

**TIC 2023 Market Breakout Session**

# India



**GB Srithar**

**Regional Director, India, Middle East & South Asia & Africa**

# 2022 Recap: Singapore welcomed 686,000 Indian visitors; second-largest source market after Indonesia



1. Average length of stay increased from **5.87 days (2019)** to **8.45 days (2022)**
2. Singapore is directly connected to 16 cities

<b>Metros</b>	<b>Mumbai, Chennai, Bengaluru, Delhi</b>
<b>Other cities</b>	<b>Hyderabad, Kolkata, Ahmedabad, Tiruchirappalli (Trichy), Coimbatore, Madurai, Trivandrum, Kochi, Amritsar, Visakhapatnam (Vizag), Pune, Guwahati</b>

## INDIAN VISITORSHIP ON RECOVERY TRACK

1. **Peak months in 2022:** June, July and September
2. **Meeting & Incentive:** Picking up momentum, including big movements
3. **Cruise:** making a good comeback - 49,000 (2022) – 30% of 2019's 160,000

# 2023 Outlook: Rising consumer confidence in outbound travel; positive travel rebound momentum for SG, moderated by pricing considerations.

## **SURGE IN TRAVEL DEMAND AND HIGH INTEREST IN TRAVEL**

High confidence<sup>1</sup> and interest among Indian consumers for overseas trips. Singapore stands to benefit due to strong brand affinity, travellers' interest in close proximity destinations; and strong interest and collaboration with travel trade partners to promote SG.

## **INCREASE IN SPENDING**

Spending power set to expand further with government's new policies, incl tax cuts to sustain demand growth, amid expected slower economic growth.

## **INDIAN CURRENCY FLUCTUATION & ECONOMIC PERFORMANCE**

Economic headwinds may impact Indian currency strength and increase travel costs. But, cushioned by India's projected household spending growth and overall burgeoning travel demand.

## **INCREASE IN TAX COLLECTED AT SOURCE (TCS) TO 20% WITH EFFECT FROM JULY 2023**

Cost of travel packages will increase. But, travel demand to SG may remain strong due to the country's popularity<sup>2</sup>.

<sup>1</sup>According to STB's Brand Healthy Study conducted between Oct'21 – Sep'22, (1) Indian travellers were the most confident to travel and are intending to travel compared to global average. <sup>2</sup>In the same report, Singapore was the most considered destination (within Asia & Oceania region) followed by Dubai.

# Trends & Opportunities: Indians are becoming more discerning, well-exposed to the world and willing to pay more for quality and experiences.

## INDIAN CONSUMERS ARE BECOMING INCREASINGLY SOPHISTICATED

With 67% of the India's population under 35 years old, the younger workforce has expanded India's middle class. They are coming into their own; they care about getting ahead and differentiating themselves as global citizens.

*Appreciate global brands catering to Indian tastes and culture. Quality, experience and reliability tend to be the most cited reasons why Indians trust brands. [GfK]*

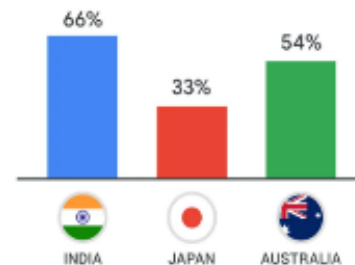
Shifting towards international leisure events as a POV, including **specific spectator sporting events and concerts.**

## DIGITAL IS THE WAY TO GO

The pandemic has sped up tech adoption in India, changing how Indian consumers live, eat, play and book online.

*60% of the travellers book online, nearly US\$24B in incremental bookings were made online in 2021. [Bain & Company]*

Users who used Google Search to plan travel



[Think Google]

## MARKET DIVERSIFICATION

Greater connectivity between metro and secondary cities due to strong domestic travel recovery. Outbound travel on the rise.

