

India Overview

5th November 2025



India Outbound Tourism Outlook

- Indian travelers took approximately 28 million outbound trips in 2024,
 up from ~27 million in 2019 (pre-pandemic)
- Indian travelers spending reached \$31.7 billion on travel in FY24 an increase of more than 25% over the \$13.6 billion in the previous year
- The India outbound tourism market is projected to grow from around US \$188 billion in 2024 to US \$440 billion by 2032, representing a CAGR ~11%
- With a median age of 28 years, India's youth will significantly enhance its appeal to global tourism players giving a rise in solo travel
- Rise in solo travel, couple getaways and thematic holidays (culture, wine, wellness, etc)

Top Destinations:
Singapore, UAE,
Vietnam, Indonesia
Thailand, Sri Lanka

Avg. package value: INR 1.5 lacs (1800 \$) Avg. trip duration: 5 days Travel Season – Summer





5%

Type of travel

15%

17%

, wellness, etc)



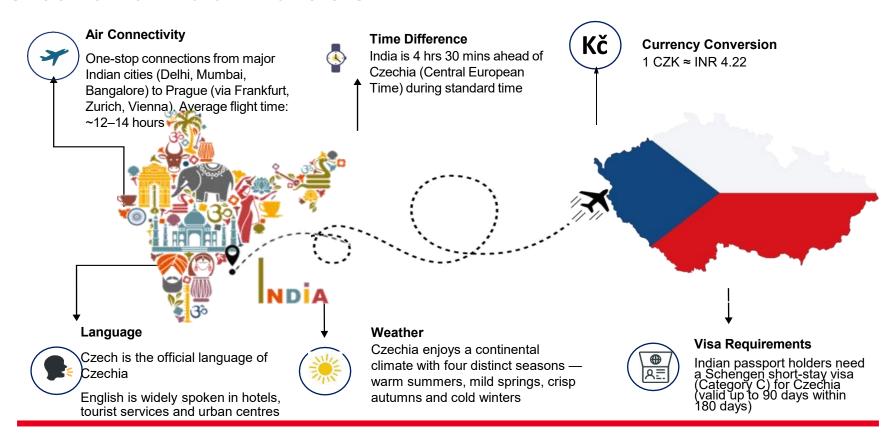
63%

Indian Traveler – Unique Traits





Czechia For Indian Travelers





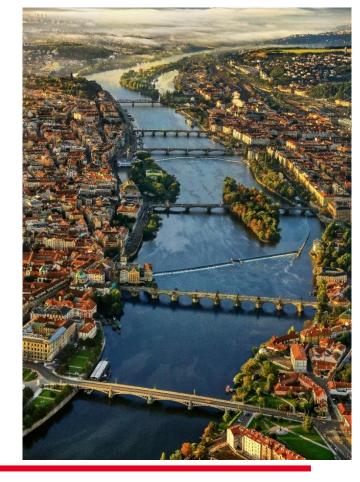
Czechia: Current Perception

- Gateway to Central Europe Easy to explore; major attractions close to
 Prague, ideal for multi-city or multi-country trips
- Honeymoon hotspot & upcoming wedding destination Affordable,
 romantic landscape in Prague, South Moravia etc
- Culture & heritage appeal Historic towns, UNESCO sites and depth of culture
- Value-for-money destination Premium food, wine, music and history at accessible prices; appeals to cost sensitive Indian travellers
- Wellness & slow travel Spa towns like Karlovy Vary and Mariánské Lázně appeals to wellness seekers



Czechia: Central Europe's Hidden Gem For Indians

- Timeless European charm & cultural resonance Castles, cobbled towns and shared love for history, art and food appeal to Indian travellers
- Schengen access Part of the Schengen Zone, allowing smooth multi-country travel
- Diverse experience Prague's skyline, South Moravia's vineyards, spa towns etc showcase culture, nature and relaxation
- Affordable Europe Ideal for first-time and repeat Indian travellers
- Gastronomy & wellness Traditional spas, vineyards and hearty cuisine balance indulgence with rejuvenation



Current Product And Packages Promoted In India



Indian tour operators offer a wide range of Czechia packages — from fixed departures to customizable tours and special interest trips in wellness, adventure, and luxury segments

Packages span budget to premium categories, with durations of 3-10 nights

Average cost: ₹50 000 - ₹250 000+ (CZK 14 000 - 70 000/USD 600 -2900) per person.

