC, 2006 projected by Insignia Marketing

EXHIBIT SECTION 1-5: CANADA'S SHARE OF OUTBOUND INDIAN MARKET



Canada's Air Seat Capacity

However, Canada's direct air seat capacity has grown substantially in the past few years – reaching 160,456 seats in 2006.

EXHIBIT SECTION 1-6: CANADA'S AIR SEAT CAPACITY

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Direct Air Seat Capacity	10,400	0	0	93,900	122,900	160,456
Y/y – 1%	--	-100%	--	100%	30.9%	30.6%

Source: Conference Board of Canada (OAG data)

1.5 A Motivated Travel Market – Upper Class Indians

Those who can afford to travel internationally are primarily the A and B classes* of Indians. They have either significant personal wealth or are in high-income brackets.

Currently, several countries are aggressively pursuing this market, but there are indications in the early stages of this research to suggest that Canada can certainly carve out a significant market share.

What is driving this propensity to travel among the upper classes are a number of factors:

1. Growing personal incomes--the upper class income earner makes a very good income and wants to make even more, especially for discretionary spending purposes. They are energetic, aggressive and enthusiastic in their work. **They work very hard (6 days a week) and long hours and can afford international travel.**
2. They are in a privileged social class that awards them tremendous opportunity like foreign education, family wealth, and a high social class position. **One of the main reasons for international vacation travel is that it has become a natural part of their lifestyle.**
3. The Indian travel market is young and, as a consequence, its members have a thirst for new experiences, adventure and status. Much of this youth target (especially in Mumbai) mirrors the status seeking North American boomers of the 1980's. When this class of Indians talks about travel they often mention certain destinations as new, exciting, "really happening", and "rocking". This can certainly be taken advantage of in destination marketing by appealing to this target's thirst for status (what's in) and subsequently creating a social waterfall effect. **International travel has status.**

"I have seen three wonders of the world now I want to see more"

4. Even though India has significant geographical variation, with the Goa region and its warm weather/beaches in the south, and Delhi with its nearby mountainous scenic beauty in the north, culturally it is still Indian with its strong distinctive culture, foods and lifestyle. **A significant motivator for International travel, then, is to experience life outside of India.**

*See Appendix

1.5 A Motivated Travel Market – Upper Class Indians

“It’s time for me to travel outside of India, I have seen everything in India”

5. As mentioned, Indians in this higher echelon enjoy the status that international travel brings and are quick to boast about these trips to their colleagues, friends and family members. **Culturally**, there is **social currency** in international travel and this is a significant driver for outbound travel.
6. As a pastime Indians love shopping. Consequently, they have an appetite for shopping in foreign countries where they expect they will have access to different products as well as better prices. This is the most significant draw to places like Dubai, Singapore and even the US.
7. Indians in upper classes receive and/or take a great deal of vacation time. They think it is nothing to take 3 weeks for a long haul vacation.
8. Both Mumbai and Delhi are very crowded and congested cities with long work hours, huge traffic jams and millions of people of all social classes everywhere and these Indians want and can afford a break from it for a while, especially those in Mumbai. **Indians are looking for more relaxing less compressed and peaceful venues for vacation travel.**
9. Over the years, many Indians have immigrated to other countries and most see it as an advantage to have family and friends around the world. When travelling, it offers both a perceived safety net, as well as easing some of the burden of travel expense, especially when they travel in larger family and friendship groups.
10. Finally, travelling within India is described as being very expensive, especially the airfare, and this helps to create a rationale for travel abroad.

“It is just as cheap or even cheaper to travel outside of India, when you take the air fare into account”

The bottom line is that Indians in class A and likely B enjoy and crave international travel. In Mumbai, there appears to be a stronger status-seeking component to it, while in Delhi there is significant VFR component.

1.6 Summary

The outbound travel market is growing rapidly – averaging an annual rate of 19% since 2003.

Of the 7,500,000 Indian outbound travellers (2006), Canada received 105,000 travellers. Travel to Canada is growing in concert with the total outbound market – maintaining its share at 1.4%.

Indians are anxious to see more of the world and as the economy continues to strengthen, so should outbound travel.

Section 2: Population Growth and Economic Factors

2.1 Population

Current estimates put India's population at 1,129,866,154. Canada's population is 3% of this; the United States' 27%.¹ Thus, even a tiny segment of the Indian population represents an enormous potential market. India's population is projected to continue to grow at a rate of a little over 1% per year.

As a developing nation, India's population is young compared to that of major world economies. The median age in India is 24.6. As the economy develops and healthcare becomes better and more widely spread a large retired population will develop.

EXHIBIT SECTION 2-1: POPULATION OF INDIA

Age Range	2007	2010	2015	2020
Below 20	466,867,510	475,780,137	484,707,648	487,002,719
20 to 29	196,334,277	202,817,572	214,896,790	228,574,510
30 to 39	167,739,509	176,435,969	188,363,137	199,919,086
40 to 49	124,814,724	136,458,958	156,321,551	172,285,074
50 and over	174,110,134	192,597,854	229,340,468	274,271,765
Median Age	24.8	25.6	27	28.4

Source: U.S. Census International Database

The Indian 2001 census indicated that the urban population represents 27% of the overall Indian population. That is 307,945,000 individuals.

¹ U.S. Census Bureau International Data Base (<http://www.census.gov/ipc/www/idbnew.html>)

2.2 Socioeconomic Sections

Indian society can be divided up into 5 categories based on education and occupation.

The top level of society, Sec A, is approximately 16% of the urban population. Sec A is primarily those with high levels of education working in professional jobs or in top executive positions. They are roughly analogous to the upper-middle class and upper class of Western societies.

Next is Sec B, approximately 18% of the urban population. Sec B is comprised of those with a moderate amount of education and a high position, or a high amount of education and a moderate position. They occupy a position similar to the Western middle class, particular the lower stretches of it.

The lower bound of India's new middle class is Sec C, at approximately 15% of the urban population. It is primarily a low education segment of society that still performs relatively high ranking jobs, such as skilled worker, shop owner, or executive.

Below Sec C are Sec D and E. Together these sections make up the remaining 51% of the urban population. They are uneducated and perform lower status jobs.

EXHIBIT SECTION 2-2: URBAN POPULATION OF UPPER AND MIDDLE CLASS INDIANS

Sec A	Sec B	Sec C	Sec D & E
49,271,000	55,430,000	46,192,000	157,052,000

Income is highly correlated with education and occupation in India, and the different sections tend to behave and buy in patterns that make the distinctions useful to those entering the Indian market.

Overall, Indians are shifting to a more consumer based mindset. From 2003 to 2006 there was a 24% increase in consumer expenditures, and an accompanying 23% increase in disposable income.¹

¹ Euromonitor Country Fact File: India (<http://www.euromonitor.com/factfile.aspx?country=IN>)

2.3 Rapid Economic Development

Since the implementation of economic reforms that liberalized a wide swath of industries, India's economy has been growing at an impressive rate. Participation in the global economy as a popular outsourcing destination has led to the introduction of high tech industries into the developing economy, as well as serving as the primary drive for the expansion of the middle class. Sec B and C in particular are made up of those whose jobs are a result of India's new participation in the global economy.

As India's GDP has consistently outperformed estimates of its growth, predictions for future growth range from conservative figures around 6% to optimistic ones around 9%.

EXHIBIT SECTION 2-3: ECONOMIC INDICATORS

	2003	2004	2005	2006	2007e
GDP*	3,003,968	3,307,176	3,633,441	3,942,177	4,282,204
Disposable Income**	403,114.93	447,816.58	482,837.45	495,229.91	516,708.80
GDP Growth ¹	3.8%	8.5%	7.5%	8.4%	9%

*Purchase Power Parity, measured in millions of international dollars

** Total Annual, in US Millions

Source: Euromonitor Country Fact File: India, except where noted

¹ Federal Reserve Bank of India

2.4 Exchange Rates

Despite India's economic development, the rupee is fairing poorly against major currencies. The rupee's performance against the Singapore Dollar and UAE Dirham has been relatively stable. While not major world currencies, Singapore is a frequent stopover destination for India and the UAE dirham is used in a number of popular Middle Eastern destinations—including Dubai.

EXHIBIT SECTION 2-4: INDIAN RUPEES TO BUY FOREIGN CURRENCY, 2000 TO 2006

Currency	2000	2001	2002	2003	2004	2005	2006
Canadian Dollar	30	30	31	33	35	36	40
US Dollar	45	47	49	47	45	44	45
Great Britain Pound	68	68	73	76	83	80	83
Australian Dollar	26	24	26	30	33	34	34
Euro	41	42	46	53	56	55	57
Singapore Dollar	26	26	27	27	27	27	29
United Arab Emirates Dirham	12	13	13	13	12	12	12

Source: OANDA.com

Against the Canadian dollar the rupee has fallen in value from 30 rupees to the dollar in 2000 to 40 rupees to the dollar in 2006.

2.5 Internet Penetration

Estimates of Internet penetration range from 3.6%¹ to 7%². That is, between 40.1 million to 77.9 million users.

Depending on the measure, India's ranking among nations for total number of Internet users is between third and fifth place. However, per capita it ranks around 108th.

Use has been expanding rapidly. In 2001 only 0.7% of the population used the Internet.³ The estimated number of users in 2005 is 4.6 times higher than the number in 2001. Reliable internet penetration data by age is unavailable.

Again, India's rapid development of high-tech sectors and growing economy, especially as an outsourcing destination, is aiding in driving this expansion. The access is currently concentrated in the cities. Attempts have been made by various politicians to bring access to rural areas through public access terminals. At the current rate of usage growth, 72.9 million Indians will be on-line in 2007 and 99.4 million in 2008.

¹ Internet World Stats (<http://www.internetworldstats.com/asia.htm>)

² Derived from Nationmaster user statistics and population of India.

³ Consumer Internet Web (http://www.sherpalo.com/resources/Consumer_Internet_Web_2.0.pdf)

2.6 Summary

There are 307.9 million people living in urban India of which 150.9 million or 49% are in the upper/upper middle A, B and C classes.

A & B classes are the prime generators of long-haul travellers. Both of these classes as well as C are expected to generate more travel as the economy grows.

	<u>Urban Population</u>	<u>Long-Haul Travellers*</u>
<u>Total</u>	307,945,000	
<u>S.E. Class</u>		
<u>Total A,B,C</u>	<u>150,893,000</u>	<u>17,808,000</u>
A	49,271,000	9,888,000
B	55,430,000	4,599,000
C	46,192,000	3,321,000
D & E	157,052,000	n/a

*As defined by this survey – travelled outside India in past 3 years or likely to in next 2 years.

Consumer Surveys – Qualitative and Quantitative Analyses

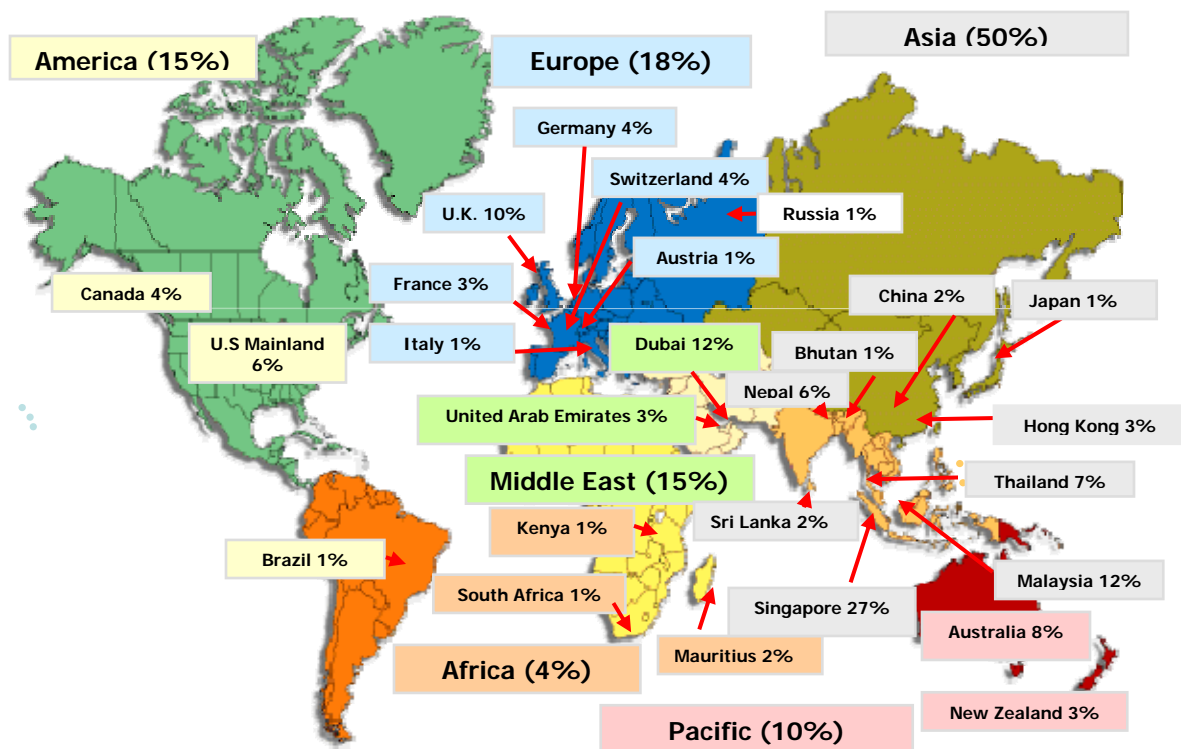
Section 3: Destination Motivators

3.1 Current Destinations (Past 3 Years)

Over the past 3 years, Canada has attracted only 4% of Indian long-haul travellers, well below other popular destinations beyond Asia – Europe (18%), Middle East (15%) and Australia (8%). Asia drew as many as 50%.

Like Canada the U.S. only attracted 6%, relatively low.

EXHIBIT SECTION 3-1: LONG-HAUL COUNTRIES VISITED IN PAST 3 YEARS



Source: Quantitative Survey Q7¹

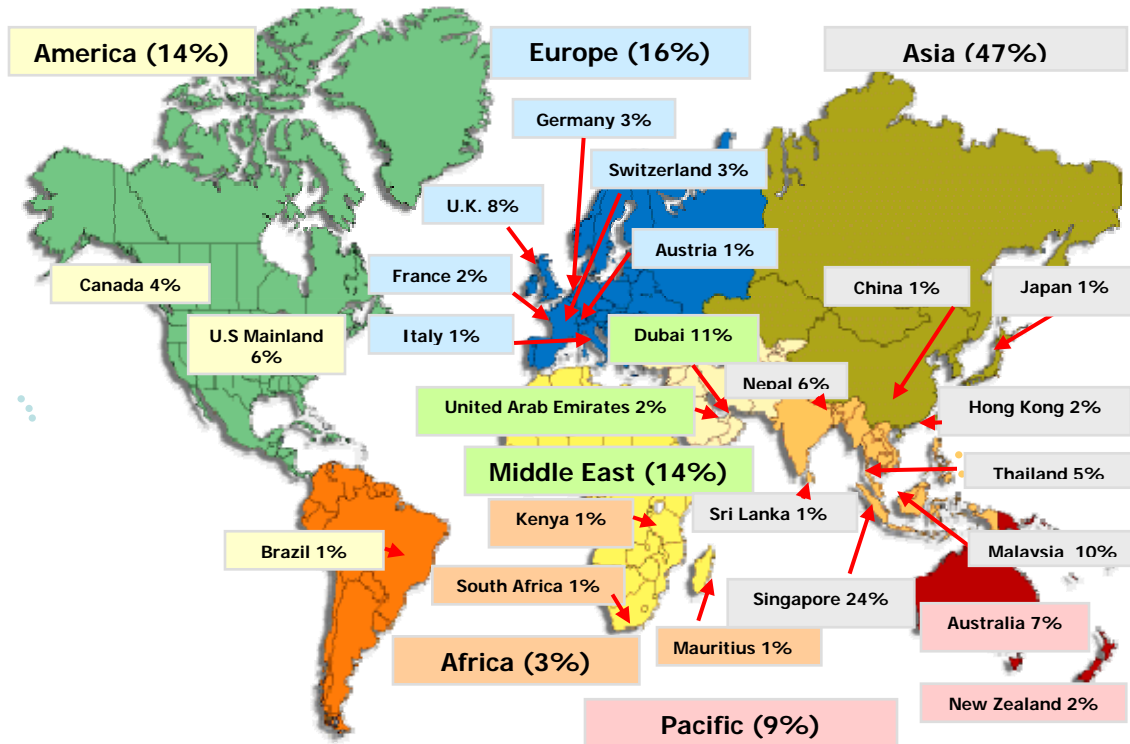
¹ Base: Past 3 years travellers (n=1,310)

Q.7 During the past 3 years which countries or destinations outside of India have you visited for pleasure and stayed for 4 nights or longer, if any?

3.2 Destination Market Share

Based on the most recent trip (typically reflective of market share), Canada attracted only 4%, the U.S. only 6%, compared with the long-haul leaders – Asia (47%), Europe (16%) and the Middle East (14%).

EXHIBIT SECTION 3-2: LONG-HAUL COUNTRIES VISITED MOST RECENTLY



Source: Quantitative Survey Q8¹

¹ Base= those who have taken a most recent trip (n=1,310)

Q.8a Thinking about your most recent pleasure trip of four nights or longer to somewhere outside of India, what countries did you visit on that trip?

3.3 Destination Imagery – Focus Group Feedback

Indians tend to group long-haul destinations as follows:

- U.K./Europe/Switzerland
- Australia/New Zealand
- Canada/US
- China
- Japan
- Africa/South Africa/Seychelles
- South America/Brazil

Each of these destination groupings provides a different type of vacation experience.

The next section examines the competition's image and their reasons for selection.

3.3.1 Europe/U.K./Switzerland

Indians perceive Europe/UK/Switzerland to be a medium-haul destination. Even though they group these three destinations together as competing with one another, each destination has their own unique draw.

Europe generally is perceived to be brimming over with culture and history. Several participants enjoy Europe for its arts, music, food, entertainment and history. Much of what they know about Europe they have learned in school and they enjoy reliving it as they travel. Another significant appeal of Europe is that they can, unlike in India, travel small distances and find themselves in a completely different culture and environment. In addition, a common visa (for 15 Western European countries) provides the opportunity to see a number of countries on one trip abroad.

“All in one trip you can go to Brussels, Germany, France and Austria.”

On the down side for Europe, there are three main issues:

1. Prejudice, particularly noteworthy in France
2. Language barrier, noted especially in Italy and Portugal, and
3. The expense, noted for all European countries.

The U.K. was singled out as being different from continental Europe because of its British Heritage, its affiliation with India and, that it houses a very large Indian community. All of these aspects drive a preference for Indians to want to vacation in the UK when in Europe.

Switzerland has been singled out from the rest of Europe as a romantic destination, primarily because of Yash Chopra, a famous Indian film director, who has shot most of his Bollywood films there. This created enough buzz about Switzerland that Indians want to go there to both see the country as well as to visit some of the locations where the movies have been shot.

The U.K. requires its own visa and is not included in the Schengen visa programme (Western Europe).

3.3.2 Australia/New Zealand (Fiji)

These destinations were often discussed in combination. This is mainly due to their geographical proximity. Although close to each other, perceptually they are quite different.

As mentioned earlier, Indians, especially Mumbai-ites, enjoy a destination that has a measure of social status or social currency. Between the two countries Australia has it over New Zealand.

Both are considered to be good for adventure sports and recreational activities, but Australia is seen to have more variety, outside of sports and recreation in comparison to New Zealand.

Australia is also a favorite vacation spot for Indians because of its diversity. Indians have quite a bit of detailed knowledge about Australia, sighting its amusement parks and zoos for children; adventure sports (like bungee jumping and sky diving), clubbing, pubs and night life for adults; and deserts, wild life, snow, beaches, all in one single place, for recreational activities.

“Australia is most beautiful and has the most amazing adventure things”

“Australia is young and there is a lot of sunshine”

“Being free in the wilderness and letting you drive a car and go along any route”

“Australia has good parks for children to play in”

Australia is also considered to be friendly.

“Indians are not looked down upon there”

The Australian tourism community has been doing a lot of work promoting and positioning itself as a youthful, high adventure/recreation destination to Indians.

“They say it in their ads, and people just talk about it that way”

“Indian movies are shot there”

“The word of mouth just adds to your interest”

3.3.2 Australia/New Zealand (Fiji)

Besides all of the tourism hype and word of mouth, another source of “advertising” (used loosely) comes from the cricket matches that are viewed on television. Many of the male participants said that watching matches and seeing footage of Sydney started to wet their appetite to go to Australia.

Clearly Australia has created a great deal of attention and is getting into the Indian consciousness.

A point should be made on Fiji, as it is a place of interest for Indians as well. Besides its tropical exotic beauty, Indians enjoy vacationing in Fiji, as there is a very significant Indian community there (approximately half of the population). This provides them with both perceived business opportunities as well as a cultural safety net. This again reinforces the importance of having friends or family at a destination (the VFR factor).

3.3.3 Canada/US

In most of the sessions, Canada and the U.S. were grouped together as destinations that compete with each other. The U.S. is very strong competition mainly due to the high degree of knowledge of, familiarity with and the (mostly positive) image Indians have of this country.

Most of the participants say that ever since they were young they knew about the United States, its cities, theme parks and culture.

The U.S. is described as “fun”, “cool”, and “happening”, which is something that is particularly important to fun loving Mumbai-ites. In contrast, Canada is more of an unknown curiosity that is clean, friendly and safe.

The main appeals/draws of the US include:

- People know it and they want to finally experience what they know.
- The US is highly entertaining:
 - Amusement Parks
 - Entertainment
 - Casinos
 - Las Vegas
 - L.A.
 - Hollywood
 - Modern world
 - Everything is big there (cars, roads, pubs)
 - Shopping

It is considered to be a youthful or a youth-minded country:

- ***A lot of young people***
- ***Young***
- ***Old but with a young mindset***

Some find it to be less expensive than Europe to travel in:

- ***Cheap accommodation***
- ***Cheap internal flights***

Parents consider it for both education and work opportunities:

- ***Good universities***
- ***Great to get a job there***

3.3.3 Canada/US

In India, there is a healthy appreciation for a country that is modern with a good infrastructure, especially when they compare it to their own country:

- ***Very good infrastructure***
- ***Modern city***
- ***Technology***

On the down side, the US is perceived to require a very long journey:

- ***Long and tiring journey***
- ***You have to break it up***

Some Indians find it expensive:

- ***Expensive***
- ***Travelling coast to coast is expensive***

Some Indians find Americans to have some unsavory characteristics:

- ***Commercial/money minded***
- ***No humanity***
- ***Jealous of India's progress***
- ***They try to dominate everyone else***
- ***No heart***
- ***Superficial***

There is also a perception that the US has been over explored. That it is not a unique destination to travel:

- ***Has been visited/explored***
- ***It is not new***

Finally it is seen as a very hard country to get access to:

- ***Accessibility/Very hard to get a visa***

Overall though, the U.S. is perceived to be an ultimate holiday destination, a place from which you come back saying, ***"I have been to the USA"*** with great pride and satisfaction.

3.3.3 Canada's Image

In contrast to the U.S., Canada is considered to be a "curiosity", since there is very little known about this vast country despite the high level of emigration.

"You don't hear too much about it"

"You just know about Toronto and Niagara Falls"

Other remarks about Canada centre on its vastness, but people do not have a vision of what there is within this vastness beyond a cold environment.

The core appeals of Canada are its vast and grand nature.

- ***Natural beauty***
- ***Virginal***
- ***Paradise***
- ***Wildlife***
- ***Snow***

They are very aware that it does contain one of the Seven Wonders of the World and that the view from the Canadian side is superior to the view from the US side.

- ***Niagara Falls***

There is a high appreciation of Canada's cleanliness, especially in India, which Indians themselves describe as dirty and dusty.

- ***Clean and hygienic***
- ***Non-commercial***

With the intense hustle and bustle in Indian cities, Canada's peace and quiet is noted as a significant positive:

- ***Peace and quiet***
- ***Space***

Another draw is that Canadians are considered to be friendly and kind:

- ***Peaceful people***
- ***Disciplined***
- ***Better manners***
- ***Loving, peaceful people***
- ***People in Canada are warm and welcoming***

3.3.3 Canada's Image

In comparison to the U.S., Canada has some appeal for being less explored:

- *Unexplored*
- *I do not know a lot of people who have been there*

Indians are really interested in snow and cold weather. For many it is a novelty they would like to experience:

"I want to experience the snow"

"I want to see the snow fall"

"Here the snow is less and melts easily, nothing like there"

Other adventures of Canada, which excite both residents of Mumbai and Delhi, are the riding of bulls (Calgary Stampede) and white water rafting, as well as snow and skiing.

There is also a comfort level with Canada that it is also a descendent of the British Empire:

- *Old British culture*
- *More at home*

Providing a key linkage to the Delhi area is the strong Punjabi community in Canada that is currently driving a great deal of VFR travel from that gateway.

However, most believe that the only city that issues Canadian visas is Delhi and this creates a barrier for prospective travellers from Mumbai (and undoubtedly other key Indian urban communities as well). Generally, travellers are unaware that Canadian visas can now be obtained in 9 locations (introduced in 2006).

Friendly and Open-minded

A significant draw to Canada over the U.S. is its people. Canadians are perceived to be kind, accepting and peaceful. Also, with its British heritage, there is an expectation that there would be a comfort level with Canadian customs.

3.3.3 Canada's Image

Culture

Indians have a very limited understanding of the Canadian culture. Those aware of French Canada found it to be a curiosity. Of particular interest to Indians is the opportunity to experience their own Indian culture in Canada in order to see how it is expressed and celebrated. Several indicated that they would be interested in seeing local Indian temples and to participate in Indian celebrations and festivals, like they do in other foreign countries like Dubai and Kenya.

Not West-coast Centric

Unlike most other Asian countries travelling to Canada, India is one Asian nation that is not as west coast centric as others and, consequently, there is an excellent opportunity to market the eastern and central parts of Canada to this market.

Accommodations and Tourism Infrastructure

Indians have no doubt that Canada has excellent facilities and accommodation, as they see it as a modern country. As mentioned earlier, this is still important to the dominant VFR segment because of their interest in spending at least part of their trip in hotel accommodation.

"My lowest point in the trip was staying with my family; I wanted to stay in a hotel for some privacy"

In terms of packaging, providing many short 2 to 5 day side trips could be of high interest for those who feel obligated to stay with friends and/or family

Proximity to the US

Canada's proximity to the US is of paramount importance in the early stages of developing tourism to Canada. Currently, Indians do not know enough about Canada to consider it a legitimate vacation destination of its own. Therefore, promoting side trips to Canada in combination with a visit destined to the U.S.—for example, to the Niagara Falls area of 2 to 4 nights-- would be a very desirable add-on for Indians going to the U.S.

3.3.3 Canada's Image

Media Exposure

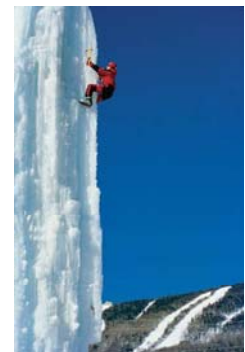
After seeing the pictures of Canada (Insignia's portfolio of 150 scenes of Canada used in the focus groups as stimuli) all respondents (potential visitors) in both cities became excited and looked forward to visiting the country.

However, they all felt that there has been limited exposure of Canada—***“It has been kept under wraps”***.

The consensus is that documentaries on Canada's beauty could be broadcasted on channels like 'Travel & Living', its visual ads showed on television and in newspapers. More than just descriptions about Canada, its 'visual appeal' should be cashed in on.

Following are the foundations of the type of packages and activities Indians would like to engage in based on Insignia's image portfolio.

- Unlike many other countries, India's picture sort included a high number of pictures that featured people interacting with each other in the surroundings. Indians prefer travelling in groups and it is evident in their picture choices.
- Also note that winter activity is as desirable as summer activity. India may be a valuable market for winter products.



3.3.3 Canada's Image

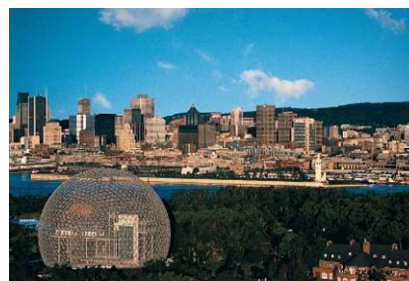
- Again, these pictures show that for Indians vacation travel includes involvement and participation in beautiful nature with family and friends.



- Indians express some interest in sightseeing in the purest of wilderness of Canada's grand icons, but it is not the focus of their trip.



- They also have an interest in city life – including shopping, dining out, and clubbing – which in Canada is considered clean and modern, unlike most Indian cities.



3.3.4 China

China's main draw is for business opportunities only. Several commented that they do not like the slums and poverty.

3.3.5 Japan

Japan is intriguing for its very unique culture.

3.3.6 Recent Visitors to Canada

Recent visits to Canada fall into two main camps:

- An add-on trip to the United States, or
- Visiting friends and relatives.

Both of these segments may have a business component attached.

Those who have been to Canada, for obvious reasons, have a much better grasp of the country and are interested in going back and seeing more. Particularly enamoring is the freedom to move around, the bars and the nightlife, as well as the natural beauty.

Their memories centre on Niagara Falls, clean cities, beautiful scenery and very nice and accommodating people.

“When I was at the convention centre it was my fondest memory of Canada where one could smell the fragrance in the pollution free air.”

Story Highlights on How Trips to Canada Were Conceived

Respondents who had been to Canada were asked, prior to attending the sessions, to write a story about how their trips to Canada were planned. Note the spontaneity in many of their comments below.

“My friends and I were talking about our trip to the US and thought it would be a really cool idea to rent a car and drive up to Canada and see the Falls and the Wineries. We have visited the US a lot and decided to go and vacation in Canada.”

“My colleagues and friends were talking about it so we joined a friend on holidays”

“I was having drinks with a friend in Mumbai and the friend just said – let’s go to Canada. So the next day we booked it! A lot of friends are migrating there so we decided to take a look”

“We wanted to see Vancouver and its beauty and take a short cruise out of there”

“My wife’s family just said lets go! So we did”

3.3.6 Recent Visitors to Canada

"I went for my sisters wedding. I found it to be very clean and good climate and environment. The theme parks and beautiful nature parks pumped me up. When I came back to the pollution, dust, crowds and heat I felt so down."

"My family took me everywhere; we even went to Edmonton to see friends"

Two key pieces of learning emerged from these stories. Word of mouth is very important in destination decision-making and therefore must be facilitated and generated, since these types of discussions are actual triggers to go.

Once these travellers got to Canada, despite visiting friends and relatives they did engage in side trips that were revenue generating for the industry.

Meeting Expectations

For most visitors to Canada the vacation surpassed their expectations, which was not surprising since their going in expectations had been limited. Niagara Falls had significant impact but, equally, the clean pure beauty was also a very important motivator.

"Seeing the falls was really emotional"

"The Highest moment was Niagara Falls"

"The best place is Niagara Falls and then Montreal and Quebec City"

"The air is really cool and clean not like here in the cities"

"I didn't want to leave...trains are empty, roads are clean"

"Beautiful lakes and rivers with snow"

"Everything is so clean and attractive I want to migrate there"

"I felt like it was a dream, did I really go?"

"The moment you cross the border it is beautiful"

"Here at 40 you feel old. There at 80 you feel young"

"Toronto has great bars and a Casino (in the area)"

3.3.6 Recent Visitors to Canada

Goals of a Second Trip

Several of the participants say that they are interested on going back to Canada to see and experience more:

- *See and experience the snow*
- *See the scenic beauty in the summer*
- *See another part/region of Canada*
- *Show it to family and friends*

3.3.7 The Overall Picture

From the consumer side only, there is an intrigue about Canada, yet little is known about the country other than its clean air, natural beauty and natural icons like Niagara Falls.

Short term market growth is very likely to be VFR related since a) visiting friends and relatives is an important part of the Indian culture in motivating travel and b) there is not enough of a pull to Canada to plan a pure pleasure vacation around it. As the economy grows, VFR travel is likely to grow in lock step. (There are over 285,000 whose mother tongue was Punjabi living in Canada at the present time as well as over 200,000 who speak other Indian sub-continent languages other than English.) Therefore, in the first few years of market development, the VFR market should be the primary target.

That said, based on this initial learning (prior to the trade interviews and the quantitative study), there does appear to be longer term potential to drive Indian travellers to Canada for vacation travel purposes.

Support points:

- Although Indians do not have a very strong or well-formed image/positioning of Canada, of everything they do know, it is positive.
- Indians have a natural curiosity about Canada partly because it is “a bit of an unknown” and partly because they hear very positive comments from other Indians (previous visitors or those who have immigrated).
- There is a critical mass of Indians who feel that they have visited the U.S. enough times and they are now interested in something different—like Canada.
- To some degree, Indians enjoy bragging rights when it comes to travel destinations. The U.S., Canada’s most significant competition, is losing its status as a destination worth bragging about. Canada on the other hand, does get positive recognition as new, different and interesting.
- There are Indians who take trips to the U.S. and would love to take an extended side trip to see Canada—especially Niagara Falls. Side trips to Canada for U.S. destined trips will be an important niche segment to target.

3.3.7 The Overall Picture

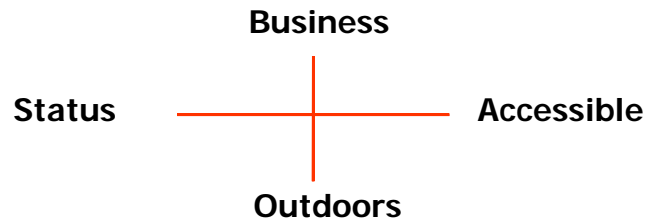
- As noted earlier, the strong VFR connection with Canada will undoubtedly fuel more travel as the economy strengthens over the coming years. These VFR trips have the potential to drive overnight side trips or excursions.
- Indians are a little impulsive and good word of mouth travels quickly and can be a legitimate trigger in choosing a destination.
- Indians are not afraid of travelling to a cold weather destination giving the hot climate they live in for most months of the year. They are also very interested in seeing and experiencing “good” snow. Even though Indians do have the Himalayas to travel to for a dose of cold weather, they complain that the snow is dirty and scant; accommodations are poor and that the roads are rough and at times treacherous due to landslides.
- Indians really appreciate an environment that is pure, hygienic and clean since their largest cities are crowded, dusty, dirty and polluted. Canada’s clean air, lack of pollution and modern infrastructure is a compelling selling point. And, it is considered to be better than the U.S. in this regard.
- Canada being a “new world” country is seen as quite unique and appealing to Indians. They respond well to the pictures of modern cities with excellent high tech infrastructures. What would add significantly to this is if there is a young nightlife energy associated with it.
- Indians are grateful of the perceived friendliness and kindness of Canadians. They also appreciate that travelling in Canada would result in no language issues (since most are fluent in English).
- Indians see Canada as a good Honeymoon destination, especially in the cold weather months (December to March), which is wedding season in India. The climate fits with the traditional Indian Himalayan destination for honeymooners. It also fits with Indians’ intrigue with “real” snow and ice. There would also be an opportunity to tie in a visit to Niagara Falls -- widely recognized (outside of India) as the honeymoon capital of the world.

