

## HIGHLIGHT

# 'India at the heart of Tourism growth'

In an interview with **TRAVTALK**, Peter Long, CEO, TUI Travel spoke at length to **Rupali Narasimhan** on various issues ranging from the current global trends in travel to his plans for TUI in India.

In the present condition of economic austerity and uncertainty, travelling patterns have undergone significant changes. Recession may have altered consumer spending patterns yet the demand for leisure travel remains strong. "In today's world, value for money is a key driver. We, at TUI, actively seek to anticipate what our customers might need and deliver the right product at the right time. Coupled with value, today's traveller needs an experiential holiday which is as individual and unique as the traveller himself. Holidays are perceived as personal fulfilment and enrichment."

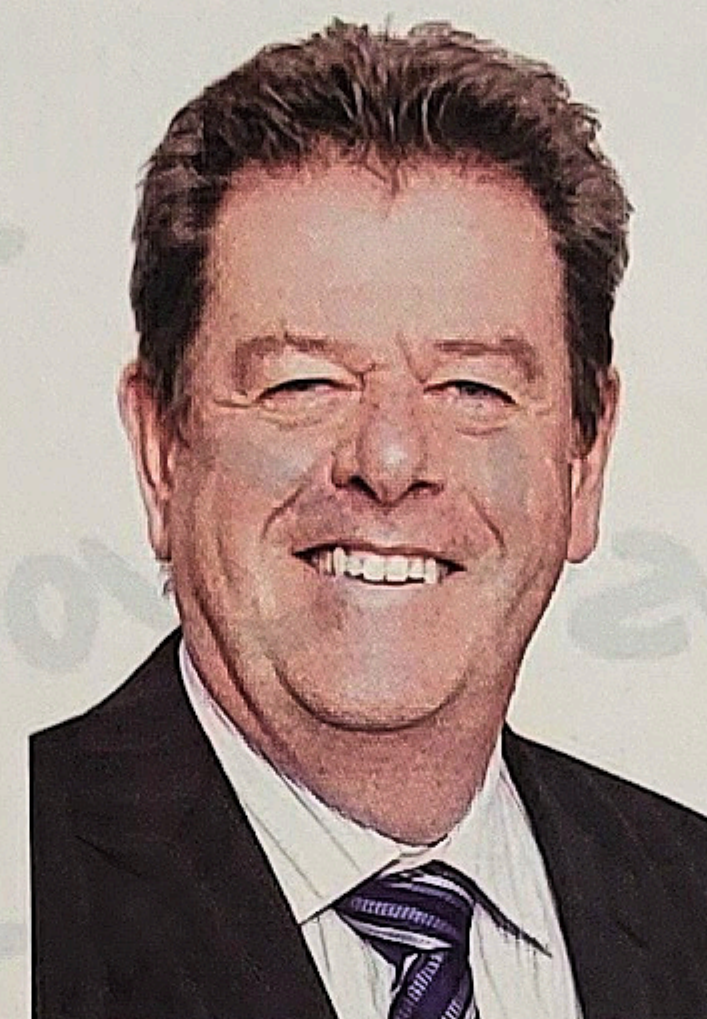
Emphasising that TUI's strength lies in delivering products suitable to every market, Long observes that

Specifically talking about the India market, Long said that affordability of leisure travel in India has