Peak Season : Apr- Jun ; Sep - Oct | Package - Austria + Germany + Hungary + Czechia

Key destinations: Prague, Český Krumlov, Karlovy Vary, Brno, Kutná Hora. Growing interest in South Moravia and Bohemian Switzerland for new, customizable experiences









Emerging Travel Trends In India

Live Music Tourism

Increase in travellers flying abroad for concerts, festivals and entertainment events

Main character energy

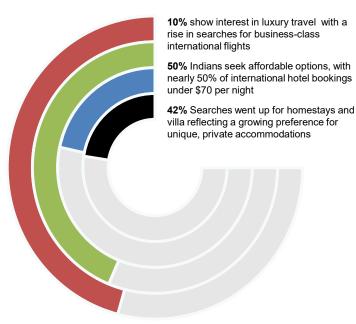
Advent of film-inspired travel, as people visit locations from favourite shows and movies

Calm-cations

Growth of vacations focused on peace, wellness and relaxation

Hidden Gems Go Mainstream

Increase in visitation to lesserknown destinations attracting travellers seeking beauty without crowds



Gastronomy Travel

Rise in interest in local cuisine and authentic dining experiences

Celebration & Connection Travel

Growth in group trips for milestones and shared experiences gaining traction

Greener Getaways

Increase in choice of sustainable stays and eco-friendly experiences appeal to younger travellers

Real-Life Connections

Increase in impact of travel to form genuine bonds and lasting friendships



Strategic Objectives – Czechia promotion in India

- Boost awareness among Indian B2B partners through trade engagements and promotions, highlighting regions beyond Prague
- Enhance visibility via digital campaigns, media tie-ups and influencer content on culture, gastronomy and experiences
- Drive visitation through partnerships with airlines, tour operators and OTAs, promoting multi-city and offbeat itineraries
- Pursue direct flight connectivity between India and Czechia to improve access and grow arrivals



Key Traveler Segments







Airline Connectivity

- Currently there are no direct flights from major Indian airports to Prague. There are plenty of one-stop/connecting route stops for flights from India to Prague (Czechia) i.e. via Dubai, Abu Dhabi, Turkey, Qatar, Poland, Netherlands, Germany, etc
- Typical journey time: Roughly 10-16 hours, depending on layovers
- Possibility of direct flights operations in 2026-2027

Major one-stop airlines-













Key Czechia Products For Promotion In India



Key Indian Focus Markets

★ Focus Markets Bangalore, Delhi, Hyderabad, Kolkata, Mumbai

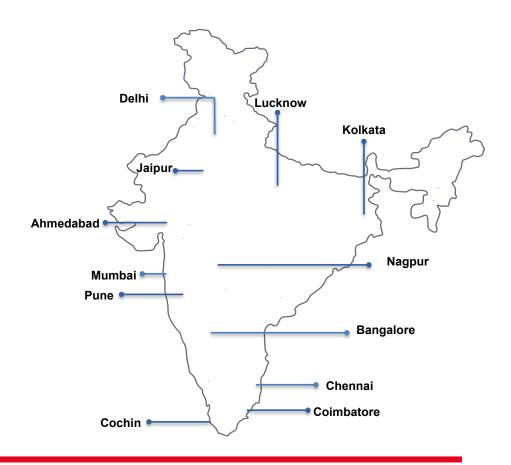
Additional Priority Markets

Ahmedabad, Chandigarh, Chennai,

Hyderabad, Jaipur, Lucknow, Ludhiana, Nagpur

Emerging Markets:

Amritsar, Bhubaneswar, Cochin, Coimbatore, Guwahati, Pune, Surat, Tiruchirappalli



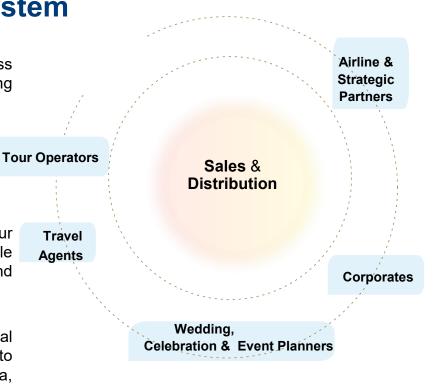
Pan-India Travel Trade Eco System

VFS Global continues to strengthen Czechia's presence across all key travel distribution platforms and channels, driving visibility and conversion through the travel value chain

To ensure last-mile reach of Czechia's tourism products, work on establishing a robust distribution framework that V Global can actively influence