3.3.7 The Overall Picture

- Canada is perceived as safer and friendlier than the U.S. and therefore is a good option for travelling with children.
- Finally, Canada has very strong product for adventure/recreational travel, which Indians have a healthy appetite for. Their knowledge about Canada for these types of activities is very limited, especially in comparison to Australia. There is also a belief that the Canadian outdoors is purer, more spacious, and cleaner than the US.

3.4 Perceptual Brand Map

The Correspondence Analysis on the next page correlates destination imagery ratings on two computer driven axes:



Each of the attributes is plotted on the map with the positioning of each destination. The map, through multivariate analysis, illustrates the relative position of each destination and each attribute, based on their ratings on each. In other words, the more a particular destination is uniquely associated with an attribute the closer it is charted to it.

Brand Positioning

South East Asia

In the eastern side of the chart, dominated by accessibility, South East Asia is associated with affordability and ease of travel, especially obtaining visas.

U.S.

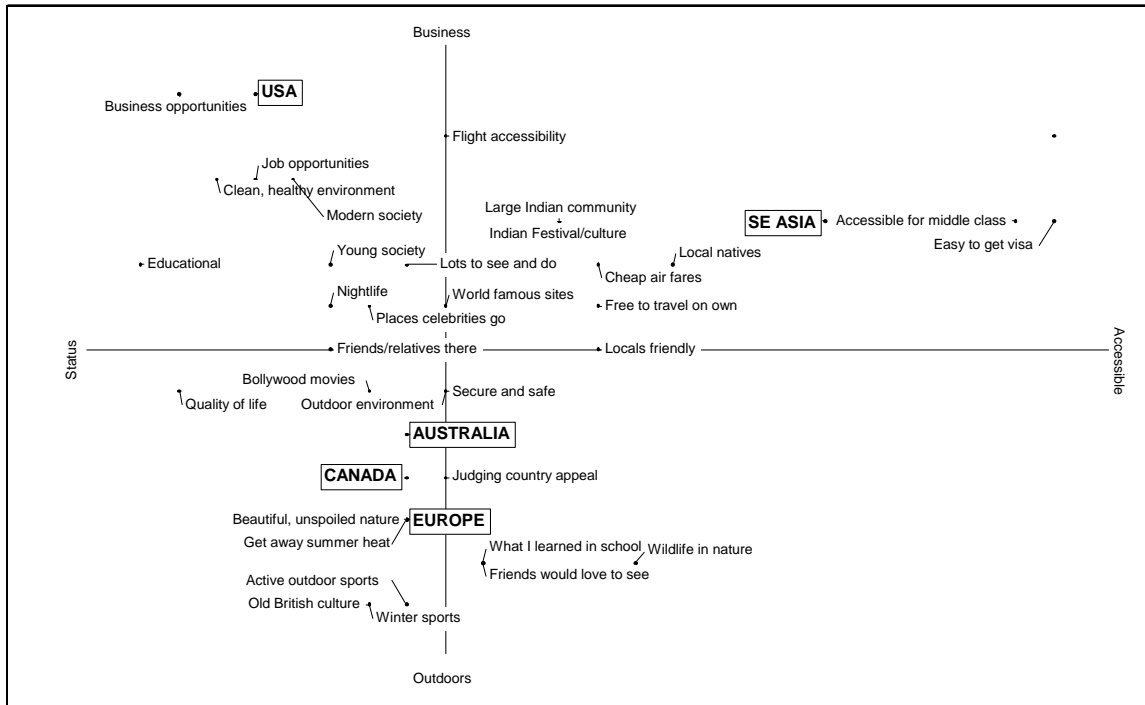
Business and job opportunities prevail in the U.S. "neighbourhood".

Canada/Australia/Europe

All three destinations are clustered together with little differentiation in imagery. All are associated with outdoors, education and escaping the summer heat.

3.4 Perceptual Brand Map

EXHIBIT SECTION 3-3: BRAND ATTRIBUTE MAP



Source: Quantitative survey Q.21¹

¹ Q. 21. Please tell me for which of these travel destinations does each of the given statement applies to extremely well. (MULTIPLE CODING POSSIBLE) You can choose as many destinations as you like as long as it applies extremely well. You can base your choices on your impressions, or anything else that you have seen, heard or read. Let's start with "being in a clean, healthy environment". Does this statement apply extremely well to...(READ OUT EACH DESTINATION ONE BY ONE – RANDOMIZE ORDER OF DESTINATION LIST).

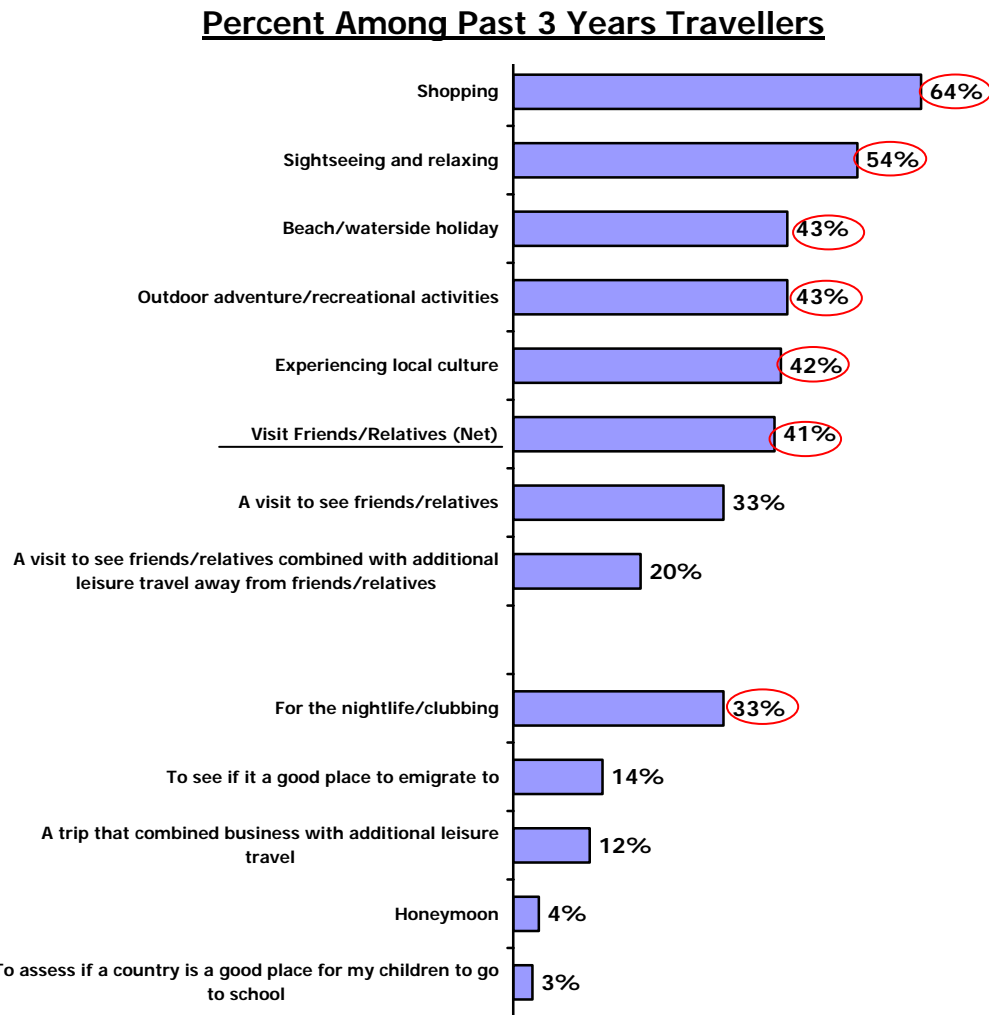
3.5 Purpose of Trip - All

As noted earlier, Indians love to travel for shopping, relaxing, and outdoor recreation. Being near the water is another very powerful draw for Indians.

Nightlife and clubbing is a highly popular component of relaxation. From the qualitative research, night life and clubbing is far more popular with Indians than with travellers from other countries.

As well, VFR is a motivator for 4 in 10.

EXHIBIT SECTION 3-4: ALL PURPOSES OF TRIP – ALL DESTINATIONS



Source: Quantitative Survey Q.9a¹

¹ Base: n=1,310

Q. 9a You mentioned earlier that you have visited _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a. What were your reasons for visiting the above country/ destination?

3.6 Purpose of Trip – All – By Destination

VFR is a reason for travel for as many as 47% of trips to Canada. Hence, it is likely a very important trigger in choosing Canada. When VFR is involved it tends to be a key reason for destination selection.

However, shopping, outdoor recreation, being close to water (whether lakes, rivers, or ocean), nightlife and clubbing are also highly important trip drivers for Canada.

VFR is a major reason for visiting the U.S., among non-business travellers. Having relatives in the U.S. makes it much easier for Indians to obtain a visa.

EXHIBIT SECTION 3-5: ALL PURPOSES OF TRIP – BY DESTINATION

	Percent Among Travellers Visiting Each					
	Asia	Middle East	Australia	Europe	U.S. Mainland	Canada
	(541) %	(158) %	(81) %	(179) %	(69)* %	(207) %
Reasons For Taking Trip - All						
Shopping	69	63	67	63	32	72
Sightseeing and relaxing	63	37	43	54	62	49
Beach/waterside holiday	49	24	54	46	23	55
Outdoor adventure/recreational activities	48	24	36	48	33	52
Experiencing local culture	46	34	41	39	35	51
<u>Visit Friends/Relatives (Net)</u>	27	48	54	47	81	47
A visit to see friends/relatives	20	41	46	42	62	39
A visit to see friends/relatives combined with additional leisure travel away from friends/relatives	12	22	22	21	59	22
For the nightlife/clubbing	38	24	32	29	14	38
To see if it is good place to emigrate to	15	15	16	15	6	15
A trip that combined business with additional leisure travel	12	15	11	10	9	13
Honeymoon	3	3	6	5	3	5
To assess if a country is a good place for my children to go to school	2	5	5	5	2	5

Source: Quantitative Survey Q.9a¹

¹ Q. 9a You mentioned in Q 8a that you have visited _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY). What were your reasons for visiting the above country/ destination? (MULTIPLE CODING POSSIBLE).

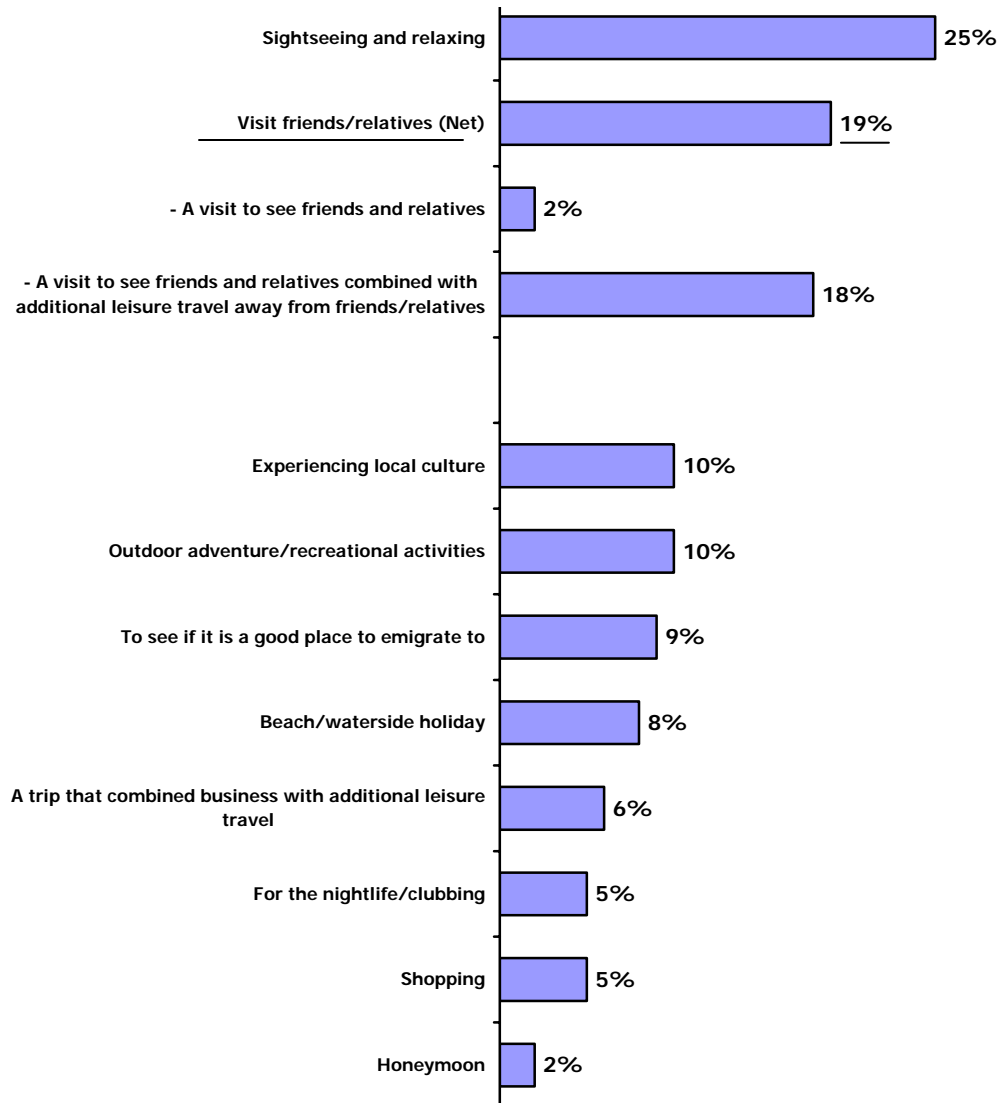
*Caution: Small base size.

3.7 Purpose of Trip – Main

Even though 41% include VFR on their trips, only 19% cite it as the main driver. It appears to be more of an excuse for travelling, while the main purpose is sightseeing, relaxation and experiencing local culture.

EXHIBIT SECTION 3-6: PURPOSE OF TRIP - MAIN

Percent Among Past 3 Years Travellers



Source: Quantitative Survey Q.9b¹

¹ Base: n=1,310

Q.9b Which of the following was your **main reason** for travelling to the above country?

3.8 Purpose of Trip – Main – By Destination

With Canada, VFR drops to 20% as a main purpose of trip (from 47% among all reasons). Sightseeing, relaxing, outdoor activities and taking in the culture are more important.

For the U.S., immigration possibilities are key, likely tied into the high level of VFR noted earlier.

EXHIBIT SECTION 3-7: PURPOSE OF TRIP – MAIN– BY DESTINATION

	Percent Among Travellers Visiting Each					
	Asia	Middle East	Australia	Europe	U.S. Mainland	Canada
	(541) %	(158) %	(81) %	(179) %	(69)* %	(207) %
Main Reasons For Taking Trip						
Sightseeing and relaxing	33	19	15	21	9	29
Visit Friends/Relatives (Net)	12	24	24	22	32	20
A visit to see friends/relatives	1	1	3	2	--	2
A visit to see friends/relatives combined with additional leisure travel away from friends/relatives	11	24	21	20	32	17
Experiencing local culture	11	9	6	12	3	9
Outdoor adventure/recreational activities	11	6	9	9	2	11
To see if it is good place to emigrate to	3	10	11	10	43	3
Beach/waterside holiday	8	5	14	11	--	12
A trip that combined business with additional leisure travel	8	3	5	5	6	5
For the nightlife/clubbing	5	4	7	5	2	7
Shopping	4	9	7	5	2	1
Honeymoon	2	5	1	1	2	2

Source: Quantitative Survey Q.9b¹

¹Q.9b Which of the following was your main reason for travelling to the above country?
(SINGLE CODING)

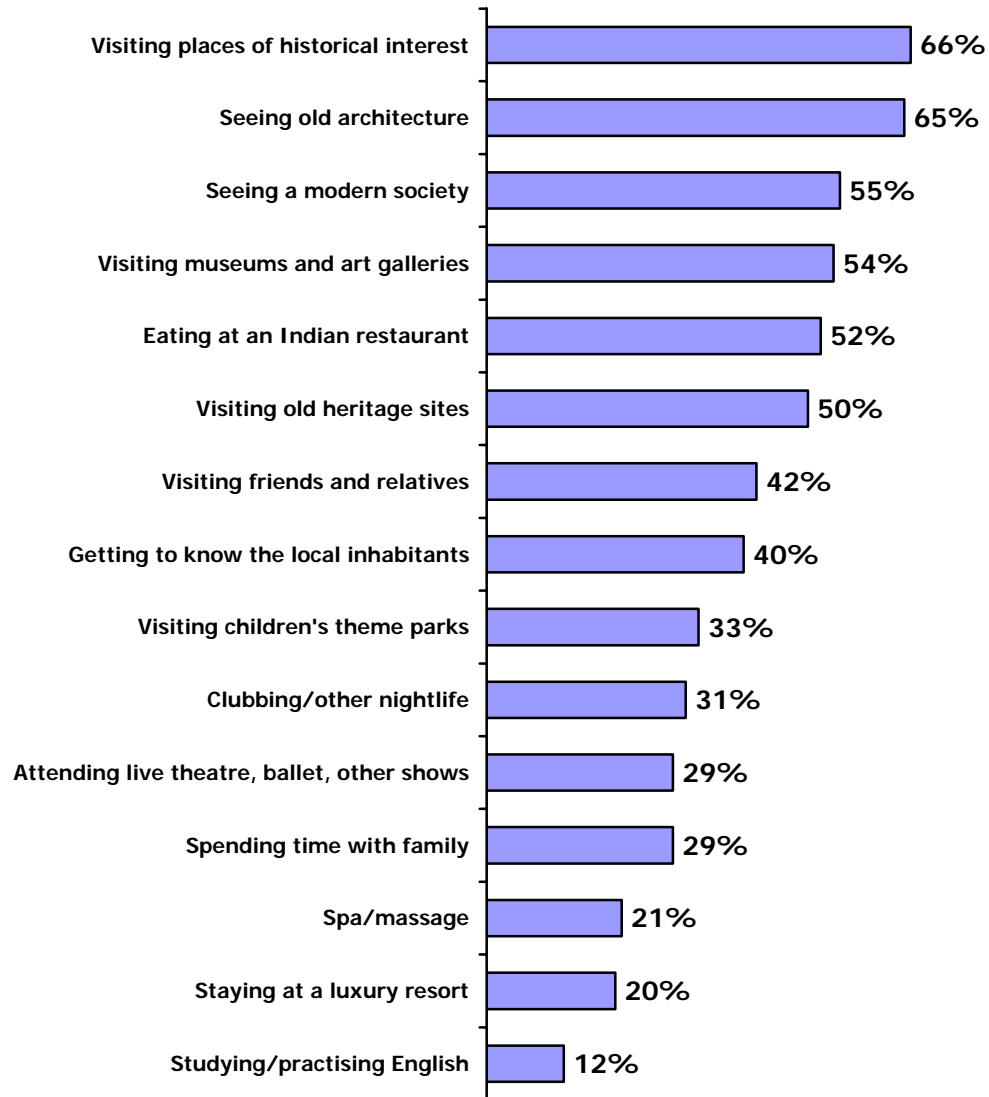
Caution: Small base size.

3.9 Destination Activities – Culturally Oriented

Indians have their eyes wide open when they travel abroad – visiting historical locales, seeing old architecture, and how the modern society functions.

EXHIBIT SECTION 3-8: ACTIVITIES PARTICIPATED ON TRIP – CULTURALLY ORIENTED

Percent Among Past 3 Years Travellers



Source: Quantitative Survey Q.19a¹

¹ Base: n=1,310

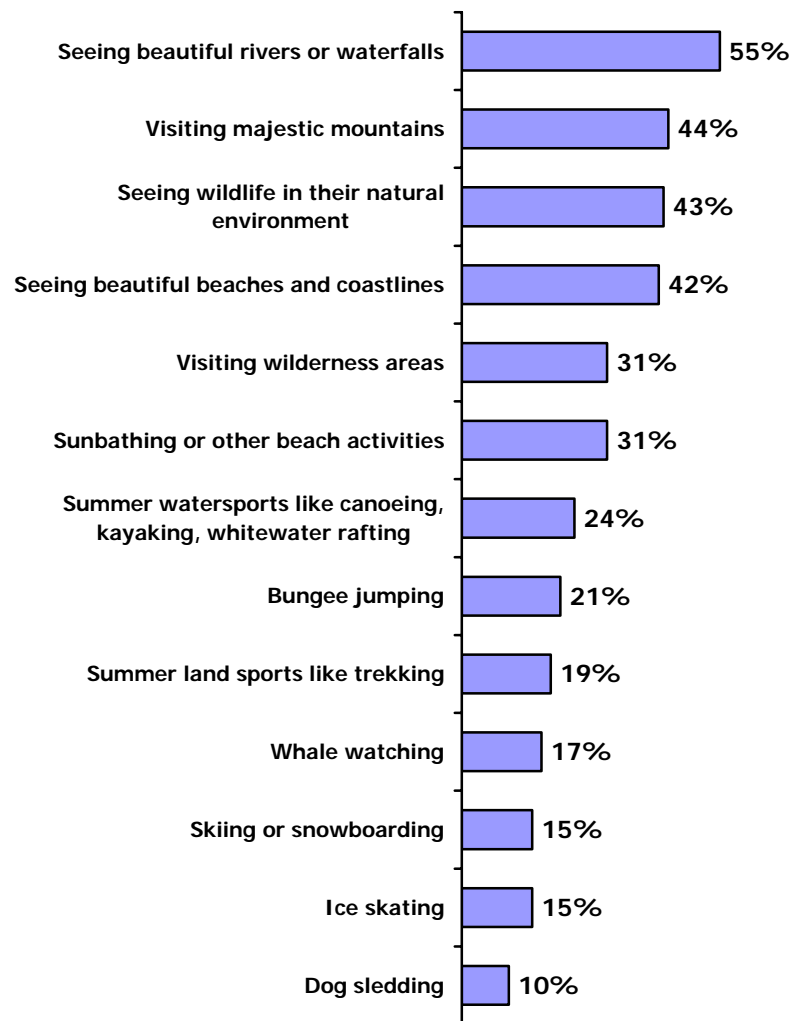
Q.19a Which, if any, of the following activities did you participate in while on that trip to (DESTINATION IN Q. 8a)

3.10 Destination Activities – Nature Oriented

On the nature side, Indians enjoy water -- rivers, waterfalls, beaches, coastlines and water sports. Majestic mountains and wildlife are also popular.

EXHIBIT SECTION 3-9: ACTIVITIES PARTICIPATED ON TRIP – NATURE ORIENTED

Percent Among Past 3 Years Travellers



Source: Quantitative Survey Q.19a¹

¹Base: n=1310

Q.19a Which, if any, of the following activities did you participate in while on that trip to (DESTINATION IN Q. 8a)

3.11 Destination Activities – Culturally Oriented – By Destination

Canadian destined travellers respond to its architecture, heritage sites and its modern culture. These appeals are not that different from Europe, the U.S. and Australia. All of these western societies provide a sharp contrast to life in India.

EXHIBIT SECTION 3-10: ACTIVITIES PARTICIPATED ON TRIP – CULTURALLY ORIENTED – BY DESTINATION

	Percent Among Travellers Visiting Each					
	Asia	Middle East	Australia	Europe	U.S. Mainland	Canada
	(541)	(158)	(81)	(179)	(69)*	(207)
	%	%	%	%	%	%
Culturally Oriented Activities Participated In						
Visiting places of historical interest	66	60	61	74	78	69
Seeing old architecture	69	54	53	74	51	72
Seeing a modern society	53	59	54	61	63	59
Visiting museums and art galleries	54	46	41	68	66	55
Eating at an Indian restaurant	52	45	48	54	75	52
Visiting old heritage sites	53	41	36	63	47	54
Visiting friends and relatives	29	50	59	48	72	37
Getting to know the local inhabitants	42	35	32	37	46	48
Visiting children's theme parks	34	25	30	38	40	29
Clubbing/other nightlife	32	27	33	34	20	39
Attending live theatre, ballet, other shows	28	26	33	24	37	31
Spending time with family	24	23	17	37	65	29
Spa/massage	23	15	28	19	5	28
Staying at a luxury resort	25	13	10	23	22	21
Studying/practising English	11	10	10	16	8	16

Source: Quantitative Survey Q.19a¹

¹ Q.19a Which, if any, of the following activities did you participate in while on that trip to (DESTINATION IN Q. 8a)

*Caution: Small base size.

3.12 Destination Activities – Nature Oriented – By Destination

Outdoor activities are common among recent visitors to Canada, confirming the Indian's desire to be active. Water and winter activities are particularly common.

EXHIBIT SECTION 3-1 1: ACTIVITIES PARTICIPATED ON TRIP – NATURE ORIENTED – BY DESTINATION

	Percent Among Travellers Visiting Each					
	Asia (541) %	Middle East (158) %	Australia (81) %	Europe (179) %	U.S. Mainland (69)* %	Canada (207) %
Nature Oriented Activities Participated In						
Seeing beautiful rivers or waterfalls	60	25	54	64	59	56
Visiting majestic mountains	49	32	38	50	35	43
Seeing wildlife in their natural environment	45	33	42	53	46	39
Seeing beautiful beaches and coastlines	45	30	31	44	67	43
Visiting wilderness areas	32	20	21	39	40	31
Sunbathing or other beach/waterside activities	34	17	37	26	38	36
Summer watersports like canoeing, kayaking, whitewater rafting	28	14	27	21	15	27
Bungee jumping	26	10	22	23	8	22
Summer land sports like trekking	21	14	21	16	16	27
Whale watching	17	14	17	19	23	20
Skiing or snowboarding	18	9	11	15	3	22
Ice skating	17	11	16	13	7	24
Dog-sledding	13	3	10	10	**	14

Source: Quantitative Survey Q.19a¹

¹ Q.19a Which, if any, of the following activities did you participate in while on that trip to (DESTINATION IN Q. 8a)

*Caution: Small base size.

** Less than 0.5%

3.13 Destination Rating

The destination ratings below are among recent visitors and illustrate that Canada, Europe and Australia provide a very similar experience with only a few exceptions. All are in sharp contrast to life in India.

EXHIBIT SECTION 3-12: DESTINATION RATING

	Among Recent Visitors to Each Country Who Claimed Each Attribute Important When Choosing Travel Destinations			
	<u>Southeast Asia</u>	<u>Australia</u>	<u>Europe</u>	<u>Canada</u>
	%	%	%	%
<u>Attribute Applies Extremely Well to Each Destination</u>				
Being in a clean, healthy environment	48	75	75	83
Visiting a place my friends would love to see	50	71	70	65
Visiting the same places Indian celebrities go to	50	75*	67	62
Surrounded by beautiful, unspoiled nature	47	65*	74	71
Seeing world famous sites	53	64*	78	72
Seeing first hand what I learned in school	45	66*	57	61
Experiencing a modern society	45	65*	62	64
Have friends or relatives there	41	58*	68	66
Participating in active outdoor sports	42	58*	60	59
Enjoying snow activities, alpine (downhill) skiing or snowboarding	45	70*	72	71
Feeling secure and safe	50	70*	69	70
Local people are friendly and welcoming toward Indians	49	71*	67	68
Feeling a wide, spacious outdoor environment	46	71*	69	66
A young society	46	65*	64	66
Judging whether the country is an appealing place to move to one day	42	68*	65	66

Source: Quantitative Survey Q.21¹

¹ Q. 21 Please tell me for which of these travel destinations does each of the given statement applies to extremely well. (MULTIPLE CODING POSSIBLE) You can choose as many destinations as you like as long as it applies extremely well. You can base your choices on your impressions, or anything else that you have seen, heard or read. Let's start with "being in a clean, healthy environment". Does this statement apply extremely well to...?

Note: Base sizes for United States are too small to report.

*Caution: Small base size.

3.13 Destination Rating

	Among Recent Visitors to Each Country Who Claimed Each Attribute Important When Choosing Travel Destinations			
	<u>Southeast Asia</u>	<u>Australia</u>	<u>Europe</u>	<u>Canada</u>
	%	%	%	%
<u>Attribute Applies Extremely Well to Each Destination</u>				
Great flight accessibility	54	73*	72	71
Feel free to travel around on your own	53	65	65	66
Part of old British culture	38	53*	69	56
Experience an Indian festival/culture in another country	49	60*	66	70
Get away from summer heat	47	67*	66	67
Has a large Indian community	48	69*	60	64
Made Bollywood movies there	44	66*	69	65
Good educational opportunities	41	76*	56	61
Good nightlife/clubbing/pubbing	46	66*	66	68
Good business opportunities	39	71*	60	63
Good value air fares	49	59*	65	67
Job opportunities	43	69*	62	60
Good quality of life	39	72*	66	65
Lots to see and do	45	62*	65	65
Cost accessible for middle class people	53	63*	55	58
Visit/see local native people	50	73*	54	54
See wildlife in nature	47	67*	59	57
Easy to get a visa	54	61*	54	63

Source: Quantitative Survey Q.21¹

¹ Q. 21 Please tell me for which of these travel destinations does each of the given statement applies to extremely well. (MULTIPLE CODING POSSIBLE) You can choose as many destinations as you like as long as it applies extremely well. You can base your choices on your impressions, or anything else that you have seen, heard or read. Let's start with "being in a clean, healthy environment". Does this statement apply extremely well to...?

Note: Base sizes for United States are too small to report.

*Caution: small base size.

3.14 India--Product Benefit Laddering

Insignia's Inner Consciousness Laddering Model draws out the "higher order" benefits that travellers are seeking in a Canadian vacation.

The hierarchy process:

- ♦ Begins with fundamental products or activities sought;
- ♦ Then uncovers the benefits sought by experiencing those products/activities;
- ♦ And finally, at the highest level, the personal values that are being fulfilled by the experiences.

For Indians, the Canadian vacation experiences sought fall into two core categories.

1. Nature Focused

- ♦ Indians are very interested in soft adventure experiential nature
- ♦ Their young age contributes to these interests.

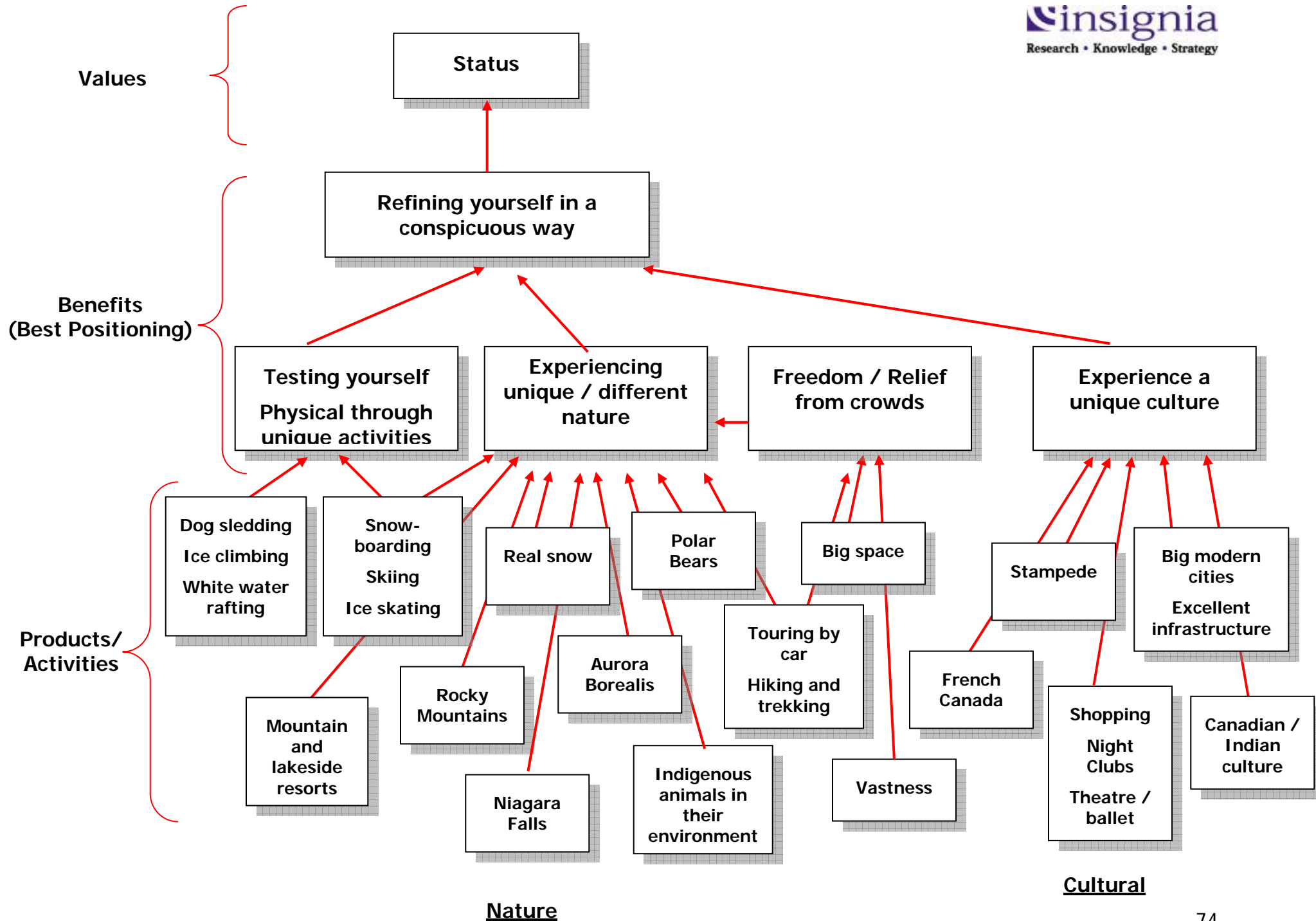
2. Cultural Focused

- ♦ Beyond nature, Indians seek cultural experiences that expose them to a modern, "happening" way of life.

