



Visa Global Travel Intentions Study 2017

India

Prepared by ORC International



Trips taken in the past and next 2 years



Average no. of international trips in the **past 2 years**



Average no. of international trips in the **next 2 years**



Sources of inspiration/triggers

Leisure

2013	2015	2017		
		India	APAC	Global
3.0	2.0	2.4▲	2.7	2.5

Leisure

2013	2015	2017		
		India	APAC	Global
3.0	2.4	2.8▲	2.8	2.7

Business

2013	2015	2017		
		India	APAC	Global
*	2.3	2.6▲	1.6	1.4

Business

2013	2015	2017		
		India	APAC	Global
*	2.7	2.8	1.7	1.5

	India	APAC	Global
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Family vacations during holidays	16%	12%	14%
To get away from stress	8%	11%	11%
Pursuing a hobby	7%	6%	6%
Friends' / families' social media	6%	5%	6%
Documentaries / TV shows	6%	4%	4%

*Question not asked in 2013

▲ Significantly higher/lower compared to GTI 2015



Destinations in P2Y

Australia 29% USA 28% Singapore 26% UK/England 25% Hong Kong 15%

Destinations in next 2 years

USA 13% Australia 11% Singapore 8% Switzerland 8% UK/England 7%

Travel Arrangements



TRAVEL PACKAGE
Group / personal tour 54%
Partial package / independent 46%

8 TRAVEL LENGTH Days

TRAVEL GROUP

Travel alone 32% Family 56% Friends 22%

Last Trip

Trip Details



REASONS FOR DESTINATION CHOICE (Essential Only)

Nature 21% Weather/ Safety/ Cleanliness 15% Culture 13%

TOP MOTIVATIONS (Most Important)

Bonding 24% Wanderlust 11% Entitle 7%

PAYMENT MODES CARRIED

Cash 70%

CARD BRAND USED (MAIN)

All Card Types

Cards: VISA 73% → 47% Mastercard 42% Amex 6%

Wallets: Credit / International Debit 40% → 40% 33% 3%

Spend

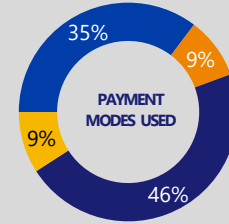


PAYMENT MODES USED

Credit/ Debit 46%
Mobile Wallet 9%
Cash 35%
Others 9%

SPENDING (Average) ↑ compared to 2015

US\$3,459



ATM

WITHDRAWAL INCIDENCE

19%

TOP BARRIER TO OVERSEAS USAGE

High charges and rates

35%

Card Concerns

TOP 3

1

Costs of overseas ATM withdrawal

2

Loss / theft of cash

3

Payment card fraud

Next Trip

Trip Details

Has a rich culture / heritage 33% Has good scenery 32% Safe and secure 31%



REASONS FOR DESTINATION CHOICE (Essential Only)

Bonding 22% Wanderlust 14% Rest & Relax 9%



TOP MOTIVATIONS (Most Important)



TRAVEL PACKAGE

Group / personal tour 58% Partial package / independent 42%

Likely Spend

SPENDING (Average)

US\$3,461

WILLINGNESS TO USE NEW PAYMENT MODES

79%



VISA

Journey Pathfinder





India



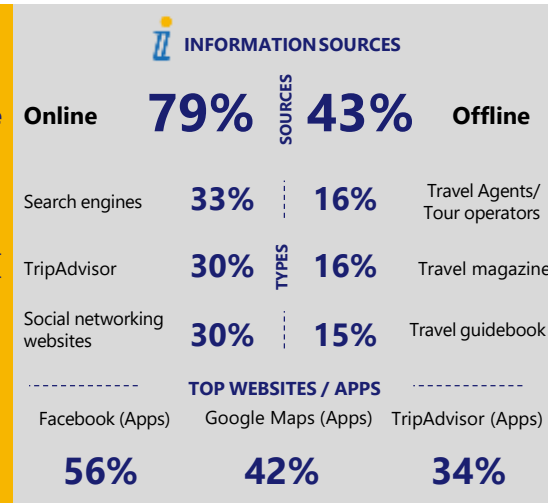
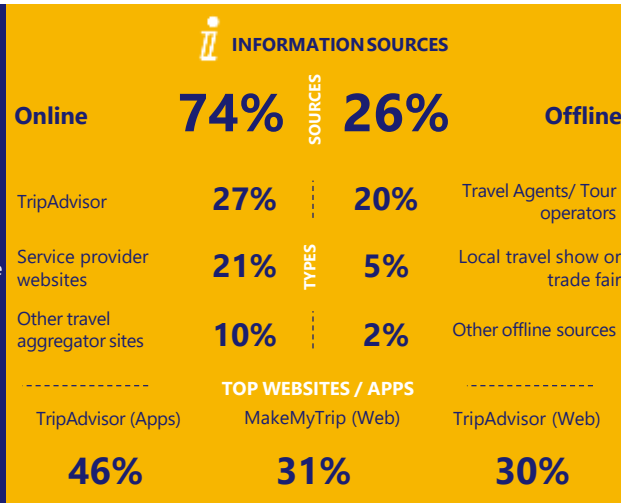
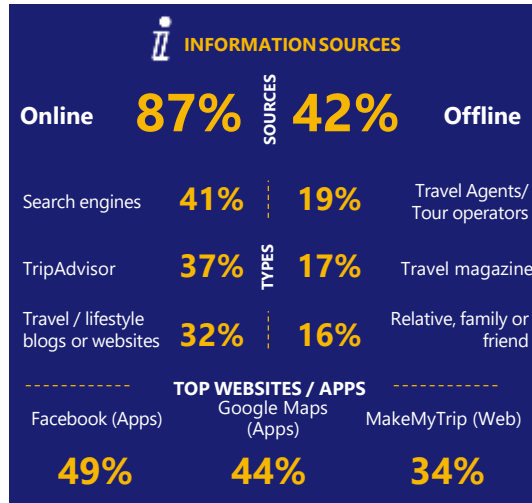
WHILE PLANNING