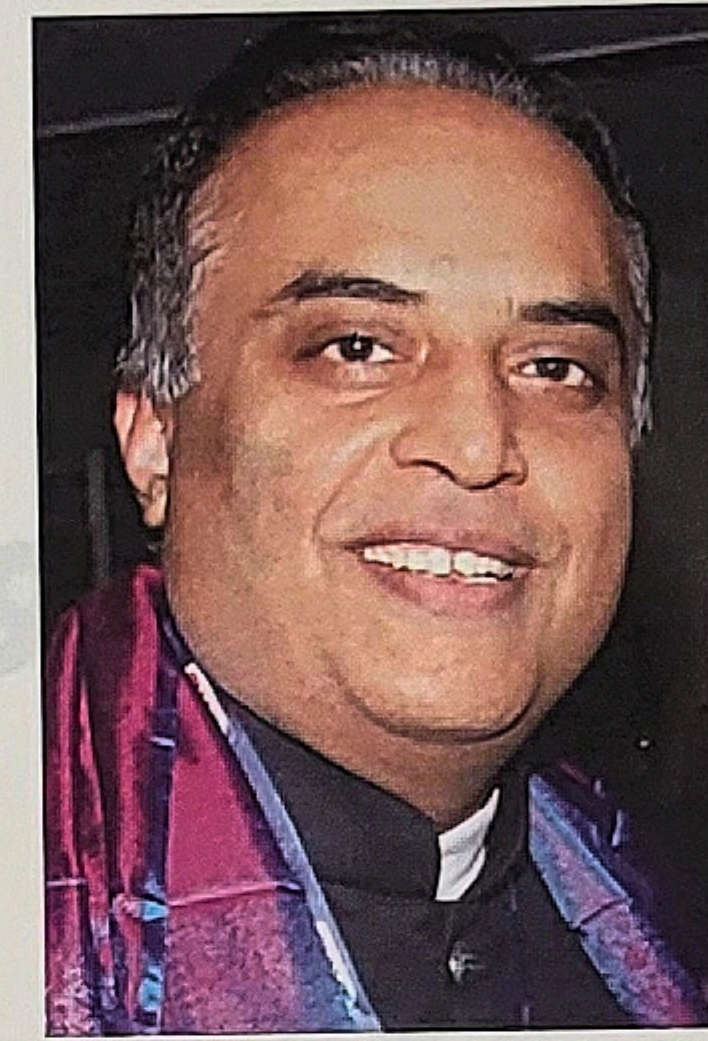
Adding to TUI CEO's point of view, **Arjun Sharma**, Managing Director, LPTI said. "TUI India is concentrating on providing an experience and not competing merely on prices. It is our endeavour to grow products at various price levels. There is immense experience in our parent company and we will use this vast knowledge to strategise our growth in the Indian markets."

When asked if the Indian outbound market was big enough to allow a new entrant, Sharma said, "The Indian market has a huge scope for growth for a new player. India is a value driven market and there is definitely an opportunity for more players. We will add to our market share if we create and deliver unique products at the right value."

As one of the largest travel companies in the world, TUI believes that to be a true brand leader in travel comes with a serious responsibility of protecting our fragile eco-system and managing social expectations. "TUI Travel's ultimate aim is to make travel experiences special. We try to deliver with minimum risk to the environment. We also work towards preserving local cultures and providing economic benefits to the host communities," added Long. The group in the year 2013 will take delivery of Dreamliners for their charters, which will cut the fuel consumption by 20 per cent. TUI Travel makes a lot of effort in protecting scarce resources such as water and energy, invest in societies by improving living conditions of local communities, promoting education and vociferously working to stop exploitation of children.



**Peter Long**  
CEO  
TUI



**Arjun Sharma**  
Managing Director  
LPTI

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The Indian market has a huge scope for growth for a new player. It is a value driven market and there is an opportunity for more players

TUI Travel was created in 2007 with a merger of various TUI group's tour operation businesses and First Choice Holidays. The new company thus born embodies its motto, making travel experiences special. Each of the four sub-divisions of TUI Travel viz. Mainstream, Specialists & Activity, Emerging Markets and Accommodations & Destinations carry the spirit of TUI with equal fervour.

### TUI Travel

TUI Travel was created in 2007 with a merger of various TUI group's tour operation businesses and First Choice Holidays

It is one of the largest leisure travel companies of the world and boasts of more than 250 products. Represented in 31 source markets, it handles approximately 30 million customers.

the BRIC (Brazil, Russia, India, and China) economies are going to exhibit the highest growth rate and will also manifest a long-term growth. "China, Russia, Ukraine and India are at the heart of tourism growth. Organised tourism has just begun in Asia and we at TUI have the knowhow, the expertise and the operational systems in place to take advantage of this trend," he further added.

long been established. With a huge middle class, the entry point in this case is low and TUI has a huge range of products to support this demand. "Indian travelling patterns are very similar to the Chinese leisure travel trend. Sun and beach are not primary drivers for the Indian markets. It has to be a family or a group which needs to be escorted and has special dietary needs," added Long.



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