

BTTM 704-18 OUTBOUND TOUR OPERATIONS

Syllabus

UNIT-1 Outbound Tourism Concept: Definition, Concept of outbound tourism, analysis for outbound tourism demand, major tourist generating areas, outbound tourism statistics of India, emerging trends of global outbound tourism, top five biggest spenders on international tourism, top ten latest International tourist destination countries and cities.

UNIT 2 Outbound Tourism Packages & Destinations: Outbound Tourism Destinations for India, Major generating & receiving countries, Packages of leading travel companies for outbound tourism (Cox and Kings, SOTC, Thomas Cook), Travel Industry Fairs, Participation Advantages, ITB, WTM, PATA Travel Mart, ICCA.

UNIT 3 Itineraries of Popular Outbound Destinations of Indian Market - 1: Asia, Pacific and Middle East. Comparative analysis of product development, sales and execution strategies.

UNIT 4 Itineraries of Popular Outbound Destinations of Indian Market - 2: America and Europe. Comparative analysis of product development, sales and execution strategies

UNIT 1 Outbound Tourism Concept

International Tourism

When people visit a foreign country, it is referred to as International Tourism. In order to travel to a foreign country, one needs a valid passport, visa, health documents, foreign exchange, etc. International tourism further divides into two types; Inbound Tourism & Outbound Tourism.

When a country or destination receives tourists, it refers to inbound tourism and when tourists of that country travel to other countries/ destinations, it refers to outbound tourism for that country.

Inbound Tourism

This refers to tourists of outside origin entering a particular country. When people travel outside their host/native country to another country, then it is called inbound tourism for that country where he/she is traveling. For example when a tourist from Indian origin travels to Japan then it is inbound tourism for Japan because foreign tourist comes to Japan.

Outbound Tourism

This refers to tourists traveling from the country of their origin to another country. When tourists travel a foreign region than it is outbound tourism for his own country because he/she is going outside their country. For example when a tourist from India travel to Japan then it is outbound tourism for India and Inbound tourism for Japan.

The outbound tourism market has grown considerably throughout the years.

Of course, the outbound tourist market has grown at different rates in different parts of the world, but the reasons for this growth are largely the same. Outbound tourism is an important part of the structure of the tourism industry. Many countries rely heavily on outbound tourist markets and outbound tourism is a significant economic contributor. The outbound tourism market has grown and developed throughout the years. Outbound tourism has many positive economic impacts that reaches further than just the tourism industry. Outbound tourism can help to enhance the economies of many countries by providing economic boosts in a range of sectors such as retail, healthcare and education.

Three of the biggest factors contributing to the growth of outbound tourism are: the advent of low cost travel, increases in disposable income and leisure time and globalisation.

The advent of low cost travel

The past two decades have seen significant developments in the history of tourism. Increased competition within the marketplace and the introduction of low cost airlines has meant that more of us are able to travel more often.

Increased disposable income and leisure time

In recent years the amount of disposable income that the average person has each year has increased. This means that people have more money to spend on international tourism. People also have more leisure time than they used to. Paid holidays and increased flexibility as a result of flexi-time practices at work, means that people have more opportunities for international tourism than they did in the past.

Globalisation

More people want to experience outbound tourism nowadays than ever before. Globalisation has opened up many opportunities for us around the world. Many destinations that were not previously accessible have opened up and subsequently developed their tourism industries

Analysis for outbound tourism demand

The good run of outbound travel from India that has lasted over two decades could take a hit as the economic slowdown broadens. Yet, there is enough inertia in the market to drive it ahead.

The journey of Indian outbound travel market for over two decades has been a happy one. Indeed good enough to cause envy amongst most destinations. From a bare 4.42 million departures in the year 2000, over 26.30 million Indians took off on various foreign jaunts in 2018, having grown at nearly 10 pc over the previous year. The market is likely to have repeated the performance in 2019, despite some hiccups in the economy that had begun to emerge in the second half of the year.

Though India is not yet amongst the top 10 source markets for many countries across the world, it is already the largest market for many of its neighbours including Bhutan, Nepal, Maldives and Sri Lanka. For many others including the UAE, Thailand and Malaysia it is rapidly emerging as one of the top five source markets globally.

Even for destinations further away such as Japan or South Korea or Australia as well as Europe, India is fast gaining traction as a strong market, even if with its own sets of expectations and

complications. Japan National Tourism Organisation, for instance, has been aggressive in promoting the destination across the country, holding professional roadshows aimed at tour operators as well as social media campaigns targetting the individual travellers. One such campaign in early 2019 was focused on busting myths about Japan such as the absence of vegetarian and Indian cuisine in Japan or another about Japan being an expensive destination only for the super-rich.

Japan, which received barely 130,000 Indian tourists in 2018, hopes to double the number shortly, with a significant boost coming in the form of the Tokyo Olympics that would begin in July 2020. But due to COVID 19 Japan Ban on overseas spectators at Tokyo Olympics. Already many tour operators have been offering dedicated circuits to Japan in the Indian market, expect the numbers to jump sharply over the years in view of not just the Olympics but also a much better connectivity as the number of direct flights between India and Japan continue to rise each year.

One of the top outbound destinations from India, **Thailand** is already sitting on a pile of Indian tourists, but its appetite for more keeps on growing. Says Isra Stapanaseth, director (New Delhi), Tourism Authority of Thailand, “Thailand continues to be a very popular destination for Indian travellers and ranks number six in overall travellers to Thailand. As far as Indian tourist market is concerned from January to December 2019 we had about 1.9 million Indian tourists to Thailand giving us a phenomenal growth of around 18 pc over the same period last year. In 2020 we hope to achieve a target of over two million Indian tourists to Thailand. We also hope that Indians would travel to lesser-known destinations in Thailand and explore offbeat itineraries and experiences.”

Thailand’s neighbour Malaysia is no less upbeat about the Indian market and its growing importance. “As of October, we continued to record growth in arrivals from this important market source. For the first 10 months of the year, we registered a 24.1 pc growth in terms of arrivals from India as compared to the same period of last year. We believe that in the remaining two months we will continue to experience growth in arrivals. We should be able to reach approximately 730,000 to 750,000 Indian tourists for 2019. We continue to be optimistic to see similar pattern for 2020. After all, we are tasked to attract a million Indian tourist arrivals for 2020,” says Sulaiman Suip, director (New Delhi), Tourism Malaysia.

“We received excellent feedback from our efforts to promote Malaysia as a wedding destination. Just in the second half of this year, we managed to secure about seven important destination weddings in our country. More couples have already confirmed their weddings in Malaysia,” Suip adds.

Just a flight away

One way to gauge the importance of a tourism market is the flight connectivity to and from the country. The last two decades have seen a sea change in the place of India in the global aviation scenario and the number of airlines flying into and out of the country. Each successive year has seen addition of new carriers flying into India or Indian carriers flying out to a new destination. The pace of additions of new airlines or new cities that are connected directly from an airport in India has accelerated sharply over the past 10 years, riding largely on the back of growing importance of India as a business destination as well as the source of tourists flying out.

The year 2019 alone saw the addition of direct flights between several airports sprinkled around the world, including Georgian capital Tbilisi, Jaffna and Batticaloa in Sri Lanka, Hanoi and Ho Chi Minh in Vietnam and Dushanbe in Tajikistan. In addition to that several overseas carriers began flying to newer points within India such as Delta starting daily direct flights to New York from Mumbai, United daily connecting San Francisco to Delhi, Japan Airlines starting Tokyo to Bengaluru and Lufthansa introducing Bengaluru-Munich flights.

In the months to come, the number of direct connections between newer airports in India to well-known cities as well flights from countries or airports not yet connected to India is set to increase at the same pace at least. Better connectivity is certain to drive growth in leisure and business traffic in both directions and will provide a further fillip to the rapidly growing outbound tourism flows from India.

Encouragingly, the year 2019 also saw the opening up of direct flights between India and Africa, one of the most important parts of the world that is extremely poorly serviced. In November, Air India began its flights to Kenyan capital Nairobi, while there are expectations of several African carriers to start their operations to India. South African Airways is also expected to return to India in the year 2020, while the largest African carrier, Ethiopian Airlines, that already added Bengaluru, in addition to its twice daily flights from Mumbai and New Delhi, is expected to add flights to India to cater to a rising demand for leisure and business travel from India.

However, some places saw a slow beginning in 2019 due to the exit of Jet Airways. “The peak season began on a slightly tumultuous note with the exit of Jet Airways from the Indian aviation industry which led to a reduction in the number of direct flights to Paris. This also did affect summer bookings. On the positive side, France registered an increase of 16 pc in the number of Indian arrivals. Destination wedding is a rapidly growing segment of outbound tourism market and more travellers are seeking out a cruise as part of their vacation

Weddings & MICE

One of the key travel segments that has caught on in a big manner in India over the past 15 years is MICE, as practically all companies – from hospitals and pharmaceuticals to automobile and cement makers have begun to pamper and incentivise their distributors and dealers by taking them on fully sponsored junkets overseas.

India is estimated to generate over two million outbound luxury and MICE tourists annually by 2020, reinforcing the country’s influence as a key source market for MICE and luxury travel, according to a report. The MICE travel market in India is expected to hit USD 9 billion (INR 630 billion) by the year 2025.

Destination weddings is yet another segment of outbound travel from India that will continue to grow strongly and many countries are already betting on presenting themselves as the ideal setting for the next Big Fat Indian wedding. With over 10 million weddings each year held in India, if even a small fraction of these are relocated to overseas, it could mean billions of dollars in revenues for the beneficiary destinations. This is not only due to the high number of weddings, but the relatively large budget for wedding set aside by an Indian family. It is estimated that wedding is the second biggest expense made by an average Indian, second only to buying a house. Some weddings cost as much as a fifth of the entire household saving.

Even a new entrant in the field, Azerbaijan in Eurasia is targetting weddings and MICE in India. “We actually had a few Indian weddings in Baku and several big MICE events, corporate events in the country. Riding on that experience, we are pushing on positioning ourselves as a great wedding destination as well as perfect venue for specialised events for the Indians. Presently, our strategy for India is to attract corporate, wedding and leisure travellers. Having a large outbound potential market, India is of high interest for the Azerbaijani DMCs, focused especially on attracting corporate and wedding travellers.

“The Indian outbound traveller is more and more attuned to the idea of experiential travel. This trend continues to be the mainstay of travel patterns seen while planning an overseas holiday. For France, we have seen an increase in thematic holidays that include self-drive escapades, winter breaks, travel around gastronomy and wine, shopping breaks etc. There is a gradual and positive increase in the number of nights that travellers are spending in France. More and more Indians prefer to now visit France as a solo destination with an average stay of eight nights that includes Paris and other destinations in France. Even for Paris, visitors are gradually moving away from classic experiences and opting for off-beat activities which is very encouraging,” says Munshaw.

Experience-Based Travel

One of the most important trends in the recent years in Indian travel industry is personalisation of travel. More and more travellers are seeking tailor-made and bespoke programmes and don't mind shelling out a premium for a package made to order and suiting their demands and expectations.

Also, the Indian travellers are increasingly turning away from just sightseeing and moving towards experiential travel, not just in the familiar destinations like Europe or North America, but also in relatively unexplored countries like Jordan, Tunisia, Azerbaijan or Mexico. Another segment that is set to continue its recent boom is cruise tourism. After years of being an also-ran in the market, Indian travellers are emerging as a significant chunk of business for many cruise companies, operating not just in the vicinity but also literally across the seven seas. And many destinations are thrilled. For instance, Singapore is set to cross 200,000 mark in terms of number of Indian travellers taking a cruise having grown at a fast clip over the past three years.

According to experts cruise tourism boom will continue from India as only a fraction of Indian outbound visitors are currently using cruises. This could be mainly due to misperceptions about the price of a cruise as even experienced travellers believe cruises to be a luxury experience, out of their reach. However, Felix Chan, vice president of sales – Asia, Norwegian Cruise Line Holdings, a major cruise operator in Northern Europe says cruises in fact have much more value deals than land-based vacations. A lot of guests don't care whether it is cruise vacations or land vacations. They care about if they want to go to a certain destination, at a certain budget, which form of vacation can offer them the best experience. Over the past three years, Northern Europe has become a very attractive cruising destination because the hotel, dining and transportation is expensive in the Indian market and in Asia. If you compare a cruising vacation to Northern Europe and are telling about having the same experience at much less total cost and value-adds, you will find great value. This is one of the most powerful ways to sell cruise vacations,” Chan says. He adds that another powerful message to boost cruise tourism from India is by informing the customers about the wide variety of options available, to fit all budgets and durations being sought

by travellers. “A lot people in India and Asia have strong perception that there may not be many offerings on a cruise ship. We need to change that perception. Talk about the choices,” Chan says.

Uncertainty over economy

While everything else seems to be positive for the outbound tourism market to keep its growth rate, the only uncertainty could be the severe economic slowdown that gripped the country in 2019. At under 5 pc, the GDP is expected to clock its lowest growth in six years, many sectors have been in the vice-like grip of a severe contraction, notably automobiles, real estate, manufacturing, mining and power generation. The political turmoil over the Citizenship Amendment Act that has gripped the entire country since December can only add to the uncertainty over the direction the Indian economy will take in the year 2020.