WHILE BOOKING

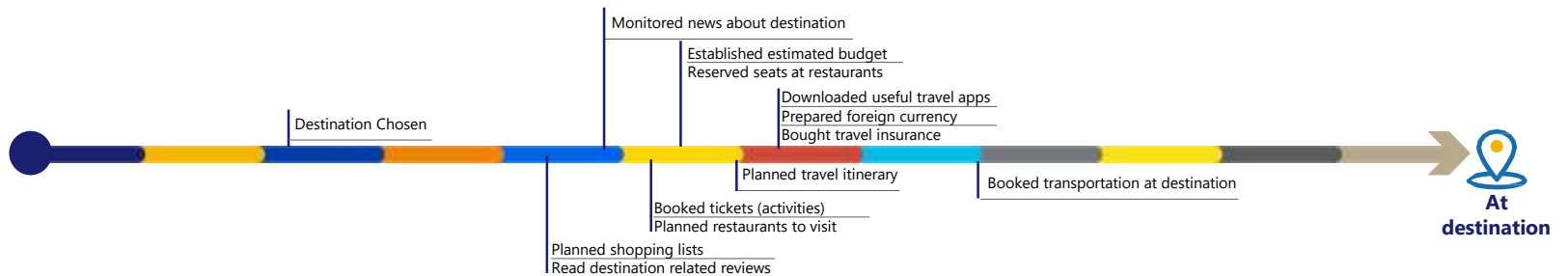


AT DESTINATION



54%

GROUP / PERSONAL GUIDED TOUR





India



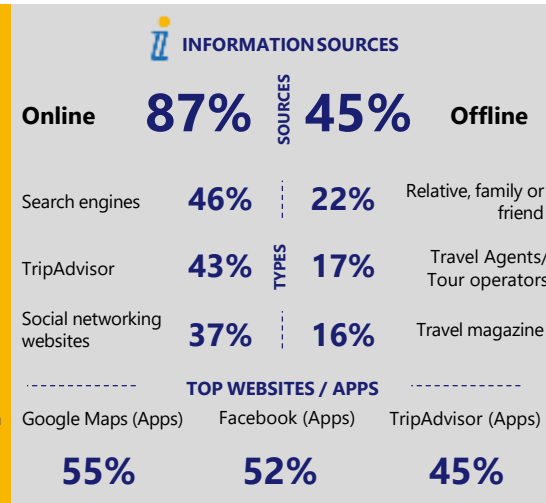
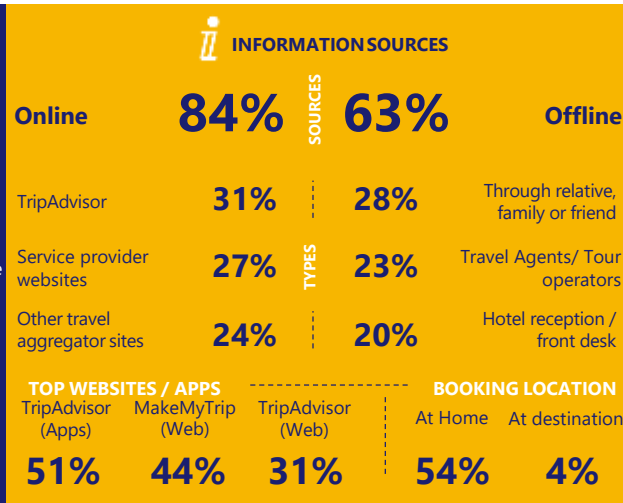
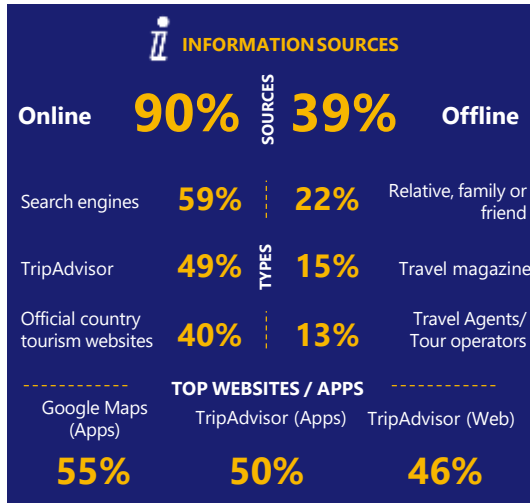
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WHILE BOOKING