In all cases, the ultimate value driver is status, which is a dominant reason for international destination choice generally.

Implications

The best way to position Canada is to focus on the superlative nature-based soft adventure opportunities (balanced by urban fun) and the incredible stories they can tell when returning home.



3.15 Summary

There appears to be good potential for Canada to get a healthy share of the India travel market.

To achieve this in the short term there are at least 3 initial steps to take:

1. Communicate that there are many cities in India to obtain a vacation visa for travel to Canada. Currently it is a 6 to 8 week process and it is perceived that the only city in which to obtain a visa is Delhi. Changing these perceptions will remove a significant mental as well as logistical barrier and will communicate to Indians that they are truly welcome.
2. Develop packages that are deliberately designed as short excursions surrounding VFR trips to Canada or trips destined to the U.S.

For example: for Toronto bound or New York bound travellers offer a 2 to 3 night Niagara Falls/wine tour package.

Each major Canadian city that Indians travel to should offer several side trips and excursion packages.

3. Sell honeymoon packages. Upper class Indians spend a great deal of money on their weddings and honeymoons. Niagara Falls "the honeymoon capital of the world" could be an excellent product if positioned and promoted appropriately.

Over the long term Canada must put together a compelling positioning that would appeal to distinct Indian tastes. They are a young target and consequently they have an appetite for various recreational and adventure activities.

On vacation they also enjoy shopping, clubs, bars and "rocking nightlife." Because many of their cities and surrounding area are crowded, polluted, dusty and dirty, they really appreciate an environment that is pure, clean, fresh and untouched.

Indian travellers want from Canada a vacation destination that is uniquely breathtakingly beautiful, clean and pure (our cities as well as countryside) for both physical and mental freedom.

3.15 Summary

Canada's uniqueness to its most formidable competitor, the United States, is that Canada can tap into Indian's innate sense of family that is a very strong part of its culture (British Empire, large Indian community, warm, friendly, inviting, exciting and yet safe).

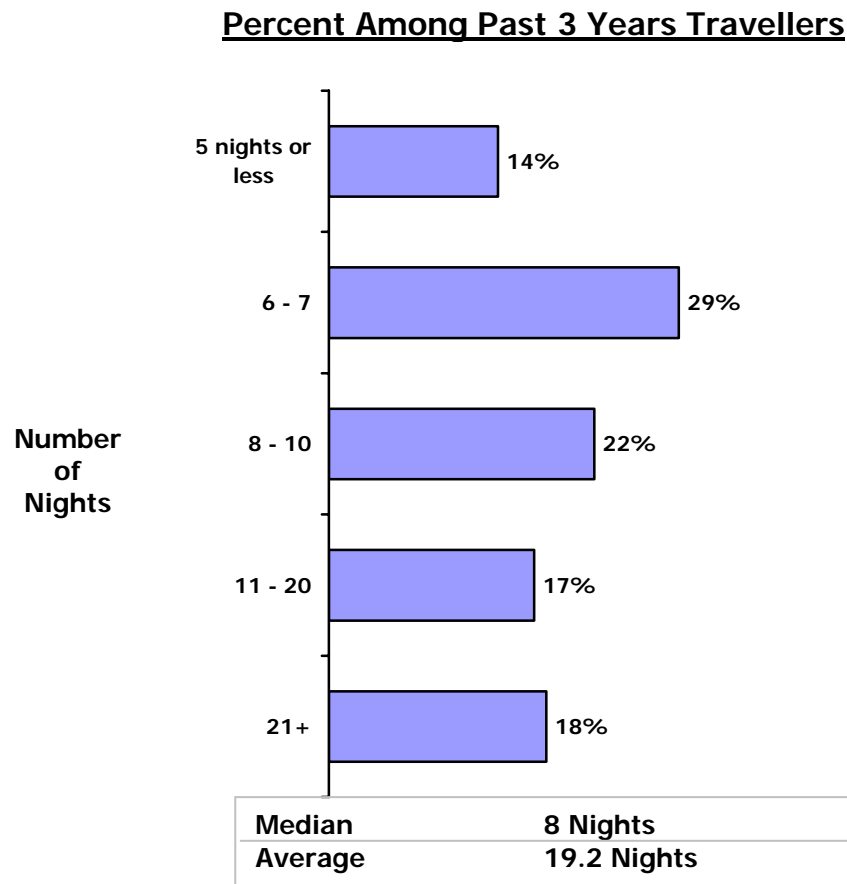
Section 4: Destination Trip Profile

4.1 Duration

Indians travelling outside their country tend to be away just over one week (median – 8 nights).

A significant minority, however, stay away for longer periods of time, pulling the average nights away up to 19.2 nights.

EXHIBIT SECTION 4-1 : NUMBER OF NIGHTS AWAY FROM HOME



Source: Quantitative Survey Q.10a¹

¹ Base: n=1,310

Q. 10a Could you please tell me during your trip to _____ (Mention all country/ destination coded in Q 8a i.e. the trip made most recently) how many nights, in total, were you away from home?

4.2 Duration – By Destination

Those visiting Canada are quite typical of other destinations – away 9 nights (median). The U.S. is the exception – undoubtedly due to the very high ratio of VFR and job seeking, their median is 56 nights.

EXHIBIT SECTION 4-2: NUMBER OF NIGHTS AWAY FROM HOME – BY DESTINATION

	Percent Among Travellers Visiting Each					
	Asia (541) %	Middle East (158) %	Australia (81) %	Europe (179) %	U.S. Mainland (69)* %	Canada (207) %
Number of Nights						
5 nights or less	18	15	9	8	2	15
6 - 7	40	16	27	28	3	23
8 - 10	23	28	27	19	10	24
11 - 20	16	21	16	20	11	21
21+	4	19	21	26	75	18
Median	7	9	9	10	56	9
Average	9.8	15.5	15.8	19.0	86.7	21.3

Source: Quantitative Survey Q.10a¹

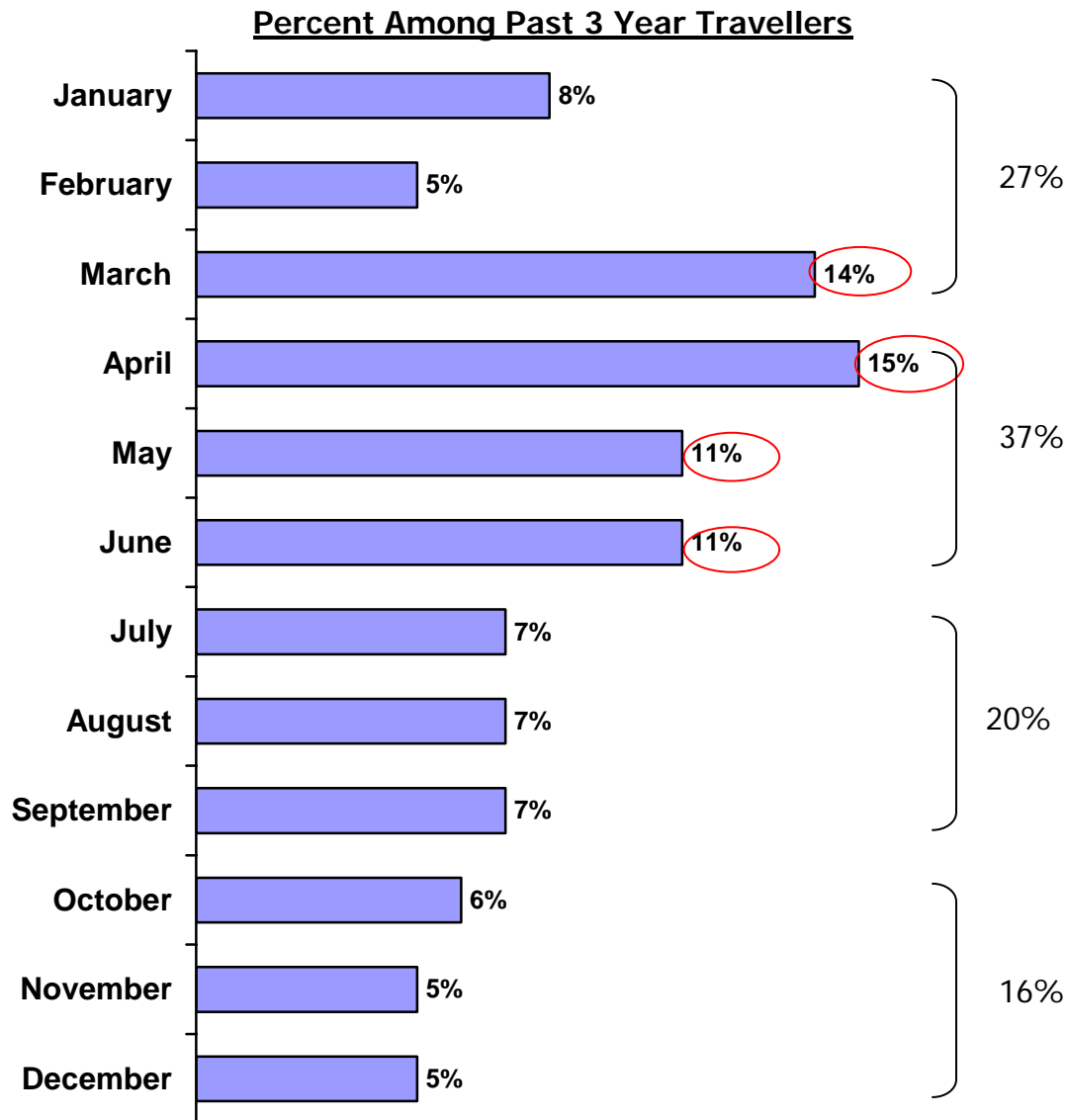
¹ Q.10a Could you please tell me during your trip to _____ (Mention all country/ destination coded in Q 8a i.e. the trip made most recently) how many nights, in total, were you away from home?

*Caution: Small base size.

4.3 Time of Travel

The high point of Indian travel is during the spring – March to June (51% of trips) to escape the heat (April to June are the hottest months).

EXHIBIT SECTION 4-1: MONTH OF TRAVEL



Source: Quantitative Survey Q.11¹

¹ Base: n=1,310

Q.11a Could you please tell me in which year did you start your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)

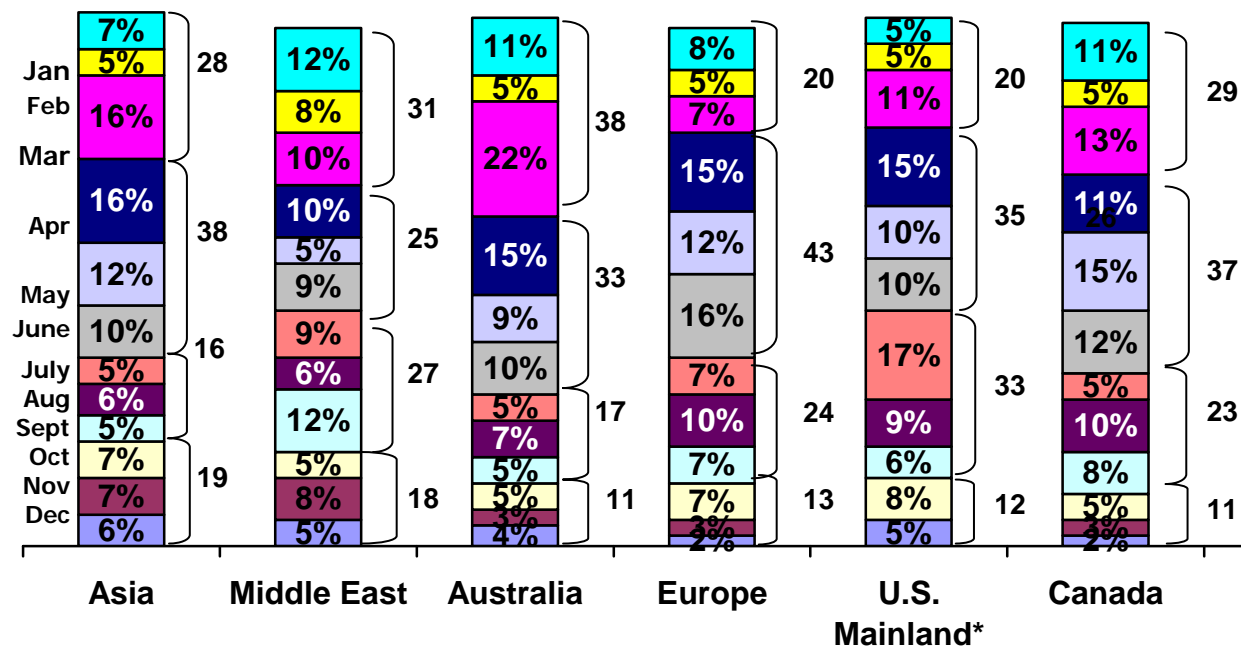
Q.11b Could you please tell me in which month did you start your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)

4.4 Time of Travel – By Destination

The spring is the preferred travel season for most long-haul destinations – including Asia.

EXHIBIT SECTION 4-2: MONTH OF TRAVEL – BY DESTINATION

Percent Among Travellers Visiting Each Destination



Source: Quantitative Survey Q.11¹

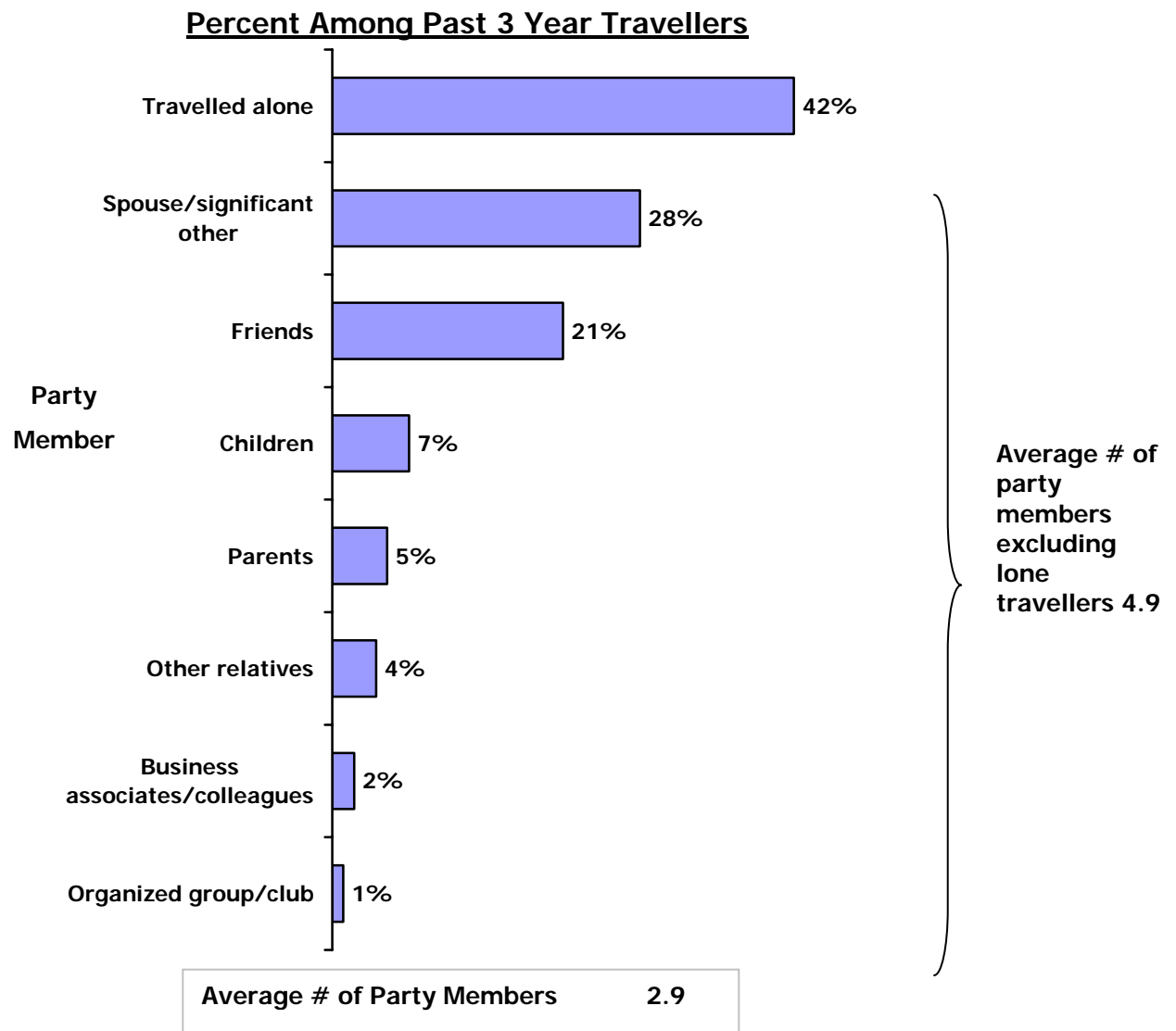
¹ Q.11b Could you please tell me in which **month** did you start your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)

*Caution: Small base size.

4.5 Party Size and Composition

India males* often travel alone (42%) on non-business trips. Otherwise, they travel with their families and friends with an average party size of 4.9 (if not alone).

EXHIBIT SECTION 4-3: PARTY SIZE AND COMPOSITION



Source: Quantitative Survey Q.12, 13a¹

¹ Base: n=1,310

Q. 12 Could you please tell me with whom did you travel on your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)

Q. 13a Could you please tell me including yourself, total how many people were there in your immediate travel party?

* Males are the dominant destination decision makers in Indian culture. Hence, the reason why only males were surveyed in this survey.

4.5 Party Size and Composition

The travel party to Canada is quite typical of other destinations – 39% alone, others with a sizable party.

Once again, the U.S. is the exception – typically travelling in couples only.

EXHIBIT SECTION 4-4: PARTY SIZE AND COMPOSITION — BY DESTINATION

	Percent Among Travellers Visiting Each					
	Asia	Middle East	Australia	Europe	U.S. Mainland	Canada
	(541) %	(158) %	(81) %	(179) %	(69)* %	(207) %
<u>Party Member</u>						
Travelled alone	39	44	56	47	28	39
Spouse/significant other	26	22	15	32	64	28
Friends	27	22	20	16	2	24
Children	8	5	5	10	6	5
Parents	4	7	7	6	2	3
Other relatives	5	6	4	2	2	4
Business associates/colleagues	2	4	1	2	5	2
Organized group/clubs	1	--	--	1	--	1
<u>Average # of Party Members</u>						
Including lone Travellers	3.3	2.6	1.9	2.5	2.0	2.8
Excluding lone travellers	5.4	4.7	4.3	4.8	2.8	4.5

Source: Quantitative Survey Q. 12, 13a¹

¹ Q.12 Could you please tell me with whom did you travel on your trip to_____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)

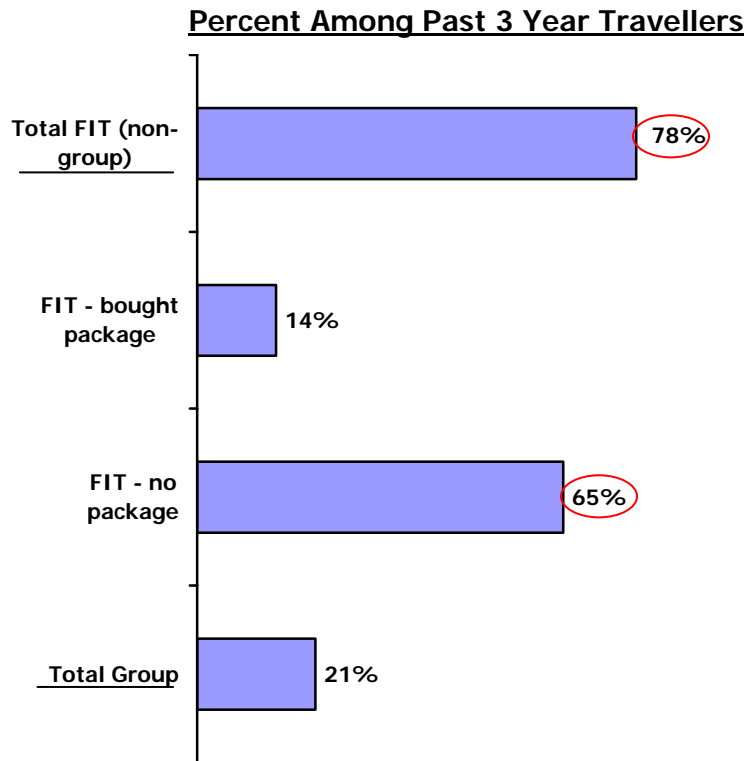
Q.13a Could you please tell me including yourself, total how many people were there in your immediate travel party?

*Caution: Small business size.

4.6 Travelled as FIT vs. Group

The vast majority travel FIT (78%), usually without a package (65%).

EXHIBIT SECTION 4-5: FIT VS. GROUP TRAVEL



Source: Quantitative Survey Q.16, 17a¹

¹ Base: n=1,310

Q.16 Could you please tell me whether you travelled with your immediate party only or as part of a larger group tour on your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)

Q.17a Could you please tell me did you buy a package that included airfare and accommodation for your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)

4.7 Travelled as FIT vs. Group – By Destination

Canada destined travellers are two thirds FIT, one-third group. Group is marginally higher than for other destinations.

EXHIBIT SECTION 4-6: FIT VS. GROUP – BY DESTINATION

	Percent Among Travellers Visiting Each					
	Asia	Middle East	Australia	Europe	U.S. Mainland	Canada
	(541) %	(158) %	(81) %	(179) %	(69)* %	(207) %
<u>Travelled as:</u>						
<u>Total FIT (non-group)</u>	<u>78</u>	<u>83</u>	<u>75</u>	<u>79</u>	<u>85</u>	<u>67</u>
Total FIT - bought package	15	16	19	9	6	18
Total FIT - no package	64	66	57	70	79	49
<u>Total Group</u>	<u>22</u>	<u>18</u>	<u>25</u>	<u>21</u>	<u>15</u>	<u>33</u>

Source: Quantitative Survey Q.16, 17a¹

¹ Q.16 Could you please tell me whether you travelled with your immediate party only or as part of a larger group tour on your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)

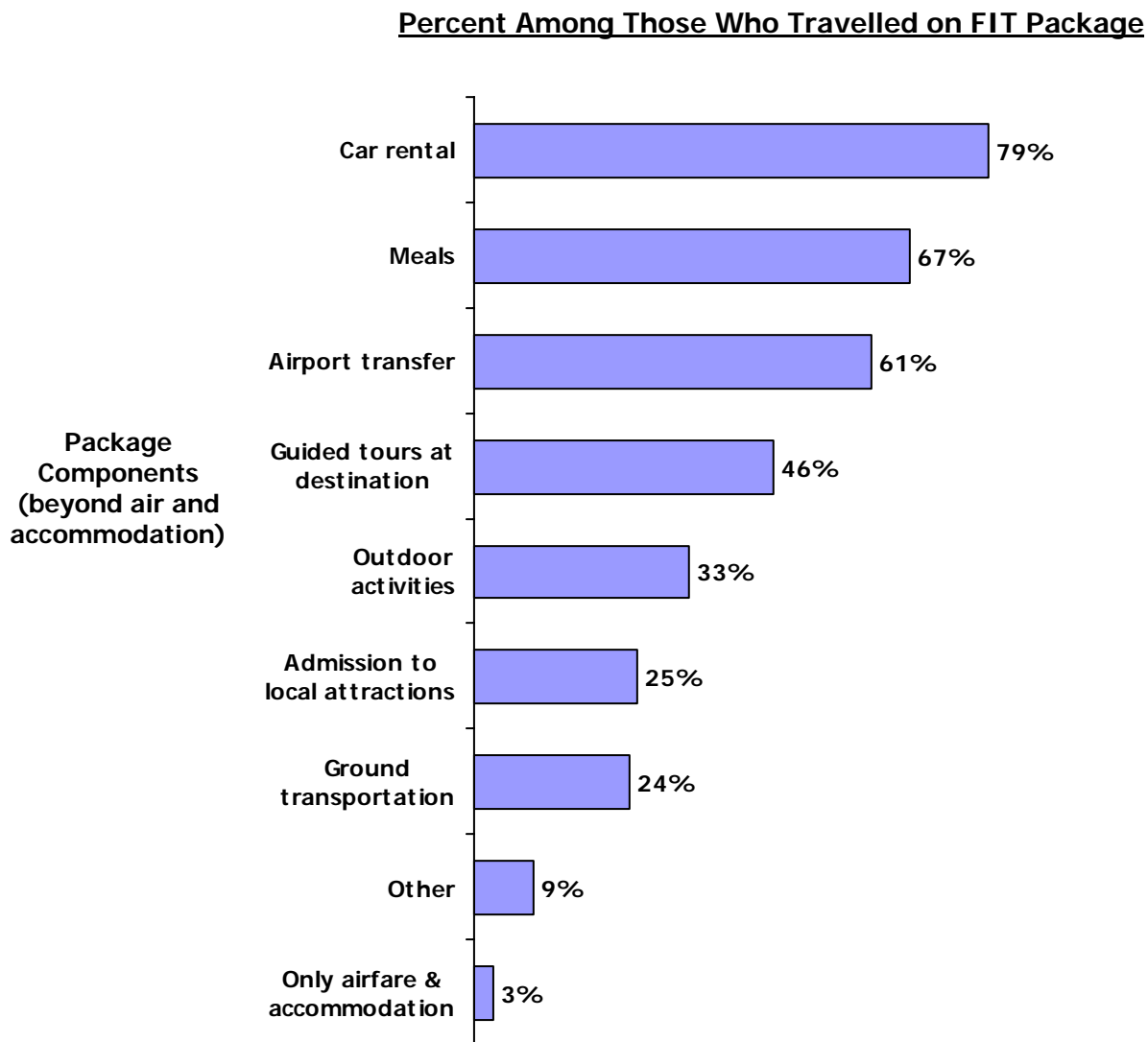
Q.17a Could you please tell me did you buy a package that included airfare and accommodation for your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)

*Caution: Small base size.

4.8 FIT Package Components

The 14% who bought an FIT package last time usually have air, accommodation, meals and airport transfers included. Guided tours at the destination are also quite common (to 46%).

EXHIBIT SECTION 4-7: FIT PACKAGE COMPONENTS BEYOND AIR AND ACCOMMODATION — ALL DESTINATIONS



Source:

Quantitative Survey Q.17b¹

¹ Base: n=188

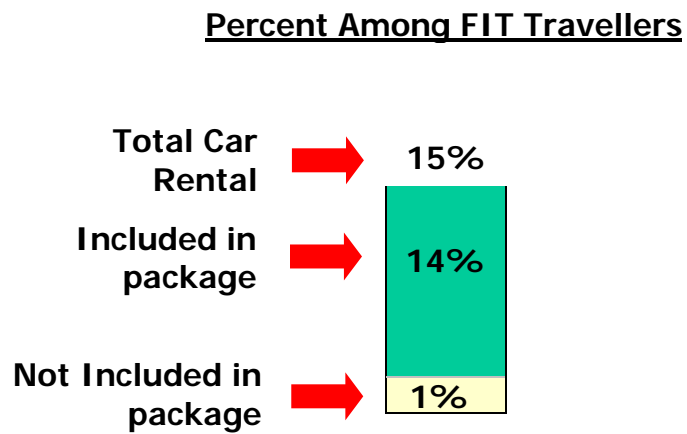
Q.17b What else was included in the above package, if any? (READ)

Note: Base size too small to report by destination.

4.9 FIT Car Rental

Renting a car is not very common among FIT travellers (to 15% only).

EXHIBIT SECTION 4-8: FIT CAR RENTAL — ALL DESTINATIONS



Source: Quantitative Survey Q.17b,c¹

¹ Base: n=1,007

Q.17b What else was included in the above package, if any?

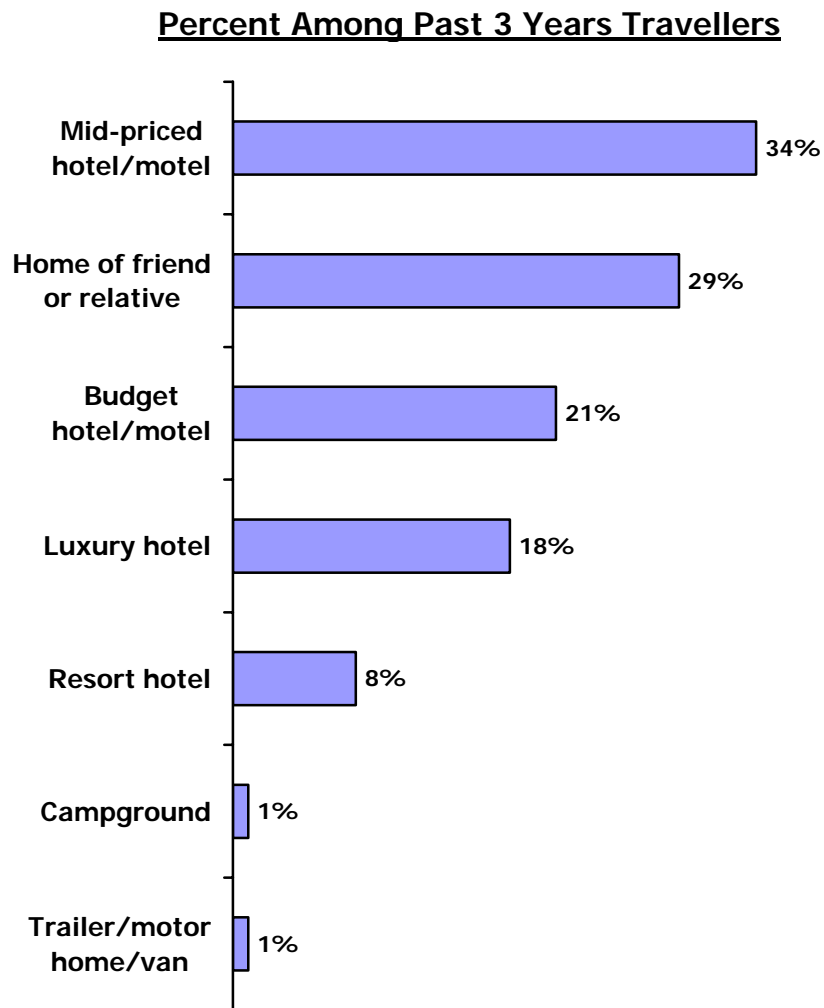
Q.17c Did you rent a car on that trip?

4.10 Accommodation

Although 42% visit friends or relatives on their long-haul trips (see earlier section), only 29% stay with them.

Preferred are affordable hotels – typically mid or budget priced.

EXHIBIT SECTION 4-9: TYPE OF ACCOMMODATION — ALL DESTINATIONS



Source: Quantitative Survey Q.18¹

¹ Base: n=1,310

Q.18 Could you please tell me in what type of accommodation did you stay on your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)?

4.11 Accommodation

Budget or mid priced hotels are very common in Canada, more so than luxury hotels. However, Canadian resorts attract one in five. The home of friends or relatives is relevant to only 21%.

EXHIBIT SECTION 4-10: TYPE OF ACCOMMODATION — BY DESTINATION

	Percent Among Travellers Visiting Each					
	Asia (541) %	Middle East (158) %	Australia (81) %	Europe (179) %	U.S. Mainland (69)* %	Canada (207) %
Accommodation Type						
Mid-priced hotel/motel	37	30	32	39	15	29
Home of friend or relative	16	39	36	35	79	21
Budget hotel/motel	27	14	17	16	9	25
Luxury hotel	21	16	12	17	9	17
Resort hotel	8	10	9	5	3	18
Campground	1	3	--	--	2	1
Trailer/motor home/van	1	1	--	--	1	1
Other	**	--	1	1	--	--

Source: Quantitative Survey Q.18¹

¹ Q.18 In what type of accommodation did you stay?

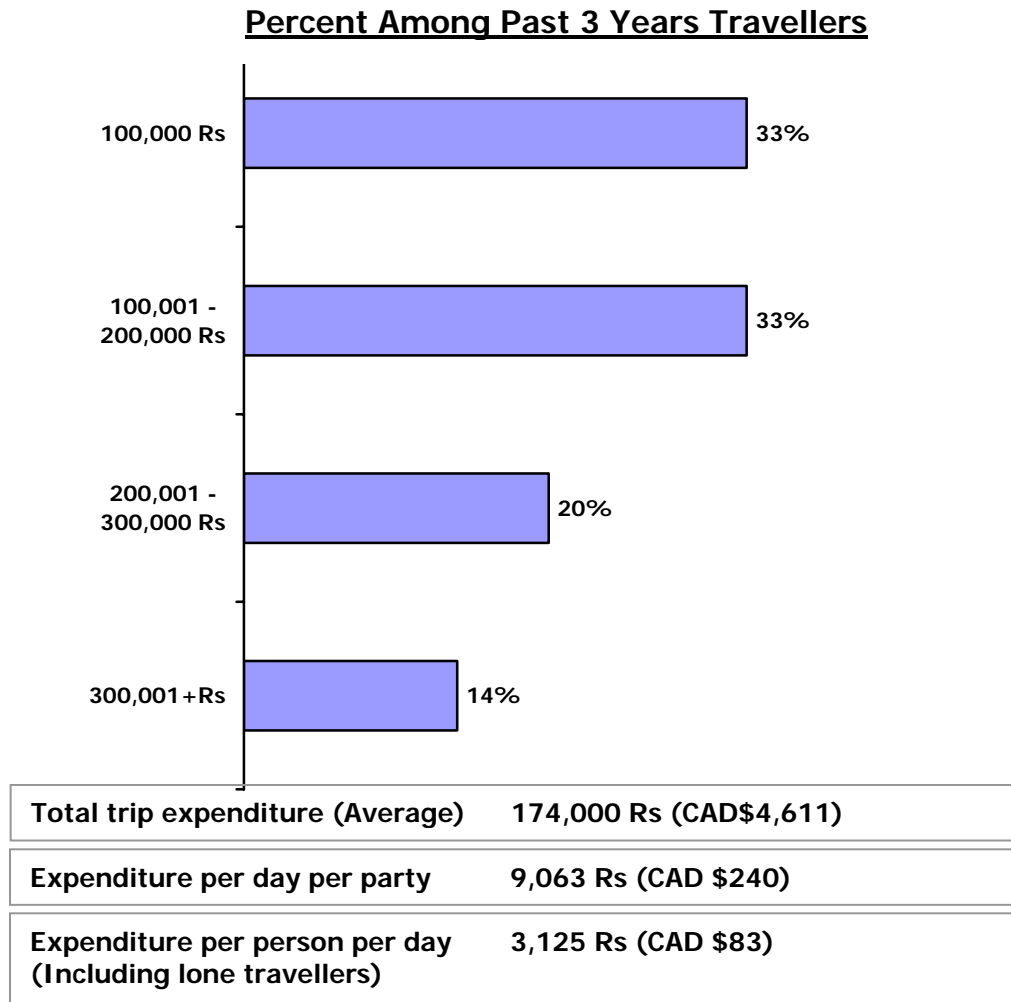
*Caution: Small base size.