There are already troubling signs of the slowdown hitting the tourism sector as well. Hotels in Goa are normally overbooked in December, but this year there has been a sharp drop, nearly 30 pc, in arrivals of both overseas and domestic travellers. The airlines, too, are feeling the pinch as the Indian civil aviation market, which had been the fastest growing in the world for the past decade, registered its first contraction in nearly two decades as business and leisure air travel took a hit.

The overseas travel seems to have escaped the axe, so far. Many destinations believe that the market is large enough and the mix of travellers broad enough to cushion against any downturn. Nishant Kashikar, country manager – India & Gulf, Tourism Australia, is one. “A forward-booking trend and based on our arrivals data, we should continue to see a healthy double-digit growth in visitation from India to Australia,

“2019 has been a Grand Cru vintage in terms of challenges. However, with the shift in mindset over the last few years where travel has become a way of life and is no longer a luxury for the Indian globetrotters, we are hopeful that the resilience and wanderlust in India will enable us to stay stable if not augment our tourism footprint ex India. We are confident that France will continue to be on the bucket-list of Indian travellers for the coming year. Over the last few years, we have registered a consistent annual growth of 10-15 pc in the influx of Indians coming to our shores. For 2020, our focus will also be to showcase Reunion Island as part of our alliance with the Tourism Board since October 2018. Weddings will continue to be a key focus area for us in addition to accentuating our areas of excellence and signature tourism brands through all our marketing and communication campaigns with a concerted focus on digital marketing.

The "India Outbound Tourism Market on the Rise Post the COVID-19 Pandemic and Forecast to 2026" India's outbound tourism market is set to surpass US\$ 40 billion by 2026 with an impressive double-digit growth rate during the forecast period 2021 - 2026.

Top 10 Most Visited Countries by Indian Travelers, Market Size, Purpose of Visits and Forecast Data, 2019 - 2026

1. Maldives
2. United Arab Emirates(UAE)
3. United States
4. Thailand
5. Switzerland

6. Qatar
7. Canada
8. United Kingdom
9. France
10. Oman

Emerging Trends of Global Outbound Tourism

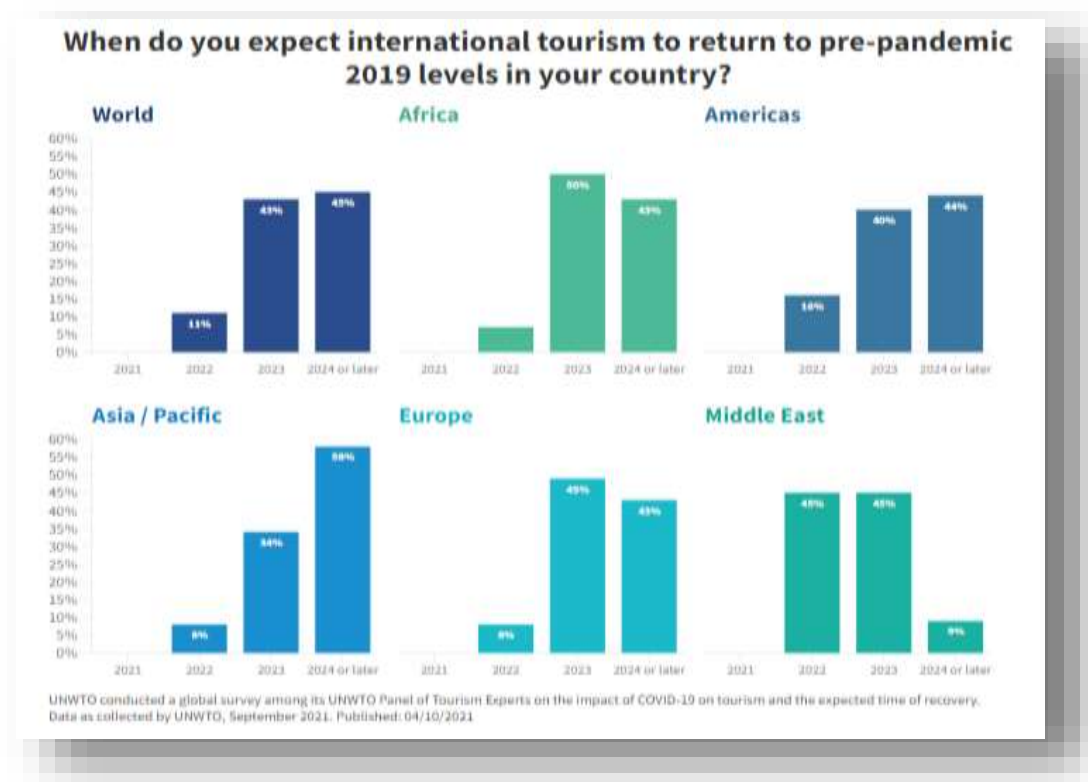
VACCINES AND REOPEN BORDERS DRIVING TOURISM'S RECOVERY ALL REGIONS

International tourism enjoyed signs of rebound in June and July 2021 as some destinations eased travel restrictions and the global vaccination rollout advanced in many parts of the world.

According to the latest edition of the UNWTO World Tourism Barometer, an estimated 54 million tourists crossed international borders in July 2021, down 67% from the same month in 2019, but the strongest results since April 2020. This compares to an estimated 34 million international arrivals recorded in July 2020, though well below the 164 million figure recorded in 2019.

Moderate rebound for most destinations

Most destinations reporting data for June and July 2021 saw a moderate rebound in international arrivals compared to 2020. Nevertheless, 2021 continues to be a challenging year for global tourism, with international arrivals down 80% in January-July compared to 2019. Asia and the Pacific continued to suffer the weakest results in the period January to July, with a 95% drop in international arrivals compared to 2019. The Middle East (-82%) recorded the second largest decline, followed by Europe and Africa (both -77%). The Americas (-68%) saw a comparatively smaller decrease, with the Caribbean showing the best performance among world subregions. Meanwhile, some small islands in the Caribbean, Africa, and Asia and the Pacific, together with a few small European destinations recorded the best performance in June and July, with arrivals close to, or sometimes exceeding pre-pandemic levels.



The true restart of tourism and the benefits it brings, remain on hold as inconsistent rules and regulations and uneven vaccination rates continue to affect confidence in travel

Confidence in travel slowly rising

This improvement was underpinned by the reopening of many destinations to international travel, mostly in Europe and the Americas. The relaxation of travel restrictions for vaccinated travellers, coupled with progress made in the roll-out of COVID-19 vaccines, contributed to lifting consumer confidence and gradually restoring safe mobility in Europe and other parts of the world. In contrast, most destinations in Asia remain closed to non-essential travel.

UNWTO Secretary-General Zurab Pololikashvili said: “There is clearly a strong demand for international tourism, and many destinations have started welcoming visitors back safely and responsibly. However, the true restart of tourism and the benefits it brings, remain on hold as inconsistent rules and regulations and uneven vaccination rates continue to affect confidence in travel.”

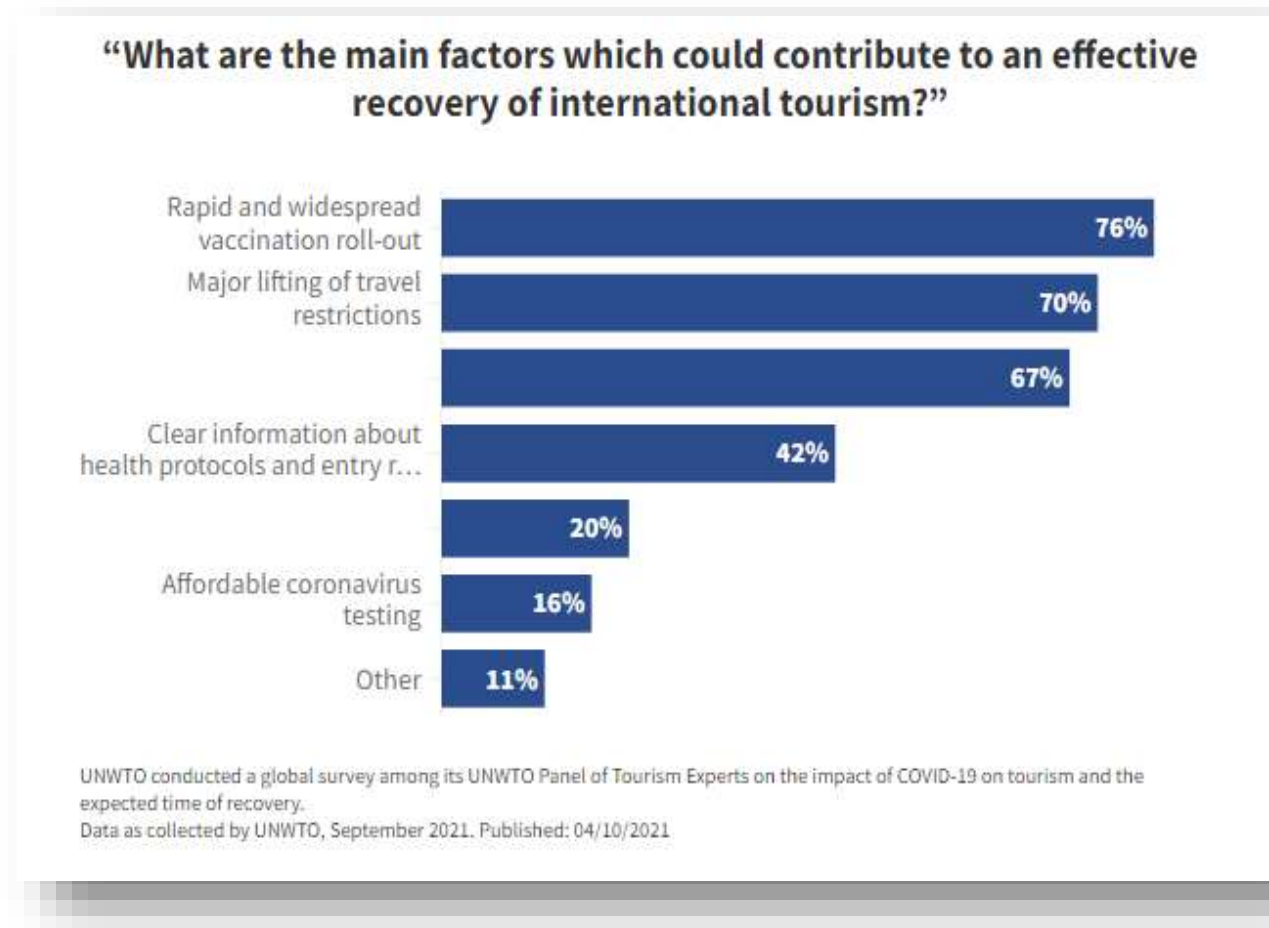
Tourism Earnings

Although destinations continued to report weak international tourism revenues in the first seven months of 2021, several did record a modest improvement in June and July, and some even surpassed the earnings of 2019. Among the larger destinations, Mexico earned roughly the same tourism receipts in June 2021 as in 2019, and in July posted a 2% increase over 2019.

The same is true for outbound travel. Among the larger markets, France (-35%) and the United States (-49%) saw a significant improvement in July, though tourism spending was still well below 2019 levels.

Looking Ahead

Prospects for September-December 2021 remain mixed, according to the latest UNWTO Panel of Experts survey, with 53% of respondents believing the period will be worse than expected. Only 31% of experts expect point to better results towards the end of the year. The survey also shows that most tourism professionals continue to expect a rebound driven by unleashed pent-up demand for international travel in 2022, mostly during the second and third quarters.



Almost half of all experts (45%) continue to see international tourism returning to 2019 levels in 2024 or later, while 43% point to a recovery in 2023. By regions, the largest share of experts pointing to a return to 2019 levels in 2024 or later are in Asia and the Pacific (58%). In Europe, half of respondents indicate this could happen in 2023. The Middle East is the most optimistic, with a full recovery expected by 2022.

Travel Industry Trends for 2021 (And Beyond)

1. Consumers Demand Increased COVID-19 Safety and Cleanliness

Health concerns due to the pandemic are expected to continue well into 2021. And likely will be a factor in the travel space in early 2022 as well. Consumers report that overall exposure to other travelers and boarding a flight are the top two anxiety-producing parts of traveling. A few airlines

are going to extreme measures to lessen travelers' anxiety. Dubai-based airline Emirates will cover medical expenses of up to \$183k and quarantine costs of \$122 per day for 14 days for passengers who are diagnosed with COVID-19 during their trip.

2. Travelers Go It Alone

A recent Booking.com survey reported 17% of respondents were planning a solo trip.

That number nearly doubled in their July 2020 survey in which 30% of people said they were planning a trip on their own.

3. Travelers Crave Local Experiences

consumers [will] pursue authentic experiences, distancing themselves from mainstream tourism providers and venturing into pastimes that feel more meaningful.

But they also added online experiences in 2020 for people who are seeking to connect with locals without leaving their homes. Other companies are banking their entire business model on this trend. Withlocals offers "personalized traveling"—the opportunity for travelers to book private tours and activities with locals around the world.

4. Travel Tech Adoption Accelerates

The pandemic has only increased the speed of tech adoption in the travel industry.