*India is the world's fastest growing aviation market*

- Air connectivity grown by 240% (2009 –19).
- 2.6M aircraft movements in 2018-19 (+12.1% YoY)
- 206 airports, enabling 1,000 routes by 2023 (+98% vs 2019)

# STB India's 4-pronged mid-term strategies

## 1. REFRESH OUR TRADITIONAL STRONGHOLDS

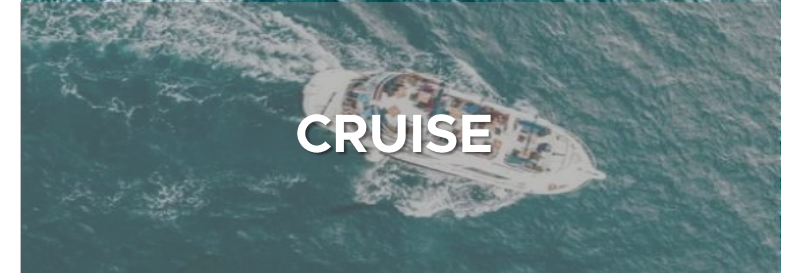
Drive yield through our right-to-win segments



Protect our visitor arrivals base by **diversifying from well-worn itineraries** by pushing fresh (and high yield) products and **influencing key decisionmakers**



Ramping up **active farming** to build back 2019's MICE numbers



Target **premium consumers** for cruising; including lengthening pre & post cruise stay; entice the young to cruise more

## 2. ENTRENCH SINGAPORE AMONGST YOUNG INDIANS

Capture the next generation of travellers



Focused positioning of SG as a **fun, action-packed, and world-class playground for young indians**; building awareness of its unique, varied lifestyle experiences in dining, retail and lifestyle events, **displacing the notion of it being a standard family-only destination.**

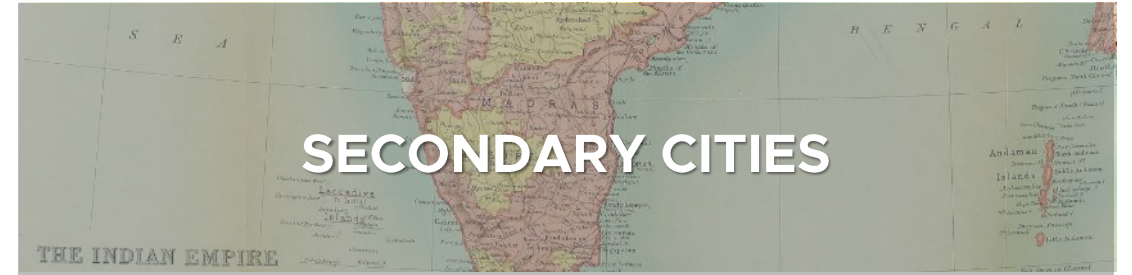
# STB India's 4-pronged mid-term strategies

## 3. CLAIM STRATEGIC SPACES

Consolidate efforts and deepen engagements in emerging areas of opportunity



Grow traffic from premium Indian weddings **choosing Singapore** as their destination for life milestones.



**Market prioritization**; driving effective marketing and growing Visitors Arrivals from secondary cities

## 4. SHAPE TOMORROW'S PERCEPTION OF SINGAPORE

Position SG as a future-forward destination amongst Indian hearts & minds



Position Singapore as an **aspirational destination**; differentiated by **future-forward** offerings and engagements

# 2023 Focus: Recover 2019 visitorship performance by strengthening consumer outreach & reshaping perceptions; strategic partnerships with travel trade partner-friends to promote SG and drive conversions.

## Trade & Media Fam Trips to SG (Ongoing)

A series of fam trips to highlight new and exciting offerings and generating new leads.

## SATTE (22<sup>nd</sup> – 24<sup>th</sup> Feb 2024)

Connecting both Singapore & India travel trade at India's largest travel show.

## 3-city B2B roadshow (31<sup>st</sup> Jul week)

Engagement sessions for SG stakeholders to deepen and grow trade network  
Jaipur, Pune and Coimbatore

## Summer Family Holiday campaign (Mar)

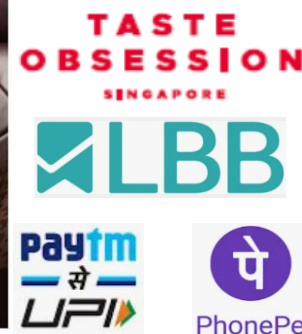
"Picture-perfect family holiday"  
promotions with Sentosa and MWG; Child < 12 YO travel at attractive airfare discounts and attraction offers with SIA

## Tactical partnerships (Apr to Dec)

Partnerships with key pan-India and regional agents with reimagined itineraries for Family and Young Indians

## Consumer activations

Consumer brand partnerships, incl SG-inspired F&B and Retail products; shifting mind set amongst Young Indians; Partnership with payment gateways to drive post arrival spending



# 2023 Focus: Ramp up efforts in MICE & Cruise to drive numbers, building Singapore's reputation as a wedding destination

## MICE

- In 2022, the **largest post-pandemic incentive groups were from India.**
- In 2023, MICE groups are picking up (*ranging from 150 to 500*). STB India will continue to build pipeline and cultivate leads.