This framework focuses on creating demand through Tour Operators, OTAs, Travel Agents and Corporates — while ensuring consistent supply via DMCs, Wholesalers, Airlines and Strategic Partners

As CzechTourism's representation partner, VFS Global leverages its strong network, manpower and expertise to develop a comprehensive distribution model for VisitCzechia, with proven success across India



Key Trade Partners









































PAN India B2B & B2C Media Universe

VFS Global works with key trade and consumer media across India to strengthen awareness and engagement for Czechia through print, digital and social channels

B2B Communication Focus

- Partnering with leading travel trade media and journalists to promote Czechia's offerings and connectivity
- Enhancing visibility via destination spotlights and trade features
- Building lasting relationships within the Indian travel ecosystem

B2C Communication Focus

- Collaborating with lifestyle media, influencers and digital platforms to highlight Czechia's culture, gastronomy and experiences
- Running storytelling campaigns for varied traveler segments
- Driving reach and recall through creative content across social and digital media





Key B2 & B2C Media Partners





































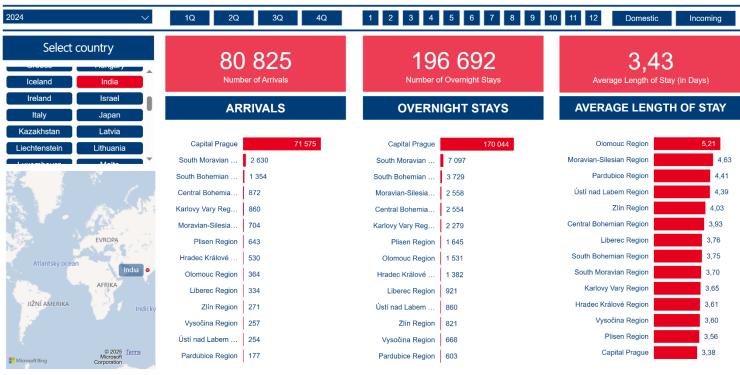




India Overview: Outbound Tourism Performance 2024 to Czechia

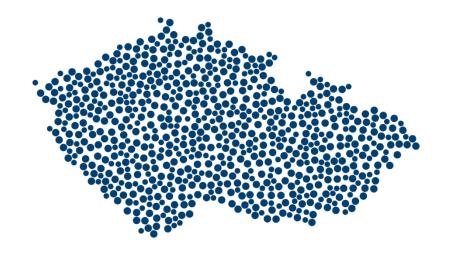
COUNTRY OVERVIEW IN REGIONS





Source: TourData





Work Done in the India market 2025

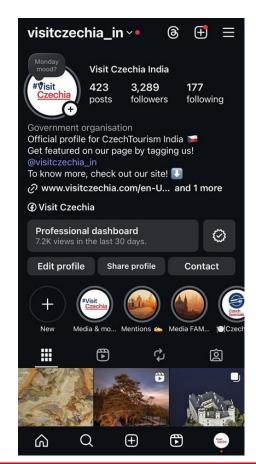
Social Media Management

Regular social media management is carried out across Instagram and Facebook (@visitczechia in), with three posts per week highlighting Czechia's culture, gastronomy, architecture and regional diversity

Content focuses on showcasing experiences beyond Prague through engaging visuals, storytelling and trending formats such as reels and carousel posts

These consistent digital efforts help strengthen brand presence, inspire travel interest and build long-term destination recall among Indian audiences







B2B Monthly Newsletter Dissemination



Regular newsletters are disseminated to a <u>5000+ pan-India</u> <u>travel-trade</u> database through Zoho Campaigns, keeping partners informed and engaged with the latest updates from Czechia

Each edition highlights new attractions, seasonal experiences, regional focus stories, travel itineraries and upcoming trade initiatives

This consistent communication strengthens destination recall, supports agent training, and builds sustained interest in promoting Czechia across the Indian travel ecosystem



Wedding Focussed FAM Trip – April 2025

Description: The Wedding FAM Trip offered a distinctive opportunity to showcase not only Prague but also the charm of Central Bohemia. The itinerary combined Prague's iconic highlights with immersive experiences in lesser-known regions, featuring stays in exquisite properties, visits to châteaux, hands-on workshops with Czech cosmetics, fine dining at elegant restaurants, and tastings of authentic Czech cuisine

Term: April 6 – 11, 2025

Outcome:

