



# *Discussion*

Travel trends of  
2017



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“Tourism, hospitality and aviation have emerged as one of the key drivers of growth among the services sector in India. In 2016 these industries experience a new era of expansion driven by strategic initiatives by the government and also attracted some of the highest Foreign Direct Investment (FDI) from investors.

The same trend is likely to continue in the coming year as businesses will focus on growth and expansion resulting in greater options, better connectivity and improved quality. The competitive landscape within the Indian hospitality industry has never been as dynamic as now and the coming year will witness a spike in demand from tier 2 and 3 cities. It is important to recognize the impact technology has had in increasing profitability for tourism, hospitality and aviation sectors. Going further as the industry grows steadily, Global Distribution Systems (GDS) will be an even more essential part of its success by

linking services across sectors and improving efficiencies.

For super-charging growth, the government and the industry need to work together to address the various opportunities and challenges in these sectors. It is imperative to aggressively market brand India globally to create a huge impact and attract high-end international tourists. With a relentless focus on quality and infrastructure, India would be well placed to achieve the potential of these industries.”