### Planned Activities

- *MICE agent FAM with Cruise (Mar)*
- *Participate in Travel MICE & Corporate Show (Mar), NIMA MICE Forum (Mar), MTM (Jun), MILT (Jun), BLTM (Sep), Intl' MICE Showcase (Nov)*
- *Hot M&I leads: Ultratech (800pax, Jun/Jul), Glenmark (200pax, May), HDFC (350px, Oct), Laborate Pharma (800pax, Jul), Birla (400pax, Oct), Nuvoco Cement (400pax, Sep)*

## CRUISE

- In 2022, India remained as a **top source market for cruise.**
- In 2023, to further entrench cruise product for leisure, wedding and MICE to drive **quality tourism.**

### Planned Activities

- *Cruise Conclave (Mar)*
- *MICE x Cruise Fam (Mar)*
- *Cruise Development Fund with key in-market agents to promote pre/post cruise itinerary with longer LOS and higher yield (Ongoing)*

## WEDDINGS

- In 2023, strengthen Singapore's position as an **aspirational destination** for Indian travellers to **host weddings and celebrate marriage anniversaries.**

### Planned Activities

- *Wedding Planners engagement with WeddingSutra (Feb)*
- *Participation at B2B networking platforms, including IIWC Experience (Mar) and Wedding Travel Show (Jul)*
- *Industry-led business development support scheme*
- *Partnership with influential wedding fashion designer*



# 2023 Focus: Content partnerships to reshape perceptions of Singapore as a destination among young Indians, position it as an fun, action-packed and world-class playground.

## STB x Tripoto - 6 Episode Web series, On My Own

To showcase the different side of Singapore beyond family destination and portray how female travellers can enjoy Singapore in a safe, independent, and empowered environment.

### Activations

1. 360 marketing campaign across social media, 3<sup>rd</sup> party platforms and influencer including a launch event which happened on 24 March 2023.
2. Driving PR outcome to further entrench Singapore's position as lifestyle capital.



## STB x MX player – A Date with Destiny

Adopting an immersive and interactive storytelling approach, **first time in India** branded content approach by any NTO or tourism brand, where the audience choose their own storylines. Explores Singapore through the key protagonists' lenses.

### Activations

1. Media Launch and PR to create a distinctive position for Singapore as a premium lifestyle destination
2. Potential partnerships with OTAs to drive awareness and conversion.



# Areas of collaboration

## Consumer Engagement and Enticing Travel

- **Product refresh** - Repurpose and/or share differentiated experience/itineraries relevant to the market
- **Expand Experiential offerings**- Incorporate relevant tours, leisure events into packages
- **Wedding-segment ready** – Partner STB on anchoring luxury Indian weddings by mobilizing on-ground support and resources
- **Product offerings for push in-market** - Provide content, marketing promotion plans/updates on your attractions and offerings - to amplify via STB’s WhatsApp Biz account or PR and social media outreach
- **Creative content with Indian talents** - Uploading photos and videos with Indian talents (incl families, young Indians and weddings) in Tourism Info Hub (TIH) for use in marketing promotions
- **Areas of opportunity** - Provide value adds to drive off peak travel or pitch for weddings and anniversaries