**Less than 0.5%

4.12 Trip Expenditure

The average trip expenditure is close to \$4,600. CAD.

EXHIBIT SECTION 4-1 1: TRIP EXPENDITURE — ALL DESTINATIONS



Source: Quantitative Survey Q.19b¹

¹ Base: n=1,310

10,000 rupees = CAD \$265.(Exchange rate 0.02650 (37.7358) – March 12, 2007)

Q.19b What was the total cost of that trip to (DESTINATION IN Q. 8a for you and your immediate travel party, including airfare and all other costs?) [ACCEPT ONE ANSWER ONLY]

4.13 Trip Expenditure – By Destination

The total cost of a trip to Canada is relatively high, not surprising given the distance travelled and the resultant higher airfares.

EXHIBIT SECTION 4-12: TRIP EXPENDITURE – BY DESTINATION

	Percent Among Travellers Visiting Each U.S.					
	Asia	Middle East	Australia	Europe	Mainland	Canada
	(541) %	(158) %	(81) %	(179) %	(69)* %	(207) %
<u>Expenditure</u>						
Under 100,000 Rs	41	44	17	21	22	17
100,001 - 200,000 Rs	32	32	36	35	39	22
200,001 - 300,000 Rs	17	19	22	27	27	31
300,001 Rs+	11	6	25	17	13	30
Total Trip Expenditure (Avg) Rs	156,000	142,000	214,000	203,000	191,000	247,000
Expenditure per day per party Rs	15,918	9,161	13,544	10,684	2,203	11,596
Expenditure per person per day Rs (including lone travellers)	4,824	3,523	7,128	4,274	1,102	4,141

Source: Quantitative Survey Q.19b¹

¹ Q.19b What was the total cost of that trip to (DESTINATION IN Q. 8a for you and your immediate travel party, including airfare and all other costs?) [ACCEPT ONE ANSWER ONLY]

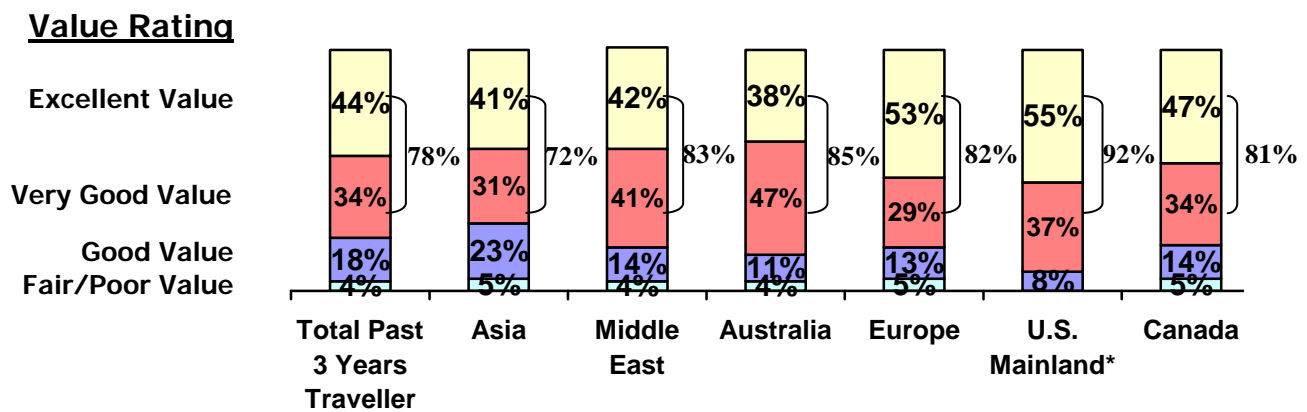
*Caution: Small base size.

4.14 Value for Money

Canada receives very good scores on value for money – 81% declaring the trip very good or excellent value. This is similar to most other destinations.

EXHIBIT SECTION 4-13: VALUE FOR MONEY

Percent Among Travellers Visiting Each Destination



Source: Quantitative Survey Q19c¹

¹ Q.19c Overall, how would you rate that trip on value for money?

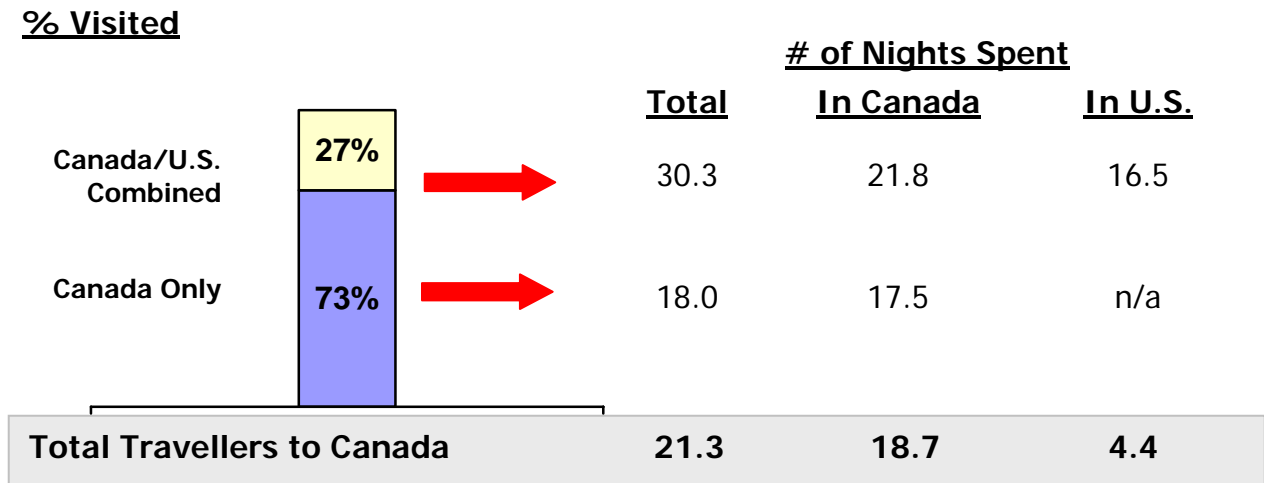
*Caution: Small base size.

4.15 Multi-Country Visits

One in four trips to Canada combined a visit to the U.S. On those trips, averaging 30.3 nights, time was fairly evenly split between the two countries.

EXHIBIT SECTION 4-14: INCIDENCE/DURATION OF VISIT IN CANADA/U.S.

Among Past 3 Years Travellers to Canada



Source: Quantitative Survey Q.10a,b,c¹

¹ Base: n=207

10.a On that trip to (Q. 8a) DESTINATION), how many nights, in total, were you away from home?

10.b (IF CANADA IN Q.8a, ASK) How many nights, in total, did you spend in Canada?

10.c IF CANADA IN Q.8a, ASK) How many nights, in total, did you spend in the U.S. Mainland on that trip, if any?

4.16 Summary

The VFR market is emerging as a key initial target for Canada within India.

As noted elsewhere in this report, friends and relatives are highly influential in triggering the decision to visit a country (60% of decisions in the case of Canada). Yet, VFR travellers are of significant value to the tourism industry – on recent Canadian trips:

- 47% visit friends and relatives
- Only 21% stay with them
- Consequently, half chose commercial accommodation

Also noted elsewhere, 16% of the outbound travel market (or 2.8 million Indians) have close friends or relatives in Canada. These represent a sizeable pool from which to build on the current arrivals of 105,000.

The second short-term opportunity is among travellers to the U.S. (383,000 in 2006). One in four of Canada's current visitors (27%) combine a trip with the U.S. Consequently, encouraging U.S. destined travellers to include a side trip to Canada (via packages through the travel trade) could be quite viable.

Other key trip parameters for Canada:

Season:	March to June preferred
FIT:	67% currently
Duration:	Median 9 nights, some long stays drawing average up to 21.3 nights
Party Size:	Alone (39%) or, if 2 or more, in a relatively large party of family/friends (average party size excluding lone travellers: 4.5)

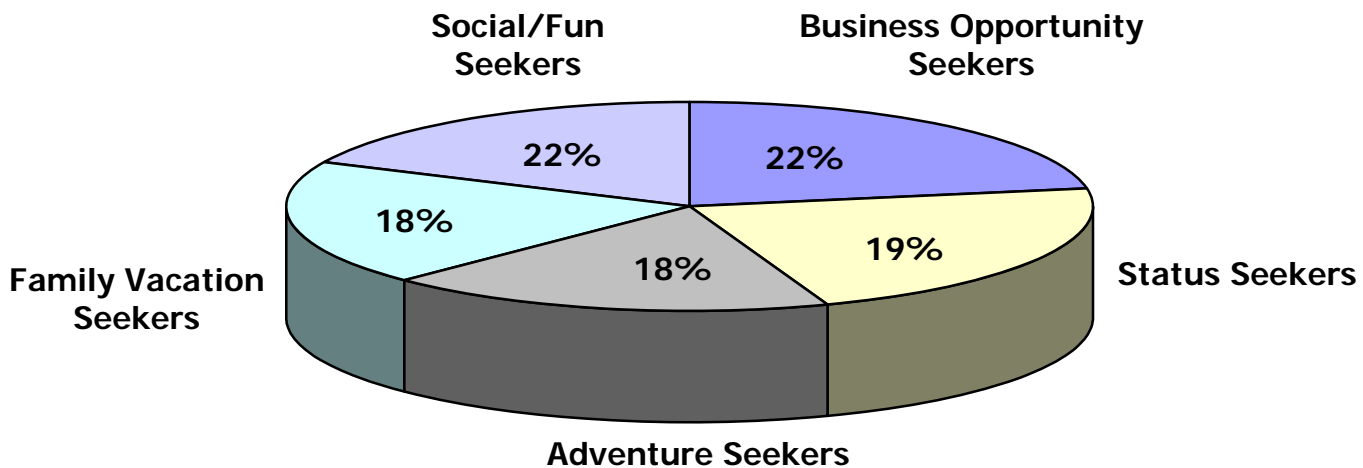
Section 5: Market Segmentation

5.1 Segmentation Analysis

Assisted by grassroots learning from the preliminary focus groups, a multi-dimensional rating question was created for the quantitative survey.

Five segments emerged. Each is discussed in detail in the next section.

EXHIBIT SECTION 5-1: SIZE OF MARKET SEGMENT



Source: Quantitative Survey Q.20¹

¹ Base: Past/Future Travellers (n=2,636)

Q.20 I am going to read you a list of statements, for each statement please tell me how important that reason is to you when considering a pleasure trip outside of India for 4 nights or longer. Is it very important, somewhat important, not very important, or not at all important?

5.2 Segment Characteristics

Business Opportunity Seekers (22%)

A very entrepreneurial group, this segment is motivated primarily by business opportunities that may exist in other countries.

Social/Fun Seekers (22%)

Relatively young, this segment simply wants to socialize and have fun.

Status Seekers (19%)

Bollywood locations and celebrity destinations are key motivators for this status seeking segment.

Adventure Seekers (18%)

Soft adventure drives this segment – whether snow activities, water sports or bungee jumping.

Family Vacation Seekers (18%)

Married with children, this group wants to vacation with their families in a clean, spacious, unspoiled environment. Cost accessibility is also important for families.

5.2 Segment Characteristics

EXHIBIT SECTION 5-2: SEGMENT CHARACTERISTICS

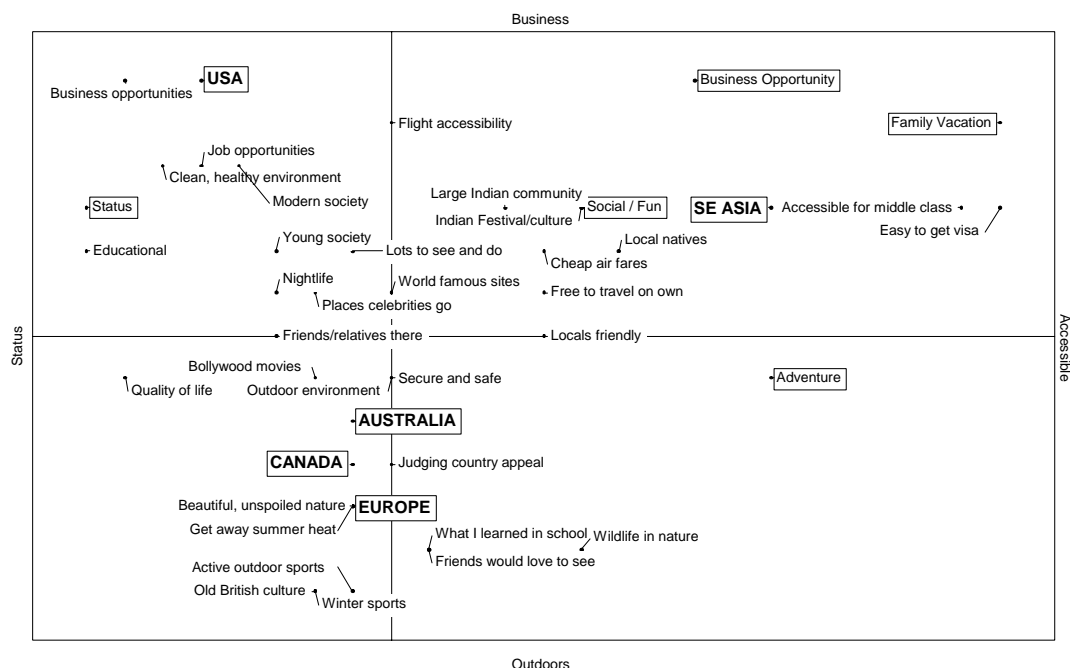
	<u>Business Opportunity Seekers</u>	<u>Adventure Seekers</u>	<u>Status Seekers</u>	<u>Social/Fun Seekers</u>	<u>Family Vacation Seekers</u>
Primary Segment Attitudinal Drivers	<ul style="list-style-type: none"> - Good business opportunity - Job opportunity - Good educational opportunities - Good quality of life 	<ul style="list-style-type: none"> - Participating in active outdoor sports - Enjoying snow activities: alpine skiing/ snowboarding - Seeing first hand what I learnt in school 	<ul style="list-style-type: none"> - Visit the same places Indian celebrities go to - Made Bollywood movies there 	<ul style="list-style-type: none"> - Good nightlife/clubbing /pubbing - Experience an Indian festival/culture - Have friends/relatives there - A young society - Experiencing a modern society 	<ul style="list-style-type: none"> - Feeling secure and safe - Surrounded by beautiful, unspoiled nature - Lots to see and do - Easy to get a visa - Cost accessible for middle class - Feeling a wide, spacious, outdoor environment
<u>Profile Skews</u>					
Marital Status	Married	Single, Married	Married	Mix of married/living together and single	Married with children
<u>Age</u>					
18 – 29	37	35	37	45	30
30 – 39	17	20	25	19	18
40 – 49	19	21	21	17	24
50+	28	24	17	19	28

5.3 Segment Needs and the Canada Brand

On the brand map the Status Seeker group is in the U.S. “neighbourhood,” most others leaning toward S.E. Asia.

Canada, Australia and Europe are not associated strongly with the needs of any particular segment.

EXHIBIT SECTION 5-3: BRAND ATTRIBUTE MAP — BY SEGMENT



Source: Quantitative Survey Q.20,21¹

¹ Q.20. I am going to read you a list of statements, for each statement please tell me how important that reason is to you when considering a pleasure trip outside of India for 4 nights or longer. Is it very important, somewhat important, not very important, or not at all important?

Q.21 Please tell me for which of these travel destinations does each of the given statement applies to extremely well. (MULTIPLE CODING POSSIBLE) You can choose as many destinations as you like as long as it applies extremely well. You can base your choices on your impressions, or anything else that you have seen, heard or read. Let's start with "being in a clean, healthy environment". Does this statement apply extremely well to...?

5.4 Appeal of Key Destinations

The lack of knowledge about Canada puts it well down the priority list for all segments. Business opportunity seekers appear most interested in Canada at the present time, but, as the focus groups indicated, once a detailed discussion begins about the Canada product, most segments get excited.

Beyond S.E. Asia and Europe, the U.S. is particularly appealing to the Business Opportunity Seekers, Australia to the Social/Fun Seekers and Status Seekers.

South East Asia is the closest and most cost accessible and, hence, most appealing to the Family Vacation Seekers.

EXHIBIT SECTION 5-4: APPEAL OF KEY DESTINATIONS

	Business Opportunity Seekers	Adventure Seekers	Status Seekers	Social/Fun Seekers	Family Vacation Seekers
	(575) %	(482) %	(518) %	(567) %	(484) %
Very Interested in Visiting Next 2 Years					
South East Asia	21	25	20	20	33
Europe	21	21	16	20	24
U.S.	23	9	13	11	19
Australia	15	8	16	18	15
Canada	12	5	9	8	8

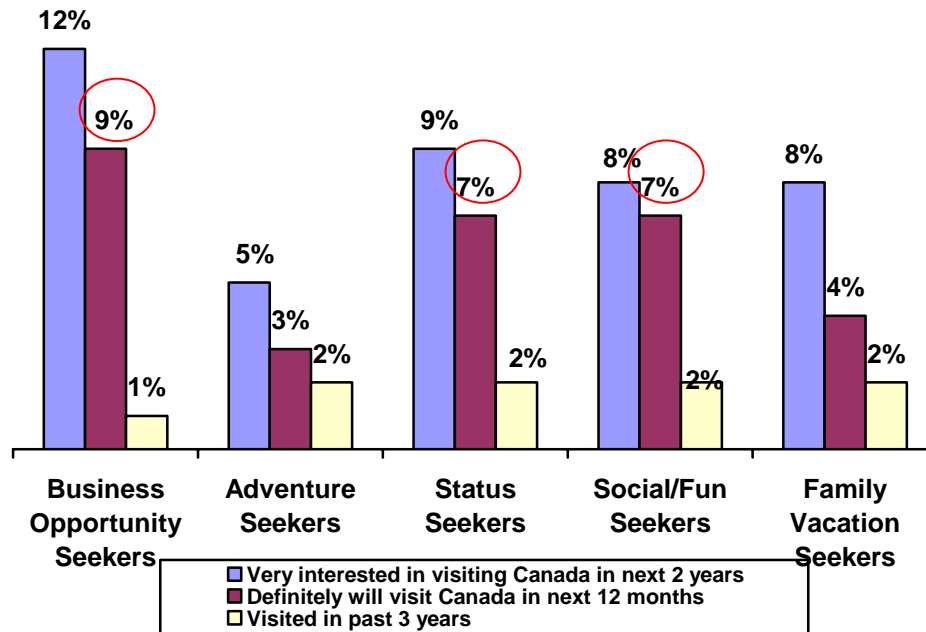
Source: Quantitative Survey Q.22¹

¹ Q.22 Could you please tell me how interested are you in visiting _____ (READ OUT EACH DESTINATION ONE BY ONE) in the next two years? (SINGLE CODING PER DESTINATION)

5.5 Current Plans to Visit Canada

Business Opportunity Seekers, Status Seekers and Social/Fun Seekers have the highest actual intentions to visit Canada in the next 12 months.

EXHIBIT SECTION 5-5: CURRENT PLANS TO VISIT CANADA — BY SEGMENT



Source: Quantitative Survey Q.7, 22, 23¹

¹ Base: Past/Future Travellers (n=2,636)

Q.7 Could you please tell me which of these countries or destinations outside of India have you visited for pleasure trip for 4 nights or more since January 2004/ last 3 years?

Q.22 Could you please tell me how interested are you in visiting READ OUT EACH DESTINATION ONE BY ONE in the next two years?

Q.23 Could you please tell me how likely are you to visit (READ EACH DESTINATION CODED 1 OR 2 IN Q.22) in the next twelve months?

5.6 Ideal Trip to Canada

The hottest season in India (April, May, June) is the most popular season of travel to Canada for all segments.

Business Opportunity Seekers would stay longer (28.2 nights), but typically all other segments prefer 2 weeks in Canada.

Over half want to travel across Canada, so clearly prospects want to take in the whole country. However, Western Canada is the most appealing region to most segments.

Interestingly, group travel is highly appealing for a trip to Canada, in spite of the fact that most trips elsewhere are FIT. The majority wants some type of package – whether group or FIT.

Canadian resorts are big draws (mountain or water side) as are budget city properties.

All segments want to be active outdoors and to take in Canadian culture and nightlife.

Observing local Indian festivals would be a real highlight for all.

5.6 Ideal Trip to Canada

EXHIBIT SECTION 5-6: IDEAL TRIP TO CANADA – BY SEGMENT

	Among Those Very/Somewhat Interested in Visiting Canada in Next 2 Years				
	Business Opportunity Seekers	Adventure Seekers	Status Seekers	Social/Fun Seekers	Family Vacation Seekers
	(143) %	(62)* %	(111) %	(114) %	(102) %
<u>Ideal Next Trip</u>					
<u>Season</u>					
January - March	9	17	14	11	6
April - June	47	52	42	39	44
July - September	17	16	22	22	27
October - December	22	12	13	19	23
<u>Duration</u>					
# of nights (avg)	28.2	12.3	14.3	13.9	19.3
<u>Region</u>					
Right across Canada	69	46	55	46	69
Western Canada only	16	44	33	33	9
Eastern Canada only	10	4	2	7	15
Other	3	4	3	4	6
<u>Type of Tour</u>					
<u>Group Tour</u>					
Group Tour	34	52	42	41	30
Prefer: All day organized	23	22	18	23	23
Many free days	11	30	24	18	7
Prefer: Vegetarian cook	22	18	25	13	21
No vegetarian cook	12	34	17	28	9
<u>FIT (non-group)</u>					
FIT (non-group)	61	46	48	49	70
Prefer: Package	20	26	17	22	16
Non-package	38	18	28	26	53
Total package (group or FIT)	54	78	59	63	46

Source: Quantitative Survey Q.24¹

¹ Q.24 Thinking about your next trip to Canada, Could you please tell me if you were to go to Canada for your next pleasure trip, describe your ideal pleasure trip by telling me which of the following applies to you:

*Caution: Small base size.

5.6 Ideal Trip to Canada

Among Those Very/Somewhat Interested in Visiting Canada in Next 2 Years					
	Business Opportunity Seekers	Adventure Seekers	Status Seekers	Social/Fun Seekers	Family Vacation Seekers
	(143) %	(62)* %	(111) %	(114) %	(102) %
<u>Transportation Between Centers (other than air)</u>					
Rail	46	46	43	38	62
Rental car	50	76	60	60	71
Motor coach	21	40	33	29	20
Private car	24	7	27	30	24
Motor home/camper	9	42	26	30	18
<u>Accommodation</u>					
Mountain resort	51	79	62	74	55
Seaside resort	46	60	63	48	64
Lakeside resort	30	53	51	55	60
Ski resort	14	43	32	29	23
Four star city hotel/motel	29	42	34	36	44
Budget city hotel/motel	42	42	37	41	32
Farm	23	28	23	30	9
Horse ranch	7	18	23	20	4
Cruise ships	12	28	28	22	15
Canadian spa	9	20	24	21	24
Log cabin/lodge	15	31	23	22	10
Other	14	4	8	4	11

5.6 Ideal Trip to Canada

	Among Those Very/Somewhat Interested in Visiting Canada in Next 2 Years				
	Business Opportunity Seekers	Adventure Seekers	Status Seekers	Social/Fun Seekers	Family Vacation Seekers
	(143) %	(62)* %	(111) %	(114) %	(102) %
Activities					
Observing local Indian Festivals	70	75	64	69	65
Visiting historical sites	69	45	60	57	86
Viewing majestic mountains	66	50	50	62	86
Seeing Niagara Falls	69	45	64	52	56
Touring in the countryside by car	56	42	52	40	77
Going clubbing/other nightlife	47	50	54	48	55
Visiting friends or relatives	66	38	49	28	59
Snow skiing /snowboarding/ice skating	48	46	48	40	63
Going to live theatre/ballet/other shows	50	53	53	40	49
Experiencing French Canadian Cuisine	41	29	36	39	38
Hiking/trekking	27	39	40	39	44
Bungee jumping	23	34	42	31	30
Go canoeing or kayaking	31	47	28	34	21
Studying English	22	23	31	25	35

5.7 Summary

The three most viable target segments for Canada beyond VFR are:

Business Opportunity Seekers (22%)

- As Canada further develops its trade relations with India, interest in Canada should heighten dramatically with this segment. Indians are highly entrepreneurial and actively looking for business opportunities abroad. While business may be a prime motivator, this segment would have a solid pleasure component.

Adventure Seekers (18%)

- Canada has the kinds of soft adventure, particularly snow activities, that this segment wants.

Status Seekers

- Canada has the potential to be undiscovered, “new and exciting” for this group.

Of particular importance is that the majority of Adventure Seekers and Status Seekers would want to travel on a package, with almost half open to a group product.

Business Opportunity Seekers are more prone to travel FIT.

Holding high appeal to all are:

- Canada’s resorts
- Western Canada
- April to June travel
- Snow activities
- Clubbing/nightlife
- Local Indian festivals

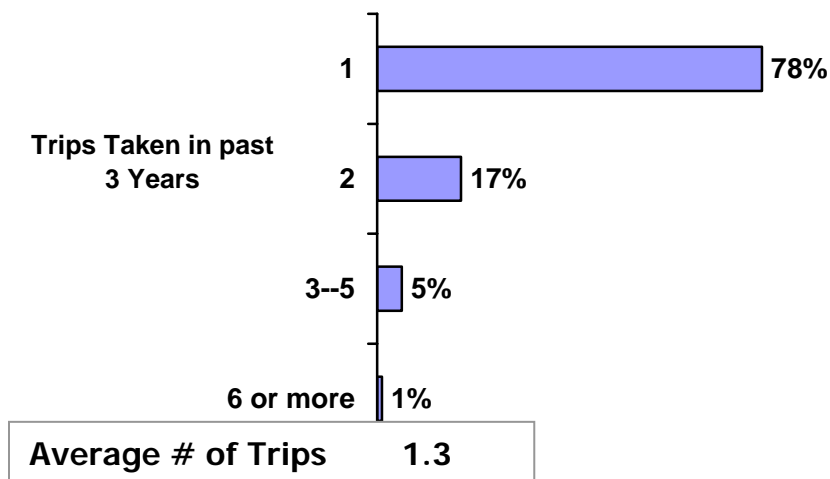
Section 6: Travellers Profile

6.1 Trip Frequency

It is not very common for outbound travellers to travel beyond India each year. In fact, the average number of times in the past 3 years is only 1.3.

EXHIBIT SECTION 6-1: NUMBER OF LONG-HAUL TRIPS TAKEN IN PAST 3 YEARS

Among Past 3 Years Travellers



Source: Quantitative Survey Q4¹

¹ Base: Past 3 year travellers (n=1,310)

Q.4 Could you please tell me how many times have you taken a pleasure/ holiday trip outside India for 4 nights or longer since January 2004/ in the past 3 years?

6.2 India Long-haul Travel Market Profile

The market for Canada skews very young:

- ♦ 41% 18 to 29
- ♦ 42% single

They typically come from the A class (SEC classification) and have good jobs and university degrees.

Friends or relatives in Canada is a factor in the travel decision, noted earlier (41% have these connections in Canada).

EXHIBIT SECTION 6-2: INDIA LONG-HAUL MARKET PROFILE

	Percent Among Travellers Visiting Each					
	Asia (541) %	Middle East (158) %	Australia (81) %	Europe (179)	U.S. Mainland (69)* %	Canada (207) %
Age						
18 - 29	28	24	49	34	8	41
30 - 39	19	23	17	20	8	19
40 - 49	33	19	22	20	10	15
50+	22	35	11	26	75	25
SEC						
A	87	74	83	87	91	89
A1	57	49	46	55	57	53
A2	31	26	37	31	34	36
B	13	26	17	14	9	11
B1	9	14	10	8	8	9
B2	4	12	7	5	2	1
City						
Mumbai	13	43	17	15	5	24
Delhi	28	12	12	26	--	17
Kolkata	11	3	--	10	19	2
Bangalore	9	11	7	8	2	16
Chennai	13	5	10	3	24	10
Ahmedabad	4	8	5	7	34	6
Hyderabad	6	3	21	12	8	11
Pune	6	6	--	7	9	2
Ludhiana	7	7	4	6	--	3
Chandigarh	3	3	24	6	--	10

*Caution: Small base size.

6.2 India Long-haul Travel Market Profile

	Percent Among Travellers Visiting Each					
	Asia (541) %	Middle East (158) %	Australia (81) %	Europe (179)	U.S. Mainland (69)* %	Canada (207) %
<u>Close friends/relatives in Canada</u>						
Yes	n/a	n/a	n/a	n/a	n/a	41
No	n/a	n/a	n/a	n/a	n/a	59
<u>Vegetarian</u>						
Yes	25	30	35	31	59	28
No	75	70	65	69	41	73
<u>Marital Status</u>						
Married/living together	74	73	58	71	88	59
Single	25	26	41	29	11	42
Divorced/separated/widowed	1	--	--	--	2	--
<u>Household Composition</u>						
Adults only	46	50	54	56	71	54
With children <18	54	50	46	44	29	46
<u>Occupation</u>						
<u>Total Employed</u>	<u>94</u>	<u>91</u>	<u>84</u>	<u>89</u>	<u>66</u>	<u>84</u>
Businessmen/industrialists	46	46	30	35	18	28
Shop owners	12	14	14	11	6	6
Self-employed professionals	7	9	1	12	16	4
Officers/executives	22	17	35	24	24	34
Supervisor/clerical/sales	6	5	3	6	8	12
Other occupations	1	2	2	1	--	1
Student	4	4	14	5	--	9
Retired	2	5	3	6	34	6

*Caution: Small base size.

6.2 India Long-haul Travel Market Profile

	Percent Among Travellers Visiting Each					
	Asia	Middle East	Australia	Europe	U.S. Mainland	Canada
	(541)	(158)	(81)	(179)	(69)*	(207)
	%	%	%		%	%
<u>Education</u>						
School 5 to 9 years	1	2	--	1	2	--
School - SSC/HSC	6	17	10	7	6	5
Some college	7	6	7	6	6	5
Graduate/post graduate	87	74	83	87	86	89
<u>Household Income</u>						
<240,000 Rs	2	2	--	3	2	--
240,001 - 480,000 Rs	66	61	65	64	68	50
480,001 - 720,000 Rs	22	27	24	15	14	32
720,001+ Rs	9	8	10	12	10	12

*Caution: Small base size

Source: Quantitative Survey Q.1,2,3a,26-33 (basic data)

CAD Equivalent (Bank of Canada exchange rate, March 13, 2007)

<\$240,000 Rupees=<\$6,360 CAD

240,001 – 480,000 Rs = s\$6,360 - \$12,720 CAD

480,001 – 720,000 Rs = \$12,720- \$19,080 CAD

720,001+ Rs = \$19,080+CAD

6.3 Summary

The Indian travel market is very young on global standards, primarily because its population is young (see earlier section).

Canada's visitors are 41% age 18 to 29, 42% single.

As many as 41% have close friends or relatives living in Canada.

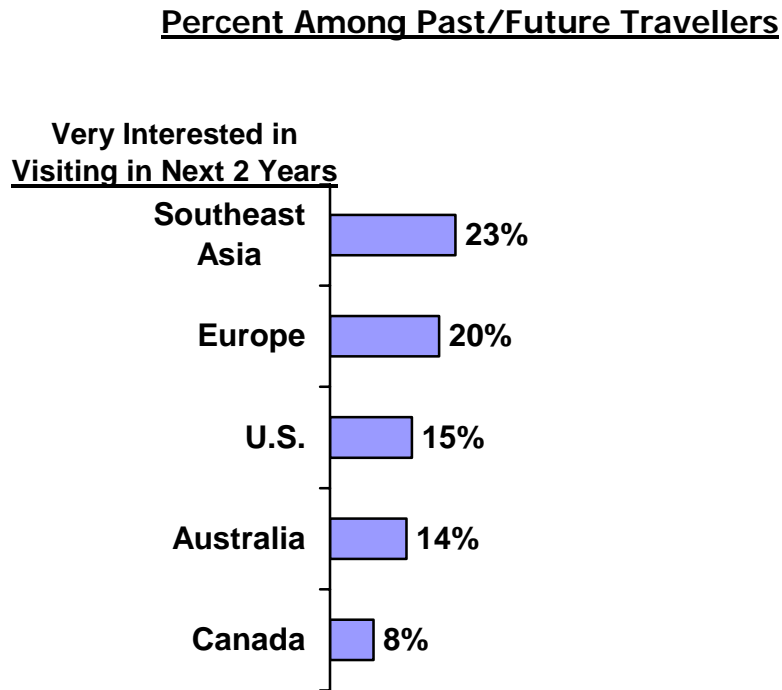
Most come from SEC A class (89%).

Section 7: The Canadian Opportunity

7.1 Very Interested in Visiting Destinations

Canada is well down the priority list for future travel, in part due to the lack of awareness of what the country has to offer, noted earlier.