Because of COVID-19, "companies have accelerated the digitization of their customer and supply-chain interactions and of their internal operations by three to four years."

One example: room service robots.

Two Chinese hotel giants BTG Homeinnes recently invested in ExcelLand, a manufacturer that already has 3,000 robots in operation.

Hotels, airlines, booking sites, and others are using chatbots like never before. Travelers can chat with providers during every stage of their journey. And, they won't (always) feel like they're talking to a robot. Advances in AI have made this type of communication hassle-free. Searches for "chatbot" have increased by 233% over the last 5 years.

United Airlines has launched an "Agent on Demand" service that allows travelers at the airport to video chat with a customer service representative simply by scanning a QR code.

More and more airlines and airports are deploying facial recognition technology. Corporations and government entities tout this technology as a boon for travel safety.

But many privacy advocates may put a halt to this emerging trend. They warn that this type of surveillance could easily turn dystopian. With all of this new tech, companies are also continuing to capitalize on an older piece of technology—the smartphone. Stats show that travelers who book tours and activities on their phone spend 50% more than those who book elsewhere.

5. Consumers Blend Business And Leisure Travel

The latest statistics say there are nearly 5 million digital nomads in America.

The concept of being location-independent, traveling and working remotely, has become even more popular since the pandemic started.

The hospitality industry is starting to cater specifically to digital nomads.

Aruba is opening its beaches up to travelers who'd like to work remotely, calling the marketing campaign "One Happy Workation." Aruba is looking to attract the growing digital nomad community. Visitors can stay for up to 90 days. And do not need any governmental documentation.

Barbados and the Cayman Islands will also let you work remotely from paradise for an extended period of time. Booking.com reports that the "workation" trend is going strong. More than 50% of travelers say they would extend their business trip to enjoy personal time at their destination.

Search growth for "workcation" fluctuates quite a bit. But is consistently growing.

In 2020, hotels began catering to locals who needed a quiet place to work.

The Hamilton Hotel in Washington, DC, is just one example. It's WFH-Work From Hamilton program offers rooms on a 6 am - 7 pm schedule.

6. The Travel Industry Gets Serious About Sustainability

Stats from March 2020 show that more than half of US travelers believe there aren't enough options when it comes to sustainable travel.

Nearly 70% of travelers say they are more likely to book accommodations if they know the property is planet-friendly. Many in the travel industry have recently made commitments to preserving the environment.

The International Tourism Partnership (ITP) warns that the hotel industry must reduce its carbon emissions per room per year by 66% from 2010 levels by 2030, and 90% by 2050, in order to stay within the limits of the Paris Agreement. Many hoteliers, however, are making impressive strides in managing their social and environmental impacts.

Another ITP member, Soneva, which owns three luxury resorts in the Maldives and Thailand, is providing access to fresh water for local communities with its own water bottling plant, while India-based ITC Hotels Group, with its mantra of "responsible luxury", has Leadership in Energy and Environment Design (LEED) platinum-certified each of its hotels, integrating elements such as 100% LED lighting, solar panels and living roofs. For example, India-based ITC Hotels Group has LEED certified each of its hotels.

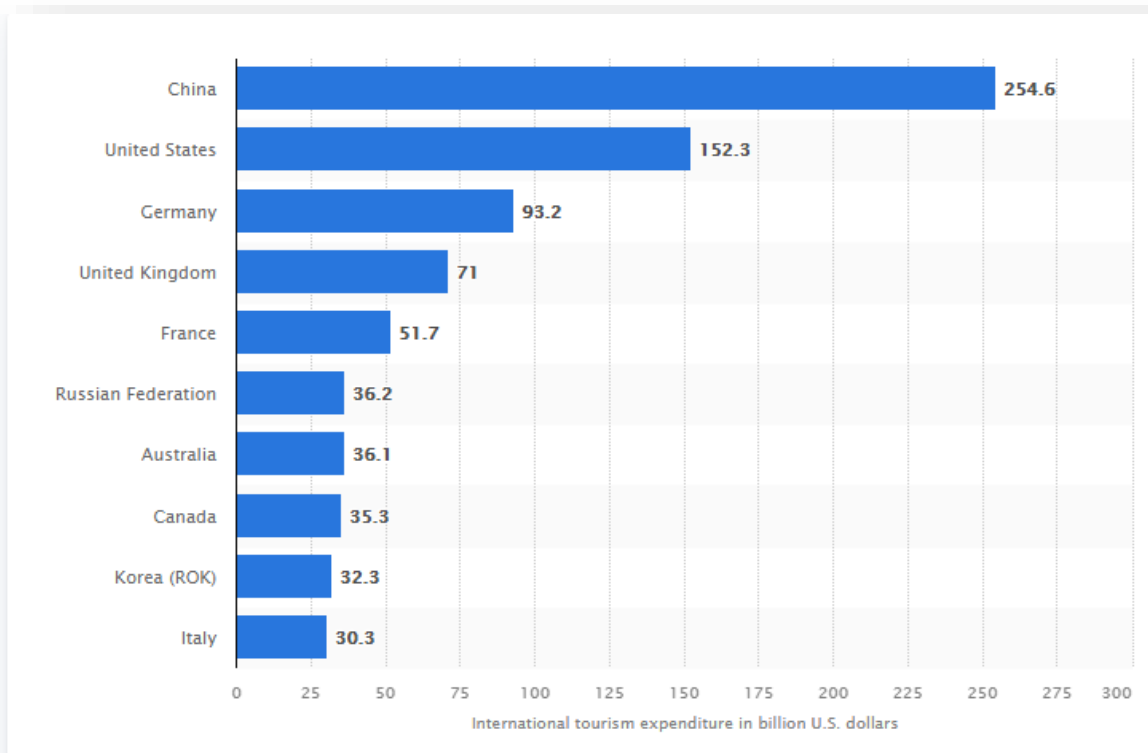
As of 2023, hotels in the state of California will no longer be allowed to provide single-use toiletries in plastic bottles to their guests.

7. Electric Air Travel Goes Mainstream

Electric vehicles are cheaper to run, less expensive to maintain, and better for the environment than vehicles powered by conventional fossil fuels. That's just as true for aircraft as it is for cars. When it comes to electric aircraft, there are two main types: fixed-wing airplanes and eVTOLs. Fixed-wing electric airplanes are just what they sound like. The other major kind of electric aircraft is the eVTOL. eVTOL stands for "electric vertical take-off and landing". There aren't any 747-sized electric airliners yet, but smaller commuter planes are in production. Eviation is leading the charge. This startup produces a 620-mile range, 9-seat commuter plane called the Alice. There are also electric-hybrid airplanes in development.



Countries with the Largest International Tourism Expenditure In 2019 (in billion U.S. dollars)



10 Most Visited Countries in the World

UNWTO International Tourism Statistics - Most visited countries in the world

Interestingly, the Middle East has proven to be a strong contender in paid experiences as it shows the largest increase in spending: a whopping 13%. However, recently updated numbers has shown that by the end of last year, China has edged out with explosive growth to lead international tourism spending.

Unfortunately, in recent days the World Tourism Organization said that international tourist numbers could fall by up to 80% in 2020 due to the COVID-19 crisis. Countries have closed their borders starting from March which led in a freefall-kind of tourism decrease. Let's hope that 2021 will be much better for the tourism industry.

1. France: 89 Million Visitors

France is the most visited country in the world with a record breaking of 89 million visitors in 2019!

Patched up with idyllic villages and romantic cities, France wears its culture in both iconic landmarks and ordinary settings. Few have the audacity to gild everything in gold, but the

country's noble castles, villas and cathedrals pull off ostentatious decor with a nonchalance attributed to its long centuries of royal history.

France is the Most Visited Country in the World

As if to match, the village-square markets, café terraces, and the daily rituals of a coffee and croissant presents a genteel sort of luxury. Don't overlook its outdoors either; the lyrical forests of Corsica and the warm waters of the French Riviera are well-sought retreats for city-dwellers.

Attractions: Eiffel Tower, Palace of Versailles, French Riviera, Chamonix, Mont St-Michel, Paris Bridges.

2. Spain: 84 Million Visitors

Passion flares in Spain, a country crafted for the good life. Maybe that's why Spain wins the 2nd place for the most visited countries in the world.

Embark on an epic road trip looping from Barcelona to Madrid – glimpses of Spain's enduring landscapes pass by like a photographer's reel. Gather around the Gothic quarters of Barcelona and browse the experimental works of Gaudi before taking off for the mysterious Alhambra in Granada, or the flamenco halls of Seville.

There is also Bilbao and San Sebastian in the north, ready to satiate your hunger with delicious pinxtos and avant-garde architecture.

For nature that transforms every season, visit the hills of Picos de Europa and snow-capped Sierra Nevada, the sandy reaches of Menorca. From coast to mountains and dry in-land outposts you'll sense that for all the history lurking in the corners, Spain lives in the moment.

Attractions: La Familia Sagrada, Park Guell, The Alhambra, El Retiro, Guggenheim Museum, Real Alcazar, Mallorca's beaches.

3. United States: 79 Million Visitors

America has always been a popular travel destination due to its sprawl of metropolis and small town charms; last year, it welcomed a rounded-down number of 82 million visitors. With travel patterns trending towards city hopping and road tripping, America's endless highways are a siren's call.

New York City, Los Angeles, Las Vegas, Chicago, and Boston are all cities of transience, ever-evolving urban spaces that broils over with mixed cultures and cuisines.

There is then musical Austin and free-spirited Portland, a San Francisco as dynamic as its coastal waves, and Miami which entertains with beaches and nightlife.

There is also the quiet heat of the Grand Canyon, the miles of lush rainforests and country lanes. And when you tune into the radio, the jazz, country, hip-hop, rock and pop keep you company through this mish-mash of sights.

Attractions: New York City, Yellowstone National Park, Arizona National Parks and Monuments, Grand Canyon, New Orleans, Miami beaches

4. China: 66 Million Visitors

It is impossible to capture neither China's vastness nor the breadth of its existence; it is this indelible quality that lures you in over and again.

Enigmatic and transparent at once, the country memorializes some and forgets others – beside fast-developed cities are crumbling villages, the time-worn Great Wall is unpolished against the vibrant hues of Buddhist temples, water towns some lively and some languid, gleaming metropolis a far cry from the desert-brushed fringes of the rural sprawl.

When you've had your fill of modern malls and artifact-filled museums, spare time for China's magnificent landscapes. Choose between Yangshuo's winding rivers, Hong Kong's concrete jungle-scape, haunting Mongolia deserts, and the floral crown of Qinghai Lake.

Or maybe you're better off picking at the historical intrigues within Beijing's Forbidden City, perhaps seeking out the hidden speakeasies of Shanghai. Regardless, if you come for the scenery you stay for the food; for China's culinary variations mean anything can be eaten and eaten with relish.

Attractions: Forbidden City, Great Wall, Shanghai's French Concession, Xi'an's Terracotta Warriors, Li River, Le Shan's Grand Buddha.

5. Italy: 65 Million Visitors

The arts come to mind when we think of Italy, the 5th most visited country in this world; of the Byzantine architectures, Padua's frescoes, Michelangelo's David and the greatest of Da Vinci's works.

Heritage sites are the norm and not minority, remnants of ancient Rome and subsequent empires left in form of ruins, archeological sites, churches and manors. Attention to aesthetics translates in to the everyday details too – Italy is home to some of the biggest fashion minds.

On the more natural spectrum is extraordinary geological diversity. From the turquoise coral-reefs to icy Alps, Italy flourishes in blues and greens. Where nature is abundant, culinary delights follow. Indulge in the powdery dough of pizzas and pastry, filling the stomach with oysters and ricotta and topping it off with heady wines.

Attractions: Roman Forum, Tuscany's Vineyards, Ruins of Pompeii, Amalfi Coast, St. Peter's Basilica, Duomo.

6. Turkey: 51 Million Visitors

Sultry Turkey smolders with desert heat and sun-beaten ruins, backed by the enticing thrum of bustling cities. Having been conquered by the Romans, Byzantines, and Ottomans, Turkey treks its story from fervent Istanbul to the romantic Mediterranean coast.

On the way are magical landscapes that range from jutting rock formations to glittering lakes and olive groves, Kacker Mountains, Patara Beach, and Lake Egirdir only few of its lyrical ruralscapes.

Explore these settings via canyoning, kayaking, paragliding, hiking and more adventurous means; they're lessons in the physical and cultural, and make Turkey one of the most visited places in the world.

As if Turkey wasn't alluring enough, its culinary specialties draw from both inland and coastal sources. Spiced kebabs, oil-cooked vegetables and sweet baklava barely skim the trove of local eats.

Eat hearty and smile plenty.

Attractions: Topkapi Palace, Suleymaniya Mosque, Aya Sofya, Bergama Acropolis, Caves of Heaven and Hell, Nemrut Dag National Park.

7. Mexico: 45 Million Visitors

Vivid and steamy Mexico can barely contain the life of its people.

Fiesta loving in crowds and philosophical in the quiet, the local community is empathetic hosts with fierce pride in their country. It is this pride and expressive nature that allowed for architectural triumphs (in both Teotihuacan pyramids, Maya temples and colonial towns) as well as masterful art, home to the likes of Frida Kahlo and Diego Rivera.

