

MAKE IT TO INDIA

THE PERSONAL INVITATION TO INCREDIBLE !NDIA

“MAKE IT TO INDIA” – WHY?

- ✓ **INCREASE** Foreign Tourist Arrivals in India from 7.68 Mn* to **10 Mn** by 2019
- ✓ **DOUBLE** Foreign Exchange Earnings from **US\$ 20.24 Bn*** to **US\$ 40 Bn** by 2019
- ✓ **CHANGE** India’s image & perception:
 - **AWARENESS** of e-Tourist Visa facility.
 - **SHOWCASE** India’s attractiveness through **Print, Digital & Social Media.**
 - **ENHANCE** India’s destination outreach through **effective PR**
 - **ENCOURAGE** prior visitors to **return to India.**
 - **OPTIMIZE** incentives for first time visitors to **visit India NOW.**

“MAKE IT TO INDIA CAMPAIGN”



- **“MAKE IT TO INDIA”** is a concept to bring all marketing efforts of Incredible India led by Ministry of Tourism, Government of India, under one umbrella, with a PPP approach, through a Special Purpose Vehicle (SPV) on the lines of the “Make in India” program.
- This campaign sets aggressive goalposts to enhance India’s destination marketing and to give it a positive edge over competing destinations like Sri Lanka, Thailand etc.
- This Campaign could liberally draw from (for example) the “Visit Britain” structure where the Govt and Trade come together to Market UK as a destination.

“MAKE IT TO INDIA” – HOW?

- ✓ **Draw influences from similar strategies** – Australia, UK, Singapore, Thailand
- ✓ **Partner with** GOI departments – External Affairs, Home Affairs, Aviation, Culture; States & Travel Trade.
- ✓ **Create 5-7 themes** - Heritage & culture, sports, shopping, events and festivals etc.
- ✓ **Use market statistics/consumer dynamics** to offer products/themes to specific segments/age groups.
- ✓ **Build aggressive Print, Digital & Social Media** centric campaigns to augment the Campaign.
- ✓ **Appoint Tourism Marketing Representatives/PR Companies** with specific KRAs, KPI's.
- ✓ **Extend warm personal invitations** from the Prime Minister of India, India Brand Ambassadors.
- ✓ **A yearly International Travel Mart B2B** event in the scale of an ITB/WTM lead by GOI to support this Campaign.
- ✓ **Offer discounted** Visa Processing Fees, Airfares, Accommodation and Transportation to promote the campaign in association with the trade.

“MAKE IT TO INDIA” – TARGET MARKETS

TOP 12 SOURCE MARKETS

SL NO	COUNTRY	DEPARTURES IN 2013
1	China	98,185,000
2	Hong Kong SAR	84,414,000
3	United States	61,569,000
4	United Kingdom	58,510,000
5	Russian Federation	54,069,000
6	Canada	32,977,000
7	Italy	27,798,000
8	France	26,243,000
9	Ukraine	23,761,000
10	Saudi Arabia	19,154,000
11	Netherlands	18,094,000
12	Japan	17,473,000

TOP 12 EMERGING MARKETS

SL NO	COUNTRY	DEPARTURES IN 2013
14	Hungary	15,997,000
15	Sweden	15,917,000
16	Mexico	15,911,000
17	Korea, Rep.	14,846,000
18	Switzerland	12,403,000
19	Romania	11,364,000
20	Spain	11,246,000
21	Belgium	10,818,000
22	Austria	10,671,000
23	Kazakhstan	10,144,000
24	Poland	10,050,000
25	Australia	8,768,000

INDIA RANKS 13th with 16,626,000 Outbound Departures in 2013

“MAKE IT TO INDIA” – STRUCTURE

UNIQUE PPP MODEL:

- **GOVT OF INDIA, STATES** to PUT IN **SEED CAPITAL**; CREATE A **DMIC** LIKE MODEL.
- **CEO** appointed by **GOVT OF INDIA** from Indian Administrative Services;
- **TEAM** of dedicated professionals both from **GOVERNMENT & INDUSTRY**;
- **AUTONOMOUS INSTITUTION** under **GOI** for Marketing & Promotions of Incredible India;
- **INDIAN TRADE** TO MAKE **FINANCIAL COMMITMENT** for **LISTING**, based on **TURNOVER**;
- **LISTED TRADE** has **UNIFORM** access/can participate in all **PROMOTIONAL ACTIVITY**.
- **TOP 5 DMC's OF SELECTED GEOGRAPHIES** become Marketing Partners through **A BID PROCESS**.

