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**A Billion People**

**A Billion Needs**

**A Billion Expectations...**

**Are you ready for us?**

**Kavita Bhalla**

## **COX & KINGS – PROFILE**

## **INCREDIBLE INDIA !**

## **WHY INDIA MATTERS**

## **MICE MATTERS**

- TRENDS**
- PERSPECTIVE**
- HIGH FIVES**
- EXPECTATIONS**

## **MICE IN SPAIN**

# Cox and Kings: Company Profile



Established 1758 : Oldest Travel Company in the world

Complete travel solution provider

Global footprint : Offices in over 10 countries

Pan-India coverage with over 150 outlets/branches

Listed on the India Stock Exchange

**360° Travel. 100% Focus**

# Cox and Kings: Accolades and Awards



Brand has evolved over 250 years

# 1 Among Top Brands<sup>(1)</sup>

Leading Player in the Indian Market



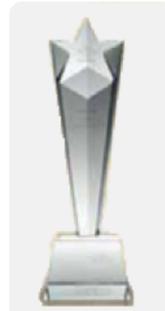
Most Innovative Travel Company  
-Today's Traveller  
Travel Awards, 2009



The Economic Times Survey:  
Cox and Kings voted as the  
Top Rated Tour Operator  
2009 –Outbound



Best Domestic Tour Operator –  
TAFI award by TravelBiz Monitor  
Travel Awards, 2009



Best Inbound Tour Operator –  
TAFI award by TravelBiz Monitor  
Travel Awards, 2009



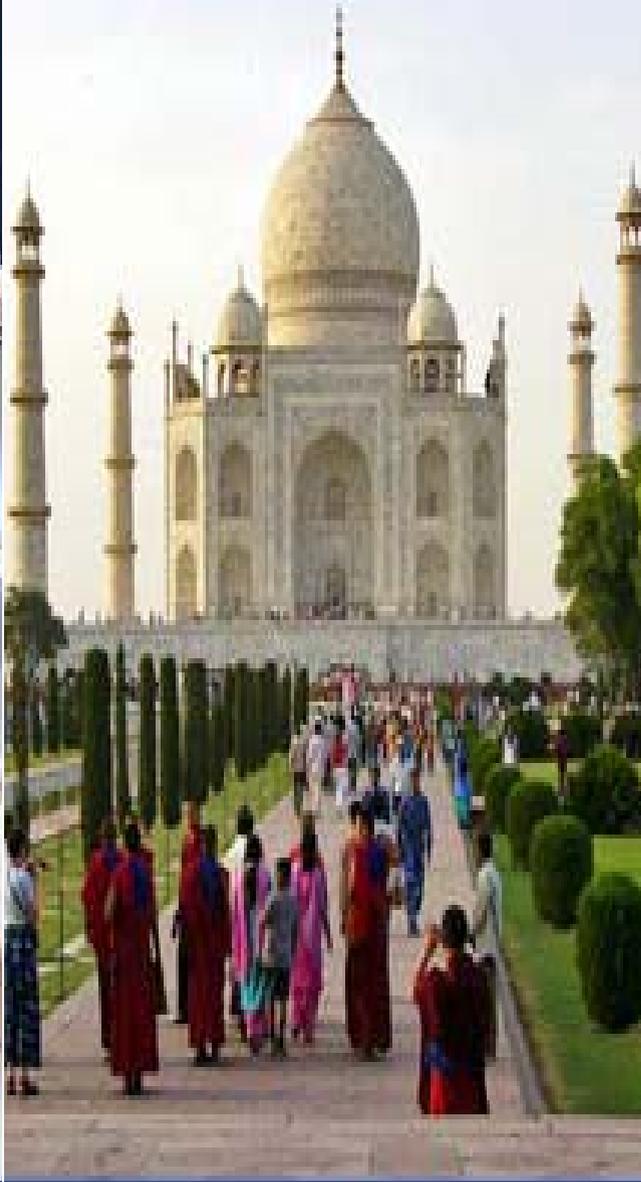
Most Innovative Product Launch  
TAFI Award – TravelBiz Monitor  
Travel Awards, 2009

NATIONAL TOURISM  
AWARD



Ministry of Tourism,  
Govt. of India  
'DOMESTIC TOUR  
OPERATOR'  
2003 -04, 2004-05 2005-06

Note: 1. Based on survey conducted in 2008 by TNS and co-funded by Media magazine across 10 countries in Asia Pacific region



**Incredible India!**

**Bazaar**



**Global Bazaar**



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**Striving To**



**SHINING**



**Exclusive Car**

**TO**



**Inclusive Nano**



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**Computer  
Illiterate**

**TO**



**Mobile Proficient**

# Why India Matters – Indian Economy



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1.1 Billion People

28 Million Passport holders

GDP of more than 8%

1.6 million households earning over USD 100,000 p.a.