Beyond the city's endless cultural riches are also eye-catching jungles, volcanoes, deserts and coast. Mexico's boundless nature offers adventures for both hikers and divers. Scale Oaxaca's mountainous ridges or dive deep into the Caribbean to embrace all it has on platter.

Attractions: Tulum, Cabo Pulmo, Palenque Ruins, Teotihuacan, Palacio de Bellas Artes, Edzna, Oaxaca City.

8. Thailand: 39.7 Million Visitors

The spiritual and celestial guide many of Thailand's cultural practices, prophesying the intertwining of sacred spaces and nature.

As you trail the splendid estates of gleaming temples and intricate shrines, you'll stumble over the roots of ancient banyan trees, past green-framed Buddhas, and other floral offerings. Nature is never far. Thailand's rural heartland comprises of deep caves, majestic waterfalls, beautiful rice terraces, and oscillating hills.

Chaotic city-life and serene farmland aside, visitors come for Thailand's dynamic coast. Over a thousand islands dot its shores, gentle waters giving life to corals and whale sharks. Sea cliffs and sand strips invite outdoorsy travelers to stay and play, whereas the holiday towns of Ko Tao, Ko Samui and Ko Phi-Phi hard-sell with relaxing massages and tropical cuisine.

Attractions: Wat Pho, Grand Palace, Chiang Mai, Erawan National Park, Phuket region.

9. Germany: 39.5 Million Visitors

Germany may be remembered as the set of horrific tragedy, but it is also the birthplace of great thinkers, inventors and creatives who ushered in the modern era. From the contemporary architectures by Frank Gehry and Daniel Libeskind to lofty museums and automobile factories, you can track the country's cultural footprints.

Cast your eyes beyond the Romanesque and Baroque build of Berlin, Munich, and Hamburg to see the swaying path into rural Germany. The valleys unfold into imposing forests and vast vineyards, reaching towards northern dunes and chilly Alps. Stretch your senses – eyes and tongue – to taste Germany’s regional diversity.

Attractions: Pergamon Museum, Schloss Neuschwanstein, Zwinger, Kolner Dom.

10. United Kingdom: 36 Million Visitors

Afternoon tea, posh accents and of course, the Queen, have built Britain into an image of refined elegance, and made it in this Top 10 of the most visited countries in the world. There is also the moody Scotland and Wales, and down-to-earth Northern Ireland. Combining the historical sites of local flavor under the “United Kingdom” banner, we have ourselves a myriad of landing points.

Great Britain’s outskirts bellow with history, trajectory pieces together by Neolithic stone circles, crumbling castles and forts, Roman baths and new-age museums.

Scotland is the wildlands, bridging the lofty lochs and tumbling isles with chains of plain but imposing fortresses and what were once battlegrounds.

The World’s Most Visited Cities

Top tourist destinations are those that offer diversity in attractions and environment. This is also a confirmed trend we noticed in the most visited countries in the world list.

1. Bangkok

Country: Thailand | Total International Visitors: 22.78 million | Last Year’s Rank: 1

Bangkok is the most visited city in the world (as of 2019)

Bangkok, the capital of Thailand, is the most visited city in the world thanks to a whopping 22 millions international visitors!

Wreathed in the noise of tuk-tuks and constant activity is the city of Bangkok, where map-less exploration always leads to fun discovery.

Enjoy the usual city comforts of megamalls and modern spaces before turning towards its collection of golden temples and shrines. Follow your nose to Bangkok’s countless street markets stuffed with spicy, sour, sweet, and salty flavors, then hop on a boat to reach their floating markets.

In the night, Chinatown and Sukhumvit reveals a vibrant nightlife that is both cosmopolitan and cultural. And to forget to enjoy the exciting day-trips away from this busy city!

2. Paris

Country: France | Total International Visitors: 19.10 million | Last Year’s Rank: 3 (↑)

Paris is the second most visited city in the world

Paris is the second most visited city in the world and the most visited city in Europe!

Paris will arrest your attention with its classic buildings, arching Parisian bridges and elegant boulevards.

Take a cruise along River Seine for a quick look at the city's historical monuments, or swing by individual neighborhoods for Eiffel Tower, Notre Dame, the Louvre, and more.

And as an established art and fashion capital, visitors can't go without seeing the collections of Musee d'Orsay and Centre Pompidou. Atmospheric bookstores, vintage shops and flea markets make their mark beside art nouveau department stores such as Galeries Lafayette.

3. London

Country: United Kingdom | Total International Visitors: 19.09 million | Last Year's Rank: 2 (↓)

London is clearly one of the most popular cities in the world! The gothic architecture in London is matched by splashes of innovation (such as the Shard, Tate Modern, and the Sky Garden), offering up grand and historical quarters. London's contemporary art, theater and literature.

Greeting you with both the beauty of green parks and urban sprawl, the city will take you through a stunning historical journey.

4. Dubai

Country: United Arab Emirates | Total International Visitors: 15.93 million | Last Year's Rank: 4

Dubai

Dubai rises out from the desert in all its futuristic glory.

High-rises dominate the skyline, housing mega-malls, and sleek office blocks.

City life is defined by lazy shopping, performance venues, serene places of worship, and fancy rooftop terraces.

On the fringes are beaches, pieces of nature in contrast to the man-made aquariums and botanical gardens.

And of course, you can sign up for a desert trip and experience riding a camel, or flying down the dunes on a four-wheeler.

5. Singapore

Country: The Republic of Singapore | Total International Visitors: 14.67 million | Last Year's Rank: 5

Green and innovative, Singapore is a city designed with the future in mind.

Hop from attraction to another with its efficient transportation system and hit up the diverse neighborhoods of Little India to Chinatown.

From hawker centers to street markets to fine dining, you'll be eating your fill of multi-national cuisine – Singapore is a foodie must-visit.

When you're not busy eating, you will be basking in the luxe Orchard Road shopping mall, or exploring the famous Botanic Gardens.

6. Kuala Lumpur

Country: Malaysia | Total International Visitors: 13.79 million | Last Year's Rank: 7 (↑)

Thanks to its multicultural mix of Malay, Chinese, and Indian community, the city is home to mosques and temples that stand out from gleaming skyscrapers.

This celebration of historical and modern also shows itself in the contrasting high-fashion shopping malls and vibrant street markets.

Spend your holiday scouting out designer brands and hunting down the best hawker stalls for the best of two worlds.

7. New York

Country: United States of America | Total International Visitors: 13.60 million | Last Year's Rank: 6 (↓)

New York, or the city where dreams are made!

Following the city's grid-like design, trawl the streets for private art galleries and world-famous the Met, MoMA, and Guggenheim. Indie bookstores, brightly lit Chinatown, high-end boutiques and hipster cafés lead into grand office buildings and huge Central Park.

Enjoy lavish performances in Broadway or eat your way through rooftop restaurants and hole-in-the-wall eateries. New York is THE metropolitan city that will get you buzzing in excitement.

8. Istanbul

Country: Turkey | Total International Visitors: 13.40 million | Last Year's Rank: 9 (↑)

Istanbul is a historical trove, its strategic location having witnessed many ruling empires.

Tracing back to the Greeks, Romans, Venetians, and finally the Ottomans, the city is adorned with Byzantine churches and imperial mosques.

Recent decades have seen sharp spikes in the skyline as galleries, museums, and tall office towers grew alongside the old.

Visitors also praise Istanbul's culinary diversity which is a mix of Asian and European flavor; but local kebab and mezze is the go-to.

9. Tokyo

Country: Japan | Total International Visitors: 12.93 million | Last Year's Rank: 8 (↓)

If there was a city that lived in the future, Tokyo is it!

Clean streets, chrome skyscrapers, and ever-moving crowds keep Tokyo running 24/7.

Smart electronics and convenient technology set incredibly high living standards.

Yet amidst the neon signboards and flashy urban sprawl are pockets of green and the spiritual; Tokyo remembers its past deeply. Visit the Edo-styled streets of Yanezen and serene Meiji Shrine.

To experience Tokyo, look past the trendy cafés and bold fashions to find under-the-tracks eateries, languid neighborhoods, and hidden shrines.

10. Antalya

Country: Turkey | Total International Visitors: 12.41 million | Last Year's Rank: 11 (↑)

Set out for the stunning Antalya, a stylish city poised along the Turkish Riviera.

Combining the Mediterranean coastline with preserved Kaleici old quarters, Antalya is a romantic getaway.

Stroll through the city for finely restored Ottoman houses and wind up at the harbor.

With the scent of the sea in mind, explore the Suna & Inan Kirac Kaleici Museum or Antalya Museum for a walk down memory lane.

11. Seoul

Country: South Korea | Total International Visitors: 11.25 million | Last Year's Rank: 10 (↓)

Seoul constantly upgrades with new trends – in fact, it is the trending holiday destination.

The city is a youth-driven hub, luring in K-pop fans, and fashion gurus with promises of cultural activities, idol sightings, and shopping.

But don't just spend your time browsing the shops and feasting on midnight snacks; Seoul has plenty of heritage sites for you to see.

12. Osaka

Country: Japan | Total International Visitors: 10.14 million | Last Year's Rank: 19 (↑)

If you don't dig the fast-paced Tokyo, hit up the friendly and sun-warmed Osaka instead.

The gateway to Kyoto and Kobe, Osaka is a cultural center that delights with both heritage sites and commercial fun.

Energetic Dotonbori is never empty of people, comprised of restaurants that range from okonomiyaki to standing ramen stalls.

Adjacent Shinsaibashi is kilometers of boutiques, bookstores and sweet shops; shopping malls are concentrated in Umeda.

Osaka Castle and Tennoji Temple are two of many historical structures, and Universal Studios Japan is a full-day distraction!

13. Makkah

Country: Saudi Arabia | Total International Visitors: 10.00 million | Last Year's Rank: 13

Highly symbolic Makkah is a key pilgrimage destination for all Muslims.

The city where Prophet Muhammad (pbuh) was born, Makkah is a religious center with sacred Kaaba at its heart – it is Islam’s holiest city.

Only Muslims are allowed into this desert valley city, which dates back to 7th century.

Visitors (by millions per year) will find that Makkah is developed, modern buildings surrounding the religious hotspot; in contrast, cozy homes are nestled in rocky hills to reflect its traditional nature.

14. Phuket

Country: Thailand | Total International Visitors: 9.89 million | Last Year’s Rank: 12 (↓)

Phuket is beach bliss and karst islands, encompassing two national parks and too many islands to explore.

The range of beaches is spectacular, from part-central Patong to luxurious Surin and Ao Bang Thao. Meanwhile, stunning coral reefs invite scuba divers and snorkeling groups to explore the glittering waters of the Similan Islands.

You can also kayak into Ao Phang-Nga’s lagoons and wind around limestone karsts.

Phuket Town also offers museums, cooking classes, Chinese shrines, and wildlife sanctuaries to keep things fresh.

15. Pattaya

Country: Thailand | Total International Visitors: 9.44 million | Last Year’s Rank: 18 (↑)

If it is heat you want, hit up touristy Pattaya for endless beach fun and a party-themed central area.

There are of course, Thailand’s stunning temples and shrines, but Pattaya is known for its seaside resorts.

Sign up for a harried tour of the city before settling in along the coast for more sun and relaxation. This is a city that embraces hedonist attitudes to the max.

16. Milan

Country: Italy | Total International Visitors: 9.10 million | Last Year’s Rank: 15 (↓)

Elegant Milan is all about creativity and the arts.

Breaking free of Italian wars to pave way for post-war development, Milan impresses with art deco and futuristic architecture.

Its main draw however, remains in its art and fashion.

Marvel at the city’s art collection and strike up conversation with gallery owners; Triennale design museum will wow you.

Stop by fashion houses, showrooms, boutiques and all the stylish spaces you can think of.

To round off, indulge in the rich and Mediterranean-influenced Milanese cooking.

17. Barcelona

Country: Spain | Total International Visitors: 9.09 million | Last Year's Rank: 17

Barcelona is generous with its fresh sea bounty and world-class architecture.

You can expect as many flavors of architecture as there are tapas – too many to see in a week. From Roman-era subterranean spaces to the Gothic Quarter of the Middle Ages, to Gaudi's modernism masterpieces, the city is dotted with magnificent architecture.

Sandy beaches, rolling Collserola hills, majestic Montjuic and sculpture gardens add to the picturesque layout. With endless museums, galleries, taverns and green spaces to visit, you'll be on your feet from day to night.

18. Palma De Mallorca

Country: Spain | Total International Visitors: 8.96 million | Last Year's Rank: 16 (↓)

Spain's Palma De Mallorca has witnessed its share of rulers.

From 13th century Christian leaders to the preceding Moors and Romans, this historical chain of empires are seen in the city's mixed architecture and historical sites.

Start with the Gothic Cathedral and branch out into the medieval streets.

You'll see lively public squares, noble townhouses, imposing baroque churches and colorful street markets.

The bohemian vibe is also strong in suburban neighborhoods, teeming with craft studios and galleries.

By the main reason why people visit Mallorca are its famous crystal clear beaches!

From Alcudia to Cala d'or, you'll find plenty of wonderful spot where you can relax and swim with the fishes (literally) in the Mediterranean sea.