OPERATIONAL MODEL:

- **WEBSITE “VISIT INDIA”** acts as a **ONESTOP** information and shopping portal;
- **DIRECTS** consumers to listed **AIRLINE, HOSPITALITY, TRAVEL PARTNERS, INTERNATIONAL DMCs'**;
- **SEGREGATION** of **SERVICES – LUXURY, MID RANGE, BUDGET**;
- **CONSUMER** builds their own **ITENERARY** or takes help from a **LISTED PARTNER**;
- **APP** based Destination information, **WIFI ACCESS CARDS, TRAVEL CARDS** on using services;
- **IN TRIP** helpline with **LANGUAGE** support options;
- **POST TRIP** feedback **DASHBOARD** to measure Destination Viability & Real-time statistics;

“MAKE IT TO INDIA” – THEMES



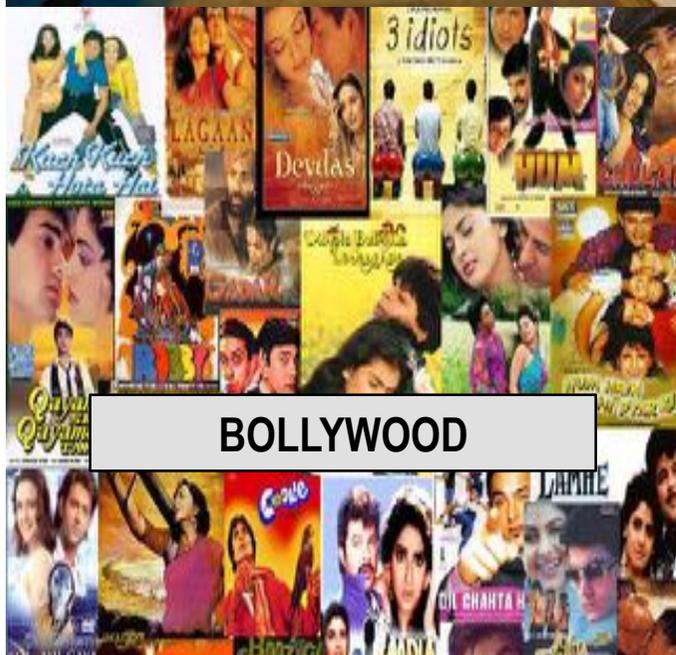
HERITAGE & CULTURE



CUISINE



EVENTS



BOLLYWOOD



BEACHES



SHOPPING

“MAKE IT TO INDIA” – TIMELINE



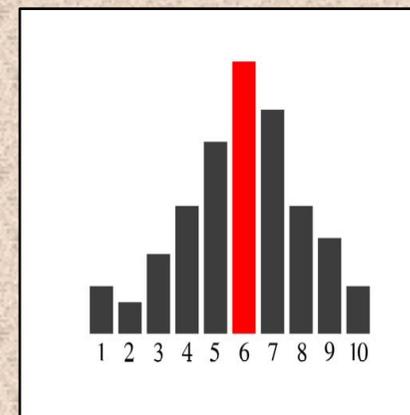
BUILD



TEASE



LAUNCH



MONITOR

**CAMPAIGN TO RUN FOR 4 YEARS;
MODERATE, MONITOR & OPTIMIZE REGULARLY FOR BEST RESULTS;**

“MAKE IT TO INDIA” – BUILD

- **MINISTRY OF TOURISM** – the Central Coordination Body.
- **MEA/MHA/BOI** – Evisa Facilitation (revise fees, extend duration)
- **MoCA, AAI, DIAL, MIAL etc** - Airport Facilitation
- **AIR INDIA**: Principal Travel Partner
- **RAILWAYS/IRCTC**: RAIL passes on Shatabdi's, Rajdhani's
- **MoC/ASI**: Single Ticket Pass to Monuments
- **STATES**: Identify Festivals, Destinations
- **TRADE**: Airlines, Hotels, Travel Services for offers & packages



3 Months

- **DEVELOP & BRAND** “MAKE IT TO INDIA” WEBSITE.
- **STRENGTHEN STRATEGIC MARKET RESEARCH & MARKET INTELLIGENCE**
- **APPOINT MARKETING /PR REPS** IN SELECTED GEOGRAPHIES
- **FIRST LAUNCH IN 3 SOURCE + 3 EMERGING MARKETS**
- **COMPLETE LAUNCH CYCLE** IN 12 SOURCE MARKETS & 12 EMERGING MARKETS IN 6-8 MONTHS.