EXHIBIT SECTION 7-1: VERY INTERESTED IN VISITING IN NEXT 2 YEARS



Source: Quantitative Survey Q.22¹

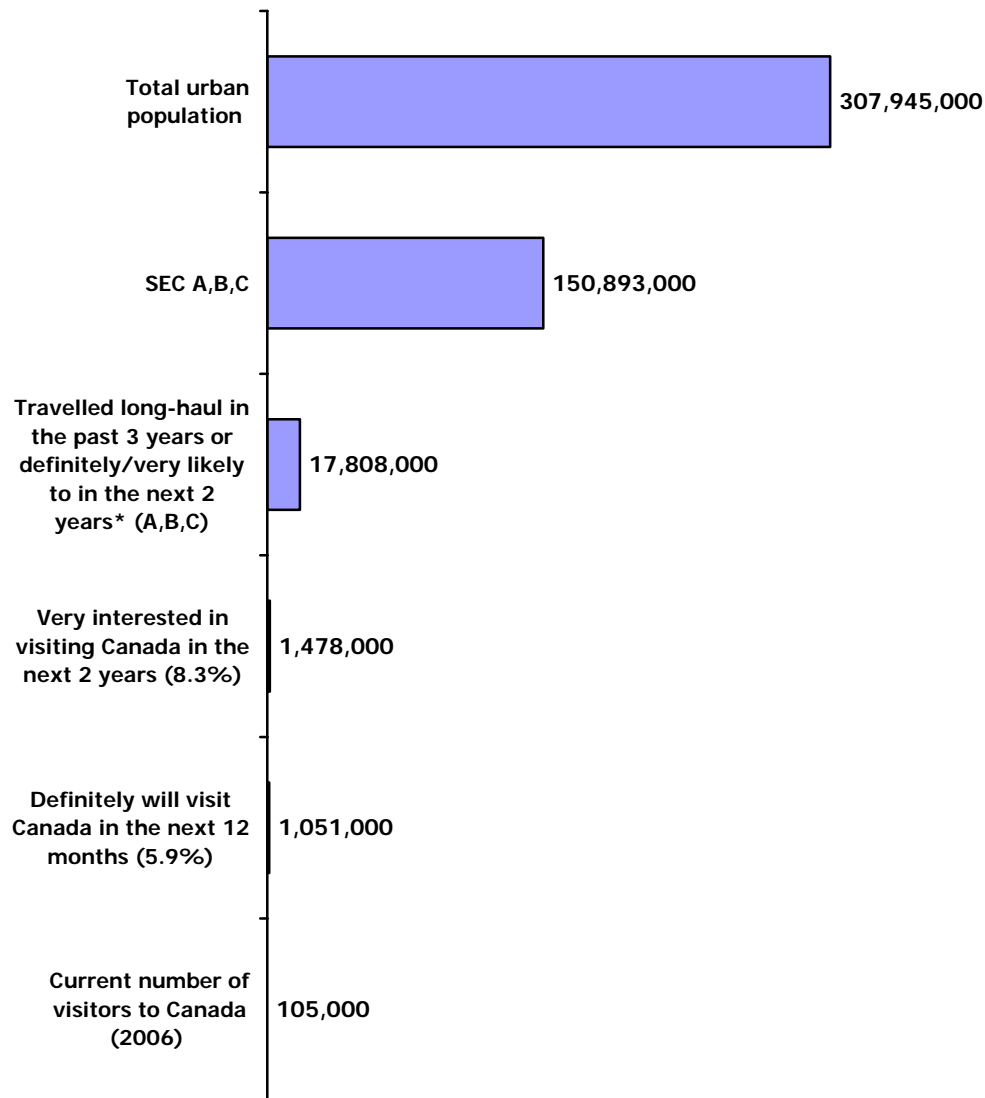
¹ Base: n=2,636

Q.22 Could you please tell me how interested are you in visiting _____ (READ OUT EACH DESTINATION ONE BY ONE) in the next two years?

7.2 Interest in Visiting Canada

However, the latent demand for Canada is significantly greater than the current visitor flow.

EXHIBIT SECTION 7-2: LATENT DEMAND FOR CANADA



Source: Quantitative Survey Q.22, 23¹

¹ Q.22 Could you please tell me how interested are you in visiting READ OUT EACH DESTINATION ONE BY ONE in the next two years?

Q.23 Could you please tell me how likely are you to visit (READ EACH DESTINATION CODED 1 OR 2 IN Q.22) in the next twelve months?

*Urban markets only (population base 307,945,000)

7.3 Priority Analysis – by Segment

One of the best niche markets are those with friends or relatives in Canada. They express much higher interest in visiting Canada than do others.

As many as 16% of the India long-haul market has close friends and relatives in Canada – a sizeable market segment.

EXHIBIT SECTION 7-3: CANADA'S LATENT DEMAND BY KEY SEGMENT

	Percent Among Each Segment Very Interested in Visiting Canada in Next 2 Years
	%
Total	8
<u>Age</u>	
18 - 29	9
30 - 39	10
40 - 49	7
50+	9
<u>Travelled to Canada in Past 3 Years</u>	19
<u>Friends and Relatives in Canada</u>	
Yes	24
No	5

Source: Quantitative Survey Q.22 ¹

¹ Base: Past/future travellers (n=2,636)

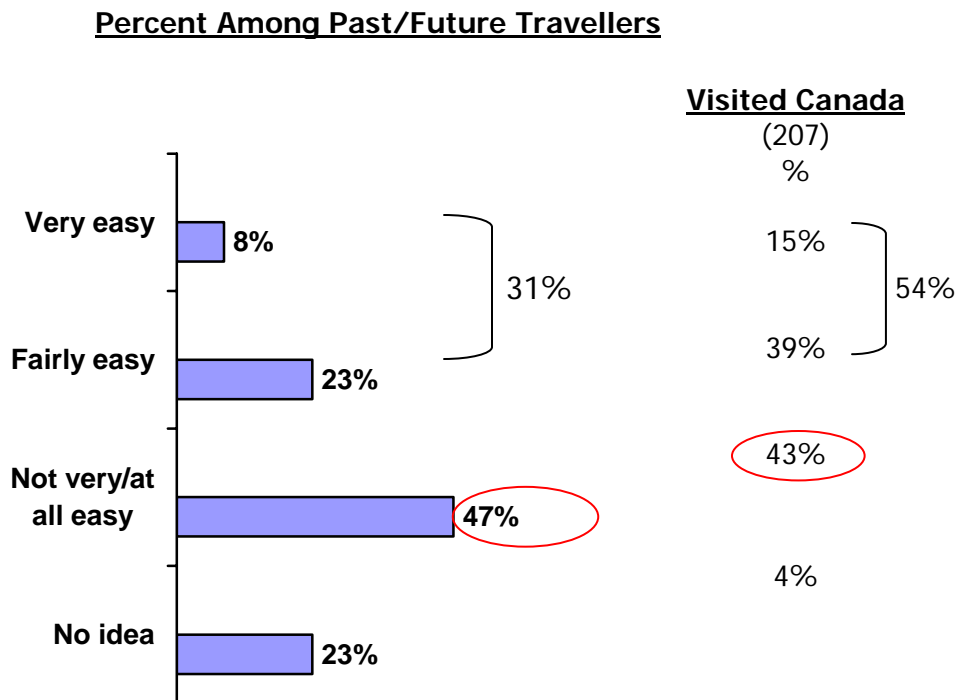
Q.22 Could you please tell me how interested are you in visiting _____ (READ OUT EACH DESTINATION ONE BY ONE) in the next two years? (SINGLE CODING PER DESTINATION)

7.4 Easiness to Obtain Visa for Canada

Many believe that it is not very easy to get a Canadian visa (47%) reflecting the sentiments expressed in the focus groups.

Even 43% of recent Canada visitors claim that it is not easy to obtain.

EXHIBIT SECTION 7-4: EASINESS TO OBTAIN VISA FOR CANADA



Source: Quantitative Survey Q,27¹

¹ Base: n=2,636

Q.27 As far as you know, how easy is it to obtain a visa for Canada?

7.5 Ideal Trip to Canada

For those seriously considering Canada as a future destination, their ideal trip would look like this:

Season:	April to June
Duration in Canada:	3 weeks
Type of trip:	High interest in group and FIT package.
Regional interest:	Across Canada (62%), in only Western Canada (20%).
Accommodation:	Canadian resorts (mountain or waterside), budget city hotel.
Activities:	<p>Observing local India festivals, seeing Niagara Falls, seeing Canada's prime tourist attractions (natural or man-made) and visiting friends or relatives highly popular.</p> <p>Canadian culture, clubbing and nightlife and outdoor activities also appeal to many.</p>

7.5 Ideal Trip to Canada

EXHIBIT SECTION 7-5: IDEAL TRIP TO CANADA — BY SEGMENT

	Percent Among Prospective Market*
	(237)
	%
<u>Ideal Next Trip</u>	
<u>Season</u>	
January - March	15
April - June	43
July - September	18
October - December	20
<u>Duration</u>	
# of nights (avg)	22.6
<u>Region</u>	
Right across Canada	62
Western Canada only	20
Eastern Canada only	11
Other	3
<u>Type of Tour</u>	
<u>Group Tour</u>	<u>43</u>
Prefer: All days organized	26
Many free days	17
Prefer: Vegetarian cook	25
No vegetarian cook	18
<u>FIT (non-group)</u>	<u>54</u>
Prefer: Package	17
Non-package	35

*Very interested in visiting Canada in next 2 years.

7.5 Ideal Trip to Canada

	Percent Among Prospective Market*
	(237)
	%
<u>Transportaiton Between Centers (other than air)</u>	
Rail	39
Rental car	59
Motor coach	29
Private car	29
Motor home/camper	23
<u>Accommodation</u>	
Mountain resort	63
Seaside resort	56
Lakeside resort	46
Ski resort	26
Four star city hotel/motel	30
Budget city hotel/motel	38
Farm	22
Horse ranch	12
Cruise ships	20
Canadian spa	19
Log cabin/lodge	17
Other	12

*Very interested in visiting Canada in next 2 years.

7.5 Ideal Trip to Canada

	Percent Among Prospective Market*
	(237)
	%
<u>Activities</u>	
Observing local Indian festivals	68
Seeing Niagara Falls	64
Visiting historical sites	62
Visiting majestic mountains	59
Visiting friends or relatives	58
Going to live theatre/ballet/other shows	50
Touring in the countryside by car	49
Going clubbing/other night life	48
Snow skiing/snowboarding/ice skating	42
Experiencing French Canadian cuisine	40
Hiking/trekking	30
Bungee jumping	29
Go canoeing or kayaking	29
Studying English	27

Source: Quantitative Survey Q.24

*Very interested in visiting Canada in next 2 years.

- Q.24 Thinking about your next trip to Canada, Could you please tell me if you were to go to Canada for your next pleasure trip, describe your ideal pleasure trip by telling me which of the following applies to you:

7.6 Summary

Canada is well down the priority list for future travel (8% very interested in visiting in the next 2 years), well below S.E. Asia (23%), Europe (20%), the U.S. (15%) and Australia (14%).

However, because of the sheer size of the population, that 8% translates into 1.5 million prospects for Canada, far higher than the 105,000 current arrivals.

Among those with close friends or relatives in Canada, interest soars to 24% -- representing 667,000 or just under half of all of those very interested in visiting in the next 2 years (1,478,000).

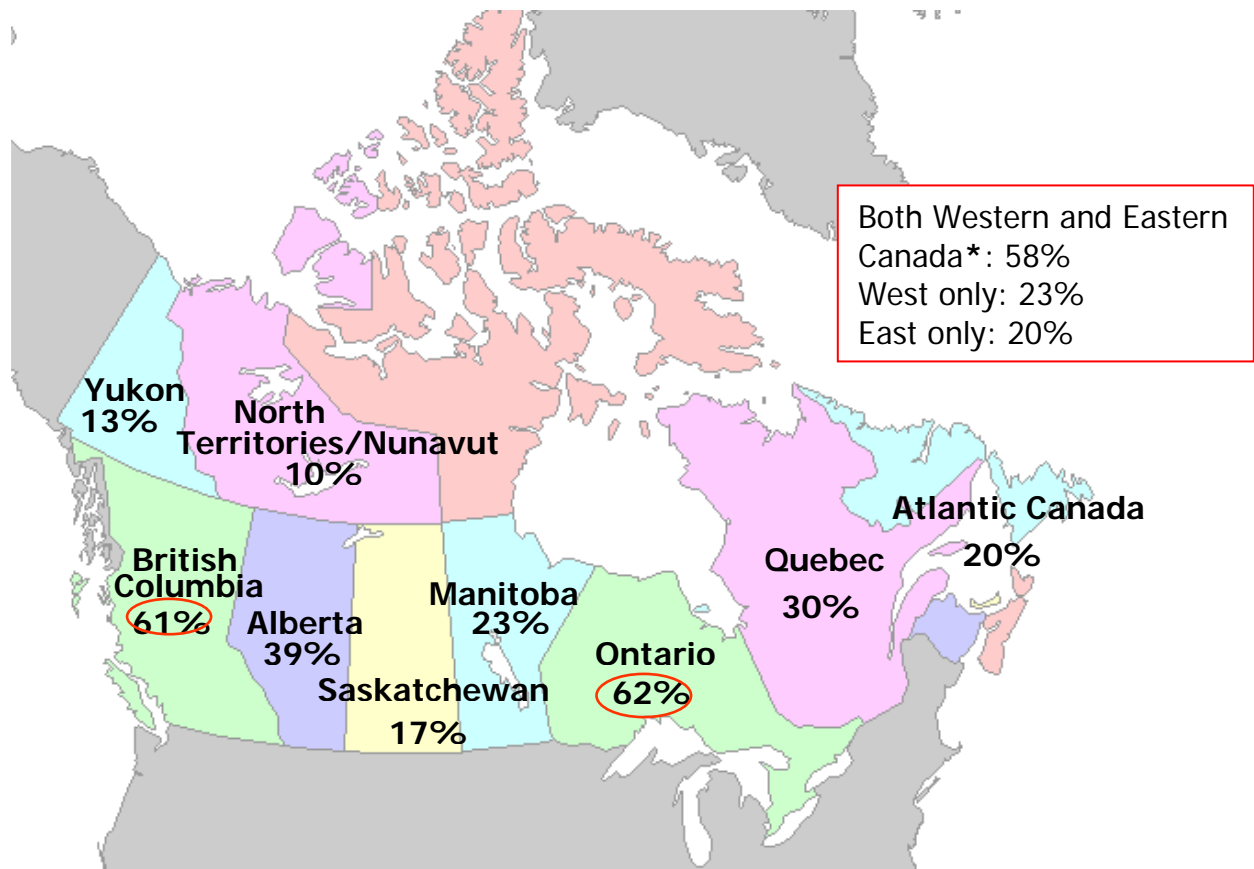
Obtaining visas are a source of concern for India travellers, since many countries (especially the U.S) do not make the process particularly easy (according to focus group and trade feedback). Canada needs to communicate how straight forward it is to obtain a visa for Canada. Currently, there are 9 office locations for visa applications.

Section 8: Regional Opportunities

8.1 Places Visited in Canada

Most Indians visiting Canada travelled across the country – 61% visiting B.C., 62% Ontario, while as many as 39% stopped in Alberta and 30% in Quebec. Atlantic Canada drew a healthy 20%.

EXHIBIT SECTION 8-1: PLACES VISITED IN CANADA



Source: Quantitative Survey Q.8b1

¹ Base: Past 3 years travellers to Canada (n=207)

Q. 8b (IF CANADA IN Q. 8a) ASK - While you were in Canada on that trip, which of the following places did you visit, if any?

*Eastern Canada includes Ontario, Quebec and Atlantic Canada

Western Canada includes Manitoba, Saskatchewan, Alberta, British Columbia, Yukon, NT/Nunavut

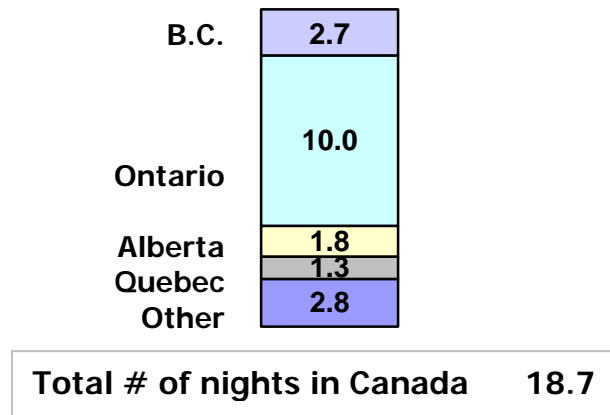
8.2 Duration – By Province

Ontario took a large share of nights among recent Indian visitors – 10.0 out of 18.7 nights in total.

Consequently, while B.C. was visited by an equal number (previous section), most did not linger very long.

EXHIBIT SECTION 8-2: NUMBER OF NIGHTS SPENT IN EACH PROVINCE

Among Past 3 Years Travellers to Canada



Source: Quantitative Survey Q.10d¹

¹ Base: n=207

Q. 10d (IF CANADA IN Q. 8a) ASK (ONLY LIST PLACES VISITED IN Q. 8b) How many nights did you spend in each area on that trip?

8.3 Trip Characteristics - Ontario

Ontario is visited with the same frequency as B.C. (see Section 8.1). However, Indian visitors stay longer in Ontario – 16.2 nights out of 22.4 nights in Canada.

VFR is a significant purpose of trip (40%). Otherwise, it is the traditional pleasure focused attributes that draw Indian tourists. Outdoor recreational/adventure draws a full 59% - reflecting the interests of Indians, discussed earlier.

The spring is the most popular season of travel (April to June).

8.3 Trip Characteristics

EXHIBIT SECTION 8-3: TRIP CHARACTERISTICS — AMONG THOSE WHO VISITED ONTARIO ON MOST RECENT CANADIAN TRIP

	Ontario
	(128)
	%
<u>Other Canadian Regions Visited</u>	
<u>Western Canada (net)</u>	70
British Columbia	48
Alberta	31
Saskatchewan/Manitoba	34
Yukon/NWT	14
<u>Eastern Canada (net)</u>	100
Ontario	100
Quebec	31
Atlantic	16
<u>Duration (Avg)</u>	
<u>Total nights on trip</u>	25.3
Nights in Canada	22.4
Nights in province (B.C./Ont.)	16.2
<u>Month of Travel</u>	
January-March	27
April-June	41
July-September	25
October-December	8
<u>FIT vs Group</u>	
<u>Total FIT</u>	64
FIT - benefit package	19
FIT - no package	45
<u>Total Group</u>	36
<u>Type of Accommodation</u>	
Mid-priced hotel/motel	27
Budget hotel/motel	23
Home of friend or relative	20
Luxury hotel	18
Resort hotel	21
Campground	1
<u>Trip Expenditure</u>	
Under 100,000 Rs	10
100,001 - 200,000 Rs	18
200,001 - 300,000 Rs	31
300,001 Rs+	41
Mean (Rs)	287,000
<u>Value for Money</u>	
Excellent value	52
Very good value	33
Good value	9
Fair value	6
Poor value	—

8.3 Trip Characteristics

	Ontario
	(128)
	%
<u>All Purpose of Trip</u>	
Shopping	70
Sightseeing and relaxing	53
Beach/waterside holiday	56
Outdoor adventure/recreational activities	59
Experiencing local culture	49
<u>Visit Friends/Relatives (Net)</u>	<u>40</u>
A visit to see friends/relatives	31
A visit to see friends/relatives combined with additional leisure travel away from friends/relatives	20
For the nightlife/clubbing	40
To see if it is a good place to emigrate to	13
A trip that combined business with additional leisure travel	9
Honeymoon	4
To assess if a country is a good place for my children to go to school	3

Source: Quantitative Survey Q.8b, 9a, 10a-b, 11a-b, 16, 18, 19b-c¹

- ¹ Q. 8b (IF CANADA IN Q. 8a) ASK - While you were in Canada on that trip, which of the following places did you visit, if any?
- Q. 9a You mentioned earlier that you have visited _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a. What were your reasons for visiting the above country/ destination?
- Q.10a Could you please tell me during your trip to _____ (Mention all country/ destination coded in Q 8a i.e. the trip made most recently) how many nights, in total, were you away from home?
- Q.10b (IF CANADA IN Q.8a, ASK) How many nights, in total, did you spend in Canada?
- Q.11a Could you please tell me in which year did you start your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)
- Q.11b Could you please tell me in which month did you start your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)
- Q.16 On that trip, did you travel with your immediate party only or as part of a larger group tour?
- Q.18 Could you please tell me in what type of accommodation did you stay on your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)?
- Q.19b What was the total cost of that trip to (DESTINATION IN Q. 8a for you and your immediate travel party, including airfare and all other costs?) [ACCEPT ONE ANSWER ONLY]
- Q.19c Overall, how would you rate that trip on value for money?

8.4 Activities Participated In

The trip activities data in the next table are trip related, not necessarily the British Columbia or Ontario portions of the journey.

However, clearly the activities in Canada cover a wide spectrum – from:

- Experiencing Canada's important historical sites, museums and galleries
- Seeing a modern society (in sharp contrast to the Indian environment)
- Taking in Canada's natural icons
- Getting to know local inhabitants and their way of life
- A wide range of outdoor activities

8.4 Activities Participated In

EXHIBIT SECTION 8-4: ACTIVITIES PARTICIPATED IN — AMONG THOSE WHO VISITED ONTARIO ON MOST RECENT CANADIAN TRIP

	Ontario
	(128)
	%
Activities Participated In	
Visiting places of historical interest	68
Seeing old architecture	70
Seeing a modern society	63
Seeing beautiful rivers or waterfalls	56
Visiting museums and art galleries	63
Eating at an Indian restaurant	61
Visiting world heritage sites	54
Viewing majestic mountains	43
Seeing wildlife in their natural environment	41
Seeing beautiful beaches and coastlines	45
Visiting friends or relatives	34
Getting to know the local inhabitants	53
Visiting children's theme parks	26
Visiting wilderness areas	29
Sunbathing or other beach activities	31
Clubbing/other nightlife	38
Attending live theatre, ballet, other shows	34
Spending time with family	30
Summer water sports like canoeing, kayaking, white water rafting	29
Spa/massage	28
Bungee jumping	22
Staying at a luxury resort	22
Summer land sports like trekking	21
Whale watching	22
Skiing or snowboarding	24
Ice skating	23
Studying/practising English	14
Dog-sledding	16

Source: Quantitative Survey Q.19a¹

¹ Q. 19a Could you please tell me in which of the following activities did you participate during your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8)

8.5 Travel Party

Most travellers are FIT (64% visiting Ontario). However, group travel does appeal to a significant minority (one in three).

Many travel alone (34% to Ontario). Only 1 in 4 travel with a spouse. Equally popular is to travel with friends (32% to Ontario).

EXHIBIT SECTION 8-5: TRAVEL PARTY — AMONG THOSE WHO VISITED ONTARIO ON MOST RECENT CANADIAN TRIPS

	Ontario
	(128)
	%
<u>FIT vs. Group</u>	
Immediate party only	64
Part of larger group	36
<u>Party Composition</u>	
Spouse/significant other	27
Travelled alone	34
Children	5
Friends	32
Other relatives	3
Parents	4
Organized group/club	1
Business associates/colleagues	2

Source: Quantitative survey Q.12, 16¹

¹ Q. 12 Could you please tell me with whom did you travel on your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)

Q. 16 Could you please tell me whether you travelled with your immediate party only or as part of a larger group tour on your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a)

8.6 Trip Planning

Ontario

Friends, relatives and/or colleagues are major sources of inspiration (to 60%). However, magazine articles are also very important influencers (to 38%).

Bollywood movies filmed in Canada drive 24% - a significant minority.

Travel agents are the main retailers (76%).

Lead time:

- Planning – 21.4 weeks
- Booking – 8.7 weeks

8.6 Trip Planning

EXHIBIT SECTION 8-6: TRIP PLANNING — AMONG THOSE WHO VISITED ONTARIO ON MOST RECENT CAR TRIP

	Ontario
	(128)
	%
<u>Source of Inspiration - All</u>	
Friend, colleague and/or relative	60
<u>Public Relations (net)</u>	40
Story in magazine or newspaper	38
Television travel show	2
Other television show	1
Travel agent	23
Bollywood movies are filmed there	24
Magazine advertising	19
Television Advertising	13
Celebrity travelled there	14
Where other Indians live	17
Newspaper advertising	10
The Internet	9
Other advertising	6
Billboard advertising	6
<u>Planning Horizons</u>	
Average # of weeks	21.4
<u>Booking Horizons</u>	
Average # of weeks	8.7
<u>How Trip was Booked</u>	
<u>Booked through a travel agent/package provider (net)</u>	76
In person	51
Via phone	22
Online	3
<u>Airline (net)</u>	11
Via their website	2
Via phone, email or in person	9
<u>Hotel (net)</u>	5
Via their website	—
Via phone	5
Other online travel supplier	8
Other	1
Total Online	13

Source: Quantitative Survey Q.14a, 15 a-c¹

¹ Q.14a Could you please tell me which of these were a source of inspiration for you to decide to travel to _____ **(MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8a?)**

Q.15a Could you please tell me how long before your trip did you definitely decide a trip to _____ **(MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A)**

Q.15b Could you please tell me how long before your trip did you actually book it?

Q.15c Could you please tell me by what means did you book your trip to _____
(MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A?)

8.7 Traveller Profile

Ontario

Mumbai and Delhi are the primary origin cities. Almost all (94%) are SEC A¹ and well educated, most are married (64%) and one-third (34%) with friends and relatives living in Canada.

8.7 Traveller Profile

EXHIBIT SECTION 8-7: PROFILE OF THOSE WHO VISITED ONTARIO ON MOST RECENT CANADIAN TRIPS

	<u>Ontario</u>
	(128)
	%
<u>Age</u>	
18-29	40
30-39	15
40-49	17
50+	28
<u>SEC</u>	
A	94
A1	63
A2	31
B	6
B1	6
B2	1
<u>City</u>	
Mumbai	27
Delhi	21
Kolkata	2
Bangalore	8
Chennai	13
Ahmedabad	9
Hyderabad	11
Pune	1
Ludhiana	2
Chandigarh	6

8.7 Traveller Profile

	<u>Ontario</u>
	(128)
	%
<u>Close friends/relatives in Canada</u>	
Yes	34
No	66
<u>Vegetarian</u>	
Yes	24
No	76
<u>Marital Status</u>	
Married/living together	64
Single	36
Divorced/separated/widowed	—
<u>Household Composition</u>	
Adults only	55
With children <18	45
<u>Occupation</u>	
<u>Total Employed</u>	<u>83</u>
Businessmen/industrialists	32
Shop owners	5
Self-employed professionals	5
Officers/executives	34
Supervisor/clerical/sales	9
Other occupations	—
Student	9
Retired	8

8.7 Traveller Profile

	Ontario
	(128)
	%
<u>Education</u>	
School 5 to 9 years	—
School - SSC/HSC	4
Some college	6
Graduate/post graduate	91
<u>Household Income</u>	
<240,000 Rs	—
240,001 - 480,000 Rs	48
480,001 - 720,000 Rs	34
720,001+ Rs	13

Source: Quantitative Survey Q.1,2,3a,26-32 (basic data)¹

¹ CAD Equivalent (Bank of Canada exchange rate, February 28, 2007)
 <\$35,000=<\$32,316 CAD
 \$35,000 - \$50,000=\$32,316 - \$46,165 CAD
 \$50,000 - \$75,000=\$46,165 - \$69,248 CAD
 \$75,000 - \$100,000=\$69,248 - \$92,330 CAD
 \$100,000+ =\$92,330+ CAD

8.8 Summary

Ontario

In Ontario, almost 350,000 Indo-Canadians live in the GTA, another 39,000 in Ottawa, Kitchener and Hamilton. Again this local community represents a significant targeting opportunity to persuade residents of India to come and visit. They are currently a purpose of trip to 40% of Indian visitors to Ontario.

Ontario is more successful than B.C. of retaining visitors to Canada for longer stays within the province (16.2 out of 22.4 nights).

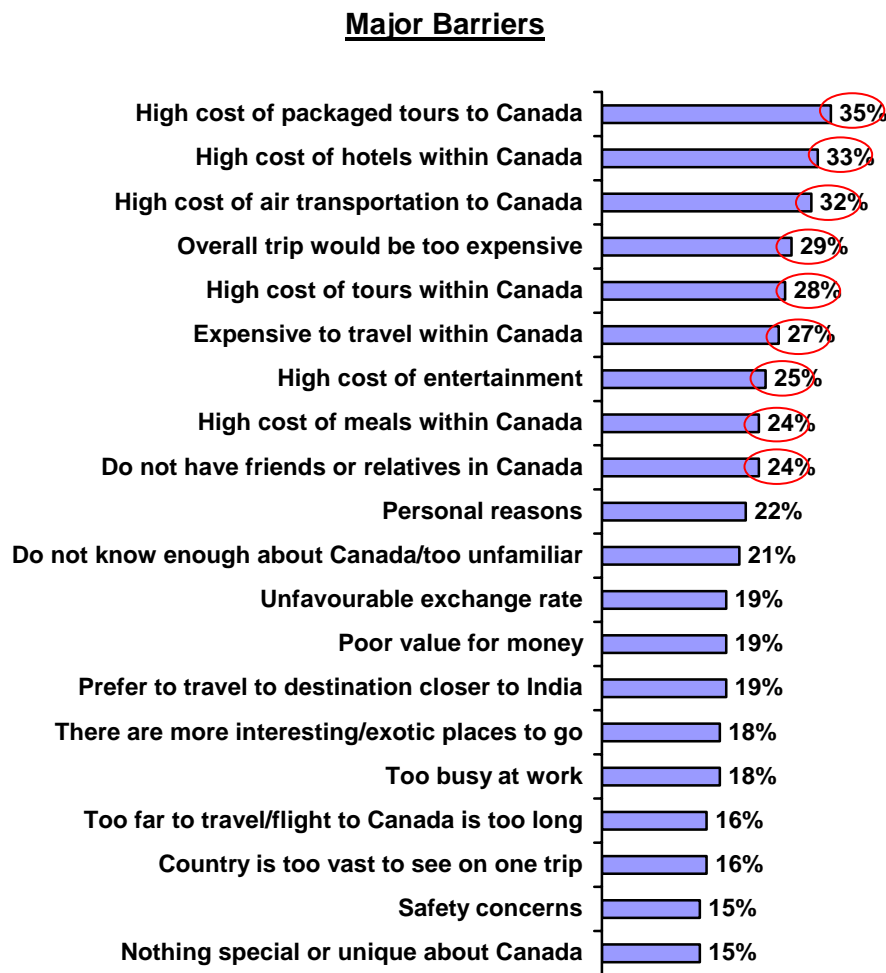
Section 9: Claimed Barriers to Canada Travel

9.1 Major Barriers to Canada Travel

The perceived high cost of travel to Canada is a major barrier for prospective visitors. Eight of the top ten barriers relate to cost. Hence, the importance of providing affordable packages (group or FIT) to this market.

EXHIBIT SECTION 9-1: MAJOR BARRIERS TO CANADA TRAVEL

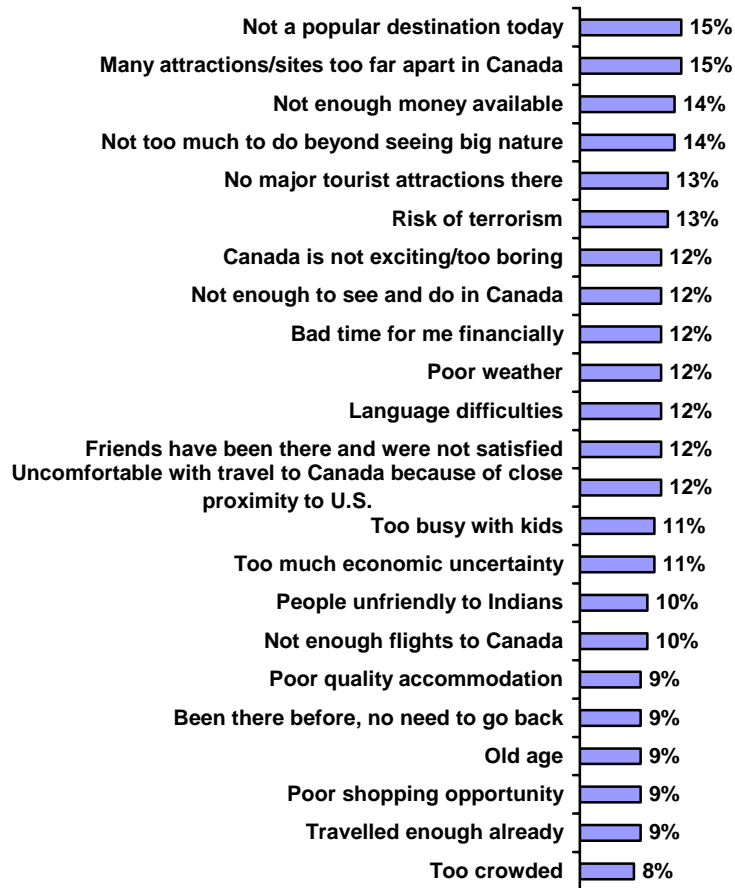
Among Those Not Likely to Visit Canada in Next 12 Months



9.1 Major Barriers to Canada Travel

Among Those Not Likely to Visit Canada in Next 12 Months

Major Barriers



Source: Quantitative Survey Q. 25¹

¹ Base: n=1,140

Q.25 Listed below are several potential barriers that could affect your interest in taking a pleasure trip to Canada in the near future. Please indicate for each whether, for you personally, it is a major barrier, a minor barrier, or not a barrier at all.