– Growing @ 14%

Middle Income Group over 300+ million.

Increased disposable income

**8th in the World – Number of  
BILLIONAIRES**

# Why India Matters – Outbound Overview



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- Growth rate of **11.8%** per annum
- **40%** of Outbound travel is for Holiday purposes
- Outbound Market growth : **3.7 million (1997) to 10 million (2008).**
- Outbound tourism expenditure grown by over **25.7 % (2006 -2011 )**
- Expected to reach a value of **USD 21 billion by 2011**
- Europe Share : 20% of the Indian Outbound market
- **UNWTO : India in 2020 - 50 million Outbound Tourists**

# MICE Matters – In India



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## **Fastest growing segment of the Indian Outbound @ 30%**

Continued globalization of India – Every MNC having a base  
Incentives to travel overseas : Is a standard across all segments  
of Industry

Automobiles / Insurance / FMCGS/ Pharmaceuticals / IT

Companies expanding travel budgets: As Work force increases

Far East a preferred destination for first time MICE

**... Graduating to Europe and Long Haul is a given**

# MICE Matters – The Indian Traveler Profile



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80% male

Age Group : 30 - 55 years

Well educated

May not be fluent in English

May not have travelled abroad

Length of stay : Average 3/4 nights



**... Incentive clients view frugality in price & bargaining with Travel Agent as a birthright**

# MICE Matters : Expectations



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Quirks

Of

the Indian

MICE

Traveler



- Is the quintessential "groom"
- Needs everything done yesterday
- Unwilling to try new cuisines
- Spends less time at attractions
- More time at Shopping
- Yet wants a packed Programme
- Will always be that little bit late
- Expects everything Laid out & paid up

# MICE Matters – The High Fives



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## Top 5 Outbound destinations in Europe

- U.K.
- Switzerland
- France
- Italy
- Germany

## Top 5 Emerging destinations

- Egypt
- Turkey
- ***Spain***
- Greece
- Finland

# MICE Matters – The High Fives

**ECONOMICAL COSTING**

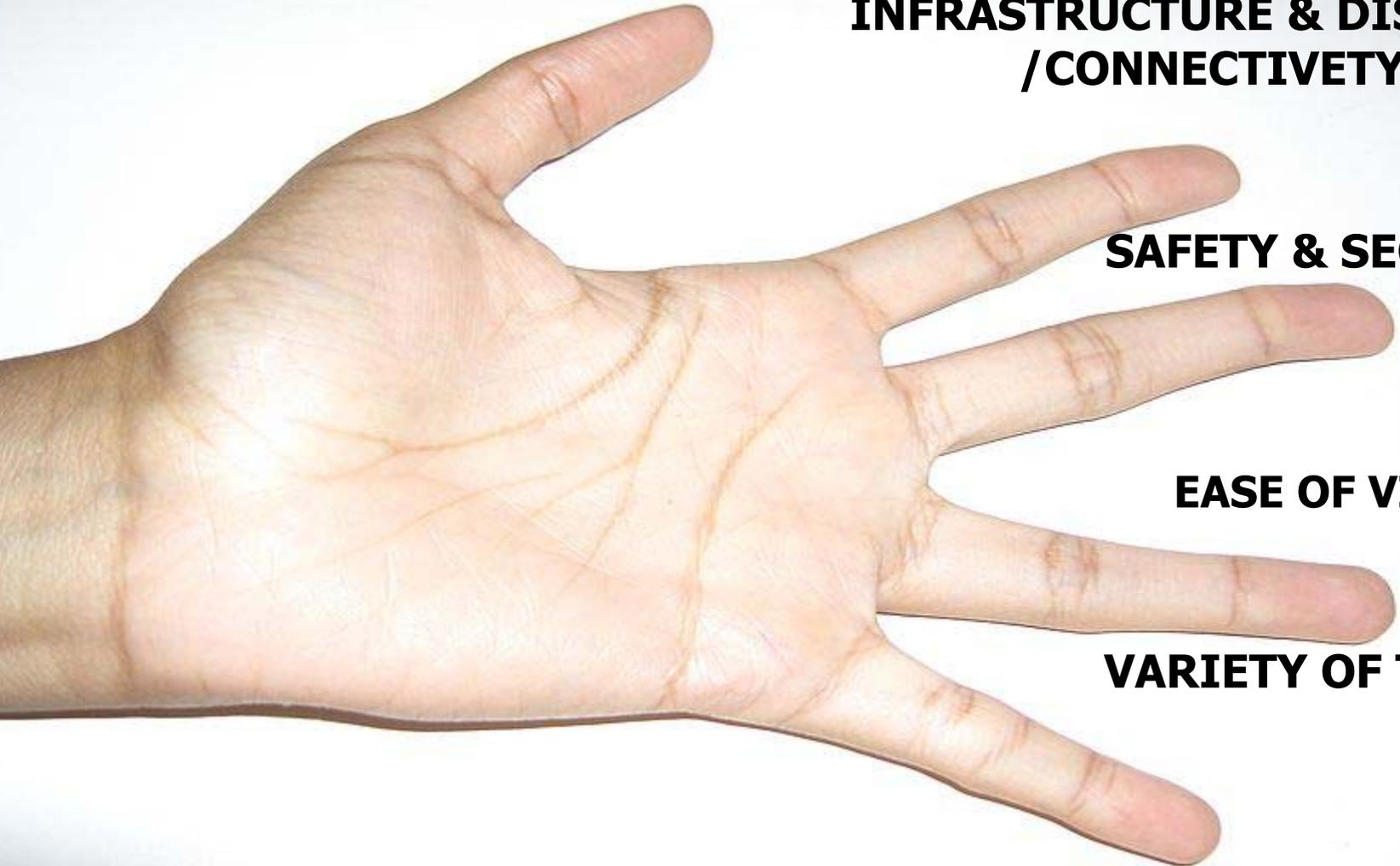
**INFRASTRUCTURE & DISTANCE  
/CONNECTIVITY**

