



# INDIAN VISITORS

India is a country that differs greatly from Ireland in many ways, their culture, social norms and behaviours, along with consumer trends and tastes. Tourism Ireland wants to help you to understand these differences, by providing insights that will enable you to maximise the potential of the Indian market.

## Tourism Ireland's top tips for catering to visitors from India

TIP  
1



Indian consumers want to try local food but also like to eat Indian meals. There are varying dietary restrictions in Indian culture such as, Indian Hindus do not eat beef and Indian Muslims do not eat pork. Always ask for food preferences to be sure.

TIP  
2



Indian travellers are very active on social media while they are on holidays. Provide free Wi-Fi and internet access to encourage them to share their experiences.

TIP  
3



Demonstrate knowledge of Indian culture by greeting your customers with your palms joined and fingers pointing up while saying "Namaste." Discuss native pastimes such as, cricket and Bollywood films.

TIP  
4



Learn the differences in cultures, habits and behaviours from different regions of India. For example, people from the north tend to be more influenced by western cultures and fashion. People from the south often enjoy discussing education and entrepreneurship.

TIP  
5



Indians often travel with their families and so appreciate booking discounts such as, kids stay free, family packages and attraction bundles. If they receive a high level of service for a reduced price they will recommend to family and friends.



# INDIAN TRAVEL TRADE

India is a country that differs greatly from Ireland in many ways, their culture, social norms and behaviours, along with consumer trends and tastes. Tourism Ireland wants to help you to understand these differences, by providing insights that will enable you to maximise the potential of the Indian market.

## Tourism Ireland's top tips for doing business with Indian travel trade

TIP  
**1**



Develop strong relationships with Indian travel trade by sending regular emails and making face to face sales calls where possible. Outbound programmes for the new year are planned between October and November.

TIP  
**2**



While Indian travellers are still reliant on travel agents for planning their holidays, there is a growing preference for online travel agents. Build and develop relationships with both traditional and online travel agents.

TIP  
**3**



Demonstrate knowledge and respect for Indian culture by greeting Indian travel trade with "Namaste" in written and verbal communication.

TIP  
**4**



Provide itineraries with useful information and tips for visiting the island of Ireland such as, best places to eat, how to get around and best time to travel.

TIP  
**5**



MICE travel is an important market in India. These travellers have different needs to Indian consumers when travelling. Understand their preferences such as, their desire to stay in 4 and 5 star hotels.