19. Bali

Country: Indonesia | Total International Visitors: 8.26 million | Last Year's Rank: 20 (↑)

Another trending location that has taken over social media feeds, especially Instagram, is Bali, featuring lush jungles and seaside villas. These recent years, it's beauty made Bali one of the most popular tourist destinations!

Traditions reign as locals march to temple ceremonies and hosts incredible dance performances; the island celebrates the spiritual with colorful displays.

Bali is also diverse – you can treat yourself at lavish Bukit Peninsula, explore the mysterious Ubud or party hard at Kuta.

Diving sites, ancient monuments, city comforts, and seaside retreat in one, Bali is potential!

20. Hong Kong SAR

Country: China | Total International Visitors: 8.23 million | Last Year's Rank: 14 (↓)

The harbor might not be as fragrant as its name proclaims, but Hong Kong's busy streets and sky-high buildings will linger in your senses!

The city's skyline hides much of its unique cultural-scape, international brands and sleek malls existing beside haggling vendors and garish goods.

There's always something to see or do, whether it is taking a ferry across the harbor or snapping panoramic shots on Victoria Peak.

Fill your itinerary with dimsum eats and temples visits. Enjoy retail time and water-themed Ocean Park. Treat yourself to challenging hikes and spellbinding coastal views for Hong Kong is more than concrete and steel.

Conclusion

Business ventures and growth opportunity aside, these cities gained their title of the most visited cities in the world due to strong local culture and variety in attractions.

This list of the world's most visited cities has shown that travelers choose their destinations based off what unique experiences it can give them, opposed to spending potential or first-world comforts. Diverse geography is a plus too.

Bali, for instance, is trending for its choice of jungle stay, seaside resorts, and city dwellings. Similarly, the sharp contrast between metropolitan Istanbul and Dubai versus their desert settings offers one-of-a-kind sights.

The trend carries over to more urban cities as well; Bangkok is visual cacophony of golden temples, unusual floating markets, sleek shopping malls and old villages. London and Paris too offer neighborhoods with distinctive style.

UNIT 2

Outbound Tourism Packages & Destinations

Indian Outbound Tourism Market is expected to surpass US\$ 42 Billion by the end of the year 2024. India is the second largest most populous country in the world with the tag of fastest-growing major economy globally. Due to this economic growth, its people are earning more year on year and their disposable income is also growing. Air connectivity from India to foreign locations has also improved significantly over a period of time. First-time Indian visitors generally prefer to visit Asian countries due to their proximity to India and being less expensive compared to western destinations. In the case of long-haul travel Indians prefer going to United States (US), Australia, Europe, New Zealand etc.

Thailand, Singapore and United States are the most favorite Tourist Destination for Indians

The number of business tourist from India visited Japan is larger than the number of holiday tourist. Indian outbound business tourist to China is also showing positive trend and will continue in forecast period of time. Indian tourists visit Thailand in huge numbers because of its affordability and proximity. Thailand currency (Thai Baht) gaining the benefit of tourism arrival due to a strong position against Dollar and Euro.

The United States is Prime Destination for Higher Spending

The United States is the prime destination for Indian outbound travelers in the world. Around more than 1/3rd, the total worldwide expenditure by Indian tourist is spent in the United States alone. United States is a popular destination for the entire segment like holiday, VFR, Business and Others.

Located between Myanmar and Pakistan, bordering the Arabian Sea and the Bay of Bengal, India occupies the greater part of South Asia. It is the 7th largest country in the world and the 2nd most populous with 1.38 billion residents as of January 2020.

As per the United Nation's World Population Prospects 2019, India is projected to surpass China as the world's most populous country around 2027, adding nearly 273 million people between 2019 and 2050.

India has 36 states and union territories (including the Delhi national capital territory) of which the most populous are Uttar Pradesh, Maharashtra, Bihar, West Bengal, Madhya Pradesh, Rajasthan and Tamil Nadu, accounting for over 70% of the nation's population. When breaking down the numbers, it can be seen that India has many large cities that contribute to its massive population. In fact, the country has a total of 40 cities that each have populations exceeding one million residents. Of these cities, two - Mumbai and Delhi –have populations that exceed 10 million, and another five – Bengaluru, Kolkata, Chennai, Ahmedabad and Hyderabad have populations exceeding 3 million.

Over the last decade, India's MoEA has opened dozens of new passport offices, modernized technology and improved the entire application process. This strategic effort to simplify and expedite the country's passport issuance process has led to a surge in the number of passport

holders in India from 23 million in 2007 to nearly 80 million in 2018. This increase in the number of passport holders is a major contributor to the growth in outbound travel from India

A massive and growing population coupled with a strong economy has fuelled the growth of the outbound travel market from India. International departures from India have increased from 16.6 million in 2013 to 26.3 million in 2018, reflecting a five-year CAGR of 9.6%.

Globally, India ranked 5th in terms of outbound departures in 2018, climbing up from 12th position in 2014. India's rapidly growing younger and more educated population combined with a burgeoning middle class, who have an increasing amount of disposable income, provide strong indications that the country will continue to see a steep rise in the number of nationals travelling abroad over the coming years.

The UN World Tourism Organization (UNWTO) predicts that international departures from India will cross the 50 million mark by 2022

Indian tourists are amongst the highest spenders abroad

According to the UNWTO, outbound tourism expenditure from India totaled US\$21.3 billion in 2018, registering a growth of 22% over the previous year. 71% of the expenditure was for personal purposes and 29% for business and professional purposes.

India ranked 14th worldwide in terms of outbound tourism spend in 2018, up from 25th position in 2013. Total visitor spend is expected to increase to US\$45 billion by 2024.

However, at a spending of US\$811 per departure in 2018, Indian tourists ranked 40th worldwide. Spending per departure by Indian tourists is expected to rise to US\$900 by 2024.

Europe maintains a stable share of outbound travel from India

According to Tourism Economics statistics, Asia (37%) and the Middle East (35%) command the largest share of the Indian outbound travel market. Europe, which had a 16% share in 2013, saw a marginal 1% increase to 17% in 2018 and is expected to maintain a share of 16% in 2023.

In terms of absolute numbers, visits to Europe from India totaled 3.3 million in 2018, growing at a CAGR of 10.4% over the period 2013-2018 - a rate faster than the overall CAGR of 9.6% for total outbound travel from India in the same period. Indian arrivals in Europe are expected to rise to nearly 4.3 million in 2023, albeit at a slower growth rate of 5.3% over the period 2018-2023.

In 2018, EU28 destinations accounted for a 47% share of Indian arrivals in Europe, totaling 1.6 million visitors, with a CAGR of 7.8% during the five-year period 2013-2018, while EU27 destinations accounted for a 30% share, totaling nearly one million (997,000) visitors, growing at a CAGR of 6.5% during 2013-2018. By 2024, the share of EU27 destinations is expected to rise to 32% of all Indian arrivals to Europe, totaling nearly 1.4 million visitors, recording a marginally higher CAGR of 6.6% in the period 2018-2023.

The most popular destinations in Europe for Indian travellers are France, Germany, Switzerland, Italy, Netherlands Spain and United Kingdom. Other destinations that welcome a growing number of Indian visitors include Austria, Belgium, Greece, Poland and the Czech Republic.

According to the 2017 CAPA-Expedia joint research study, leisure travel accounts for 30% of outbound travel from India while business travel accounts for 26% share. 16% of Indians travel abroad for VFR (visiting friends and relatives) and 28% for other purposes (education, employment or pilgrimage).

For destinations with a large Indian diaspora, such as the US, UK and Australia, VFR is the main purpose of travel for 30% xli, 40% xlii and 54% xliii of Indian visitors, respectively. Europe, on the other hand, attracts more holiday travellers, even though it has a fairly large and growing Indian

migrant population, numbering about 1.5 million people in 2019 (up from about 1.1 million in 2010).

Notably, an increasing trend towards dual or multi-purpose travel is being observed among Indian outbound travellers. For example, Indian VFR travellers often extend travel plans to include independent leisure time and activities.

Business travellers are also combining business and leisure (bleisure) on their trips abroad. CAPA's research indicates that approximately 100,000-150,000 spouses joined their partners on business trips in 2017, with this being particularly evident for trips from Mumbai and Bangalore.

Most Visited Destinations by International Tourist Arrivals

Rank	Destination	International tourist arrivals (2019)
1	France	-
2	Spain	83.5 million
3	United States	79.3 million
4	China	65.7 million
5	Italy	64.5 million
6	Turkey	51.2 million
7	Mexico	45.0 million
8	Thailand	39.8 million
9	Germany	39.6 million
10	United Kingdom	39.4 million

International Tourism Receipts

Rank	Region	International tourism receipts (US\$ (2019) ^[1] billion)
1	United States	214.1
2	Spain	79.7
3	France	63.8
4	Thailand	60.5
5	United Kingdom	52.7
6	Italy	49.6
7	Japan	46.1
8	Australia	45.7
9	Germany	41.6
10	China	40.1

Understanding Package Tours

When a tourist plans and books a trip to a destination for leisure and recreation purpose, they buy an experience comprising a wide range of products and services. A package, from a tourism perspective, is the linking of a number of individual products/services into a single experience, typically for a single price. A package is a saleable item, with a set price for a set period of time. There is a broad range of products and services that can be linked in a package.

Key Components of Package Tour

- Attractions (Built attraction – museum, art gallery, theme park etc and Natural attraction – waterfalls, scenic vistas etc).
- Accommodation
- Food & beverage
- Transportation
- Guided tour
- Entertainment – theatre performance, stage show& concert
- Event/festival
- Shopping
- Activity – hiking, kayaking, skiing & snowmobiling
- Local culture

Designing an organised Inclusive Package Tour

There are a number of basic steps one must go through to make your package tour, which are outlined below and detailed in Table.

Steps in Designing Organised Package Tours

Step	Key Actions	Purposes
1.	Analysing Marketing Opportunities	To define target markets and the type of experience tourists look for.
2.	Define Reason for packaging	To ensure that package is related to objectives
3.	Define Tour Package Components	To identify what is in the package, to determine if partners

4.	Identify Packaging Partners	To develop the complete package.
5.	Create and Nurture Package Partnership	To establish a sound working relationship with package partners.
6.	Develop Detailed Itinerary	To understand each step, no matter how small.
7.	Pricing Tour Package	To ensure the competition while reaching profit goals.
8.	Give Name Tour Package	To create a presence and sales tool
9.	Develop Operational Plan for Package	To ensure that staff must understand the implications on operations and sales.
10.	Communicate Operational Plan Package Tour	To make sure all staff members must understand and contributes to the package.
11.	Distribution and Market of Package	To conduct sell and distribute network for package tour in efficient manner.
12.	Evaluation	To provide with sound tools to evaluate efforts – should you continue or exit?
13.	Refine Package	To respond to input received and to improve for next package offering.

Methods of Operating Package Tours

There are many questions about how a package really works – between the partners of the package, for company's own operation (internal operations plan) and between the visitors and the tourism

suppliers. By completing an operation plan, one can be better prepared for the 'unexpected' because time is taken to anticipate all contingencies.

It is important for tour operator to make sure that all the frontline staff members who interact with visitors when they inquire, book and arrive understand the complete package. Staff members can contribute significantly to the design and delivery of a package. These are the following points that must be taken into consideration while operating packages.

- Sell the package yourself
- Sell in co-operation with package partners
- Sell through third party (e.g. DMOs/DMCs)
- Travel trade partnership:-

- ☐ Tour Operator
- ☐ Tour Wholesaler
- ☐ Local Travel Agents
- ☐ Outbound Operators
- ☐ Member-based organizations

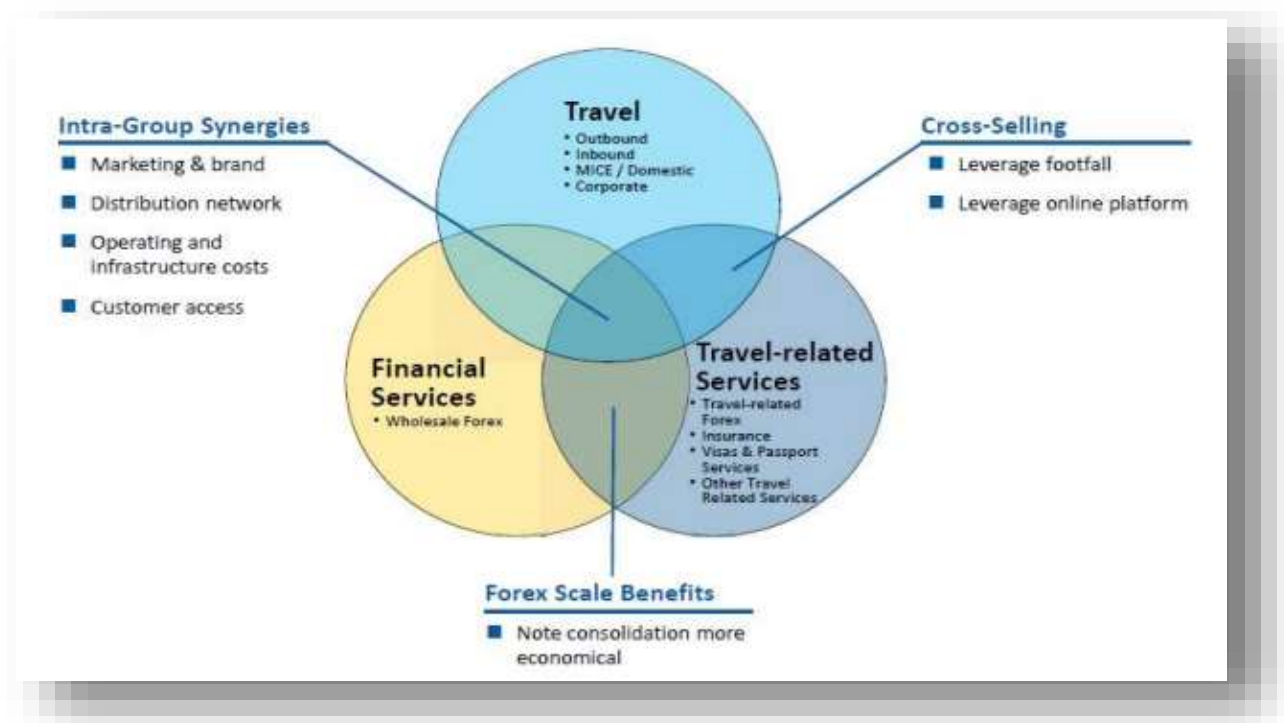
Package Tours of Thomas Cook

Thomas Cook (India) Ltd. is the leading integrated travel and travel related financial services company in the country offering a broad spectrum of services. These services include Foreign Exchange, Corporate Travel, Leisure Travel and Insurance. The Company launched its Indian operations in 1881 and is celebrating its 132 years of world-class service in India. Thomas Cook (India) operates in the different areas of business with various products. Table illustrates Thomas Cook business and product offering