**SAFETY & SECURITY**

**EASE OF VISA**

**VARIETY OF THINGS  
TO SEE**

**Overall image of the destination**





## **MICE Spain – A Reality Check**



**Distance : Spain is Long Haul**

**Average flight time is 15 – 18 hrs**

**No direct connectivity**

**Inadequate information**

**Price of travel product**

**In country expenses : relatively higher e.g. Food,**

**Venue rentals , Shopping**

# MICE Spain – The Product



Madrid - high recognition for its vibrancy and night life  
Picasso

Barcelona - as the stylish city with amazing architecture  
Gaudi

Football: Barcelona and Real Madrid

... Lot to be discovered e.g. Gastronomy, Mediterranean

A silhouette of a person with long hair, seen from the side, with their hands pressed together in a prayer or 'namaste' gesture. The background is a warm, glowing sunset or sunrise with a bright sun low on the horizon, creating a gradient of orange and red light.

VAMASTE

**key to Success**

# The key to Success



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## **Hola.... Namaste !**

- From Airport itself
- Signage Clarity : Indian Travel Agents / Client Name
- Representative should be visible
- Should speak English clearly

# The key to success...



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## Tour Guide

Key factor in determining the success of the group - passion of the local tour guide

Buffer between the language & cultural barriers

Familiarity with the Indian Culture & Hinglish – A big plus

Help in haggling and bargaining

## The key to success...



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## At Hotel

- Employees : Sensitive to East / West Cultural differences
  - Respectful towards the Asian/Indian Traveler
- Awareness : Telephone Operators, Reception, Security
- Food : Indian dishes at Breakfast (especially Vegetarian)
  - No Pork or Beef at any meal or clearly marked
- Room : Tea kettles - hot water for tea is a MUST
  - Daily replenishments of Tea /Coffee sachets
- Toiletries : Indian traveler is accustomed to seeing a lot
- In Room : Turn down service

**Ability to source or provide Indian food at Hotel**

# The key to success....



## Food

Indian Meals are a MUST

Indian Food Options : Even better e.g. NORTH / SOUTH INDIAN

At least one meal should be Indian or both

Style is Buffet

Less cold meat dishes or raw food

Quantity of food

More spicy food than sweet

More vegetables than meat

Vegetarian e.g. No Oyster sauce or Abalone

Drinking water is standard



## ...Makes or Breaks the Incentive



**The key to success....**



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## **Entertainment & Activities**

Standard requirements - Conference always with lunch

High ceiling, Feel & Look

Gala dinner at Hotel or venue ... no rental charges please !

Free flow of soft drinks ... DJ ... hard liquor

Sightseeing / City Tour

Reluctance to do long day trips

Local culture is Important : as we don't see that in India

Curious about night life !

Bull fight / Flamenco shows

Bargain shopping venues

# Summation



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**PRICE**

**FOOD**

**FLEXIBILITY**

**ENTERTAINMENT**

**Understanding  
cultural needs**



**Indian's Keep the faith...**