“MAKE IT TO INDIA” – TEASE

- **OPERATIONALIZE** the **MAKE IT TO INDIA** website.
- **APPOINT** ‘India Experts’ (performance based pay) in selected geographies.
- **UNDERSTAND** the Consumer/Market Dynamics
- **FOCUS** destination themes accordingly.
- **CREATE** buzz around Events & Festival
- **COMMISSION** good stories in Media

2 Months

- **VISIBILITY** OF “MAKE IT TO INDIA” AT **KEY AIRPORTS OR LOCATIONS.**
- **INDIA PROMO** ON BOARD OF **FOREIGN CARRIERS.**
- **TEASER** IN SELECTED PRINT “**THE BEST TIME TO VISIT INDIA**”
- **ELECTRONIC** MEDIA CAMPAIGNS.
- **TACTICAL** PROMOTION WITH COUNTRY **FAVORED CREDIT CARD/BANK.**
- **BUZZ** IN **SOCIAL MEDIA** FORUMS.
- **FAM TRIPS** FOR DISTINGUISED **TRAVEL MEDIA & PROFESSIONALS.**
- **MEASURE INTEREST** AND **TWEAK** FOCUS/CAMPAIGN ORIENTATION.



“MAKE IT TO INDIA” – LAUNCH

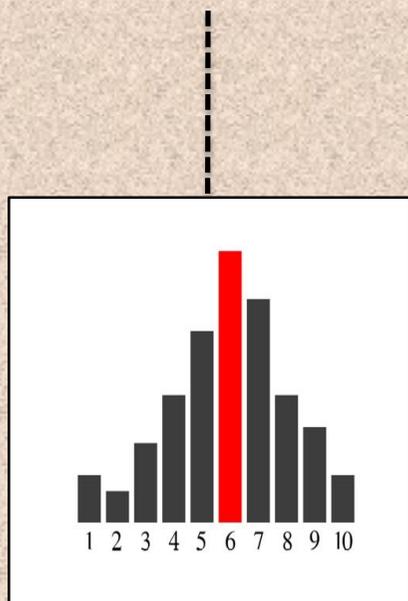


- **PERSONALIZED** invites from PM/Brand Ambassador/s
- **BIG BANG** launch across PRINT/DIGITAL/SOCIAL MEDIA
- **IN COUNTRY** Road shows
- **ENCOURAGE MNC's** operating out of India to create India Footprints:
 - McDonalds India Outlets mapped against Tourist Destinations (poster campaign at its International Outlets)
 - Coco Cola – Thirst of India

30 DAYS

- **REVISIT THEMES, TARGET AUDIENCE, MEDIUMS OF APPROACH**
- **REVIEW PERFORMANCE OF INDIA EXPERTS/APPOINTED ITMR'S/ PR**
- **ANNOUNCE “MAKE IT TO INDIA” WEEK (TRAVEL MART IN INDIA) - INVITE KEY OVERSEAS OPERATORS/MEDIA ETC FOR FOCUSED B2B INTERACTIONS ON GROUND.**

“MAKE IT TO INDIA” – MONITOR



- **KEEP** Markets motivated
- **REVIEW/RETRAIN** India Experts
- **MONITOR** performance of Media Strategies, Offered Themes
- **SCOUT** opportunities for strategic partnerships with IN COUNTRY Films/Concerts/Sports

Ongoing

- **APPRAISE** MARKETS OF NEW DESTINATIONS/THEMES
- **PLAN** AND DEVISE NEW INNOVATIVE MARKET ENGAGEMENTS
- **REPACKAGE & RELAUNCH** “MAKE IT TO INDIA” EVERY YEAR FOR 4 YEARS
- **CREATE** A FUTURE ROADMAPS FOR “MAKE IT TO INDIA”
- **CONDUCT** STATE OF ART **MAKE IT TO INDIA** WEEK (**TRAVEL MART**) EVERY YEAR.

“MAKE IT TO INDIA” – MUST HAPPEN

- ✓ A UNIQUE OPPORTUNITY TO PITCH INCREDIBLE INDIA IN THE SAME SCALE & LINES OF THE “MAKE IN INDIA” CAMPAIGN.
- ✓ THE BRANDS RUN PARALLEL AND COMPLIMENT EACH OTHER.
- ✓ FIRST STEP TO PROFESSIONALLY MANAGED DESTINATION PLANNING AND MARKETING FOR INDIA.
- ✓ A WIN-WIN SITUATION BOTH FOR GOVERNMENT & TRADE TO GET EFFECTIVE PENETRATION & ROI'S FOR MARKETING INVESTMENTS.

Incredible india



THANK YOU