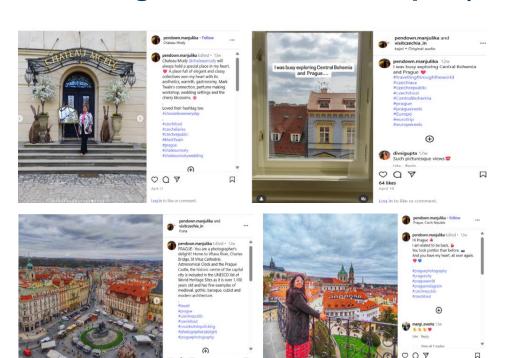
- 2 print/digital articles (with the possibility of an additional article)
- 3 blog posts on Ms. Manjulika's personal website

Ms. Manjulika actively shared her experiences during the trip, creating over 60 Instagram stories on her handle with 11.1K followers. Additionally, she published two feature articles in leading publications and one post on Robb Report's official Instagram handle

- Here's our sneak peek into one of the most beautiful kitchenware stores in the world
- 10 quintessential, fun, and quirky facts about Czechia
- Robb Report Instagram



Wedding Focussed FAM Trip – (Snippets from the trip)



OOA













Travel Trade Day FAM 2025 – April 2025

Description: Travel Trade Day (TTD) is one of CzechTourism's flagship domestic events promoting inbound travel. The two-day platform connects international travel agents with Czech stakeholders through meetings, sessions, and curated regional tours

From India, two travel agents and one senior journalist participated, along with a VFS representative:

- Mr. Manish Vohra MeTicketWorld
- Mr. Jai Bhujwala Holiday's Box
- Ms. Sayoni Bhaduri Freelance Journalist
- Ms. Shakambri Soni Senior Manager, VFS

Term: Pre-Tours in Ostrava Region: April 23–28, 2025TTD Event: April 28–29, 2025

Outcome: Participants explored regions beyond Prague, identifying new promotional opportunities. They engaged with Czech gastronomy, culture, and regional experiences — resulting in Indian media coverage showcasing unique Czech attractions

Eating Your Way Through Prague
Elle Gourmet – Instagram

Travel Trade Day FAM 2025 (Snippets from the trip)



















Travel XP – Documentary Shooting "Unplugged 72 Hours – Prague" – May 2025

Description: The Travel XP crew filmed a special documentary titled "Unplugged 72 Hours – Prague", showcasing the city through a vibrant 72-hour itinerary. The shoot captured Prague's iconic landmarks such as the Bubble Viewpoint, Old Town Square, Týn Church, Charles Bridge, Hastalská Street and Petřín Tower — along with hidden gems that highlight the city's cultural charm and architectural grandeur

This production not only reinforces Prague's position as a must-visit European capital but also enhances its global appeal as a destination that seamlessly blends heritage, gastronomy, and modern urban experiences

Term: May 12–16, 2025 (shooting dates)

Outcome:

- Final documentary film produced
- Telecast scheduled across Europe, North America, Germany, and Asia beginning August 24, 2025
- Wide-scale broadcast ensuring strong international visibility for Prague across multiple markets
- Reach 100 milion+

Travel XP – Documentary Shooting "Unplugged 72 Hours – Prague" – (Episode Link)



Link: https://vimeo.com/1106376320?ts=0&share=copy

Password: 72HRS@Prague

Czechia's Musical Heritage Global FAM Trip – June 2025

Description: This press trip was curated to showcase Czechia's rich musical legacy across Prague, Brno, and Jihlava. From the avant-garde performances of Prague to the legacy of Antonín Dvořák in Nelahozeves, the operatic grandeur of Brno, and the deep-rooted traditions of Gustav Mahler's Jihlava, the itinerary offered an immersive journey into the country's cultural soundscape. Participants explored historic concert halls, visited the homes of iconic composers, attended live performances and experienced Czechia's local gastronomy and scenic landscapes

Term: May 29 – June 3, 2025

Outcome:

- Articles to appear in leading publications such as The New Indian Express, Namaste AI, and Deccan Herald
- Ms. Deepali created approximately five carousel posts on Instagram, each featuring a minimum of 10 images, amplifying the reach of Czechia's cultural tourism story

Czechia's Musical Heritage FAM Trip - (Snippets from the trip)



Czechia's Musical Heritage FAM trip - (Snippets from the trip)





Metronome + South Bohemia + Gastronomy India FAM Trip – June 2025

Description: As part of the promotional vision to showcase Czechia's gastronomy, a group of six influencers (focused on gastronomy and lifestyle) and one journalist were selected for this FAM trip. The itinerary combined experiences at the Metronome Festival in Prague with explorations across South Bohemia, Brno, and the Lednice–Valtice area

