

INDIA

INTERNATIONAL MARKET UPDATE 2026

MARKET OVERVIEW

- India is South Australia's 5th largest inbound market and is ranked 3rd for expenditure as of March 2026.
- Key demand driving experiences include nature and wildlife, shopping, coastal and aquatic, food and wine.
- Australia is considered a 'highly aspirational' destination with natural landscapes and wildlife, with a wide range of experiences appealing to families and couples.
- As cricket is the most popular sport in India, Indians have a strong awareness of Adelaide Oval, which provides a basic reference point.
- 67% of Indian visitors to South Australia have been to Australia before.
- Currently 56% of all Indian visitors to South Australia are here on a Visiting Friends and Relatives (VFR) purpose trip, making it the most dominant purpose of visitation. VFR travellers should not be underestimated, and most are keen to experience the destination whilst visiting their friends and family.
- Whilst the market has traditionally been drawn to the East Coast of Australia, agents and consumers are gradually becoming more adventurous and seeking out new experiences in Australia.
- There is an emerging luxury segment in India. Currently this is small volume, but will continue to provide a growth opportunity.
- Indian travellers often need flexibility due to the size of group travelling. Where you can deliver flexibility, it will be well appreciated. If you have specific timings you need to meet, make your cancellation policies very clear so that any penalties are well known to those travelling.



FAST FACTS & FIGURES

Data is an annual average over 2 years ending March 2025-March 2026

INDIA	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
VISITS (SA)	4,000	12,000	2,000	5,000	21,000
VISITS (AUS)	94,000	286,000	43,000	81,000	427,000
NIGHTS (SA)	31,000	543,000	20,000	976,000	1,570,000
NIGHTS (AUS)	934,000	16,388,000	601,000	10,847,000	28,770,000
ALOS - NIGHTS (SA)	8	46	10	186	75
ALOS - NIGHTS (AUS)	10	57	14	134	67
EXPENDITURE (SA)					\$128m

ALOS = AVERAGE LENGTH OF STAY. VFR = VISITING FRIENDS AND RELATIVES.
#A HIGH AVERAGE DUE TO VFR.

SNAPSHOT OF CURRENT STATISTICS – MARCH 2026

VISITORS

 23k

NIGHTS

 1.62m[#]

AVERAGE LENGTH OF STAY

 70 nights[#]

EXPENDITURE

 \$138m

AVERAGE SPEND

 \$85 per night \$5,971[#] per visitor

INTERNATIONAL RANKING IN SOUTH AUSTRALIA

 #5 for visitors
#2 for nights
#3 for expenditure

AIR ACCESS

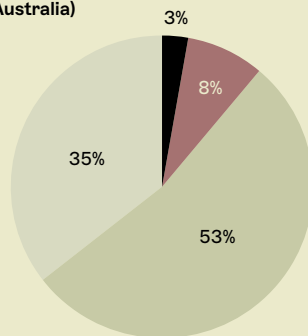
KEY CONNECTING AIRLINES

- Singapore Airlines (SQ)
- Malaysia Airlines (MH)
- Cathay Pacific (CX)
- Multiple airlines offer connections via other Australian airports

VISITOR ACCOMMODATION TYPE AND TRAVEL PARTY DESCRIPTIONS*

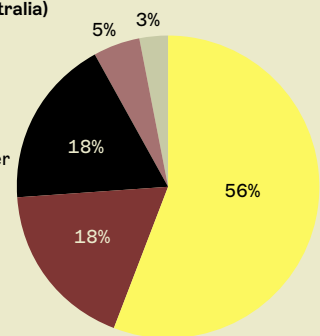
Visitor accommodation type (in South Australia)

- Hotels and similar accommodation
- Other accommodation
- Rented house/apartment/flat/unit
- Friends or relatives property



Travel party description (to South Australia)