Section 10: Media

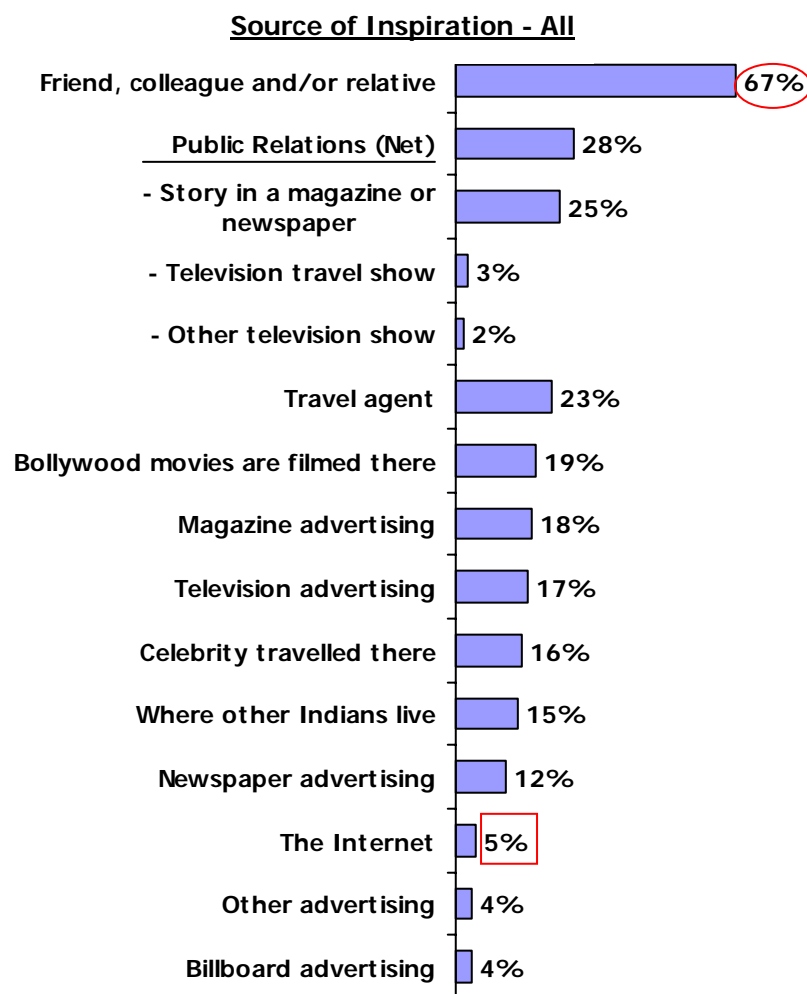
10.1 All Source of Inspiration

Friends and relatives are the key source of inspiration for choosing a destination. However, stories in magazines, travel agents, Bollywood filming and advertising are all influential.

Only 5% rely on the internet at this time.

EXHIBIT SECTION 10-1: SOURCE OF INSPIRATION — ALL

Percent Among Past 3 Years Travellers



Source: Quantitative Survey Q.14a¹

¹ Base: n=1,310

¹ Q.14a Could you please tell me which of these were a source of inspiration for you to decide to travel to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY)?

10.2 All Source of Inspiration – By Destination

For trips to Canada friends/relatives are key as well as the print media and Bollywood film awareness.

EXHIBIT SECTION 10-2: SOURCE OF INSPIRATION — ALL — BY DESTINATION

	Percent Among Travellers Visiting Each					
	Asia (541) %	Middle East (158) %	Australia (81) %	Europe (179) %	U.S. Mainland (69)* %	Canada (207) %
Source of Inspiration - All						
Friend, colleague and/or relative	61	67	72	73	81	60
Public Relations (Net)	33	23	31	25	3	38
Story in a magazine or newspaper	30	21	26	23	3	37
Television travel show	3	3	6	1	--	4
Other television show	2	2	--	2	--	1
Travel agent	26	24	19	24	17	23
Bollywood movies are filmed there	19	17	22	20	--	25
Magazine advertising	24	13	10	15	8	22
Television advertising	23	12	21	10	2	18
Celebrity travelled there	18	10	5	22	3	16
Where other Indians live	12	22	21	16	5	17
Newspaper advertising	13	12	17	12	3	12
The Internet	5	8	5	4	3	10
Other advertising	3	8	6	3	--	4
Billboard advertising	4	4	1	3	2	10

Source: Quantitative Survey Q.14a¹

¹ Q.14a Could you please tell me which of these were a source of inspiration for you to decide to travel to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY)?

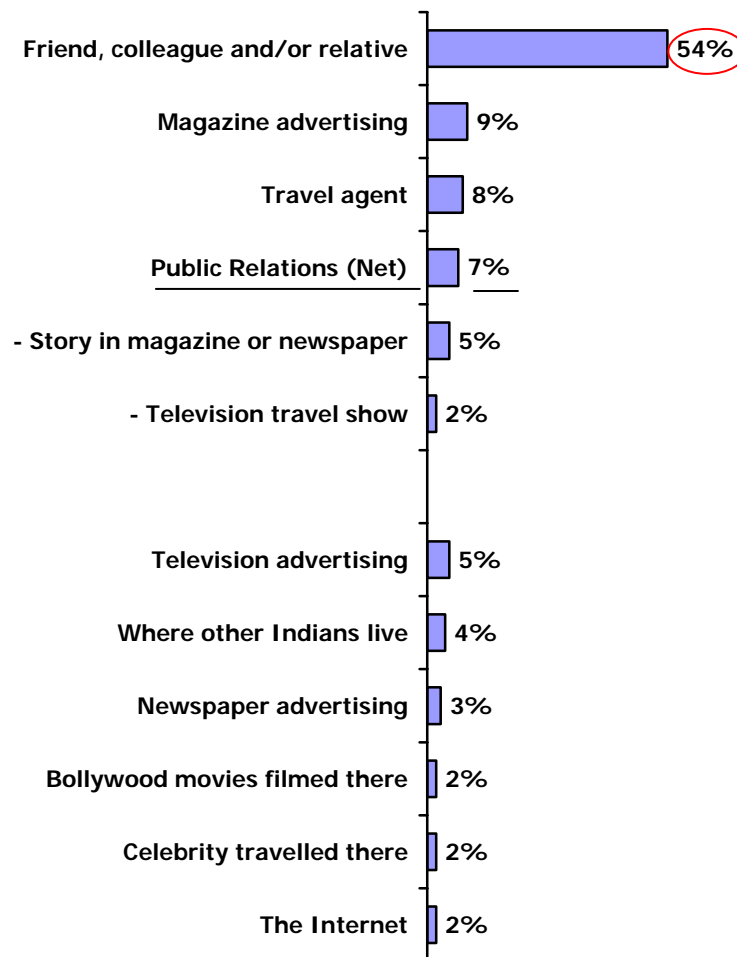
10.3 Primary Source of Inspiration

Friends and relatives are the prime source of destination inspiration. As noted earlier, Indians place high importance on VFR when travelling.

EXHIBIT SECTION 10-3: SOURCE OF INSPIRATION — PRIMARY

Percent Among Past 3 Years Travellers

Primary Source of Inspiration



Source: Quantitative Survey Q.14b¹

¹ Base: n=1,310

Q.14b Which of those was the main source of inspiration for choosing that destination?

10.4 Primary Source of Inspiration – By Destination

The importance of friends and relatives as a source of inspiration affects all destinations.

EXHIBIT SECTION 10-4: SOURCE OF INSPIRATION – PRIMARY – BY DESTINATION

	Percent Among Travellers Visiting Each					
	Asia (541) %	Middle East (158) %	Australia (81) %	Europe (179) %	U.S. Mainland (69)* %	Canada (207) %
Primary Source of Inspiration						
Friend, colleague and/or relative	45	56	61	62	70	46
Magazine advertising	13	5	5	8	2	7
Travel agent	9	8	7	7	9	5
Public Relations (Net)	7	8	5	5	2	13
Story in a magazine or newspaper	5	5	4	3	2	10
Television travel show	2	2	1	1	--	3
Other television show	**	1	--	1	--	--
Television advertising	6	3	6	4	2	4
Where other Indians live	4	5	5	3	3	4
Newspaper advertising	2	3	5	3	--	2
Bollywood movies are filmed there	4	1	4	2	--	6
Celebrity travelled there	3	2	--	2	2	4
The Internet	2	1	1	1	3	4
Other advertising	--	1	--	1	--	--
Billboard advertising	1	--	--	--	--	1

Source: Quantitative Survey Q.14b¹

¹ Q.14b Which of those was the main source of inspiration for choosing that destination?

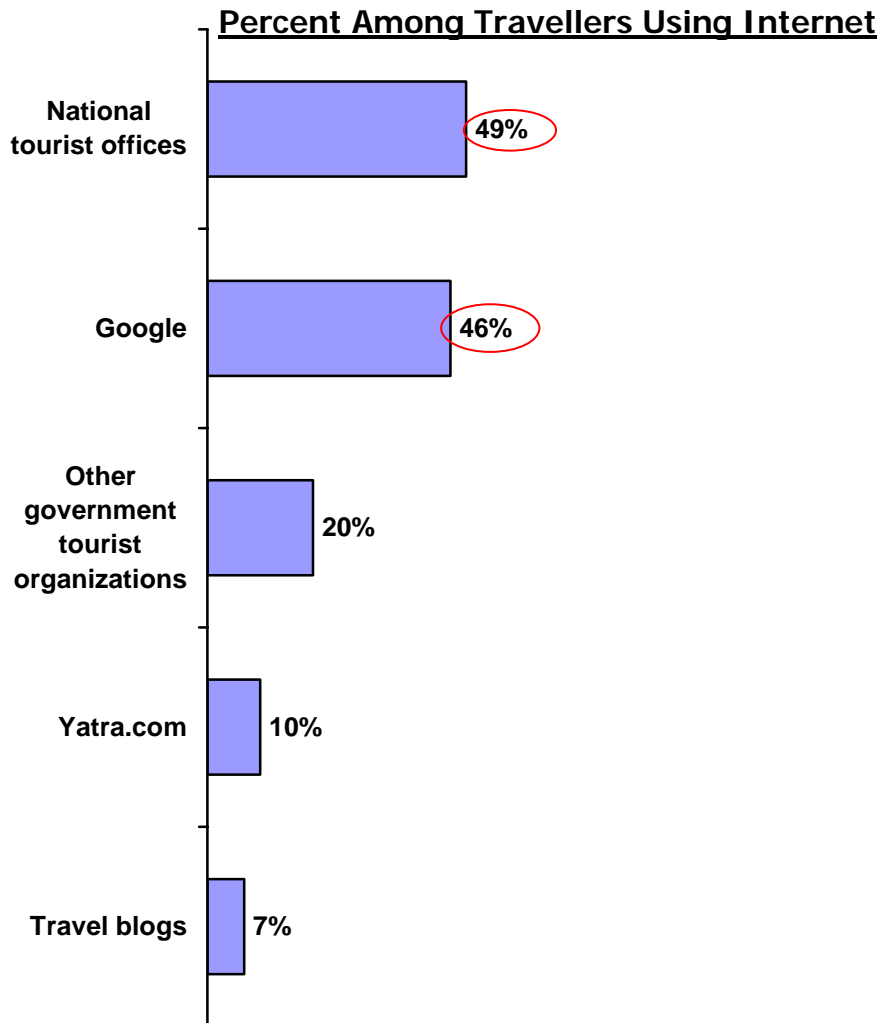
*Caution: Small base size.

**Less than 0.5%

10.5 Specific Websites Used for Trip Decision

Google and NTO websites are the most popular.

EXHIBIT SECTION 10-5: SPECIFIC WEBSITES USED



Source: Quantitative survey Q.14e¹

¹ Base: n=78

Q.14e You mentioned that you use **the Internet** as a source of inspiration. Can you please tell me whether you use any of the following sites?

10.6 Summary

Friends, colleagues and/or relatives are key sources of influence in choosing a destination.

However, travel agents, Bollywood film production and advertising are also influential.

Only 5% relies on the internet for inspiration – usually Google or NTO sites.

Gender Issues

India is a very male dominated society and, consequently, it is the male who is the key decision maker when it comes to travel and destinations. Women simply do not have a significant say in the matter, based on feedback from the focus groups, trade interviews and Insignia's Indian research partners.

Section 11: Trip Planning

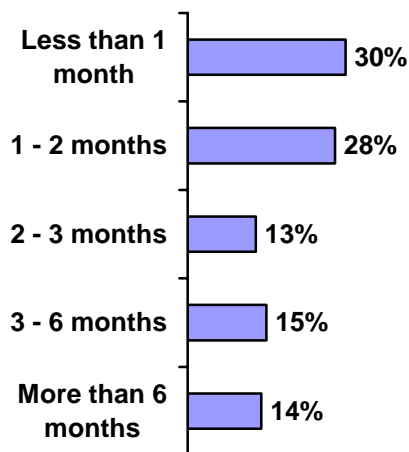
11.1 Trip Planning/Booking Leadtime

Indians plan their trip 4 to 5 months in advance of travel, booking them 1½ months in advance.

EXHIBIT SECTION 11-1: TRIP PLANNING/BOOKING LEADTIME

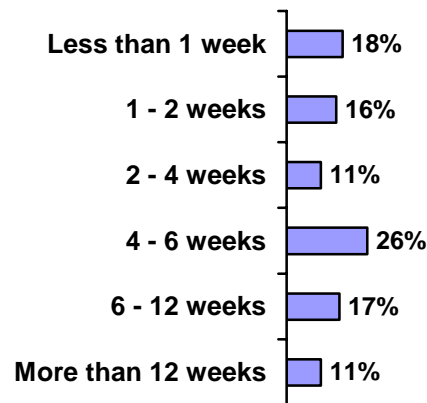
Percent Among Past 3 Year Travellers

Planning Leadtime



Average # of weeks	17.9
---------------------------	-------------

Booking Leadtime



Average # of weeks	6.2
---------------------------	------------

Source: Quantitative Survey: Q. 15a,b¹

¹ Base: n=1,310

Q.15a How long before your trip did you definitely decide to go on that trip to (DESTINATION IN Q.8a)?

Q.15b And how long before your trip did you actually book it?

11.2 Trip Planning/Booking Leadtime – By Destination

Planning and booking leadtime for Canada are typical for long-haul destinations beyond Asia and the Middle East.

EXHIBIT SECTION 1 1-2: TRIP PLANNING/BOOKING LEADTIME — BY DESTINATION

<u>Percent Among Travellers Visiting Each</u>						
	<u>Asia</u> (541) %	<u>Middle East</u> (158) %	<u>Australia</u> (81) %	<u>Europe</u> (179) %	<u>U.S. Mainland</u> (69)* %	<u>Canada</u> (207) %
<u>Planning Leadtime</u>						
Less than 1 month	36	34	16	26	22	18
1 - 2 months	29	28	30	30	30	22
2 - 3 months	12	9	11	15	16	21
3 - 6 months	12	17	19	14	23	20
More than 6 months	11	12	22	15	8	19
<u>Average # of Weeks</u>	<u>14.4</u>	<u>17.0</u>	<u>21.8</u>	<u>17.8</u>	<u>15.2</u>	<u>20.2</u>
<u>Booking Leadtime</u>						
Less than 1 week	23	17	7	17	2	10
1 - 2 weeks	20	22	11	12	5	16
2 - 4 weeks	11	12	14	10	18	6
4 - 6 weeks	25	27	22	29	33	23
6 - 12 weeks	13	13	21	17	20	26
More than 12 weeks	7	8	22	14	21	17
<u>Average # of Weeks</u>	<u>5.3</u>	<u>4.6</u>	<u>7.9</u>	<u>7.3</u>	<u>7.4</u>	<u>8.0</u>

Source: Quantitative Survey Q.15a,b¹

¹ Q.15a Could you please tell me how long before your trip did you definitely decide a trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY)?

Q.15b Could you please tell me how long before your trip did you actually book it

*Caution: Small base size.

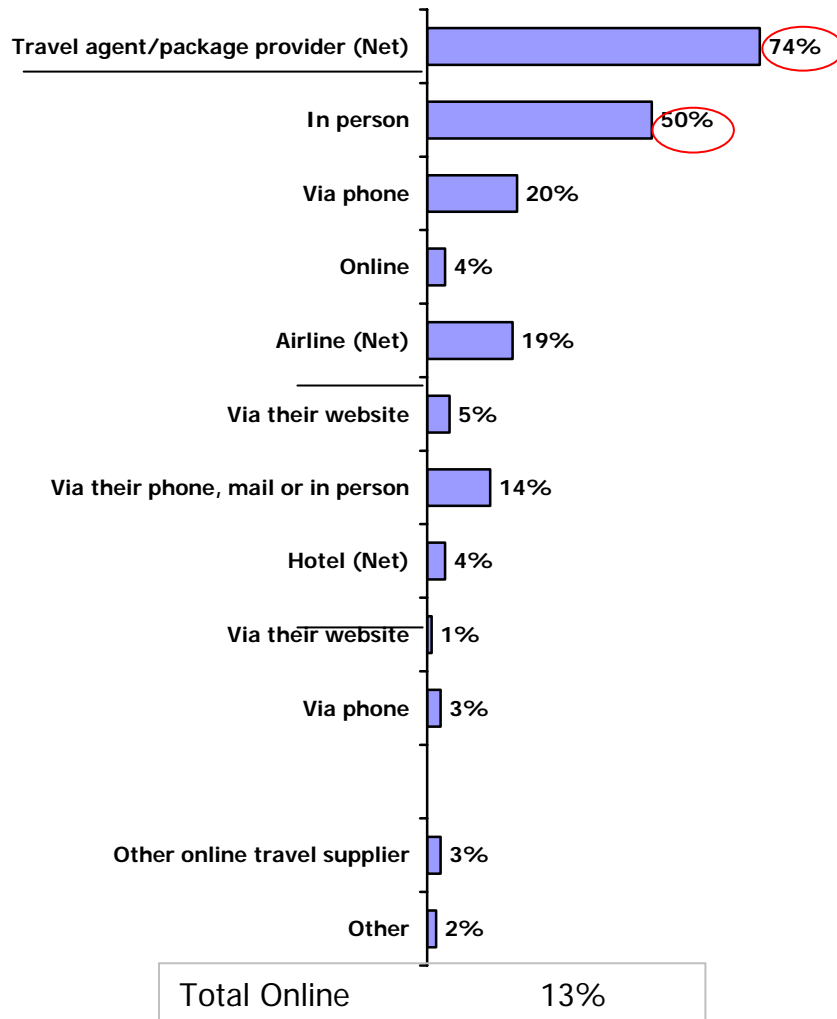
11.3 How Trip Was Booked

The vast majority book through travel agents (74%), most often in person (50% total). Online bookings are very low – only 13% of bookings.

EXHIBIT SECTION 1 1-3: HOW TRIP WAS BOOKED

Percent Among Past Travellers

Trip Booked Through:



Source: Quantitative Survey Q.15c¹

¹ Base: n=1,310

Q. 15c Could you please tell me by what means did you book your trip to _____
(MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY)?

11.4 How Trip Was Booked – By Destination

The agent is very important for Canada (68% of bookings). Direct to airline is next (19%).

EXHIBIT SECTION 1 1-4: HOW TRIP WAS BOOKED – BY DESTINATION

	Percent Among Travellers Visiting Each					
	Asia (541) %	Middle East (158) %	Australia (81) %	Europe (179) %	U.S. Mainland (69)* %	Canada (207) %
<u>Trip Booked Through:</u>						
<u>Travel agent/package provider (Net)</u>	<u>76</u>	<u>71</u>	<u>67</u>	<u>71</u>	<u>83</u>	<u>68</u>
In person	48	52	52	46	63	44
Via phone	24	17	10	19	21	20
Online	5	3	5	7	--	3
<u>Airline (Net)</u>	<u>17</u>	<u>21</u>	<u>25</u>	<u>18</u>	<u>11</u>	<u>19</u>
Via their website	4	4	10	5	--	5
Via phone, email or in person	13	17	15	13	11	15
<u>Hotel (Net)</u>	<u>4</u>	<u>6</u>	<u>5</u>	<u>6</u>	--	<u>6</u>
Via their website	1	2	--	2	--	1
Via phone	3	5	5	4	--	4
Other online travel supplier	2	2	4	5	5	5
Other	2	4	1	2	2	3
<u>Total Online</u>	<u>11</u>	<u>10</u>	<u>19</u>	<u>19</u>	<u>5</u>	<u>14</u>

Source: Quantitative Survey Q.15c¹

¹ Q.15c Could you please tell me by what means did you book your trip to _____
(MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST
RECENTLY)?

*Caution: Small base size.

11.5 Summary

The travel agent is the retail cornerstone in India.

- 74% of all trips are booked through them, 68% for Canadian destined trips.

Travel Trade

Section 12: Travel Trade

12.1 Travel Trends

The travel trade is in the throws of dealing with the rapidly changing Indian consumer.

Most noticeably, the consumer's demand for travel in general is up with a specific interest in more international travel (both mid- and long-haul).

With the increased consumer appetite for international travel, the trade has had to react quickly to the "new" consumer. Two major changes that have occurred include:

- Consumers are using the Internet to educate themselves about destinations and prices before they speak to their agent. This gives them greater bargaining power on price.
- The time constrained consumer requires more efficient and faster service.

12.2 International Travel Motivation

The travel trade believes that the Indian traveller is increasingly being lured by international destinations. This is driven by 4 dominant factors:

1. There is an increase in spending power among Indian consumers.
“Consumers have a lot of spending capacity – ready to spend for their enjoyment.”
 - High salaries and perks among corporate / employed professionals
“It is not just business people who will travel abroad- salaried people also travel abroad now.”
 - Increased comfort with spending on credit cards
2. Reduction in airfare.
 - This is driven by increasing competition with international airlines entering the Indian skies and domestic airlines expanding their operations include international destinations.
 - The perceived gap between the domestic and international fares has narrowed.
3. Increasing awareness, knowledge, and desire to travel to newer destinations. Indians have “done” both domestic and mid-haul, their appetite to travel further is increasing.
“Earlier we used to tell customers now its vice-a-versa – they tell us.”
“World is like an oyster for people.”
4. Travelling overseas is also seen as a status symbol
“For them it’s a matter of pride to say that we have travelled to Canada.”

What this means to the travel trade is that they must become savvy and up to date on new/different destinations, beyond domestic and mid-haul. This is an opportunity for Canada, as the travel trade is eager to learn and listen. They are looking for a competitive edge and a way to retain their clientele.

12.3 Recent Trends in the Travel Market

The two most dominant changes in the travel market that the trade claims they must contend with are:

1. The effect of the Internet on the tourism industry

The Internet has enabled the trade to provide quicker, better service and to provide greater accessibility to the traveller.

“We work on software where we enter a few details and we get an entire list of places and booking status. It’s of help to us and the clients.”

Most international travellers and potential travellers are Internet savvy. They surf sites, searching for places to visit, hotels, airlines, and fares. However, most still prefer to book through travel agents. This is because brick and mortar travel agencies provide comfort and security to Indian consumers.

“They get their knowledge of places from Internet, make their itinerary and then come to agents.”

“The travel agent has a face to himself-you know who you are dealing with instead of just dealing with a computer.”

“Today also we look after their entire bookings, since through net they still face problems.”

“Most of the customers hesitate to give credit card numbers while booking on the net.”

“Indian mentality will not change: Indians want service at their door-step, normally will not go elsewhere but to the agent.”

Therefore, the Internet is not a one-stop-shop for travel planning, but is more of an enabler for information and bargaining power to use with their travel agent.

2. Agents are focusing on service to create a competitive advantage

Travel agents are also endeavoring to provide better service to their clients. They have started providing credit to their customers to offset the advantage provided by credit cards while making bookings online.

They have also started sending senior travel agents to the consumer’s home and office to explain packages, another service that provides true convenience to their clients.

12.3 Recent Trends in the Travel Market

The trade sees that the Indian traveller is price sensitive, security conscious, and highly service oriented.

Price Sensitive

- Visiting multiple service providers (airlines, travel agents)
“Customers bargain with packages, since they visit other travel agents and free lancers and compare prices. Thus they bargain.”
- Searching for cheap fares on the Internet, and demanding low prices from agents accordingly.

Safety

For travel to several countries the desire for ‘safety in numbers’ makes Indian travellers purchase group travel.

“People prefer group travel for longer duration vacations as they don’t want to be stray, they need security.”

“Indian consumers are still in the protective shell and don’t want to take risks hence prefer group travel.”

“People don’t want to see the old product; they want to explore new places.”

“They feel safer on a group tour.”

Service

The Indian consumer seeks convenience and wants their travel agent to plan and arrange well for the entire tour.

“The only thing they do is sign certain documents and we do their entire processing. We even arrange for their airport pick-up & drop, their accommodation: everything.”

12.4 Common Travel Preferences

Even though they purchase group tours for long-haul destinations, their true preference is for FIT.

Family Packages

There is a preference for FIT's in the form of family travel. They prefer it over groups, or customized tours, as the latter are perceived to be hectic and do not allow the travellers to enjoy their vacation at a relaxed pace.

“Several of my clients felt that group tours are just touch and go; if you tour in a group you need rest once you're back in India.”

Travel with Family

Most Indians travel on international vacations with their family (spouses and children); hence the timing of their vacations is mostly based on the school holidays of children.

12.5 Destination Criteria

Indian consumers today are more demanding than before. If they are spending money they seek a lot in return (this comes from the work hard, play hard thinking). Some of the key factors for deciding on a particular destination follow.

Price

- Budget is the most important consideration

“Everything will eventually come down to price.”

Value for Money

Indians want to cover as many places as possible within the smallest possible budget. The Far East, South East Asia (Singapore-Bangkok- Malaysia) and Europe or Oceania (Australia – New Zealand) score high on this, as there are many tourist spots within a smaller area.

Destination Appeal

Indians want a location rich in activities and experiences, with an attractive backdrop.

“Good destination is second most important. How much can they explore in that country.”

Ease of Getting a Visa

There is some resentment among Indian travellers over strict visa requirements. They do not appreciate being treated as potential illegal immigrants.

“Indians don’t want their Visa rejected in spite of being bona fide travellers.”

Comfortable Accommodation and Travel

As Indians want to do and see a great deal when they travel, they require accommodation that is close to their activities as well as the means to explore a country.

“They want to stay in the center of the city.”

“Transport and travel within the country.”

“They do not want to stay in small rooms.”

12.5 Destination Criteria

Food and Shopping

The focus on food may be due to the fact that many Indians have purely vegetarian diets. Some communities, like the Gujaratis and Jains, follow even stricter dietary restrictions. These communities form a significant part of the upper classes of Mumbai and Delhi.

“Indian travellers are accustomed to Indian food, ask for Indian restaurants, will change their destination if no Indian restaurants are there.”

“Indians are very choosy about food; have to give them Indian dinner to satisfy them.”

12.6 Travel and Destination Patterns

Travel Seasons

- “Summer” season: April, May, and June. This season coincides with the school vacations in India and international travel during the season allows Indians to get-away from the scorching heat of India at that time.
- “Winter” season: November, December, and January.
 - Winter Break in children’s schools.
 - Honeymooning couples travel abroad, as December to January is the primary time when weddings happen in India (wedding season).
 - People tend to make use of their accumulated leave at the end of the year (again, the winter months).

Destinations and Packages

Short haul vacations are frequently taken among Indians as they are cheap and accessible in comparison to long-haul.

“Singapore and Thailand have opened up more, Visa on arrival facility is provided, and they are more accessible.”

“Best destinations are Singapore, Bangkok, Hong Kong, Mauritius-they are cheaper, closer to India, seats are easily available, there are a lot of airlines operating and give cheap fares.”

Some of the most popular short haul destinations are:

- Malaysia
- Singapore
- Bangkok
- Dubai
- Mauritius

12.6 Travel and Destination Patterns

Countries in the consideration set currently for long-haul vacations include:

- South Africa
- Europe
 - Switzerland
 - Austria
 - Amsterdam
 - Italy
- Australia
- New Zealand
- Brazil
- UK

Packages that are currently popular include:

- 20 days in Europe
- 3 nights 4 days to Bangkok/Singapore/Malaysia
- 15 days to USA

12.7 Consumer Sources of Information

The main channels of information for international travel are a mix of traditional and modern sources.

The trade felt that the main source of information is movies/films such as Bollywood films, like 'Salaam Namaste' (shot on location in Australia), that are shot in overseas locales.

Plus, as mentioned above, there is increasing access to the Internet.

"Consumers gather information on the net, they are better informed, study the options well; earlier they used to depend on only the tour operators to guide them."

Advertisement on TV, newspapers, outdoor hoardings (billboards/signage) by travel agents also provide consumers with information.

"People have a lot of awareness about Australia; they have read about it in newspapers, magazines or internet."

"There is a lot of advertising happening these days."

"Local newspapers like Maharashtra Times, Sunday papers carry articles on tourism. Times of India carry ads on schemes, cheaper airfares and packages."

Word of mouth from friends and relatives who have travelled abroad is another key way for consumers to get information.

"Word of mouth is playing a big role-all countries with word of mouth are doing well."

12.8 Trade Practices

The trade agrees that the consumer is becoming the key influencer in determining the tourist destination. An increasing number of clients seem to be coming in with a pre-decided destination.

Travel agents suggest a destination if they are confident about it. They do take into account feedback of clients on their return—if a client expresses displeasure with a trip, the agent is wary of recommending the same destination a second time.

“If I have been to a place I will recommend that, e.g. UK, since I have been there myself and I know it is good.”

“We don’t have knowledge about other countries except Europe and Australia. Knowledge is a must.”

“I am just a facilitator. I cannot create demand.”

Of course, the next most important deciding factor agent's use in determining the packages to sell is the margins and incentives the agent earns from the package.

12.9 Motivators for Visiting Canada

Neither the trade nor the consumer sees Canada as a vacation destination. Instead, motivations for visiting Canada centre around personal issues.

Immigration Destination

Canada is seen as offering a lot of opportunities for skilled and unskilled labour, and therefore is appealing as a country to migrate to.

“Indians find it easy to settle there. It is offering so much of convenience and opportunities.”

Visiting Family and Friends

There is a sizable Indian population (about 700,000) in Canada, which draws a number of Indian travellers.

“Clients travel to Canada to meet their relatives and friends not as tourists. There are no activities in Canada.”

Business Opportunities

As Canada is considered a good destination to work or do business in, it draws Indians considering immigration or business deals with Canadian companies.

“People who have been to Canada, they would like Canada for business/work opportunities.”

Higher Education

Canadian universities have a good reputation overseas and the country is considered very safe. This makes Canada an appealing destination for international students.

“Mainly students and migrants go there not many tourists go for a holiday as there are very few sightseeing places.”

A Secondary Destination to the US

The proximity to the U.S. creates a “Why not?” feeling for travel to Canada.

“Those travelling to US also travel to Canada.”

12.9 Motivators for Visiting Canada

Easy to Adapt to Canada

Indians do not find Canada overly foreign in a negative way.

“Food for the Indian community is not difficult to get in Canada unlike in China where it is a major drawback.”

“Language is a problem in Europe but not so in Canada.”

12.10 Barriers to Travel to Canada

Canada is perceived to be an inaccessible destination. This is due to the geographical location, visa regulations, lack of awareness, absence of a concerted marketing effort, and the perception of Canada being an expensive place to visit. Air Canada's recent retraction of flights, can possible add to or exacerbate these perceptions.

1. Geographical Location

It is perceived to be far away.

2. Visa Issues

Even among the trade, there is a perception that applying for a Canadian visa is a tedious and paper-work intensive process, with very strict regulations that keep out even bona fide travellers.

The perception among the trade is that Canada discourages international travellers.

"They are not into outbound destinations."

"People feel that they (Canada) are very strict about granting visas so don't think about Canada."

3. Awareness Issues

There is low awareness of activities, tourist spots, and attractions in Canada among consumers and among the trade as well.

"I myself am unaware of Canada. It needs to open up and talk about itself."

"I still haven't got a feel of Canada as a tourist destination"

Canada has not been promoted in the past.

"If promoted extensively, it will get a good response for sure."

Though Canada entered the Indian market and pulled out, few recall this fact. There appears to be limited negative impact from this occurrence. The few who were aware of this were largely unaffected, as they sell a number of destinations and packages, and Canada was not one of their key destinations.

12.10 Barriers to Travel to Canada

4. Accessibility Issues

Canada is perceived to be geographically inaccessible.

“First impression about Canada is that it is far flung, but really it is close to America”

“Nobody wants to go only to Canada; they want to combine it with US.”

Canada is thought to be expensive; it is seen as a destination for the rich.

“Internal fares in Australia are cheaper, whereas it is very expensive to travel from one city to another in Canada.”

There is lower availability of flights and seats to Canada than to other destinations.

“Less availability of flights-there are 20 flights to go to Australia and 3 to Canada.”

In Mumbai, the absence of the Canadian consulate hampers the trade in their search for information, making Canada seem even more inaccessible as a destination.

“it is difficult for people in Mumbai to go to the Canadian consulate to satisfy their queries.”

There is a perception of climatic conditions in Canada being ill suited to the Indian traveller.

“It is cold all 12 months in a year.”

Overall, there were very few references to clients travelling to Canada purely to visit the country.

5. Expensive

It is perceived to be expensive or poor value for the money.

12.11 Canada's Competitive Set

The USA is seen to be part of the competitive set as it is a neighbouring country and the most salient nation in North America. Australia and New Zealand are upcoming tourist destinations that are being heavily promoted for outdoor recreation and adventure, and for higher studies.

USA

The trade identified the perception of the USA to be that of familiar and popular locations, with a wide variety of options to suit everybody. Disneyland, New York, Las Vegas and casinos, Los Angeles, Florida and the beaches were specifically mentioned as key draws to the USA. From an expense perspective, the U.S. is perceived to be very good value for the money.

Though both USA and Canada are perceived as having very stringent visa regulations, there are some who feel that USA is marginally stricter. In fact, the U.S. is much stricter—requiring a personal interview prior to granting the visa.

Australia

Australia is heavily marketed, so there is a far greater awareness of activities and tourist locales in Australia than for those in Canada.

Additionally, Australia is well known for natural beauty and scenic spots. It is also a far more economical option and visas are easy to obtain.

“Australia has trains, green valleys, opera, sea world-these unique things which people will enjoy.”

“Australia is seen for their beautiful beaches and Sydney as a beautiful harbour city.”

“Canada is a scenic destination but Australia is man-made”

“Visas are not difficult.”

12.11 Canada's Competitive Set

UK and Europe

The trade mentioned Holland, Scotland, France, and Germany as the top European destinations. Upcoming destinations include the Scandinavian countries. Overall, Europe is viewed to be accessible, beautiful, and, although expensive, very good value for the money.

"They are all cold places with beautiful scenery"

***"The strongest competitor is UK. Both are encouraging people to come-
they are making processes as easy as possible"***

Switzerland

There were a few mentions of Switzerland. It is seen as a place for ice and snow, and was probably popularized by the Indian cinema.

12.12 Promotion Suggestions

Developing Products and Packages

A 10-15 day package is seen as ideal, but packages should be available at different prices, even for the same duration.

Many suggested a 3-4 day package piggybacking on the US, which is already a popular international destination for the Indian traveller. Periodical offers like '2 nights complimentary stay for passengers travelling to USA' can help build awareness and interest in Canada.

Build in and promote something for children that will catch their fancy and they will pester their parents to go to Canada for it.

Increase the frequency of flights to Canada, with more non-stop flights to Canada.

Provide affordable packages, as India is a price sensitive market.