Thomas Cook Business and Product Offering

Thomas Cook Business	Thomas Cook Products
➤ Leisure Travel	➤ Holidays in India
➤ MICE	➤ International Flights
➤ Corporate Travel Management	➤ International Holidays
➤ Foreign Exchange	➤ Cruise Holidays
➤ Insurance	➤ Domestic Flights
	➤ Domestic Hotels
	➤ Foreign Exchange
	➤ International Hotels
	➤ Travel Insurance
	➤ Visa and Passport

Figure exhibits the following benefits of operating as fully Integrated Foreign exchange and travel platform Thomas Cook.



Description of Tour Package ‘Exotic Kashmir’ (06 Nights/ 7 Days) Promoted by Thomas Cook India

Highlights of the Tour

- Return Airfare on Economy Class
- Inclusive of all ‘must see’ sightseeing
- Accommodation at quality hotels
- Inclusive of breakfast & dinner
- Stay 1 night in deluxe houseboat at Srinagar
- Stay 1 night in Gulmarg
- Enjoy a Gondola ride to Khilanmarg
- Stay 2 nights in Pahalgam
- Visit Awantipura ruins of 1100 yrs old temple of Lord Vishnu
- Visit to Chandanwari & Betab Valley in Pahalgam
- Stay 2 nights in hotel at Srinagar
- Shikara ride on Dal Lake once during the stay
- Visit Shankracharya Temple
- Visit to the famous Mughal Gardens - Nishat Bagh and Shalimar Bagh
- Excursion to Sonamarg

Tour Price includes

- Return Airfare in economy class from Mumbai / Delhi
- Accommodation on twin sharing basis in hotels mentioned or similar
- Daily Breakfast and Dinner at all places
- Transfers and sightseeing by AC vehicle on sharing basis as per the itinerary
- Visit to Chandanwari and Betab Valley in Pahalgam will be by local non AC vehicles
- Entry fees to Gondola (ropeway) up to 1st level at Gulmarg

- Shikara ride on Dal Lake once during the stay on sharing basis

The Price does not include

- Additional / personal use of vehicle
- Any personal expenses, room service and special orders, mineral waters, alcoholic and non alcoholic beverages, portorage, tips, phone calls, laundry etc
- Any extra excursions or sightseeing apart from the above specified itinerary
- Camera fees, guide charges
- Any incidental and other expenses which are not specified in the inclusions
- Govt service tax – 3.09 % applicable on total billing
- Important Things to Note
- It is mandatory to carry photo ID card while on tour. PAN card is not a valid ID card.
- The vehicle used for transfers is not at disposal.
- This is an indicative itinerary and subject to change depending upon circumstances. Drivers / local representatives are consulted for next day's sightseeing schedule / transfers timings.
- At Sonamarg, Gulmarg and Pahalgam the vehicles are allowed only up to the common parking lot. Thereafter one has to walk or hire ponies/ local vehicles for local conveyance on direct payment basis
- Tour-programme is subject to change depending upon circumstances
- Please note that only post paid mobile number works in Kashmir

SOTC

SOTC is Kuoni India's key outbound travel brand. It is India's leading outbound tour operator, acquired by Kuoni Travels. It is the world's leading premium Tour Operator in the year 1996. It is also a leader in all travel segments namely Escorted Tours, Free Individual Travel and Domestic Holidays. SOTC Corporate Tours is the leader in Incentive, Trade Fair and Sport Tours. SOTC's vast array of holiday services is taking holidaying to an entirely new level. Table illustrates five different areas of package tour business of SOTC.

Table presents the various SOTC holidays

SOTC Holidays				
Escorted Group Tours	Customized Holidays	Holidays of India	Corporate Tours	Trade Fair Tours

Escorted Group Tours

SOTC Escorted Group Tours pioneered the designing and marketing of escorted tours to cosmopolitan travellers' in India. Its tours have escorted lakhs of travellers across the globe for more than 50 years to various destinations including Europe, Australia, New Zealand, USA, Africa, Mauritius, South Asia, and the Southeast Asia. Being a 100 per cent subsidiary of Kuoni Travel Holding, Switzerland, it is one of the world's largest travel companies. SOTC leverages the advantage of the buying power and travel services to provide customers value-for-money

packages. SOTC endeavors to bring alive the dream holiday. It ensures safe, sure and secure travel with the experienced tour operators. Budget tours designed by SOTC provide value for money to travellers without compromising on sightseeing and basic holiday needs.

Customized Holidays

SOTC offers customised and tailor-made holidays around the world. On these customised holidays, tourist travel only with their companion at your own pace. One can go for holiday at a range of destinations, fly the airline of their own choice and stay at hotels of their own choice.

Holidays of India

SOTC Holidays of India satisfy for families, youth, students and honeymooners as well as groups or individual travellers for a holiday in India. SOTC Holidays of India have a range of holiday options covering every requirement. It offers an opportunity to visit and explore important places of India. It also offers a wide range of customised holidays for giving individual travellers the complete freedom and flexibility to define their preferences for the destination, length of stay and pace of travel.

Corporate Tours

SOTC is a specialist in MICE Tours. SOTC Corporate Tours provide customized solutions for various MICE related travel needs. It assists corporate traveller at every stage of planning, including pre-tour familiarization visits, booking of air seats, arranging accommodation at the finest hotels, gala dinners, collateral preparation, technical back up, meal arrangements and event management. It ensures the highest quality of service for incentive programs, conference and meetings across the globe.

Trade Fair Tours

SOTC Trade Fair Tours cater exclusively to the needs and requirements of the business travellers visiting or exhibiting in International trade fairs. Increase in the number of Indian participants and visitors to various International exhibitions to compete at a global level confirm huge potential for Group Outbound Travel. In the past few years, it has successfully organised delegations to various International trade fairs. SOTC Trade Fair Tours have given a new dimension to the trade fair visitors by providing value-added services such as confirmed accommodation during the fair period, Indian meals and option to pay in easy monthly instalments, factory visits at extremely attractive and competitive prices.

Cox and Kings India Limited

Cox & Kings is the longest established travel company in the world. Its distinguished history began in 1758 when it was appointed as general agents to the regiment of Foot Guards in India under the command of Lord Ligonier. It has over 12 fully owned offices in India across key cities such as New Delhi, Chennai, Bangalore, Kolkata, Ahmedabad, Kochi, Hyderabad, Pune, Goa, Nagpur and Jaipur. The worldwide offices are located in UK, USA, Japan, Russia, Singapore and Dubai. It has associate offices in Germany, Italy, Spain, South Africa, Sweden and Australia

The principal services offered by the company are:

- Destination Management
- Incentive & Conference Solutions
- Domestic Holidays
- NRI
- Trade Fairs
- Outbound Tourism
- Business Travel
- Foreign Exchange

- Insurance

Cox and Kings Types of Holidays

- Duniya Dekho - Group Tours
- FlexiHol- Individual Tours
- Bharat Deko - India Tours
- Luxury Escapades
- Instant Holidays
- Rail Europe Holidays
- Romantic Getaways

Duniya Dekho: Escorted International Group Tour Packages

Duniya Dekho is escorted group tours designed for likeminded Indian passengers, with Indian meals and Indian Tour Managers. The itineraries are carefully planned for coach tours with a mix of essential sightseeing and activities. The hotels used are normally first-class hotels ranging in the three- star to four-star categories. It also provides optional excursions for tourists to choose to enhance their experience.

FlexiHol-Individual Tours

Escorted tours are quite fast paced. It can also be customized. This package tour reflects individual schedules, tastes and budget.

Bharat Deko - India Tours

Bharat Deko tours in India are designed for group travelers with buffet meals and Tour Managers. The itineraries are carefully planned with the sightseeing and activities. It includes first-class hotels ranging in the three-star categories. It also provides optional excursions to maximize their experiences. It can be upgraded to four-star and five-star hotels. The tour brochure reflects individual schedules, tastes and budget.

Travel Corporation of India (TCI)

It is India's leading Destination Management Company with 100 per cent subsidiary venture of Thomas Cook India Limited. It has a stainless record of operating inbound business in India, Sri Lanka, Nepal & Mauritius for over 50 years. It has been securing the status of the Best Inbound Tour Operator. TCI has offices at 12 cities in India and seven marketing offices overseas at New York, London, Frankfurt, Madrid, Barcelona, Tokyo and Kathmandu. Table presents various package tours being offered by TCI.

TCI Travel Packages

- India's Lost Frontiers
- Pilgrimage Tours
- Adventure Tours
- Luxury Hotels
- Special Interest Tours
- Re-live India
- Luxury Trains
- Safari Tours
- Cruises
- Honeymoon Tours
- Ayurveda and Spa
- Luxury Trains

Description of TCI 'Footsteps of Buddha' Tour Package

DAY-1

Arrive Delhi and meet the representative at arrival hall and transfer to hotel. In the afternoon proceed on a tour of the capital city. The important places include the Red Fort, the historical Chandni Chowk along with Raj Ghat and Shanti Vana, the Rashtrapati Bhawan, the India Gate, the Laxminarayan Temple, Qutab Minar and the lotus-shaped Baha'i Temple.

DAY-2

Morning drive to Jaipur and Arrive Jaipur and check- in at hotel. Jaipur is otherwise called as Pink City. It has uphold its glory since Maharaja Sawai Jai Singh II had it built in 1727.

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DAY-3

Excursion to Amber Fort with the unique experience of traveling on elephant back to and from the top of the hill. Afternoon sightseeing tour of Jaipur including, City Palace, Central Museum with its large collection of woodwork and Jantar Mantar

DAY-4

Morning drive for five hours to the City of Taj, Agra en-route visiting the deserted town of Fatehpur Sikri. Check-in at hotel. Later proceed for the city sightseeing tour visiting The Taj Mahal.

DAY-5

Transfer to airport to board flight for Varanasi. Arrive Varanasi and transfer to hotel visiting Sarnath en-route, an important Buddhist pilgrimage point.

DAY-6

Enjoy a boat ride on river Ganges. There are about hundred ghats in the city. Also visit The Vishwanath Temple and The Bharat Mata Temple houses.

DAY-7

Morning drive to Bodhgaya. Arrive Bodhgaya and check- in at hotel. Visit the sacred place for Buddhists as it has a Peepul tree under which Gautama the Buddha attained enlightenment some 2500 years back.

DAY-8

Morning sightseeing tour of Bodhgaya visiting Mahabodhi Temple along with Bodhgaya Archaeological Museum.

DAY-9

Morning drive to Patna. Arrive Patna and check-in at hotel. The places include visiting Har Mandir Sahib, Golghar and Patna Museum.

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DAY-10

Morning drive to Kushinagar. Arrive Kushinagar and check – in at hotel. The places include the visit of the Rambhar Stupa and the visit of the Mahaparinirvana temple, which houses the recumbent figure of Lord Buddha.

DAY-11

Morning drive to Balrampur. Arrive Balrampur and check – in at hotel.

DAY-12

Morning drive to Lumbini. Arrive Lumbini and check – in at hotel. Lumbini is the place where Buddha was born 2500 years ago.

DAY-13

In time transfer to airport to board flight for Kathmandu. Arrive Kathmandu and

transfer to hotel. Surrounded by green hills and mountains with snow capped peaks against its northern and eastern background the Valley is indeed beautiful.

DAY-14

Morning visit Hanuman Dhoka, the name of the old royal palace has been derived from the statue of Hanuman (the monkey god of Hindu mythology) Also visit the hilltop Stupa of Swayambhunath, considered 2,000 years old.

DAY-15

Leaving Kathmandu with a representative to airport to help board flight for onward destination.

