

Dubai among top travelled destinations from India

The Indian outbound travel has been on consistent growth year-on-year, the percentage of growth may vary but the trend indeed is very positive.

■ Rajesh Tiwari

Rapid urbanisation, increasing disposable income, better flight connectivity, arrival of low cost carriers and more investments from foreign players in India market has boosted travel from India.

“The business to Dubai is growing and today it is one of the top destinations in the mind of Indian travellers. Besides Dubai, Abu Dhabi is the destination to watch out for as there is a steady stream of queries for Abu Dhabi. We have seen this growth of traffic to Dubai over the last 3-4 years. There has been a demonstrated preference for luxury beach resorts, entertainment and family holidays in the GCC countries, said, **Deepak Narula**, Managing Director, Aman Travels.

Speaking on the same lines, **Jaal Shah**, Founder, Rezlive.com & Group Managing Director, Travel Designer Group, said, “Dubai is amongst the top travelled destinations from India. Since, we have our own office in Dubai which makes it easier for us to source the local



Deepak Narula
Managing Director, Aman Travels

product at the same time allowing us to support our clients visiting Dubai.”

The main destinations for Indian leisure travellers are Dubai, London, Singapore, Thailand, Malaysia and countries of Europe and USA. The interesting fact is that more travellers are now beginning to express interest in offbeat destinations. People are on an experimental path with short duration stays at Turkey, Greece, Kenya and South Africa.

According to Shah, 68 per cent people travel for leisure purpose followed by business. Leisure travellers are large in volume though they are increasingly more sophisticated and demanding. “Findings from noted surveys reveal that Mumbai is the leading source of India's outbound travellers with a market share of around



Jaal Shah
Group Managing Director, Travel Designer Group

33 per cent, followed by Delhi at 26 per cent. The leisure travel still dominates the segment share in Indian outbound travel,” he informed.

Elaborating on the growth of traffic to Dubai, Narula highlights, “Tourism traffic has increased in Dubai and GCC countries because of the innovation they follow. These countries come up with new attractions which influences Indians to go there repeatedly.” Despite of gender, people of different age group find Dubai and GCC countries apt for spending their precious time and money. “We try to strategies our marketing activities towards the promotion of upcoming attraction in these places in order to increase the tourist traffic to Dubai and GCC countries, he added.