Aspects to Promote

Promote winter sports like skiing, snow boarding and adventure sports like mountaineering and rafting.

Additionally, promote the natural beauty and the ease of access to it in Canada.

Destinations to Promote

Suggestions of destinations to promote were limited reflecting the lack of knowledge among the trade itself. Some, however, did suggest showcasing the Canadian Rockies, Toronto, and Vancouver.

National parks would also be good locations to promote.

Brand Canada

Currently Canada is not seen as welcoming. Need to promote it as a tourist friendly country through the messages that should be reinforced by the actual pre-travel and travel experience. The themes could center on adventure, outdoors, and scenic beauty.

12.12 Promotion Suggestions

Trade Assistance

The trade believes the best strategy is to create demand by creating awareness about Canada.

“Demand should be created by the tourism body”

Also, communicate that many Indian cities have visa offices (currently 9 locations), as currently there is a perception among trade that visas to Canada are very difficult to obtain. Also, providing a quick and transparent appeal and redress process for delayed visa approval would help.

By establishing a facility for processing visa applications in Mumbai, considerable expense and effort to the Indian consumer would be spared.

The trade believes that the CTC should open offices in all major cities in India. There is a need to educate the trade about Canada as a tourist destination.

Provide CDs to the travel agents with brochures, information, etc. on Canada. Additionally, the trade needs basic promotional resources, such as picture posters.

Conducting “roadshows” (like Macau) will boost confidence in the trade about recommending Canada to their clients.

On-site visits for industry representatives will provide them with a first hand experience. This will make them more comfortable about suggesting Canada to clients.

Advertising and Promotions

The trade is unequivocal on the point that Canada needs far more visibility in the media.

Encourage Indian (Bollywood) films to shoot on location in Canada. The most logical approach to this would be to contact Bollywood film producers, tell them that Canada is very interested in having Bollywood films shot in this country, especially given our large Indian community, and ask them what type of incentives are required to have them consider Canada.

This will create awareness, as the majority of Indians watches these movies. The film industry is seen as ‘brand ambassadors’ that help promote those places that are featured in the film.

12.12 Promotion Suggestions

Advertise on channels like Discovery Travel and Living. Campaigns like the 'Malaysia-truly Asia' campaign on these channels are very successful.

The Times of India published a brochure on Mauritius, which was complimentary, and 200,000 copies were sent to the embassies. This shows that print partnership is essential.

Channels of information

A number of Sunday newspapers, like the Times of India, and supplements feature travel columns. Additionally there are magazines such as Outlook Traveller and Traveller that are wholly dedicated to travel.

To reach the upper class, the best route is a corporate magazine: like the Economic Times, the Business Standard.

Fewer agents suggested outdoor hoardings, radio (especially FM), and documentaries on TV.

For Internet promotion, tie-ups with yatra.com and makemytrip.com were recommended.

Appendix

Socio-Economic Classifications

The India Travel market survey was limited to classes A and B.

The socio-economic classification (SEC) groups urban Indian households on the basis of education and occupation of the chief wage earner (CWE: the person who contributes the most to the household expenses) of the household into five segments (SEC A, SEC B, SEC C, SEC D and SEC E households in that order). This classification is more stable than one based on income alone and being reflective of lifestyle is more relevant to the examination of consumption behaviour. Here, 'high' socioeconomic classes refers to SEC A&B, 'mid' socioeconomic class refers to SEC C and 'low' socioeconomic classes refers to SEC D&E. Data sourced from Indian Readership Survey (*IRS 1998-1999) gives the education and occupation profile of the chief wage earner of households.

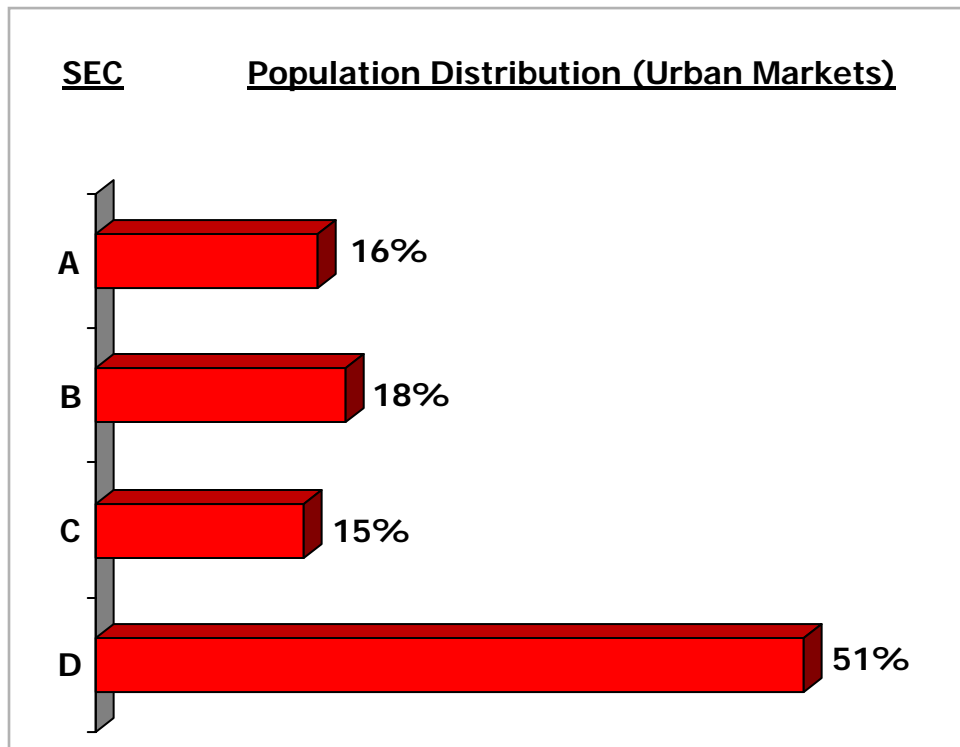
The CWEs of nearly half the SEC A households work in executive positions. The other half comprises mainly of industrialist/businessmen or shop owners. Almost all of them are either graduates or post graduates. CWEs of SEC B are shopkeepers while 10% are industrialist/businessmen. Less than half are graduates or post graduates (45%). 38% are educated till the 10th or 12th grade, while 13% have had some college education. (*IRS 1998-1999 refers to IRS round, July 98 – May 99).

The mid socioeconomic class (SEC C) comprises households whose CWEs are employed at clerical or supervisory levels (37%), skilled workers (33%), petty traders (12%) or shop owners (18%). Three quarters of them are educated till the 10th or 12th grade while the rest have attended school till a maximum of the 9th grade. Less than half the CWEs of households belonging to the low socioeconomic classes (SEC D&E) are unskilled workers. About 28% are skilled workers while 18% are petty traders. 45% have attended school till a maximum of the 9th grade and 31% are illiterate.

Socio-Economic Classifications

Existing travel survey data confirms that the vast majority of outbound travellers are in groups A and B. Hence, the survey was restricted to that segment.

The percentage distribution in the cities is:



Recruitment Questionnaire

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(1-6)

India Travel Survey

RECRUITMENT QUESTIONNAIRE

Centers	
Mumbai	01
Delhi	02
Kolkata	03
Bangalore	04
Chennai	05
Ahmedabad	06
Hyderabad	07
Pune	08
Ludhiana	09
Chandigarh	10
(8-9)	
Visiting Criteria	
Canada Visitor	1
(10)	
Gender	
Male	1
(11)	
RESPONDENT CLASSIFICATION	
TRAVELLER	1
INTENDER	2
(12)	

SEC	
SEC A	1
SEC B	2
(7)	
AGE	
18-19 years	01
20-24 years	02
25-29 years	03
30-34 years	04
35-39 years	05
40-44 years	06
45-49 years	07
50-54 years	08
55-59 years	09
60-64 years	10
65-69 years	11
70-74 years	12
75 and over	13
(14-14)	

Name of Respondent: _____

Address: _____

Tel. No.: _____

Interviewer's Name _____ Date of Interview _____

Supervisor: _____ (18-19) _____ (20-25)

Accompanied	Back-checked	Scrutinised
TL 1	TL 1	TL 1
EIC 2	EIC 2	EIC 2
OFE 3	OFE 3	OFE 3
FM 4	FM 4	FM 4
(26)	(27)	(28)
Signature: TL/EIC/OFE/FM	Signature: TL/OFE/FM	Signature: TL/OFE/FM

SPEAK TO AN ADULT IN THE HOUSEHOLD

Good.....! I am from the Indian Market Research Bureau (IMRB). We regularly conduct studies on various products and services. Currently we are conducting a survey on TOURISM. In this regard can I speak to you for a few minutes?

- 1 -

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Q1. Do you or any of your family members work in any of the following companies? READ OUT...

Advertising agency	1
Market research agency	2
Travel Industry	3
Banks	4
Engineering company	5
Others (PLEASE SPECIFY)	6
	(31)

IF '1-3' CODED ABOVE TERMINATE, ELSE CONTINUE.

Q.1a Have you participated in any market research survey in the past 6 months?

Yes	1	TERMINATE
No	2	CONTINUE
		(32)

Q2a. I would like to know some details about the Chief Wage Earner i.e. the person who makes the maximum contribution to the household expenditure. What is his/ her current occupation. IF RETIRED ASK FOR LAST OCCUPATION.

Q2b. And upto what level has he/ she studied?

	Q2b	Illiterate	School Upto 4 yrs	School 5-9 yrs	SSC/ HSC	Some college but not graduate	Graduate/Post Graduate		
							General	Professional	
Q2a.		1	2	3	4	5	6	7	(33)
Occupation									
Unskilled	01	E2	E2	E1	D	D	D	D	
Skilled worker	02	E2	E1	D	C	C	B2	B2	
Petty trader	03	E2	D	D	C	C	B2	B2	
Shop Owner	04	D	D	C	B2	B1	A2	A2	
Businessmen/Industrialist (No. of employees)									
- None	05	D	C	B2	B1	A2	A2	A1	
- 1-9	06	C	B2	B2	B1	A2	A1	A1	
- 10+	07	B1	B1	A2	A2	A1	A1	A1	
Self employed professional	08	D	D	D	B2	B1	A2	A1	
Clerical/Salesman	09	D	D	D	C	B2	B1	B1	
Supervisory level	10	D	D	C	C	B2	B1	A2	
Officers/Executives									
- Junior	11	C	C	C	B2	B1	A2	A2	
- Middle/Senior	12	B1	B1	B1	B1	A2	A1	A1	
									(34-35)

RECORD SEC CODE HERE: _____ (36 - 37)

CONTINUE IF SEC 'A' OR 'B' CODED ABOVE, ELSE TERMINATE.

- 2 -

Q2c. Could you please tell me what is the Monthly Household Income of your household?

Below Rs 20000	1
Rs 20001 – 40000	2
Rs 40001 – 60000	3
Rs 60001 – Rs 80000	4
Rs 80001 – Rs 100000	5
RS 100001 & above	6
Not Disclosed	9
	(38)

CONTINUE IF EITHER '2'/'3'/'4'/'5'/'6' IS CODED FOR Q 2c, ELSE TERMINATE.

3a) Could you please tell me if any male member of your household has taken a pleasure/ holiday trip outside India for 4 nights or longer since January 2004/ in the past 3 years?

YES	1
NO	2
	(39)

ASK Q 3b TO THOSE CODED '1' FOR Q 3a ELSE SKIP TO Q 3c

3b) Could you please tell me whether the above pleasure/ holiday trip outside India was self-financed or financed by someone else? By Self-Financed, I mean financed by self or someone in the family, with or without a loan.

Self Financed – Without any loan	1
Self Financed – With a partial loan	2
Self Financed – With full loan	3
Company Sponsored	4
Won a contest/lottery/lucky draw	5
Others	6
	(40)

3c) Could you please tell me if any male member of your household is likely to take a pleasure trip outside of India for 4 nights or longer in the next two years/ before January, 2009?

YES	1
NO	2
	(41)

ASK Q 3d TO THOSE CODED '1' FOR Q 3c ELSE REFER GRID A

3d) Could you please tell me whether the above intended pleasure/ holiday trip outside India will be self-financed or financed by someone else? By Self-Financed, I mean financed by self or someone in the family, with or without a loan, how is the male member planning to finance the above pleasure/ holiday trip outside India?

Self Financed – Without any loan	1
Self Financed – With a partial loan	2
Self Financed – With full loan	3

Company Sponsored	4
Won a contest/lottery/lucky draw	5
Others	6
	(42)

GRID A

CONTINUE

IF '1' CODED FOR Q 3a AND '1' OR '2' OR '3' CODED FOR Q 3b
OR
IF '1' CODED FOR Q 3c AND '1' OR '2' OR '3' CODED FOR Q 3d

ELSE TERMINATE.

Q3e. Could you please tell me the names and ages of all males in your household aged 18+ years who have either taken a self financed pleasure/ holiday trip outside India for 4 nights or longer since January 2004/ in the past 3 years OR likely to take a self financed pleasure trip outside of India for 4 nights or longer in the next two years/ before January, 2009 ? By Self-Financed, I mean financed by self or someone in the family, with or without a loan. Please start from the oldest member.

Q3f. ASK FOR EACH MEMBER. Has _____ already taken a self financed pleasure/ holiday trip outside India for 4 nights or longer since January 2004/ in the past 3 years OR is _____ likely to take a self financed pleasure trip outside of India for 4 nights or longer in the next two years/ before January, 2009 ? CODE ANSWERS IN GRID BELOW.

Traveller	1
Intender	2

S No	Name of the family member	Age	Traveller	Intender	
1			2	1	(46-50)
2			2	1	(51-55)
3			2	1	(56-60)
4			2	1	(61-65)
5			2	1	(66-70)

CONTINUE IF THERE IS A MALE IN THE AGE GROUP 18 & above YEARS IN THE HOUSEHOLD WHO HAS TRAVELLED ABROAD IN THE LAST 3 YEARS OR INTENDS TO TRAVEL ABROAD IN THE NEXT 2 YEARS ON A SELF FINANCE BASIS

ELSE TERMINATE.

IF MORE THAN ONE RESPONDENT FITS THE CRITERIA, THEN SELECT RESPONDENT AS PER QUOTAS ENSURE THAT QUOTAS OF THE AGE GROUP, RESPONDENT CLASSIFICATION IS MAINTAINED

Sr. No of respondent		
Age of the respondent		
Respondent Classification:		
Traveller	1	
Intender	2	

(71)

(72-73)

(74) (SINGLE CODE)

Main Questionnaire

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□ □ □ □ □ (1-6)

Canada Tourism Study

MAIN QUESTIONNAIRE

Centers	
Mumbai	01
Delhi	02
Kolkata	03
Bangalore	04
Chennai	05
Ahmedabad	06
Hyderabad	07
Pune	08
Ludhiana	09
Chandigarh	10
	(8-9)

Visiting Criteria	
Canada Visitor	1
	(10)
Gender	
Male	1
	(11)

RESPONDENT CLASSIFICATION	
TRAVELLER	1
INTENDER	2
	(12)

SEC	
SEC A	1
SEC B	2
	(7)

AGE	
18-19 years	01
20-24 years	02
25-29 years	03
30-34 years	04
35-39 years	05
40-44 years	06
45-49 years	07
50-54 years	08
55-59 years	09
60-64 years	10
65-69 years	11
70-74 years	12
75 and over	13
	(13-14)

Name of Respondent: _____

Address: _____

Tel. No. : _____

Interviewer's Name	_____	Date of Interview	_____	0	6
Supervisor	_____			(18-19)	(20-25)

Accompanied	Back-checked	Scrutinised
TL	P	T
1	1	5
EIC	2	6
OFE	3	7
FM	4	8
(25)	(27)	(28)
Signature: TL/EIC/OFE/FM	Signature: TL/OFE/FM	Signature: TL/OFE/FM

SPEAK TO AN ADULT IN THE HOUSEHOLD

Good! I am from the Indian Market Research Bureau (IMRB). We regularly conduct studies on various products and services. Currently we are conducting a survey on TOURISM. In this regard can I speak to you for a few minutes?

We are conducting a survey on international pleasure travel. The purpose of the survey is not to sell you anything, but to get your opinions on travel. The following questions that we are going to ask you are regarding pleasure trips. By that we mean pleasure trips outside of India for 4 nights or longer. It includes all trips for pleasure or personal reasons including to visit friends and relatives as

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well as trips where you combined business with a pleasure trip. However, it excludes any trips that were for business purposes only or for study purposes only.

- 4) Could you please tell me how many times have you taken a pleasure/ holiday trip outside India for 4 nights or longer since January 2004/ in the past 3 years,?

(READ OUT: Please include all trips for pleasure or personal reasons i.e. to visit friends and relatives and trips where you combined business with a pleasure trip. Please exclude any trips that were for Business/ Study purposes only)

SHOWCARD 4

Once	1
Twice	2
3-5 times	3
6-9 times	4
10 or more times	5
None	9
	(81)

- 5) Could you please tell me whether in the next two years/ before January, 2009, how likely are you to take a pleasure trip outside of India for 4 nights or longer?

(READ OUT : Please include all trips for pleasure or personal reasons i.e. to visit friends and relatives and trips where you combined business with a pleasure trip. Please exclude any trips that were for Business/ Study purposes only)

Are you: (READ) (SINGLE CODING ONLY)

SHOWCARD 5

Definitely going to take such a trip	1
Very likely to take such a trip	2
Somewhat likely to take such a trip	3
Not very likely to take such a trip	4
Not at all likely to take such a trip	5
	(82)

IF '9' CODED IN Q.4 AND IF '3' OR '4' OR '5' CODED IN Q.5 THEN TERMINATE

ASK Q 6a TO THOSE CODED '1' OR '2' IN Q 5

- 6a) Thinking of future travel outside of India, could you please tell me which of these countries would you be likely to visit on a pleasure trip for 4 nights or longer in the next two years/ before January 2008?

(READ OUT : Please include all trips for pleasure or personal reasons i.e. to visit friends and relatives and trips where you combined business with a pleasure trip. Please exclude any trips that were for Business/ Study purposes only)

—PROBE - Any others?

(ACCEPT UP TO 5 COUNTRIES FROM THE LIST BELOW – WRITE IN RESPONDENTS CHOICES IF NOT LISTED)

SHOWCARD 6a/ 7/ 8a/ 8a1

Orient/Asia	China	01
	Hong Kong	02
	Japan	03
	Malaysia	04
	Nepal	05
	Butan	06
	Philippines	07
	Russia	08
	Seychelles	09
	Singapore	10
	South Korea	11
	Sri Lanka	12
	Taiwan	13
	Thailand	14
	Vietnam	15
	Other Orient/Asia	16
Pacific	Australia	17
	New Zealand	18
	Guam/Saipan (Mariana Island)	19
	Hawaii	20
	Other Pacific	21
Europe	Austria	22
	France	23
	Germany	24
	Italy	25
	Spain	26
	Portugal	27
	Switzerland	28
	United Kingdom	29
	Other Europe	30
Americas	Argentina	31
	Brazil	32
	Canada	33
	Caribbean	34
	Mexico	35
	US Mainland	36
	Other Americas	37
Middle East	Dubai	38
	Turkey	39
	Iran	40
	United Arab Emirates	41
	Other Middle East	42
Africa	Egypt	43
	Kenya	44
	Mauritius	45
	South Africa	46
	Other Africa	47
	Other (specify)	48
	Other (specify)	49
	Other (specify)	50
	None	99
		(91-110)

IF CODED "NONE" FOR Q 6a SKIP TO Q 7 ELSE CONTINUE

- 6b) From the countries you selected please rank those countries starting with the one you would likely to visit first, then second, third and so on.
(READ/SHOW DESTINATIONS SELECTED IN Q 6a)

SHOWCARD 6a/ 7/ 8a/ 8a1

		1 st	2 nd	3 rd	4 th	5 th	
Orient/Asia	China	1	2	3	4	5	(111)
	Hong Kong	1	2	3	4	5	(112)
	Japan	1	2	3	4	5	(113)
	Malaysia	1	2	3	4	5	(114)
	Nepal	1	2	3	4	5	(115)
	Butan	1	2	3	4	5	(116)
	Philippines	1	2	3	4	5	(117)
	Russia	1	2	3	4	5	(118)
	Seychelles	1	2	3	4	5	(119)
	Singapore	1	2	3	4	5	(120)
	South Korea	1	2	3	4	5	(121)
	Sri Lanka	1	2	3	4	5	(122)
	Taiwan	1	2	3	4	5	(123)
	Thailand	1	2	3	4	5	(124)
Pacific	Vietnam	1	2	3	4	5	(125)
	Other Orient/Asia	1	2	3	4	5	(126)
	Australia	1	2	3	4	5	(127)
	New Zealand	1	2	3	4	5	(128)
	Guam/Saipan	1	2	3	4	5	
	(Mariana Island)						(129)
	Hawaii	1	2	3	4	5	(130)
	Other Pacific	1	2	3	4	5	(131)
	Austria	1	2	3	4	5	(132)
	France	1	2	3	4	5	(133)
Europe	Germany	1	2	3	4	5	(134)
	Italy	1	2	3	4	5	(135)
	Spain	1	2	3	4	5	(136)
	Portugal	1	2	3	4	5	(137)
	Switzerland	1	2	3	4	5	(138)
	United Kingdom	1	2	3	4	5	(139)
	Other Europe	1	2	3	4	5	(140)
	Argentina	1	2	3	4	5	(141)
	Brazil	1	2	3	4	5	(142)
	Canada	1	2	3	4	5	(143)
Americas	Caribbean	1	2	3	4	5	(144)
	Mexico	1	2	3	4	5	(145)
	US Mainland	1	2	3	4	5	(146)
	Other Americas	1	2	3	4	5	(147)
	Dubai	1	2	3	4	5	(148)
	Turkey	1	2	3	4	5	(149)
	Iran	1	2	3	4	5	(150)
	United Arab	1	2	3	4	5	
	Emirates						(151)
	Other Middle East	1	2	3	4	5	(152)
Africa	Egypt	1	2	3	4	5	(153)
	Kenya	1	2	3	4	5	(154)
	Mauritius	1	2	3	4	5	(155)
	South Africa	1	2	3	4	5	(156)
	Other Africa	1	2	3	4	5	(157)
	Other (specify)	1	2	3	4	5	(158)
	Other (specify)	1	2	3	4	5	(159)
	Other (specify)	1	2	3	4	5	(160)

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- 7) Could you please tell me which of these countries or destinations outside of India have you visited for pleasure trip for 4 nights or more since January 2004/ last 3 years?

(READ OUT : Please include all trips for pleasure or personal reasons i.e. to visit friends and relatives and trips where you combined business with a pleasure trip. Please exclude any trips that were for Business/ Study purposes only)

(PROBE) Anywhere else?

(MULTIPLE CODING)

SHOWCARD 6a/ 7/ 8a/ 8a1

Orient/Asia	China	01
	Hong Kong	02
	Japan	03
	Malaysia	04
	Nepal	05
	Butan	06
	Philippines	07
	Russia	08
	Seychelles	09
	Singapore	10
	South Korea	11
	Sri Lanka	12
	Taiwan	13
	Thailand	14
	Vietnam	15
	Other Orient/Asia	16
Pacific	Australia	17
	New Zealand	18
	Guam/Saipan (Mariana Island)	19
	Hawaii	20
Europe	Other Pacific	21
	Austria	22
	France	23
	Germany	24
	Italy	25
	Spain	26
	Portugal	27
	Switzerland	28
	United Kingdom	29
	Other Europe	30
Americas	Argentina	31
	Brazil	32
	Canada	33
	Caribbean	34
	Mexico	35
	US Mainland	36
	Other Americas	37
Middle East	Dubai	38
	Turkey	39
	Iran	40
	United Arab Emirates	41
	Other Middle East	42
Africa	Egypt	43
	Kenya	44
	Mauritius	45
	South Africa	46
	Other Africa	47
	Other (specify)	48
	Other (specify)	49
	Other (specify)	50
NONE		99
(201-220)		

IF '2-5' CODED IN Q.4, MUST CHECK AT LEAST ONE CODE '01-50' IN Q.7

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IF '99' (NONE) CODED IN Q 7 SKIP TO Q 20 ELSE CONTINUE

- 8a.) Could you please tell me which of these countries/ destinations outside of India, have you most recently visited for a pleasure trip of four nights or longer.

(READ OUT : Please include all trips for pleasure or personal reasons i.e. to visit friends and relatives and trips where you combined business with a pleasure trip. Please exclude any trips that were for Business/ Study purposes only)

MULTIPLE CODES POSSIBLE

SHOWCARD (6a/ 7/ 8a/ 8a1)

Orient/Asia	China	01
	Hong Kong	02
	Japan	03
	Malaysia	04
	Nepal	05
	Butan	06
	Philippines	07
	Russia	08
	Seychelles	09
	Singapore	10
	South Korea	11
	Sri Lanka	12
	Taiwan	13
	Thailand	14
	Vietnam	15
	Other Orient/Asia	16
Pacific	Australia	17
	New Zealand	18
	Guam/Saipan (Mariana Island)	19
	Hawaii	20
Europe	Other Pacific	21
	Austria	22
	France	23
	Germany	24
	Italy	25
	Spain	26
	Portugal	27
	Switzerland	28
	United Kingdom	29
Americas	Other Europe	30
	Argentina	31
	Brazil	32
	Canada	33
	Caribbean	34
	Mexico	35
	US Mainland	36
	Other Americas	37
Middle East	Dubai	38
	Turkey	39
	Iran	40
	United Arab Emirates	41
	Other Middle East	42
Africa	Egypt	43
	Kenya	44
	Mauritius	45
	South Africa	46
	Other Africa	47
	Other (specify)	48
	Other (specify)	49
	Other (specify)	50
(501-520)		

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SECTION A: Most Recent Visit

- 8b) (IF '33' CODED FOR Q.8a, ASK Q.8b, OTHERS SKIP TO Q.9a) You mentioned earlier that you have visited Canada for a pleasure trip, which of the following places did you visit? (READ LIST)

SHOWCARD 8b

	Yes	No	
British Columbia (includes Vancouver, Victoria and Whistler)	1	2	(531)
Alberta (includes Calgary)	1	2	(532)
Saskatchewan (province)	1	2	(533)
Manitoba (province)	1	2	(534)
Ontario (includes Toronto and Niagara Falls)	1	2	(535)
Quebec (includes Montreal and Quebec City)	1	2	(536)
Atlantic Provinces (Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland)	1	2	(537)
Yukon (province)	1	2	(538)
Northwest Territories/Nunavut	1	2	(539)

- 9a) You mentioned in Q.8a that you have visited _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q.8a I.E. THE TRIP MADE MOST RECENTLY). What were your reasons for visiting the above country/ destination? (MULTIPLE CODING POSSIBLE).

- 9b) Which of the following was your main reason for travelling to the above country? (SINGLE CODING)

SHOWCARD 9

	Q.8a	Q.9b
Shopping	01	01
Beach holiday	02	02
Outdoor adventure/recreational activities	03	03
Experiencing local culture	04	04
For the nightlife/clubbing	05	05
Other sightseeing and relaxing	06	06
To see if it is a good place to immigrate to	07	07
Honeymoon	08	08
A visit to see friends and relatives	09	09
A visit to see friends and relatives combined with additional leisure travel away from friends and relatives	10	10
To assess if a country is a good place for my children to go to school	11	11
A trip that combined business with additional leisure travel	12	12
Other reasons	13	13

(541-570) (571-572)

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- 10a) Could you please tell me during your trip to _____ (Mention all country/ destination coded in Q.8a i.e. the trip made most recently) how many nights, in total, were you away from home? (WRITE IN)
- _____ nights (573-575)

IF '33' CODED FOR Q8a, ASK Q10b, 10c AND 10d

- 10b) How many nights, in total, did you spend in Canada?
- _____ nights (576-578)

(MAKE SURE THAT THE ABOVE NO. OF NIGHTS ARE LESS THAN OR EQUAL TO THAT FOR Q.10a)

- 10c) How many nights, in total, did you spend in the U.S. Mainland, if any?
- _____ nights (579-581)

(MAKE SURE THAT THE ABOVE NO. OF NIGHTS ARE LESS THAN OR EQUAL TO THAT FOR Q.10a)

- 10d) How many nights did you spend in (ASK FOR PLACES CODED IN Q.8b ONE BY ONE) on that trip? (WRITE IN)

SHOWCARD 10d

	NIGHTS
British Columbia (includes Vancouver, Victoria and Whistler)	_____ (582-584)
Alberta (includes Calgary)	_____ (585-587)
Saskatchewan (province)	_____ (588-590)
Manitoba (province)	_____ (591-593)
Ontario (includes Toronto and Niagara Falls)	_____ (594-596)
Quebec (includes Montreal and Quebec City)	_____ (597-599)
Atlantic Provinces (Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland)	_____ (600-602)
Yukon (province)	_____ (603-605)
Northwest Territories/Nunavut	_____ (606-608)

(MAKE SURE THAT THE TOTAL NO. OF NIGHTS ARE EQUAL TO NO OF NIGHTS MENTIONED IN Q.10b)

- 11a) Could you please tell me in which year did you start your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q.8a I.E. THE TRIP MADE MOST RECENTLY)

YEAR	
2004	1
2005	2
2006	.
	(611)

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IF '08' CODED IN Q 14a

14e) You mentioned that you use the Internet as a source of inspiration. Can you please tell me whether you use any of the following sites? (READ)

SHOWCARD 14e

Google 1
National tourist offices sites 2
Other government tourist organizations (e.g., regional or local government tourist offices) 3
Travel blogs 4
(IF MENTIONED TRAVEL BLOGS, ASK:) Please specify which sites 5

Other internet sites 6
(IF MENTIONED OTHER INTERNET SITES, ASK:) Please specify which sites 7

(731-740)

15a) Could you please tell me how long before your trip did you definitely decide a trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY)?

Days OR Weeks OR Months OR Years
(751-753) (754-756) (757-759) (760-762)

15b) Could you please tell me how long before your trip did you actually book it?

Days OR Weeks OR Months OR Years
(763-765) (766-768) (769-771) (772-774)

15c) Could you please tell me by what means did you book your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY)?

SHOWCARD 15c

Contact an airline directly via their website 1
Contact an airline directly via telephone, mail or in person 2
Contact a hotel directly via their website 3
Contact a hotel directly via telephone 4
Book through a travel agent or package provider in person 5
Book through a travel agent or package provider via phone 6
Book through a travel agent or package provider online 7
Book through any other online travel supplier 8
Other 9
(781-790)

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16. Could you please tell me whether you travelled with your immediate party only or as part of a larger group tour on your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY)?

Immediate party only 1
Part of a larger group tour 2 **SKIP TO Q.18**
(791-792)

17a) Could you please tell me did you buy a package that included airfare and accommodation for your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY)??

Yes 1
No 2 **SKIP TO Q.18**
(793)

17b) What else was included in the above package, if any? (READ)

SHOWCARD 17b

Car rental 1
Airport transfer 2
Guided tours at destination 3
Restaurant meals 4
Admission to local attractions 5
Outdoor activities 6
Ground transportation between overnight destinations 7
Other 8
Nothing else included 9
(801-810)

IF '1' **NOT** CODED FOR Q 17b THEN ASK Q 17c ELSE SKIP TO Q 18

17c) Did you rent a car on that trip?

Yes 1
No 2
(811)

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- 18 Could you please tell me in what type of accommodation did you stay on your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY)?

MULTIPLE CODING POSSIBLE
SHOWCARD 18

Luxury hotel	1
Mid-priced hotel/motel	2
Budget hotel/motel	3
Resort hotel	4
Campground	5
Trailer/Motor home	6
Home of friend or relative	7
Other	8

(812-820)

- 19a) Could you please tell me in which of the following activities did you participate during your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY)? (MULTIPLE CODING)

ROTATE STATEMENTS

Seeing old architecture	01
Seeing a modern society	02
Visiting places of historical interest	03
Visiting world heritage sites	04
Sunbathing or other beach activities	05
Getting to know the local inhabitants	06
Visiting friends or relatives	07
Spending time with family	08
Clubbing/other nightlife	09
Spa/massage	10
Attending live theatre, ballet, other shows	11
Visiting children's theme parks	12
Viewing majestic mountains	13
Seeing beautiful rivers or waterfalls	14
Visiting wilderness areas	15
Seeing beautiful beaches and coastlines	16
Whale watching	17
Summer land sports like trekking	18
Summer water sports like canoeing, kayaking, white water rafting	19
Bungee jumping	20
Skating or snowboarding	21
Dog-sledding	22
Ice skating	23
Eating at an Indian restaurant	24
Staying at a luxury resort	25
Seeing wildlife in their natural environment	26
Visiting museums and art galleries	27
Studying/practising English	28

(831-890)

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- 19b) Could you please tell me, what was the total cost of your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY) for you and your immediate travel party, including airfare and all other costs? (SINGLE CODING)

SHOWCARD 19b

< 35,000 Rupees	1
35,000 to 100,000 Rupees	2
100,001 to 200,000 Rupees	3
200,001 to 300,000 Rupees	4
300,001 to 400,000 Rupees	5
400,001 to 500,000 Rupees	6
500,001 Rupees or more	7

(891)

- 19c) Can you please rate your trip to _____ (MENTION ALL COUNTRY/ DESTINATION CODED IN Q 8A I.E. THE TRIP MADE MOST RECENTLY)? on value for money. Would you say it was: (READ)

SHOWCARD 19c

Excellent value for money	1
Very good value for money	2
Good value for money	3
Fair value for money	4
Poor value for money	5

(892)

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ASK EVERYONE

20. I am going to read you a list of statements, for each statement please tell me how important that reason is to you when considering a pleasure trip outside of India for 4 nights or longer. Is it very important, somewhat important, not very important, or not at all important?