## Trade Engagement – “Deepening Connections, Achieving Together!”

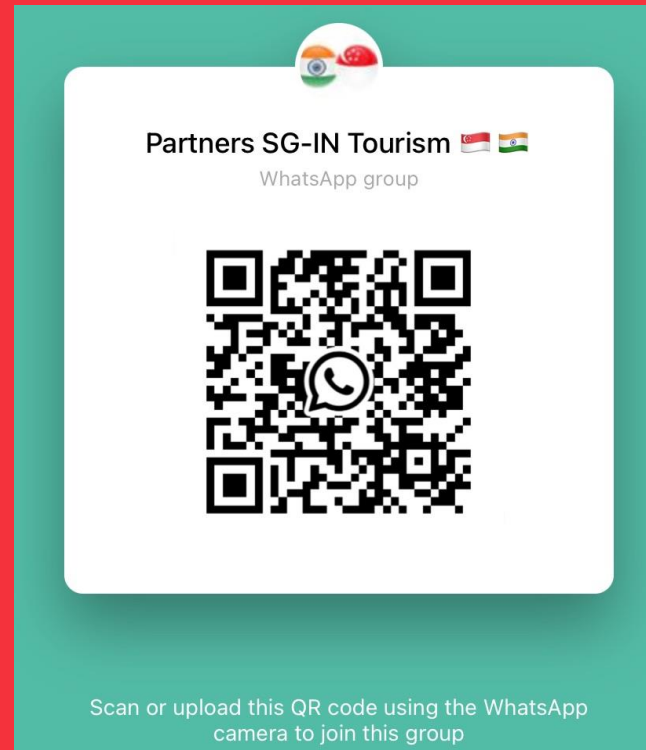
- **Promotions thru In-market trade** - Working closely with the in-market travel agents to promote
- **Deepen Trade engagements** - Joining us for relevant trade engagement sessions including SATTE (22<sup>nd</sup> – 24<sup>th</sup> Feb 2024) and 3-cities (Jaipur, Pune & Coimbatore) roadshows (31<sup>st</sup> Jul 2023 week); work with STB for your in-market trade engagement activations (e.g. MWG and Sentosa)

# STB India's Work Plans – 2023

- Strategic Trusts:**
- REFRESH OUR TRADITIONAL STRONGHOLDS (FAMILY WITH KIDS, CRUISE, MICE)
  - ENTRENCH SINGAPORE AMONGST YOUNG INDIANS
  - CLAIM STRATEGIC SPACES (WEDDINGS, SECONDARY CITIES)
  - SHAPE TOMORROW'S PERCEPTION OF SINGAPORE

2023												
*TBC												
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
<b>Media/ Content Partnerships</b>												
Always On Media Buy												
Tripoto - On My Own webseries				MX Player – A Date with Destiny		Podcast partnership		Passion Made Possible Content Partnership				
*SG x Indian Artists Music Collab						*Mega Influencer content collab						
<b>PR/Social Activations</b>												
SG Cocktail Festival				Wellness Festival Activation		Wedding Influencer Engagement			*Chota Bheem 2.0			
<b>Consumer engagement / tactical campaigns</b>												
Little Black Book (LBB) - SingaporeInspired					Tech Partnership			Family-themed Musical Collaboration				
Digital campaign for Families			Photoshoot with Indian talents		Airline p/n to promote off-peak travel				Airline p/n to promote off-peak travel			
Paytm partnership		Taste Obsession Activation					*UPI partnership					
Partnerships with travel intermediaries for segment specific conversion outcomes												
<b>Trade Engagement</b>												
Always on Product training/ update & Communications Quarterly EDM & Whatsapp Biz Account												
Cruise Development Fund onboarding of partners to promote pre/post cruise itinerary with longer LOS and higher yield												
SATTE Tradeshow		Cruise Conclave		3-Cities Roadshows				*Trade Appreciation & Networking				
Wedding B2B Networking & Tradeshow				Wedding Planner FAM								
<b>MICE</b>												
MICE engagement – Farming Leads & Cultivating Corporates												
MICE FAM with NIMA		MICE Conclave		MTM Corp Tradeshow, Mumbai		MILT Tradeshow		BLTM Tradeshow		Indian Association Congress		MTM Tradeshow & Exhibition Showcase MICE Summit, Delhi
		Travel MICE & Corp Show								Corp event 4moles.com		* - tbc

**Join our STB India WhatsApp Group (for SG Stakeholders) to receive latest update and market insights.**



**Thank you**

For more information, please contact Mr. Edmund Koh at [Edmund\\_koh@stb.gov.sg](mailto:Edmund_koh@stb.gov.sg)