

India Snapshot

Country Facts:

Overall Population:

1,129,866,154 (2007 est.)¹

Key Cities in India:

Mumbai (formerly Bombay)
Kolkata (Calcutta)
Bangalore
Hyderabad

Delhi
Pune
Chennai
Ahmedabad

Official Languages:

English is the most important language for national, political, and commercial communication. Hindi is recognized as the national language but only 30% of the population are fluent.²

Religions:

Hindu (80.5%)
Muslim (13.4%)
Christian (2.3%)
Sikh (1.9%)

Currency:

Indian rupee (INR)

Exchange Rates:

1 USD = 40.62 INR
1 EUR = 55.03 INR
**as of May 9, 2007*

Leave Entitlement:

The average leave entitlement of 30 days (varies regionally) includes 19 public holidays.

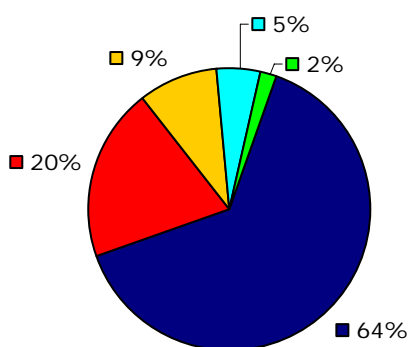


India Snapshot



India 2005 Travel Statistics:

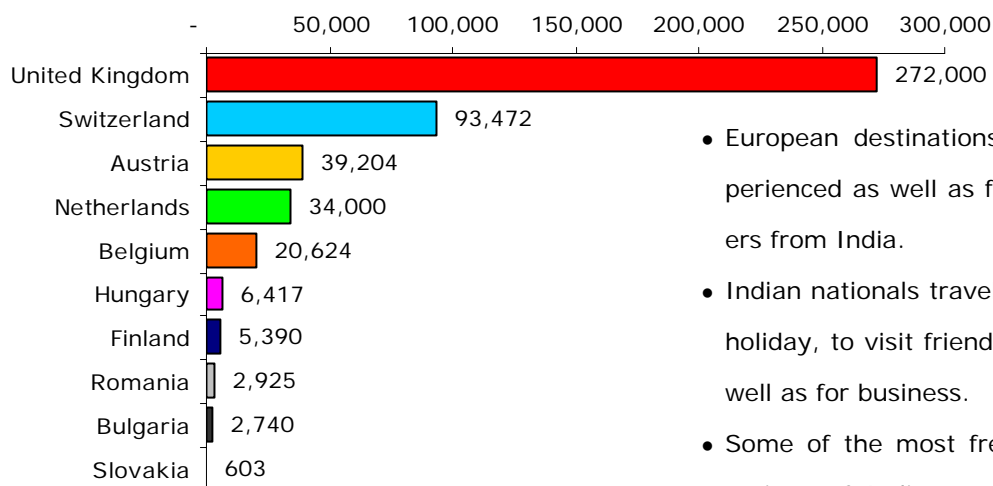
2005 Distribution of Indian Outbound Departures to Major Regions³



■ Asia ■ Europe ■ Americas ■ Africa ■ Australia/Oceania

- The total number of outbound travelers from India for 2005 was 7,180,000.
- Indian travelers favored Asian destinations particularly Singapore, Malaysia, Thailand, and Hong Kong.
- Europe was the favorite destination outside Asia followed by the Americas and Africa.

2005 Arrivals of Indian Travelers in Selected European countries⁴



- European destinations are popular among experienced as well as first-time long haul travelers from India.
- Indian nationals travel to Europe for leisure and holiday, to visit friends and relatives (VFRs), as well as for business.
- Some of the most frequented European destinations of Indian travelers include the United Kingdom, Switzerland, France, and Austria.

India Snapshot



Nordic Packages Offered in India:

<i>Tour Operator</i>	<i>Package/Destinations</i>	<i>Price</i>
Raj Travel World	Classic Scandinavia (10 days) Denmark, Finland, Norway, Sweden	EUR 2,440
Dewan Worldwide Holidays	New European Experience (15 days) Denmark, Finland, Ireland, Norway, Scotland, Sweden, United Kingdom	EUR 2,200
Thomas Cook (India)	Scandic East Europe (18 days) Denmark, Finland, Norway, Sweden, Germany, Czech Republic, Hungary, Austria	EUR 3,880
Vensimal World	Iceland (5 days) Iceland	EUR 1,850 to 2,172

Indian Traveler Profile:

The Indian outbound market has expanded to include all travel segments, from children to retirees. 60% of Indian departures belong to the 25-45 age group. MICE and business travelers are predominantly male. Europe receives a significantly high percentage of arrivals since Indians are fascinated by the rich cultural heritage of its cities and favor its inviting climate.

Income

- The National Council for Applied Economic Research (NCAER) estimates that 56 million people in middle-class households earn between USD 4,400 to USD 21,800 (EUR 3,250 to 16,100) annually.⁵

Travel Cycle of the Indian Tourist to the Nordic Region

- The peak travel seasons for outbound leisure travel from India includes the traditional holidays of Christmas and New Year's consisting of two weeks in December to January, the summer school holidays (mid-April to end of June), and the Festival of lights, Diwali, at the end of October or early November. The Nordic region is typically the second or third choice of Indian outbound travelers to Europe.⁶

Nights Spent by Indian Visitors in the Nordic Countries

- In 2006, Indian visitors spent a total of 39,478 nights in Finland.⁷ For Denmark, Iceland, Norway, and Sweden, nightly statistics for India are included as part of other Asian countries.

Average Daily Expenditure of Outbound Indian Travelers

- Indian leisure travelers are known to be big spenders when traveling abroad. According to estimates of various tourist boards, Indians spend between EUR 150 to 570 per day.⁸