	Very Important	Somewhat Important	Not very Important	Not at all Important	
Being in a clean, healthy environment	1	2	3	4	(2001)
Visiting a place my friends would love to see	1	2	3	4	(2002)
Visiting the same places Indian celebrities go to	1	2	3	4	(2003)
Surrounded by beautiful, unspoiled nature	1	2	3	4	(2004)
Seeing world famous sites	1	2	3	4	(2005)
Seeing first hand what I learned in school	1	2	3	4	(2006)
Experiencing a modern society	1	2	3	4	(2007)
Have friends or relatives there	1	2	3	4	(2008)
Participating in active outdoor sports	1	2	3	4	(2009)
Enjoying snow activities, alpine (downhill) skiing or snowboarding	1	2	3	4	(2010)
Feeling secure and safe	1	2	3	4	(2011)
Local people are friendly and welcoming toward Indians	1	2	3	4	(2012)
Feeling a wide, spacious outdoor environment	1	2	3	4	(2013)
A young society	1	2	3	4	(2014)
Judging whether the country is an appealing place to move to one day	1	2	3	4	(2015)
Great flight accessibility	1	2	3	4	(2016)
Feel free to travel around on your own	1	2	3	4	(2017)
Part of old British culture	1	2	3	4	(2018)
Experience an Indian Festival/culture in another country	1	2	3	4	(2019)
Get away from summer heat	1	2	3	4	(2020)
Has a large Indian community	1	2	3	4	(2021)
Made Bollywood movies there	1	2	3	4	(2022)
Good educational opportunities	1	2	3	4	(2023)
Good nightlife/clubbing/pubbing	1	2	3	4	(2024)
Good business opportunities	1	2	3	4	(2025)
Good value air fares	1	2	3	4	(2026)
Job opportunities	1	2	3	4	(2027)
Good quality of life	1	2	3	4	(2028)
Lots to see and do	1	2	3	4	(2029)
Cost accessible for middle class people	1	2	3	4	(2030)
Visit/see local native people	1	2	3	4	(2031)
See wildlife in nature	1	2	3	4	(2032)
Easy to get a visa	1	2	3	4	(2033)

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21. Please tell me for which of these travel destinations does each of the given statement applies to extremely well. (MULTIPLE CODING POSSIBLE) You can choose as many destinations as you like as long as it applies extremely well. You can base your choices on your impressions, or anything else that you have seen, heard or read. Let's start with "being in a clean, healthy environment". Does this statement apply extremely well to...(READ OUT EACH DESTINATION ONE BY ONE -- RANDOMIZE ORDER OF DESTINATION LIST)

	United States	Australia	Canada	Europe	South - east Asia	Not Applicable	
Has a clean, healthy environment	1	2	3	4	5	6	(2041-2046)
Is a place my friends would love to see	1	2	3	4	5	6	(2051-2056)
Is the same place where Indian celebrities go to	1	2	3	4	5	6	(2061-2066)
Is surrounded by beautiful, unspoiled nature	1	2	3	4	5	6	(2071-2076)
Has world famous sites	1	2	3	4	5	6	(2081-2086)
To first hand what I learned in school	1	2	3	4	5	6	(2091-2096)
To experience a modern society	1	2	3	4	5	6	(2101-2106)
Have friends or relatives there	1	2	3	4	5	6	(2111-2116)
To participate in active outdoor sports	1	2	3	4	5	6	(2121-2126)
To enjoy snow activities, alpine (downhill) skiing or snowboarding	1	2	3	4	5	6	(2131-2136)
Feels secure and safe	1	2	3	4	5	6	(2141-2146)
Local people are friendly and welcoming toward Indians	1	2	3	4	5	6	(2151-2156)
Feeling a wide, spacious outdoor environment	1	2	3	4	5	6	(2161-2166)
A young society	1	2	3	4	5	6	(2171-2176)
Judging whether the country is an appealing place to move to one day	1	2	3	4	5	6	(2181-2186)
Great flight accessibility	1	2	3	4	5	6	(2191-2196)
Feel free to travel around on your own	1	2	3	4	5	6	(2201-2206)
Part of old British culture	1	2	3	4	5	6	(2211-2216)
Experience an Indian Festival/culture in another country	1	2	3	4	5	6	(2221-2226)
Get away from summer heat	1	2	3	4	5	6	(2231-2236)
Has a large Indian community	1	2	3	4	5	6	(2241-2246)
Made Bollywood movies there	1	2	3	4	5	6	(2251-2256)
Good educational opportunities	1	2	3	4	5	6	(2261-2266)
Good nightlife/clubbing/pubbing	1	2	3	4	5	6	(2271-2276)
Good business opportunities	1	2	3	4	5	6	(2281-2286)
Good value air fares	1	2	3	4	5	6	(2291-2296)
Job opportunities	1	2	3	4	5	6	(2301-2306)
Good quality of life	1	2	3	4	5	6	(2311-2316)
Lots to see and do	1	2	3	4	5	6	(2321-2326)
Cost accessible for middle class people	1	2	3	4	5	6	(2331-2336)
Visit/see local native people	1	2	3	4	5	6	(2341-2346)
See wildlife in nature	1	2	3	4	5	6	(2351-2356)
Easy to get a visa	1	2	3	4	5	6	(2361-2366)

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22. Could you please tell me how interested are you in visiting _____ (READ OUT EACH DESTINATION ONE BY ONE) in the next two years? (SINGLE CODING PER DESTINATION)

SHOWCARD 22

	Australia	South East Asia	Europe	U.S.	Canada
Very Interested	1	1	1	1	1
Somewhat Interested	2	2	2	2	2
Not Very Interested	3	3	3	3	3
Not at all Interested	4	4	4	4	4
	(2401)	(2402)	(2403)	(2404)	(2405)

(INTERVIEWER: ASK Q.23 OF COUNTRIES WITH CODE 1 AND 2 IN Q.22.
IF CODES 3 OR 4 FOR ALL COUNTRIES SKIP TO DEMOGRAPHICS)

23) Could you please tell me how likely are you to visit (READ EACH DESTINATION CODED 1 OR 2 IN Q.22) in the next twelve months? (SINGLE CODING)

SHOWCARD 23

	Australia	South East Asia	Europe	U.S.	Canada
Definitely Will Visit	1	1	1	1	1
Very Likely	2	2	2	2	2
Somewhat Likely	3	3	3	3	3
Not Very Likely	4	4	4	4	4
Not at all Likely	5	5	5	5	5
Definitely Will Not Visit	6	6	6	6	6
	(2406)	(2407)	(2408)	(2409)	(2410)

(IF 3 OR 4 CODED FOR CANADA IN Q.22 SKIP TO Q.25)

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24) Thinking about your next trip to Canada, Could you please tell me if you were to go to Canada for your next pleasure trip, describe your ideal pleasure trip by telling me which of the following applies to you:

SHOWCARD 24

Season			
January – March	1		
April – June	2		
July – September	3		
October – December	4		(2411-2414)
Type of Tour			
Group tour	1		
Non-group (immediate party only)	2		(2415-2416)
(IF GROUP TOUR) Would you prefer:			
All days organized with the group, or	1		
Many free days on your own.	2		
A group tour with a vegetarian cook, or	3		
A tour with no vegetarian cook.	4		(2417-2420)
(IF NON-GROUP) Would you:			
Buy air, accommodation, etc. as part of a package, or	1		
Buy air, accommodation, and other components separately.	2		(2421-2422)
Region			
Travel right across Canada to see all the main attractions, or	1		
Focus on Western Canada only, or	2		
Focus on Eastern Canada only.	3		
Other	4		(2423-2426)
Preferred type of accommodation(MAXIMUM 3):	Yes	No	
Mountain resort	1	2	(2431)
Seaside resort	1	2	(2432)
Lakeside resort	1	2	(2433)
Ski resort	1	2	(2434)
Four star city hotel/motel	1	2	(2435)
Budget city hotel/motel	1	2	(2436)
On a farm	1	2	(2437)
Horse ranch	1	2	(2438)
Coastal cruise ship	1	2	(2439)
Canadian spa	1	2	(2440)
Authentic log cabin or lodge	1	2	(2441)
Other	1	2	(2442)
Participate in any of the following activities			
Observing local Indian festivals	1	2	(2451)
Snow skiing/snowboarding/ice skating	1	2	(2452)
Hiking/trekking	1	2	(2453)
Bungee jumping	1	2	(2454)
Going clubbing/other nightlife	1	2	(2455)
Go canoeing or kayaking	1	2	(2456)
Going to live theatre/ballet/other shows	1	2	(2457)
Visiting historical sites	1	2	(2458)
Experiencing French Canadian Cuisine	1	2	(2459)
Seeing Niagara Falls	1	2	(2460)
Visiting friends or relatives	1	2	(2461)
Viewing majestic mountains	1	2	(2462)
Touring in the countryside by car	1	2	(2463)
Studying English	1	2	(2464)
Other activities(please specify) _____	1	2	(2465)
Travel in Canada between centres by any of the following:			
Rental car	1	2	(2466)
Motor coach	1	2	(2467)
Motor home/camper	1	2	(2468)
Rail	1	2	(2469)
Private car	1	2	(2470)
Other (please specify) _____			
Duration in Canada			
_____ nights			(2471-

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(IF CODES 1, 2 OR 3 IN Q. 23 SKIP TO DEMOGRAPHICS)

2479)

25) Please have a look at of the following potential barriers that could affect your interest in taking a pleasure trip to Canada in the near future. Please indicate for each whether, for you personally, it is a major barrier, a minor barrier, or not a barrier at all.

Cost Issues	Major Barrier	Minor Barrier	Not A Barrier	
High cost of packaged tours to Canada	1	2	3	(2501)
High cost of air transportation to Canada	1	2	3	(2502)
High cost of hotels within Canada	1	2	3	(2503)
High cost of meals within Canada	1	2	3	(2504)
High cost of entertainment	1	2	3	(2505)
High cost of tours within Canada	1	2	3	(2506)
Expensive to travel within Canada	1	2	3	(2507)
Poor value for money	1	2	3	(2508)
Unfavorable exchange rate	1	2	3	(2509)
Overall trip would be too expensive	1	2	3	(2510)
Safety Issues				
Safety concerns	1	2	3	(2511)
Risk of terrorism	1	2	3	(2512)
Uncomfortable with travel to Canada because of close proximity to U.S.	1	2	3	(2513)
Low Interest in Canada				
Not a popular destination today	1	2	3	(2514)
Country is too vast to see on one trip	1	2	3	(2515)
There are other more interesting/exotic places to go	1	2	3	(2516)
Nothing special or unique about Canada	1	2	3	(2517)
Canada is not exciting/too boring	1	2	3	(2518)
Poor weather	1	2	3	(2519)
Been there before. No need to go back	1	2	3	(2520)
Do not know enough about Canada/too unfamiliar	1	2	3	(2521)
Do not have friends or relatives in Canada	1	2	3	(2522)
Not too much to do beyond seeing big nature	1	2	3	(2523)
Too far to travel/flight to Canada is too long	1	2	3	(2524)
No major tourist attractions there	1	2	3	(2525)
Not enough to see and do in Canada	1	2	3	(2526)
Prefer to travel to destinations closer to India	1	2	3	(2527)
Many attractions/sites too far apart in Canada	1	2	3	(2528)
Friends have been there and were not satisfied	1	2	3	(2529)
Language difficulties	1	2	3	(2530)
Poor shopping opportunities	1	2	3	(2531)
Poor quality accommodation	1	2	3	(2532)
People unfriendly to Indians	1	2	3	(2533)
Too crowded	1	2	3	(2534)
Other Issues				
Not enough flights to Canada	1	2	3	(2535)
Bad time for me financially	1	2	3	(2536)
Too busy at work	1	2	3	(2537)
Too busy with kids	1	2	3	(2538)
Not enough money available	1	2	3	(2539)
Personal reasons	1	2	3	(2540)
Travelled enough already	1	2	3	(2541)
Too much economic uncertainty	1	2	3	(2542)
Old age	1	2	3	(2543)
Others Pls Specify _____	1	2	3	(2544)

(ASK ALL RESPONDENTS)

DEMOGRAPHICS:

So that we can tabulate your responses, we would like to ask you some questions that would be used for statistical purposes only.

26) Do you have any close friends or relatives living in Canada at the present time? (Select one)

SHOWCARD 26

Yes	1
No	2
Don't Know	9
	(2551)

27) As far as you know, how easy is it to obtain a visa for Canada: (READ)

SHOWCARD 27

Very easy	1
Fairly easy	2
Not very easy	3
Not at all easy	4
No idea	9
	(2552)

28) Including yourself, how many people are there in your household? (Please select one)

SHOWCARD 28

1 person	1
2-3 people	2
4-5 people	3
6 or more people	4
	(2553)

(IF CODE 1 IN Q 28, SKIP TO Q.30)

29) How many are less than 18 years of age? (Please select one)

SHOWCARD 29

1 person	1
2 people	2
3 people	3
4 people	4
5 people	5
6 or more people	6
None	9
	(2554)

30) What is your marital status? (Read -- Select one)

SHOWCARD 30

Married or living with someone	1
Single	2
Divorced/ Separated	3
Widow/ Widower	4
(DO NOT READ) Prefer not to answer	9
	(2555)

31) Which of the following categories best describes your occupation? (Read -- Select one)

Student (University / College / Graduate school / Technical college)	01
Unskilled worker	02
Skilled worker	03
Petty trader	04
Shop owners	05
Businessmen/Industrialists	
No. of employees	
- None/Don't know	06
- 1-9	07
- 10+	08
Self employed Professional	09
Clerical/Salesman	10
Supervisory level	11
Officers/Executives	
- Junior	12
- Middle-Senior	13
Housewife, not working outside the home	17
Unemployed	18
Retired	19
Other	20
Part timer	21
Prefer not to answer (DO NOT READ)	99
	(2556-2557)

32) Are you a vegetarian?

Yes	1
No	2
	(2558)

33) What is the highest level of education that you have completed? (Read -- One answer only).

SHOWCARD 33

EDUCATION

Illiterate	1
Literate but no formal school	2
School	
- Upto 4 years	3
- 5-9 years	4
- SSC-HSC	5
Some college (include. Diploma) but not graduate	6
Graduate/Post Graduate	
- General	7
- Professional	8
	(2559)

34) Which of the following categories best describes your gross annual household income before taxes in 2006? Please include all wages, salaries, pensions and income from other sources. (Read / Show Card) Accept one answer.

SHOWCARD 34

Under 2,40, 000 Rupees	1
2,40,001 to 4,80,000 Rupees	2
4,80,001 to 7,20,000 Rupees	3
7,20,001 to 9,60,000 Rupees	4
9,60,001 to 12,00,000 Rupees	5
12,00,001 and above	6
(DO NOT READ) Prefer not to answer	9
	(2560)

THANK YOU

Recruiting Specifications

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India Focus Groups Recruiting Specifications

- In total there are two focus group traveller **types** being recruited for this study.

- Type 1** Past 3 year international traveller excluding Canada and planning to travel internationally within the next 3 years.
- This person has either travelled internationally outside of India over the past 3 years or is planning to in the next 3 years.
 - They have not yet traveled to Canada.
 - Are not rejecters of Canada.

- Type 2** Past 3 years traveller to Canada
- Have visited Canada for a pleasure trip in the past 3 years.

- Below is the grid for **number of groups** in each city.

	Bombay		Delhi		Total
	Male	Female	Male	Female	
Younger 25 - 35	2	1	1	n/a	4
Older 36 - 50	1	n/a	1	n/a	2
Total	3	1	2	n/a	6

- Below is the grid for **type of groups** in each city.

	Bombay		Delhi	
	Male	Female	Male	Female
Younger 25 - 35	Type 1 Type 2	Type 1	Type 2	n/a
Older 36 - 50	Type 1	n/a	1	n/a

Bombay Focus Groups Recruiting Specifications

Group 1: (Type 1) Past 3 year international traveller excluding Canada and planning to travel internationally within the next 3 years.

- Male
- 25 — 35
- Belong to SEC A only
- All must be born in India or have lived in India for the past 5 years
- Currently employed full time
- All have travelled outside of India on a holiday trip during the past 3 years for 4 nights or longer or are seriously planning to do so in the next 2 years.
 - Gather a mix of destinations that include Middle East and Asia as well as outside of the Middle East and Asia.
- All must be very interested in visiting Canada in the next 3 years.
 - Open-ended Question: ask respondents what destinations are they likely to visit outside of India in the next 2 years.
 - Canada must be mentioned voluntarily as a destination they are very likely to visit for a holiday (note—limit holiday and VFR combination to no more than 3 participants in each group).
- All have not taken a holiday trip to Canada in the past.
- All must be the key decision makers within the household in choosing foreign holiday destinations or share the responsibility equally with their partner.
- All must be personally involved with booking holiday trips.
- Recruit 8 for 6 to show.

3

Bombay Focus Groups cont'd

Group 2: (Type 1) Past 3 year international traveller excluding Canada and planning to travel internationally within the next 3 years.

- Female
- 25 — 35
- Belong to SEC A
- All must be born in India or have lived in India for the past 5 years
- Currently employed full time, part time or homemaker
- All have travelled outside of India on a holiday trip during the past 3 years for 4 nights or longer or are seriously planning to do so in the next 2 years.
 - Gather a mix of destinations that include Middle East and Asia as well as outside of the Middle East and Asia.
- All must be very interested in visiting Canada in the next 3 years.
 - Open-ended Question: ask respondents what destinations are they likely to visit outside of India in the next 2 years.
 - Canada must be mentioned voluntarily as a destination they are very likely to visit for a holiday (note—limit holiday and VFR combination to no more than 3 participants in each group).
- All have not taken a holiday trip to Canada in the past.
- All must be the key decision makers within the household in choosing foreign holiday destinations or share the responsibility equally with their partner.
- All must be personally involved with booking holiday trips.
- Recruit 8 for 6 to show.

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Bombay Focus Groups. cont'd

Group 3: (Type 2) Past 3 year travellers to Canada

- Male
- 25 — 35
- Belong to SEC A
- All must be born in India or have lived in India for the past 5 years
- Currently employed full time
- Have travelled to Canada within the past 3 years for 4 nights or longer for a holiday trip.
- Primary motivator of trip(s) to Canada was pleasure, not to visit friends or relatives.
- All must be the key decision makers within the household in choosing foreign holiday destinations or share the responsibility equally with their partner.
- All must be personally involved with booking holiday trips.
- Recruit 8 for 6 to show.

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Bombay Focus Groups. cont'd

Group 4: (Type 1) Past 3 year international traveller excluding Canada and planning to travel internationally within the next 3 years.

- Male
- 36 — 50
- Belong to SEC A
- All must be born in India or have lived in India for the past 5 years
- Currently employed full time, part time or homemaker
- All have travelled outside of India on a holiday trip during the past 3 years for 4 nights or longer or are seriously planning to do so in the next 2 years.
 - Gather a mix of destinations that include Middle East and Asia as well as outside of the Middle East and Asia.
- All must be very interested in visiting Canada in the next 3 years.
 - Open-ended Question: ask respondents what destinations are they likely to visit outside of India in the next 2 years.
 - Canada must be mentioned voluntarily as a destination they are very likely to visit for a holiday (note--limit holiday and VFR combination to no more than 3 participants in each group).
- All have not taken a holiday trip to Canada in the past.
- All must be the key decision makers within the household in choosing foreign holiday destinations or share the responsibility equally with their partner.
- All must be personally involved with booking holiday trips.
- Recruit 8 for 6 to show.

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Delhi Focus Groups Recruiting Specifications

Group 1: (Type 2) Past 3 year travellers to Canada

- Male
- 25 — 35
- Belong to SEC A
- All must be born in India or have lived in India for the past 5 years
- Currently employed full time, part time or homemaker
- Have travelled to Canada within the past 3 years for 4 nights or longer for a holiday trip.
- Primary motivator of trip(s) to Canada was pleasure, not to visit friends or relatives.
- All must be the key decision makers within the household in choosing foreign holiday destinations or share the responsibility equally with their partner.
- All must be personally involved with booking holiday trips.
- Recruit 8 for 6 to show.

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Delhi Focus Groups, cont'd

Group 2: (Type 1) Past 3 year international traveller excluding Canada and planning to travel internationally within the next 3 years.

- Male
- 36 — 50
- Belong to SEC A
- All must be born in India or have lived in India for the past 5 years
- Currently employed full time, part time or retired
- All have travelled outside of India on a holiday trip during the past 3 years for 4 nights or longer or are seriously planning to do so in the next 2 years.
 - Gather a mix of destinations that include Middle East and Asia as well as outside of the Middle East and Asia.
- All must be very interested in visiting Canada in the next 3 years.
 - Open-ended Question: ask respondents what destinations are they likely to visit outside of India in the next 2 years.
 - Canada must be mentioned voluntarily as a destination they are very likely to visit for a holiday (note—limit holiday and VFR combination to no more than 3 participants in each group).
- All have not taken a holiday trip to Canada in the past.
- All must be the key decision makers within the household in choosing foreign holiday destinations or share the responsibility equally with their partner.
- All must be personally involved with booking holiday trips.
- Recruit 8 for 6 to show.

8

Discussion Guide – Past Visitors



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India Travel Discussion Guide Recent Visitors to Canada

1. Background and Introduction (10 min)

In this section we will be warming up the participants, letting them get to know each other and learn about any specific hobbies, interests or clubs they belong to. It is important to understand their "spare time" activities and interests so that we can get some learning for potential "niche" travel packages.

- Please refer to the introductory sheet attached.
- Explain room set up, confidentiality, explain expressing their own opinions, explain roles and objectives.
- Establish respondents as authorities.

Background on Respondents

- Have participants introduce themselves.
 - Name.
 - Type of work, if they work outside of the home.
 - Hobbies and interests or clubs that you belong to (for example: cooking, gardening, art, etc.).
 - Do you pick travel destinations based on any of your interests?
 - If so, what have you done, where have you done?

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2. Past and Future Holiday Travel Plans (15 min)

In this section the first objective is to gather and record the purpose of key destinations that participants have gone to in the past and key destinations planned for the future.

The second objective is to really understand any travel patterns that exist. These patterns could relate to seasonal, religious holiday or other cultural issues -- (for example: certain times of the year there are beach vacations; other times long-haul out of the country site seeing; certain times of the year heavy VFR etc.).

Moderator Instruction:

Have up on the wall several sheets of paper from an easel. Keep past trips separate from future trips.

Ask each participant to go through their list, past trips first and then future trip/s:

Ask for:

- Destination
- Time of year, and
- Purpose
- Assess from the group if it is generally a high, medium or low interest destination.

REPEAT FOR EACH PARTICIPANT

Moderator Instruction:

Stand back and look at the easel papers and have the group help determine if any particular travel patterns exist (for example: seasonal vacations, VFR, in-country vs. out of country, etc.).

- I would like you to take a look at these sheets of travel logs we have created and tell me if you can identify or see any kinds of patterns. (For example: certain types of travel depending on the year or, certain places that are popular depending on the time of year, etc.).

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- Determine if:
 - Some patterns exist and why.
 - Some destinations are becoming more or less popular and why.
 - Interests in travel are changing, in other words peoples' interests in the type of holiday/vacation they take have changed (example: more sun or mini breaks).
 - New types of packages or offerings have emerged.

3. Understand and Clarify Each "Key" Destination's Reason for having either Greater or Lesser Interest (20 min)

The main objective of this section is to understand on several levels and layers the reasons/triggers behind each "key" destination in attracting more or fewer vacationers. (Key destinations include: China, Middle East, Asia (Thailand, Japan), Oceania (Australia), Canada, America, Europe and U.K.)

Start with the countries within the "key" set that are of high interest to the group.

- Several of you say that you are interested in vacationing to country X.
- Review questions below:

Overall Image:	When you think of <u>country X</u> what is your overall impression of it? What images does it conjure up?
	Probes: <ul style="list-style-type: none"> - What it looks like. - Feels like. - Where do you get these impressions from?
Activities/Benefits Vacation Type:	Probes: <ul style="list-style-type: none"> - What will you do there? - What are the day to day things? - What kind of a vacation is this for you? - How will you benefit? - Where do you get this perception from?
Accessibility/Travelling:	Probes: <ul style="list-style-type: none"> - What are your thoughts on getting to this country and vacationing there? Is it easy or difficult to access, get accommodation and vacation there? - Where do these impressions come from?

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- Planning the Vacation:
- Probes:
 - How will you arrange or put this vacation together?
 - What process will you go through, what will you do? (Probe deeply on channels, promotions, advertising).
 - Why will you put it together that way?
- Advertising/Promotions:
- Have you heard or read much about this country? What have you heard or read, what are the sources? (TV – what channels, daily newspapers, magazines, newsletters, direct mail, internet – what sites, blogs)
 - Have you seen much advertising or promotion for destination? Where, when, what was the message?
 - What is this country trying to say about itself as a vacation destination?
 - Who is it aiming its message at (target) and why them?
 - Why is this country a good travel destination for this type of traveler? (target)
- Taking all of these things into consideration what are the strongest triggers that make you want to go to this destination? (Gather and rank order from most compelling to least).
 - What are the biggest barriers? (Again, gather and rank order).

Moderator instruction:

Repeat above section first for all high interest destinations for the group, next high interest destinations in general but, not necessarily for the group, and then the lower interest destinations.

4. Canada's Competition (10 min)

In this section the objective is to determine which countries compete with Canada directly in a "choosing a vacation" context.

- I am going to write down on these recipe cards all of the long-haul destinations, because we are going to go to sort these cards. **(HAVE RESPONDENTS READ OUT ALL THE DESTINATIONS THEY FEEL ARE LONG-HAUL AND WRITE EACH ONE DOWN ON A SEPARATE RECIPE CARD. MAKE SURE CANADA IS ON THE LIST).**
- First I would like you to tell me what you used for criteria in determining what long-haul vs. short-haul is.
- Now, I would like you to **group** these cards/countries based on ones that you feel compete with each other if you were considering taking a long-haul trip. I would also like you to give these groupings a "nickname".
 - Discuss each grouping:
 - Why do these group together?
 - Why this "nickname"?
 - What is common?
 - What motivates you to go to these destinations?
 - What do you get out of going to these destinations?

REPEAT FOR EACH GROUPING

5. Story Telling (25 min)

The main objective is to understand peoples' processes in booking their trip to Canada -- high points and low.

- We asked you to write a story about how you decided to take a vacation to Canada.
- I would like you to take me through that story. Keep the following in mind as you can always add or embellish your story:
 - Where were you?
 - Who was involved?
 - What happened?
 - What were the influencers?

HAVE PARTICIPANTS READ THEIR STORIES

- What were your own personal thoughts and feelings as you were going through the decision making process?
- At what point in the story were your emotions the highest/lowest?
- What does this story say about Canada as a vacation destination?
- What's just outside the frame of this story -- what happened just before or just after?
- How long had you been thinking about vacationing to Canada before you made the decision?
- What do you think were the critical triggers or the key reasons to do it now as opposed to delaying the trip?

6. Discussion on Vacation to Canada (15 min)

The main objective is to gather the vacation experience in order to ferret out where Canada delivers well and where it falls short.

- How was your vacation to Canada?
- To what degree did it fit with your expectations before you went?
- How and in what way was it different from your expectations?
- What did you think Canada can and should do to motivate people to visit for a vacation?
- Going back to your story, how would things have changed if Canada did what you suggested?

7. Summary on Canada (15 min)

The main objective is to understand what the consumer uses as strength in attempting to market Canada.

- Given all of the strengths, points of interest and unique aspects, how would you describe a holiday to Canada?
- Who is the most appropriate market for this kind of holiday? Who would find this kind of holiday appealing? (Target)
- How should Canada advertise or promote this type of holiday? What should they say?

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- Where should they put their advertising/promotion and why? (Probe specific media).
- Now, what kind of travel packages would be really appealing to this type of vacationer?
 - Group?
 - Individual?
 - All inclusive?
 - Activity/interest focused? What kind?
 - Discounted/effectively priced?
 - Best package components (correct accommodations, duration, ground activity, etc.)?
- When should they advertise/promote and why?
- Finally, what kind of "interest" itineraries do you think could be appealing to people vacationing in Canada? Think about your own hobbies and interest (for example: garden, ocean wildlife, Canadian history/Heritage sites).

8. Future Trip to Canada (10 min)

The main objective is to gather the consumer plan of action in the context of a trip to Canada.

- If you were planning a second trip to Canada what would the details be?
 - During what season would you go?
 - What would be the duration of the trip?
 - Who would you go with?
 - What regions would you visit (which parts of Canada?)
 - Do you have family to visit there?
 - What would be your primary motive to go?
 - What sources would you use to decide where to travel in Canada?
 - If you'd use the Internet, what sites?
 - Would you use travel agents? What is their role?
 - Any other sources?
 - Describe the nature of your trip.
 - How much time will you take to plan this trip?
 - How much time will you take to book it?
 - What sources would you use to purchase trip components/package?
 - What would your party composition be?

Discussion Guide – Potential Consumer



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India Travel Discussion Guide Patterns and Potential Demand

1. Background and Introduction (10 min)

In this section we will be warming up the participants, letting them get to know each other and learn about any specific hobbies, interests or clubs they belong to. It is important to understand their "spare time" activities and interests so that we can get some learning for potential "niche" travel packages.

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Ask for:

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REPEAT FOR EACH PARTICIPANT

Moderator Instruction:

Stand back and look at the easel papers and have the group help determine if any particular travel patterns exist (for example: seasonal vacations, VFR, in-country vs. out of country, etc.).

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- Determine if:
 - Some patterns exist and why.
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 - New types of packages or offerings have emerged.

3. Understand and Clarify Each "Key" Destination's Reason for having either Greater or Lesser Interest (25 min)

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- | | |
|-------------------------|--|
| Planning the Vacation: | Probes: <ul style="list-style-type: none"> - How will you arrange or put this vacation together? - What process will you go through, what will you do? (Probe deeply on channels, promotions, advertising). - Why will you put it together that way? |
| Advertising/Promotions: | <ul style="list-style-type: none"> - Have you heard or read much about this country? What have you heard or read, what are the sources? (TV – what channels, daily newspapers, magazines, newsletters, direct mail, internet – what sites, blogs) - Have you seen much advertising or promotion for destination? Where, when, what was the message? - What is this country trying to say about itself as a vacation destination? - Who is it aiming its message at (target) and why them? - Why is this country a good travel destination for this type of traveler? (target) |
- Taking all of these things into consideration what are the strongest triggers that make you want to go to this destination? (Gather and rank order from most compelling to least).
 - What are the biggest barriers? (Again, gather and rank order).

Moderator instruction:

Repeat above section first for all high interest destinations for the group, next high interest destinations in general but, not necessarily for the group, and then the lower interest destinations.

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 - Discuss each grouping:
 - Why do these group together?
 - Why this "nickname"?
 - What is common?
 - What motivates you to go to these destinations?
 - What do you get out of going to these destinations?

REPEAT FOR EACH GROUPING

5. Exploration/Free Association (In-Depth) of Canada and Competing Countries (15 min)

The main objective of this section is to gather a very deep understanding of Canada in the context of its closest competition.

- I would like to do an interesting exercise with you on two destinations:
 - Canada
 - A competing destination.
- We talked quite a bit about both of these destinations earlier. I would now like to talk more specifically.

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- Again, I would like to write down on cards all of your thoughts and opinions about Canada. (Gather as many thoughts and impressions of Canada as possible).
 - When you think about going to Canada:
 - What do you look for?
 - What is important to you?
 - What do you prefer?
 - (Determining which attributes are most important and/or operative in the decision process.) I would like you to place each attribute into one of the following categories:
 - Very important
 - Somewhat important
 - Not important
 - For the very important attributes probe extensively:
 - How does this affect the situation?
 - What if it wasn't there?
 - Was it always this way?
 - How would others feel if they were there?

REPEAT FOR THE OTHER DESTINATION THAT CANADA COMPETES WITH
(NOTE: ROTATE COMPETING DESTINATIONS FROM ONE GROUP TO THE NEXT).

- Conduct a close comparison of the two countries and assess their relative strengths, weaknesses, attractiveness, and barriers.
 - Is Canada a priority or secondary destinations, especially in comparison with the U.S.

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6. In-Depth Image of Canada (20 min)

Objective: To gather in-depth understanding positive and negative Canadian imagery.

- I would like to do another creative exercise. I would like you to turn Canada into something other than a country.

Exercise #1

If Canada were to turn into (select from one below) what would it be like?

- A piece of music
- A home
- A shoe
- A relationship

Review each in detail:

- Why this?
- What is positive about this?
- What is negative about this?

Let's plot these countries (Canada and its direct competition) on the following scales:

New and Emerging ← → **Has been around for a while**
There will always be something different to explore or see ← → **There is only the same old stuff to explore and see**

- (Explore perceptions on latent demand) Do you think that demand for Canada will increase over the next 5 to 10 years or stay the same or decrease?
- Also explore any desire to live in Canada.

Moderator: Create additional scales if others emerge in session.

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Exercise #2

I have several pictures of Canada that I would like to have you sort into 3 groups: extremely motivating to want to go to Canada; moderately motivating; not very motivating.

- Go through the extremely motivating pictures and gather reasons why they are motivating:
 - What is catching your attention here?
 - What is getting you excited/interested?
 - Is this similar to what motivates you to go on a long-haul trip?
 - How is this different from (key competing countries)?
- Go through a few of the less motivating pictures and understand what is missing.
 - Why do these not motivate as much?

7. Summary on Canada (15 min)

The main objective is to understand what the consumer uses as strength in attempting to market Canada.

- Given all of the strengths points of interest and unique aspects, how would you describe a holiday to Canada?
- Who is the most appropriate market for this kind of holiday? Who would find this kind of holiday appealing? (Target)
- How should Canada advertise or promote this type of holiday? What should they say?
- Where should they put their advertising/promotion and why? (Probe specific media).
 - Now what kind of travel packages would be really appealing to this type of vacationer?
 - Group?
 - Individual?
 - All inclusive?
 - Activity/interest focused?
 - Discounted/effectively priced?
 - Best package components (correct accommodations, duration, ground activity, etc.)?
- When should they advertise/promote and why?

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- Finally, what kind of "interest" itineraries do you think could be appealing to people vacationing in Canada? Think about your own hobbies and interest (for example: garden, ocean wildlife, Canadian history/heritage sites).

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8. _____ Future Trip to Canada
(10 min)

The main objective is to gather the consumer plan of action in the context of a trip to Canada.

- If you were planning a trip to Canada what would the details be:
 - During what season would you go?
 - What would be the duration of the trip?
 - What would be the main influencers in planning this trip?
 - Who would you go with?
 - What regions would visit (which parts of Canada?)
 - Do you have family to visit there?
 - What would be your primary motive to go?
 - What sources would use to decide where to travel in Canada?
 - If you'd use the Internet, what sites?
 - Would you use travel agents? What is their role?
 - Any other sources?
 - Describe the nature of your trip.
 - How much time will you take to plan this trip?
 - How much time will you take to book it?
 - What sources would you use to purchase trip components/package?
 - What would your party composition be?