Inclusions of Package Tour

- Accommodation in all the hotels on single/twin/triple sharing basis, as per the list above.
- Breakfast on all days.
- All prevailing taxes like Luxury tax in all hotels and Expenditure tax wherever applicable.
- All transfers to or from hotels, city tours, excursions, drives by air-conditioned transport.
- Services of an English speaking local guide.
- Interstate road tax, toll tax, driver's allowance, parking etc.

Exclusions:

- Any lunch, dinner, snacks, mineral water etc. unless mentioned in the itinerary.
- Entrance fee to any monuments or camera fee.
- Any airfare or airport tax
- Tips, gratuities.
- Portage, laundry, telephone calls, table drinks or any other expenses of person

Tourism Marketing and Promotion Strategies for Package Tour

Promotion a key method to spread the word about tour packages to customers, stakeholders and the general public. Once a tour operator identifies their target market, they gain good idea of the best way to reach them. It uses a mix of advertising, personal selling, sales promotion and public relations to promote tour packages.

Advertising

Advertising is a form of communication designed to persuade potential customers to choose tour packages over competitors. Success of advertising depends upon how tour operators making their package know to visitors. It should be a planned, consistently with the activities that can keep the name of package in the mind of the consumer. These are the following key strategies adopted for package advertising.

- Make a tour package most familiar to visitors
- Create goodwill and build a favorable image of company.
- Attract customers to find out more about tour package.

Personal Selling

Selling is the exchange of goods or services for an agreed sum of money. Following situation can be understood for personal selling:

- Identifying need and want of tour packages in market which afford to pay by visitors.
- Creating contact with visitors by phone, email or in writing etc.
- Making presentation and demonstration about the tour package in order to convince potential visitors for a holiday.

Sales Promotion

Sales promotion includes short-term incentives or activities that encourage the purchase or sale of a package. It should target toward final buyers (consumer promotions), business customers (business promotions), retailers and wholesalers (trade promotions) and members of the sales force (sales force promotions). Some sales promotion activities for tour package are as follows:

- Point of purchase display material like poster, banners, brochures etc.
- Competitions, coupons and games
- Loyalty reward programs
- Seminars and workshops about the packages
- Conference presentations
- Trade show displays like SATTE, KTM, WTM and ITB etc
- Telemarketing and direct mail campaigns
- Newsletters
- Event sponsorship
- Capability endorsement
- Reward incentives linked to purchases or sales
- Reseller staff incentives
- Commissions

Public Relations

The Public Relations Institute of Australia (PRIA) defines Public Relations (PR) as ‘the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization (or individual) and its (or their) publics. Typical PR tools include:

- Media releases: news creation and distribution
- Special events: such as news conferences, grand openings and product launches
- Speeches and presentations
- Educational programs
- Annual reports, brochures, newsletters, magazines and Audio-Video(AV) presentations
- Community activities and sponsorships

Travel Industry Fairs

A trade fair (trade show, trade exhibition or expo) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, services, study activities of rivals and examine recent market trends and opportunities. In contrast to consumer fairs, only some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade, e.g. professionals) and members of the press, therefore trade shows are classified as either “Public” or “Trade Only”. A few fairs are hybrids of the two; one example is the Frankfurt Book Fair, which is trade-only for its first three days and open to the general public on its final two days.

They are held on a continuing basis in virtually all markets and normally attract companies from around the globe. For example, in the U.S. there are currently over 2500 trade shows held every year, and several online directories have been established to help organizers, attendees, and marketers identify appropriate events.

Trade fairs often involve a considerable marketing investment by participating companies. Costs include space rental, design and construction of trade show displays, telecommunications and networking, travel, accommodations, and promotional literature and items to give to attendees. In addition, costs are incurred at the show for services such as electrical, booth cleaning, internet services, and drayage (also known as material handling). Consequently, cities often promote trade shows as a means of economic development.

Exhibitors attending the event are required to use an exhibitor manual or online exhibitor manual to order their required services and complete any necessary paperwork such as health and safety declarations. An increasing number of trade fairs are happening online, and these events are called

virtual tradeshows. They are increasing in popularity due to their relatively low cost and because there is no need to travel whether you are attending or exhibiting.

Benefits of Trade Fairs

Trade Fairs are a great way for consumers to research the latest services and products a company has to offer. Business organizations can also benefit by multiplying the number of their clients with well-designed booths and informative displays. Both consumers, and companies that want to operate a trade show booth, need to devise a good plan prior to the exhibition day. A well-laid plan helps double the prospects of gaining benefits a trade show has to offer.

Promotion of Products & Services

One of the major benefits is a trade fair can help companies to promote their services and/or products to a large section of interested people in a very short period of time. Usually trade shows come about within a single location and last only for a few days. Companies deck up the venue with fabric pop up displays and thus create a powerful atmosphere congenial for viral marketing of the products and/or services of the companies. Apart from achieving promotional benefits for the products and/or services, the companies can hope to generate leads for future sales.

Zero Chance of Failure

Advertisement by the companies prior to the start of the trade shows is a good attempt to impress and attract people to the trade show ground. In doing so, business organizations can also ensure that the people who have plans to visit the trade show ground between the days will be aware that those companies are visiting the trade fairs with such and such products and/or services. This maneuver will grow the interests of the people and they can throng the trade fair ground with enhanced interest.

Ensure that the trade show booth staffs who are managing the booths and working to promote the business products and/or services do not talk too much among themselves.

This may kill the goal of the companies attending such a trade fair. Again, it is imperative for the companies to conduct follow-up of the acquired sales-leads. Remember that whoever fails to ensure the proper follow-up of the sales-leads may fail to gain the optimum benefits.

Business Goal Achievable

Specifying a goal for your trade show exhibit is a sure step to achieve success. The key to specifying a goal is having the concrete understanding of the target audience you are trying to promote to, and devising a specific business plan to seize the attention of your clients. Sound knowledge of the market will help you to determine which products and/or services you should display. Your business goal may be of varied kinds, which may include generation of sales-lead, networking, product introduction, or promotion of a company brand or logo. Try to discover or create the business goal and adhere to it.

Best Price Deal Achievable

People attend trade shows to discover the latest offerings of various companies. They come to know of different new brands, products, or services. Most often, discount offers are given to the clients and that is why prices remain lower here than they are in the traditional market.

So, the clients can achieve discount benefits out there. Intelligent clients, therefore, visit trade shows with preparing list of items and/or services that they want to purchase. This helps them remain more focused. They could then compare various price offers and look around the market to locate the best one. Thus, they can save money, which is one of the best benefits a trade show has to offer. So, when there are numerous business-side benefits, there are multiple consumerside benefits also. In a word, a trade show is a real venue of opportunities and benefits. To achieve them, presentation management on part of the business organizations and deal management on part of the consumers need to be proper and smart. Proper planning and preparation helps participants reap the best benefits.

Raise awareness - exhibiting at industry events is a good way to raise your profiles and generate brand awareness. As well as taking a stand at an event, there are usually other advertising and sponsorship opportunities.

Meet in person - meeting face-to-face with potential customers is a great way to start building relationships.

Networking - trade shows are a great way to meet potential new customers, suppliers and to learn more about your competitors.

Launch new product - trade shows are a good place to introduce a new product or service. Being able to explain your offering in person and answer questions is ideal if your product is innovative.

Build your database - meeting with potential customers at an exhibition helps you to start building your marketing lists and generate qualified sales leads.

ITB

ITB in Berlin's convention center. It is not just for people in the business, but for anyone who wants a quick and convenient taste of other lands, cultures, and adventures... and kilos of brochures and information with which to plan a dream vacation. The fair won't just attract thousands of Germans. The most important place for the international travel industry to network under one roof is at the annual; it will also cause a considerable influx of foreign visitors from all corners of the world to Berlin. Some 170,000 people attend every year about half of them trade visitors. They have plenty to look at: 10,000 exhibitors from 180 countries and territories worldwide try to catch their attention. These figures make Berlin's travel fair the largest in the world.

The ITB first started in 1966, with nine exhibitors (of which Iraq was one) and 250 trade visitors. Hungary and Romania joined ITB in 1968 during the temporary relaxation of travel restrictions in Eastern Europe. By 1980 the ITB had outclassed all other tourism fairs.

Countries and tour operators hand out more than paper - they entertain and host games. The general public visiting the fair is ever more geared towards getting information about far-flung destinations.

The World's Leading Travel Trade Show

With more than 170,000 visitors, among these 113,000 trade visitors, and 11,000 represented companies from 180 countries ITB Berlin is the leading B2B-Platform of all tourism industry offers. In addition, the world's largest tourism convention ITB Berlin Convention provides unique opportunities to benefit from the leading think tank of the global tourism industry. All levels of the value added chain are present: Tour operators, booking engines, destinations, airlines, and hotels right through to car rental companies.

Destinations and Market Segments

Since 1966, the structure of ITB Berlin was developed and expanded. In the exhibition area, trade visitors as well as public visitors have the chance to explore the international travel industry's entire product spectrum.

The structure of the exhibition halls is divided into geographic aspects as well as into current market segments. An entire hall is reserved for Trends & Events with Youth Travel, ECOtourism, Experience Adventure, Economy Accommodation, and Travel for disabled people. However, even Training and Employment in Tourism, Travel Technology, Wellness, Culture Tourism, Cruises and the Book World are presented on a grand scale.

In March 2022, ITB Berlin will once again bring together tourism professionals and key players from the global travel industry, Berlin, 9 - 13 March 2022

WORLD TRAVEL MARKET (WTM) , LONDON

World Travel Market, the leading global event for the travel industry - is a vibrant must attend four-day business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof.

World Travel Market (WTM) is a UK event aimed at the global travel industry. Almost 46,000 senior travel industry professionals, government ministers and representatives of the international media, converge on ExCeL London each year in November to attend WTM.

This year World Travel Market is scheduled for 5 to 8 November 2012. WTM marked its thirtieth anniversary in 2009, and is today a significant opportunity for suppliers in travel industry to negotiate business contracts.

Interesting facts about World Travel Market

1. World Travel Market has been hosted in three London venues, Olympia, Earl's Court and ExCeL London. WTM launched at Olympia in 1980 before moving to the larger Earl's Court in 1992. The event grew so popular and it moved to London's largest exhibition center ExCeL, London in 2002.
2. WTM has played host to an array of celebrities over the past three decades. Celebrity WTM visitors have included film star Michael Douglas, entrepreneur Sir Richard Branson, England, football Manager Sven-Goran Eriksson, five-times Olympic gold medalist Sir Steve Redgrave and most recently Aussie soap star, singer and TV talent show judge Dannii Minogue.
3. Over the last 29 years WTM has held almost 11,000 (10,950) conference sessions. UK travel agents can collect Accredited Travel Professional (ATP) points for each WTM Travel Agents Program session they attend.
4. The move to Earl's Court in 1992 saw the launch of the Meridian Club. The Meridian Club is for the industry's senior buyers, who use WTM to negotiate deals with the exhibitors. Meridian Club launched with almost 7,000 (6,907) members, in 2008 it had almost 11,000 (10,981).
5. Environmental Awareness Day, launched in 1994, was renamed World Responsible TourismDay (WRTD) in 2004. WRTD, the only global day of action of its kind, is supported by the UNWTO and leading industry associations. The day is vital – for business, for profitability and for our planet. It means taking care of a world that we seek to promote, preserving our heritage and cultures and taking into account the views and needs of local communities.
6. A delegate visiting WTM for the four full days can expect to walk more than 100,000 steps.
7. In 2009 WTM had a 45,571 industry attendance with 5,121 exhibiting companies representing 187 countries and regions.
8. In 1998, Jeffery founded international water-aid charity Just a Drop. The charity raises desperately needed funds to build wells, bore holes, hand pumps and run health and sanitation programs throughout the world. Just a Drop has raised more than £1million and supported 900,000 people in 28 countries around the world.
9. WTM has the largest reoccurring Press Center in the UK. Beaten only by the largest one-off press center in the UK, which was the Commonwealth Games in Manchester 2002.
10. World Travel Market London (WTM) 2021. World Travel Market London (WTM) is held in ExCel London London on 1 to 3 November 2021 showing the companies news of United Kingdom and internationals related to sectors Hotels, Airlines, Car rentals, Tour operators, Cruise lines, Tourism.

International Brussels Travel Fair

International Brussels Travel Fair (BFT) is held every year in the month of November in the city of Brussels in Belgium. The three days event is held between Thursday and Saturday. Started in the year 1975, the fair was being held in four halls having an exhibition space of 12000 square meters and 8000 square meters. The BFT is more technical event than a promotional event. It may be described as a workshop. All the 3 days of the fair duration are for the professionals and they are, therefore of great interest to operators, hoteliers and travel agents. The Brussels event is said to have proved consistently profitable for its organizers during its 25 years of operation.

FITUR

FITUR 2013 stands in Spanish for “Feria Internacional de Turismo” which translates in English as: International Tourism Trade Fair. FITUR is probably the most important event for doing business in the Tourism industry in Spain these days. Spain’s strongest industry is Tourism therefore more than eight thousand companies like to attend this event every year. It’s usually at the beginning of every year and it’s located at IFEMA (Institución Ferial de Madrid) in Madrid.