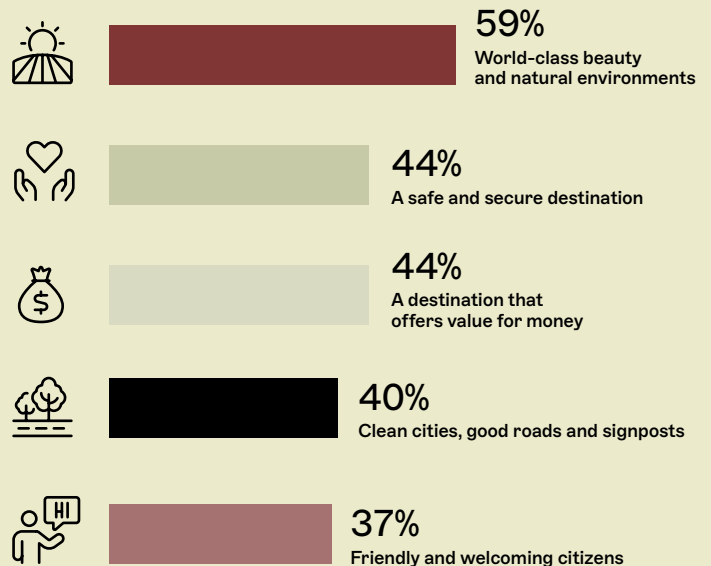
- Travelling alone
- Adult couple
- Family group - parents and children
- Friends or relatives travelling together
- Other travel party



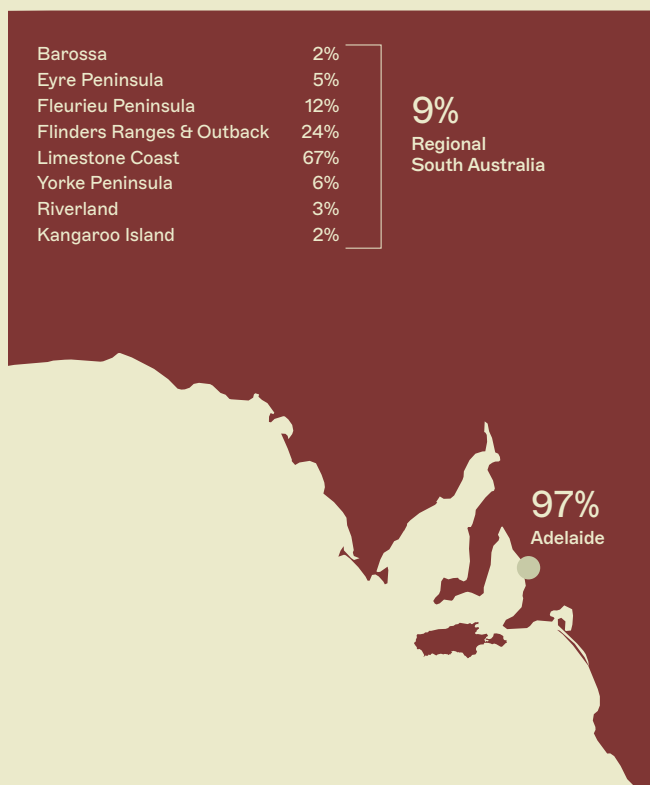
MARKET INSIGHTS

- Indians living in Australia are highly influential, and their impact on itinerary planning should not be underestimated.
- Indian travellers can be value conscious, so consider how you can make price and inclusions more attractive. Some examples include kids stay/eat free, small gift/value add, bundling attractions or stay 3 nights pay two nights.
- Developing relationships with key trade at events such as the Australian Tourism Exchange (ATE), Tourism Australia's Marketplace, G'Day Australia and other trade events and missions is critical for business success. Invest the time and be remembered.
- It is likely within a group of Indians there will be a variety of dietary requests. Many Indians are vegetarian and there are many different types of vegetarianism common in India. Halal is another dietary requirement among some Indian travellers to be mindful of.
- Indians often prefer to eat late dinners. Hot meals are always preferred.
- India has many festivals throughout the year and recognising an important religious festival will be appreciated by travellers.
- Provide clear and visible information on the location and opening/closing hours of nearby key shopping areas. This includes the locations of discount/outlet shops and centres if nearby.
- Most travellers from India are now granted a three-year visa, which allows multiple entries. This creates an excellent opportunity to capture repeat visitation and wider dispersal.