The group visited vineyards, engaged with the local culinary scene, and highlighted cultural and lifestyle experiences beyond Prague. The FAM also featured a Czech Specials session, where gastronomy content creators participated in a hands-on cooking class, learned authentic Czech recipes, and received certificates upon completion

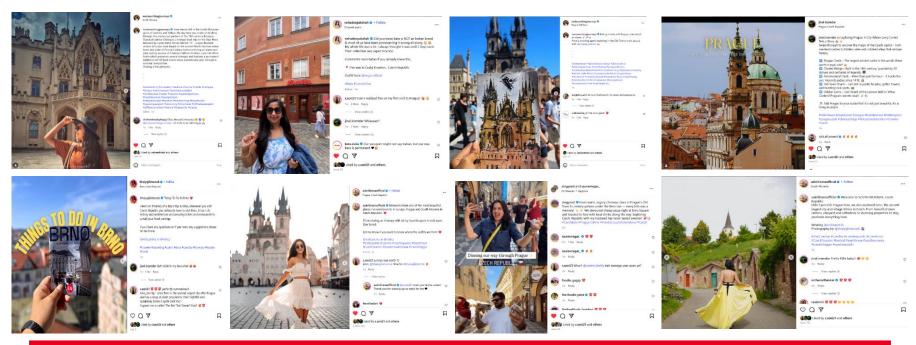
Term: June 19–28, 2025

Outcome:

- Collective deliverables included a minimum of 45+ Instagram stories per participant across the seven-day trip
- Some influencers exceeded 65+ Instagram stories, along with multiple reels and carousels. Several posts gained significant traction, with select reels garnering over 2.9M views
- Engagement was notably high, with followers actively reacting, commenting and inquiring about Czechia's gastronomy and destinations beyond Prague

Metronome + South Bohemia + Gastronomy FAM trip - (Snippets from the trip – multiple posts from content creators)

Total views: 10 million+; Collective Stories: 300+



Metronome + South Bohemia + Gastronomy FAM trip – (Snippets from the trip – multiple stories from content creators)





























MILT Goa – July 2025



Description: MILT Goa (MICE India & Luxury Travel Congress) is India's premier, by-invitation-only platform for high-value corporate and luxury travel. Held in Goa, this exclusive event brings together leading corporate buyers in MICE and luxury travel, along with top travel and hospitality suppliers. The event is designed to foster strategic partnerships, enable high-impact networking, and drive business growth

Term: July 24–25, 2025 | Taj Cidade de Goa

Outcome:

- Conducted meetings with high-end wedding planners and luxury event organizers, positioning Czechia as a premier destination for weddings and bespoke events
- Engaged with corporate MICE buyers, generating interest in incentive travel and conferences in Czechia
- Networked with hospitality decision-makers and travel specialists, facilitating discussions on collaborations and market expansion
- Strengthened Czechia's visibility as a versatile destination combining culture, heritage and luxury experiences tailored for the Indian outbound market

Thomas Cook Joint Co-Op Campaign August - December 2025

Description:

A joint marketing campaign was developed in partnership with Thomas Cook India, combining performance-driven strategies with strong branding elements to maximize outreach among trade partners and potential travellers. The campaign ensured multi-channel visibility through a mix of digital, print, retail and social activations

Key Components:

Targeted placements in *Times of India* | Performance Ads | Web Banners | Emailers | Browser Push Notifications | TV Branding at TCIL Retail Stores | Social Media Updates via TCIL channels

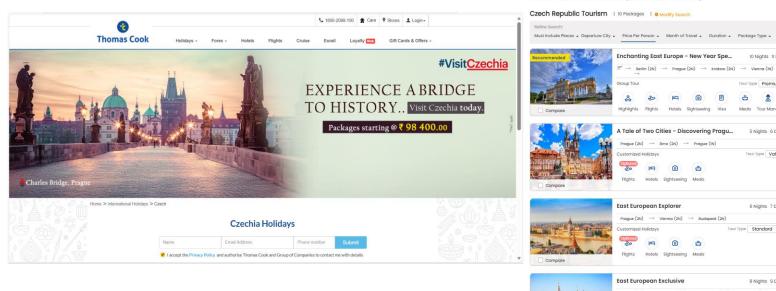
Term:

