

Les touristes indiens explorent les destinations internationales

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More and more Indian travelers now consider exploring new international destinations. A collaborative study conducted by Nielsen Company together with PATA (Pacific Asia Travel Association) has shown that there is a great potential of significant increase in number of Indian tourists in the following years among Asian countries such as China, Indonesia and Maldives. Several African countries are also now being visited by Indian tourists. India's neighboring country, Bangladesh, is also constantly increasing its Indian tourist arrivals.

Singapore used to be the top destination for Indian tourists. However, the number of Indian visitors has gradually declined since 2008. Indian business travels has dropped from 25% in 2008 down to 15% in 2010. Consequently, Indian leisure trips have also dropped from 32% down to 24% in 2008.

Malaysia ranks higher than Singapore as a top international destination for Indians when it comes to leisure travels. On the other hand, United Arab Emirates particularly Dubai is now on the first spot when it comes to business travels of Indian businessmen. Beside the Asian countries mentioned above, Japan and Sri Lanka have also recorded an increase of Indian tourist arrivals. Asian countries now account for 76% of Indian leisure travels and 63% of Indian business travels. Conversely, European destinations have also shown slight increase in percentage of Indian leisure travels by 10% and business travels by 14%.

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