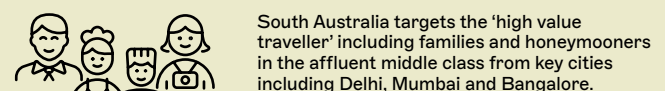
FACTORS FOR CHOOSING TO VISIT SOUTH AUSTRALIA*



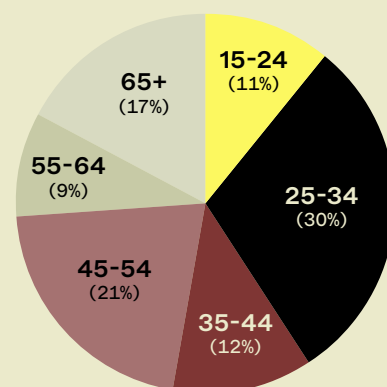
VISITOR DISPERSAL**



TARGET MARKET PROFILE



INDIAN VISITORS TO SOUTH AUSTRALIA BY AGE GROUP*



*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING MARCH 2025-MARCH 2026.
+DATA INCLUDES VISITORS WHO TRAVELLED TO MULTIPLE REGIONS FOR ALL PURPOSES.

BOOKING PREFERENCES



56%

Online Travel Agent
(eg. Expedia)



39%

Direct with Airline



35%

Retail Travel Agent/
Tour Operator



26%

Direct with
Accommodation



9%

Direct with
Experience Provider



1%

Other

INDIA CHECKLIST

Consider the following points when targeting travellers from India:

- ✓ As a strong VFR market, the local Indian community can have a huge influence on the travel plans of their visitors. Targeting this market first could provide an efficient entry point into the market.
- ✓ If food is part of your offering, note that many Indians are vegetarian and even non-vegetarians will often only eat some meats. They prefer hot meals and generally eat late. Checking (and double checking) dietary requests and preferences is strongly recommended.
- ✓ The Inbound Tour Operators (ITOs) who service the market are a critical link in the chain and collectively service thousands of agents across India. Engaging them as a first step is important to target the holiday segment.
- ✓ Indian visitors rarely visit one state and they're likely to be combining South Australia with at least one or two more states. They are limited on time so make it clear why they must include your product in their itinerary. Be uniquely South Australian.
- ✓ Be prepared for buyers to want to negotiate on the rate. This is a normal course of doing business in the market.
- ✓ The corporate incentive market is a growing opportunity and operators interested in this segment are encouraged to speak further with Business Events Adelaide.

KEY TRADE PARTNERS

INBOUND TOUR OPERATORS

The ITOs who service the market highly influence product selection. They often have offices both in Australia and India and service the trade right across the market. Any operators interested in the market should be engaging with the ITOs as a first step. Below is a list of some of the key ones but this grows and changes regularly.

- Australia & Beyond Holidays
- AOT Inbound
- Australia & Worldwide Travels
- ATM
- Pacific Vacations Australia
- Travel Maestro Inbound
- Turtle Down Under
- Xplore Australia

IN-MARKET KEY DISTRIBUTION PARTNERS

As defined by Tourism Australia, the Key Distribution Partners are as per below. Whilst this is a useful reference point, it is important to note that the Indian travel trade is characterised by hundreds of small agents – too many to name in this document – each who have the ability to send small numbers to Australia. It is these smaller agents who may have more appetite to put forward itineraries to Australia that go beyond the East Coast cities.

- Flamingo Travels
- Kesari Tours
- Kulin Kumar Holidays
- Makemytrip.com
- Pickyourtrail.com
- SOTC
- Thomas Cook India Ltd
- Veena World

TOP TRAVEL WEBSITES AND APPS



CONTACT

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Government of South Australia
South Australian Tourism Commission



*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING MARCH 2025-MARCH 2026. ** CURRENTLY SMALL BUT GROWING MARKET PRESENCE.
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