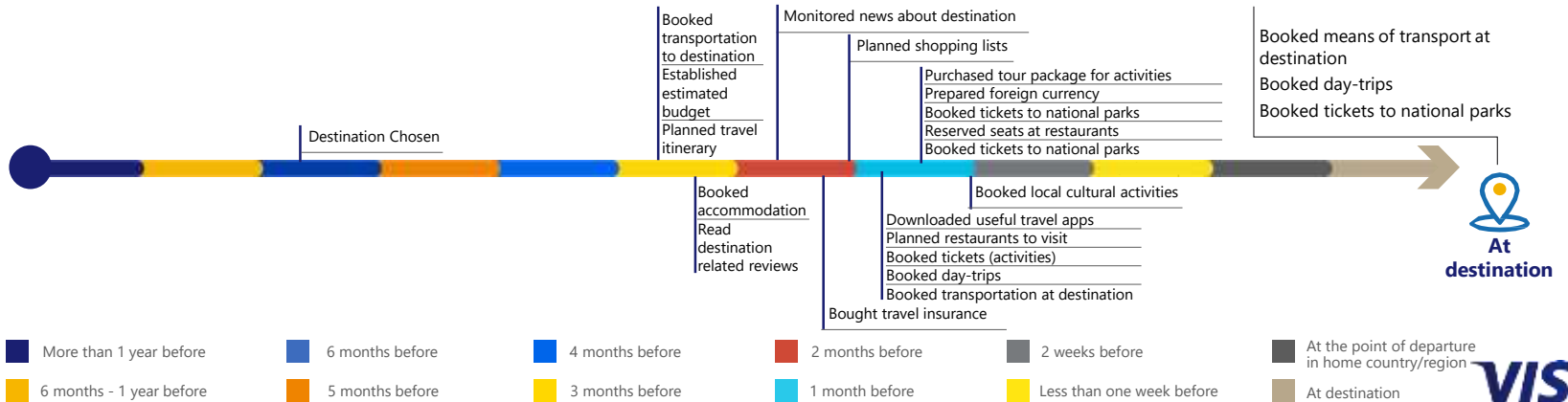


AT DESTINATION











46%

PARTIAL PACKAGE / INDEPENDENT



Travel activities

															
Food/dining		Shopping		Tours and attractions		Entertainment		Outdoor activities		Nature		Medical related		Volunteering	
67%		69%		68%		56%		43%		68%		25%		6%	
Famous restaurants	33%	Duty-free shopping at destination airport	32%	Visited famous cultural locales	44%	Visited the local night scene	30%	Engaged in water sports	25%	Visited national parks	41%	Went for beauty and wellness	16%	Volunteered for not-for-profit organisations	6%
Street food	31%	Street markets	31%	Visited theme parks	43%	Watched concerts	22%	Engaged in extreme sports	19%	Visited beaches	36%	Medical treatment	8%		
Local cafes	30%	Medium / Large Retailers	30%	Visited religious monuments	31%	Participated in local festivals	22%	Engaged in sporting events	16%	Visited natural wonders	33%	Aesthetic treatment	7%		
Local casual / small restaurant	29%	Small Retailers	29%	Attended local cultural activities	28%	Watched musicals / plays	21%			Took a guided eco trek / tour	23%				
Fast food chain	28%	Local brand boutiques	22%			Attended sporting events	16%			Worked on a farm / went on a farm stay	11%				
In home dining with locals	19%	Luxury / Premium Brand Retailers	19%												
Non-local casual / small restaurants	14%	Factory / Premium outlets	15%												
Non-local cafes	8%														