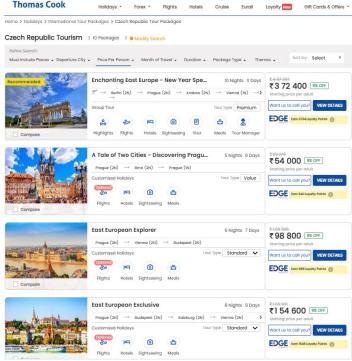
6-month campaign (starting August 2025)

Expected Outcome:

- Conversion of 500 passengers form India to Czechia (on best-effort basis)
- Enhanced brand visibility for Czechia across digital and offline consumer touchpoints
- Increased trade partner engagement through Thomas Cook's retail and online platforms

Thomas Cook Joint Co-Op Campaign – August-November 2025

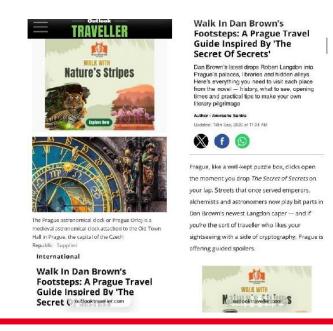




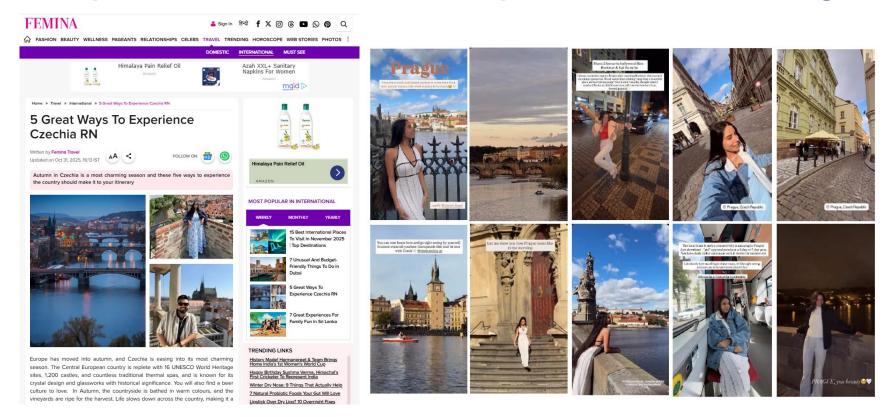
Samples of additional Relationship-Driven Media Coverage

Through strong relationship-driven outreach, CzechTourism India has successfully secured earned media coverage in leading publications such as **Outlook**, **Travel + Leisure South Asia and Femina**, without paid collaborations. In addition, **organic influencer mentions and social tags** from prominent Indian creators - Maahi Sharma (@maahieway) who visited Czechia have further amplified the destination's visibility and credibility among aspirational Travelers





Samples of additional Relationship-Driven Media Coverage





Award – New Emerging Destination Europe

CzechTourism has been awarded by independent jury of the 10th International Tourism Expo Conclave Awards in the field of B2B



Upcoming Activity – Event to announce Czech General Consulate Mumbai Office – December 2025

Description - Press Conference and Networking event to announce opening of Czech General Consulate Mumbai

Date - 9th December 2025

Objective - To highlight Czechia's presence in India and share operational strength in visa processing for Indians

Venue - St. Regis Hotel, Mumbai

Event Flow - Press conference with leading B2B and B2C media to announce operations of new Czech General Consulate office followed by Networking evening for B2B and MICE tour operators, agents, and media

Organizers - CzechTourism, Prague Airport, Czech Embassy Delhi, General Consulate Mumbai



Upcoming Activities for 2026*

VisitCzechia Roadshow 3 cities

- Last week of August first of September TBC
- Delhi or Mumbai (depending on progress in direct flights), Calcutta, Ahmadabad

MILT – MICE India and Luxury Travel Congress

· 3Q Date and place TBC

Campaigns OTAs

Q2 – Q4 2025 Dates TBC

Fam/Press/Ingluencer Trips

Q2 – Q4 2025 Dates TBC

* Activities will be specified at the beginning of 2026 according progress in direct flights

Contact us

Mrs. Barbara Andelová International marketing manager – new markets

T: +420 731 548 508

E: andelova@czechtourism.gov.cz

Mrs Shakambri Soni Senior Account manager, Mumbai

T: +971 56 9688988

E: shakambris@vfsglobal.com

Mrs. Vaheeshta Das Deputy manager, Mumbai

T: +971 50 5361439

E: vaheeshtad@vfsglobal.com