Event Profile

Fitur ranks as one of the chief tourism sector trade events in Spain. Organized at the Feria de Madrid, the show draws in more than 209260 visitors at each of its editions - a clear indication of the popularity of the event. The latest trends and patterns from the tourism and hospitality industry are closely deliberated upon at the show and participating companies have ample scope of expanding their business networks here too. Tour and travel agency services, hotels and resorts, coach facilities and a host of other tourist destinations are showcased during the Fitur Show, which is attended by over 10434 professional exhibitors, hailing from as many as 166 different countries. A series of topical seminars and meeting sessions are also organized at the show and eminent journalists from more than 59 nations are also present here. The show enjoys the official support of over 200 statutory governmental bodies and takes up a total space of 150000 square meters

Visitor Profile

Fitur is a very well attended event, receiving 209,260 visitors in each of its editions. The list of attendees includes key decision makers from the travel and tourism industry, such as presidents, general directors and marketing and sales personnel. Also, nearly 7,500 journalists visit the show each year along with 200 government ministers, tourism secretaries and ambassadors. Of the total number of participating visitors, 119,661 were trade participants in the previous edition.

Exhibitor Profile

Fitur 2012 features over 10,434 exhibitors from 166 countries and regions including tour operators, travel agencies, carrier companies, representatives of hotels and other forms of lodging facilities, leisure and culture contractors, residential tourism firms, travel media representatives, government officials, representatives of tourism boards, members of trade associations and students of training institutes. In its previous edition, Fitur hosted 14.8 percent tour operators and 18.2 percent travel agencies.

KTM (Kerala Travel Mart)

The KTM aims to offer small and medium stakeholders in the travel and tourism sector a platform to hold their own in the face of stiff competition from other States and abroad. The KTM is the only tourism event in the sub-continent that brings together the business fraternity and entrepreneurs behind the tourism products and services of Kerala. It is on this day the largest gathering design, plan and schedule to facilitates meetings involving Buyers, sellers, Media, Government Agencies and others.

Apart from Kerala, no other state in India is jointly organizing a tourism mart and this is one of the peculiarities of the Kerala Travel Mart. Travel Marts will really facilitate as a medium to

acquaint with each and every tourist destinations worldwide and Kerala Tourism progress and Development is due to its involvement in the Kerala Travel Mart. Added to all the facilities being provided, it is for the first time the Buyers and Sellers Co-ordination Committee of KTM 2010, is introducing Speed Networking which will commence on the Day one of the KTM 2010. Speed networking is a meeting through which one can make maximum number of introductions in an organized atmosphere in 2-3 minutes.

Here the person has to bring his/her business cards or other printed materials that he/she wishes to share with his/her fellow net workers. While two or three minutes is not enough time to develop a real relationship with someone, it certainly breaks the ice at the beginning of the Mart.

Membership

Membership (subject to the approval of the Managing Committee) is open to all establishments in Kerala, like, Airlines, Ayurveda Centers. Farm-stays, Homestays, Hotels, Houseboats, Organizations promoting Eco/ Adventure/Culinary tourism, Resorts, Specialty Hospitals, Tour Operators, Travel Agents, or any other tourism service provider.

IITM 'India International Travel Mart'

Established in 1998 Travel Media Networks is India's leading and most dynamic event management company. A multi-faceted company focused in organizing the largest number of travel trade events both exhibitions and road shows throughout India. Launched in 1998 'India International Travel Mart' (IITM) has become India's leading travel exhibition aimed at the trade and the public and attracts huge participation both from domestic and international exhibitors.

'India International Travel Mart' - a showcase for stimulating travel, tourism, hospitality, leisure and other related industries, both from within the country and outside. IITM is aimed at bringing about a face - to - face encounter with the travel – trade, corporate consumers, the burgeoning middle and upper middle class including the elite segment, with the requisite purchasing power, in an ambient and festive surrounding that would facilitate the beginning of a new era of a mutually beneficially business relationship.

Our shows provide the gateway for airlines, National Tourism Organizations attractions, hotels and resorts, transportation companies and tour operators amongst others to reach their target audience be it the travel trade or the end consumer. The exhibitions are strategically timed to optimize on the peak travel periods.

IITM travel trade exhibitions are hosted in the most commercially influential metros throughout India: Bangalore, Chennai, Mumbai, Pune and Hyderabad. The success of the event in these metros has encouraged them to host the show in other metros and 2009 saw the first IITM in Cochin.

In the past few years IITM has seen a progressive growth of participation in the number of suppliers exhibiting, with over 200 participants both from India and overseas at many of the shows. The countries that have represented in the past at the IITM's are: Bhutan, Canada, Dubai, Egypt, Greece, Indonesia, Italy, Iran, Ireland, Kenya, Macau, Malaysia, Maldives, Mauritius, Nepal, Netherlands, Singapore, South Africa, Sri Lanka, Switzerland, Thailand, United Kingdom along together with other domestic and national airlines and not to forget the local states and local tour operators, IITM provides the right impetus to reach the vast Indian audience.

The importance and success of IITM trade exhibitions can be measured by the sheer number of visitors both trade and public that they have attracted. Recent surveys showed an attendance of approx 50000 people to the shows collectively.

IITM is a travel trade exhibition which provides the perfect palette for all aspects of tourism activity. As well as participation in further opportunities such as press conferences, road shows for

the travel trade and sponsorships are possible to promote and enhance a new destination or a new product.

IITM is the perfect podium for market awareness and introduction of new tourism products and destinations be it Domestic or International to captivate both the Indian consumers and the Indian travel trade.

SATTE (South Asia Travel and Tourism Exchange) - 2021 is South Asia's leading event and trade show for travel & tourism industry. This event will be held on 24-26 March 2021 at India Expo Mart, Greater Noida in India. SATTE - 2021 attracted more and more exhibitors that included 35 National Tourist Offices, 26 State Tourism Boards from India, airlines, hotels, DMCs, cruise liners and the entire other gamut of travel and tourism suppliers showcasing their incredible range of products to more and more travel trade attendees, including pre-registered and hosted Indian and international buyers. At this fair you will get a chance to promote their business in the international markets.

Exhibitor Product Profile

Exhibitors like airport authorities, air charter companies, airlines – domestic and international car rental companies, convention centers, cruise liners, educational institutes, golf courses & resorts, hotels & resorts, IT companies, medical tourism, spas and wellness centers, sports tourism products, state tourism departments, national / international tourism organizations travel agents and tour operators.

PATA Travel Mart: the trade show

PATA Travel Mart is a leading travel event in the Asia Pacific Region. This event offers a wide range of opportunities for travel industry professionals to showcase their products and services, make network and meet partners in the region. PATA Travel Mart has a dynamic program, with many networking sessions and entertainment activities.

Event profile PATA Travel Mart

Industries: Tourism, Hotels, Restaurants, Tour operators, Tourism Organisms Travel Org.

Frequency: Annual

Scope: International

Next edition PATA Travel Mart

From Wednesday 24 to Friday 26 November 2021

Venue: Online Online Webinar

City: Leshan

Country: China

ICCA - the International Congress and Convention Association - is the global community and knowledge hub for the international association meetings industry.

ICCA is the global association leader for the international meetings industry and specialises in the international association meetings sector, offering unrivalled data, education, communication channels, and business development and networking opportunities. Since its establishment in 1963, ICCA represents the world's top destinations and most experienced suppliers specialised in handling, transporting and accommodating international meetings and events, and comprises of over 1,100 member companies and organisations in almost 100 countries and territories worldwide.

As of 2020 ICCA encompasses all major stakeholders in the world of association meetings, by opening its doors to associations with the launch of the “ICCA Association Community”, offering education, connections, tools and resources to associations to organise more effective meetings.

ICCA's Head office is based in the Netherlands. ICCA's Regional Offices are based in Malaysia, South Africa, U.A.E., U.S.A. and Uruguay.

ICCA was founded in 1963 by a group of travel agents (see full ICCA History). Their first and foremost aim was to evaluate practical ways to get the travel industry involved in the rapidly expanding market of international meetings and to exchange actual information related to their operations in this market. This initiative soon proved to have been taken at the right moment: the meeting industry expanded even more rapidly than foreseen. As a result of which representatives from all the various sectors of the meetings industry from all over the world applied for ICCA membership.

ICCA now is one of the most prominent organisations in the world of international meetings. It is the only association that comprises a membership representing the main specialists in handling, transporting and accommodating international events. With its new strategic plan, launched in 2015, ICCA aims to get closer to association meeting planners and make them truly part of the ICCA community.

ICCA's membership network of over 1,000 suppliers to the international meetings industry spans the globe, with members almost 100 countries. All companies and organisations which have a strategic commitment to provide top quality products and services for international meetings should consider ICCA membership as part of their long term plans.

UNIT 3

Itineraries of Popular Outbound Destinations of Indian Market (Middle East and Asia Pacific)

7 Days Itinerary Egypt

Start and end in Cairo! With the In-depth Cultural tour Egypt Explorer Cairo, Luxor, Aswan and Abu Simbel, you have a 7 days tour package taking you through Cairo, Egypt and 3 other destinations in Egypt. Egypt Explorer Cairo, Luxor, Aswan and Abu Simbel includes accommodation in a hotel as well as an expert guide, meals, transport and more.

1. Introduction

Enjoy the real life of Egypt—including personalized activities and excursions, expert guides and lecturers, and dedicated service from beginning to end.

1. Day 1: Arrive in Cairo

Welcome to Cairo,

Truly Egypt Tours Representative will meet and assist you at Cairo International Airport, transfer to hotel via air-conditioned modern limo with our constant care

At hotel the REP will assist with a smooth check-in and review your holiday itinerary with you to establish and confirm pick-up times for each tour in Cairo, Luxor and Aswan

- Overnight in Cairo

Start point Tours representative will meet and assist you at Cairo International Airport, transfer to hotel via air-conditioned modern limo with our constant care, Cairo International Airport

2. Day 2: Cairo- Pyramids, Egyptian Museum

- Visit Giza. Include the Great pyramid, The Sphinx, The Valley Temple, Khafra pyramid, Menkawra pyramid,
- Visit the Egyptian museum. Including King Tut Ankh Amon collection.
- Tour duration 4-5 hours.
- Later, you will be transferred to the gorgeous Giza railway station to catch the seated overnight bus/train From Cairo To Luxor - upgrade available to sleeper train or flight
- Meals: Breakfast

3. Day 3: Luxor- Karnak Temples & Luxor Temple

- Upon your arrival at the Luxor train station, you will be met and assisted by a our representative,
 - Check in your hotel and relax,
 - and then you'll begin your Luxor excursion. Get ready for some of the most interesting temples of the East Bank of the River Nile luxor temple and karnak temples
 - Tour duration 3-4 hours.
 - Back to your hotel, where you'll stay
 - overnight in Luxor.
 - Meals: Breakfast
-

4. Day 4: Luxor-Valley of the kings,Hatschpsut Temple & colossi of Memnon

- In the morning, visit the highlights of the West Bank, the Visit to the West Bank, take an excursion to the royal cemetery for 62 Pharaohs, Valley of the Kings, then to mortuary Temple of Queen Hatshepsut, which was built by the architects of the New Kingdom Pharaoh Hatshepsut approximately in the 15th century BC, at El-Deir El-Bahari and the Colossi of Memnon
 - Tour duration 4-5 hours.
 - Over Night luxor
 - Meals: Breakfast
-

5. Day 5: Aswan- High Dam,Old Dam,Philea temple

After Breakfast you will be transferred to the gorgeous luxor railway station to catch the 1st class train from luxor to aswan.About 3 Hours

Upon your arrival at the Aswan train station, you will be met and assisted by our representative,

transfer to hotel via air-conditioned modern limo with our constant care,

You'll see the world-famous High Dam,Old Dam of Aswan and the beautifully preserved Temple of Philae on Isis Island, dedicated to the goddesses Isis and Hathor. Later, you'll head back to the hotel.

- overnight in Aswan.
 - Meals: Breakfast
-

6. Day 6:Aswan- Visit Abu Simbel Temples

-
- Shortly after breakfast, you will board a modern air-conditioned coach for a trip to the spectacular Temples of Ramses II at Abu Simbel(OPTIONAL TOUR)
 - Your return will take you to the Aswan railway station, where you will board an seated overnight bus/train From Aswan To Cairo - upgrade available to sleeper train or flight
 - Meals included: Breakfast
-

7. Day 7: Cairo-Transfer To Cairo Airport

Breakfast at the hotel with free time at your leisure, then you will be transferred to Cairo International Airport for your final departure

End point Transfer to Cairo International Airport By Tours representative, via air-conditioned modern limo with our constant care, Cairo, Al Qahirah, Egypt

10 Day Itinerary for the Middle East

Jordan

Day 1: Amman, Jordan – Taste and experience true Arabian Culture

Day 2: Petra, Jordan – Hike through a 2000 year old city carved into red cliff faces by a former Arab kingdom

Day 3: Wadi Rum, Jordan – See the deserts of Arabia and sleep in a Bedouin Camp under the stars

Day 4: Amman, Jordan + depart

Lebanon

Day 5: Beirut, Lebanon – Experience the Paris of the Middle East and the Roman ruins of Baalbek

Day 6: Depart Beirut

Israel

Day 7: Tel Aviv, Israel

Day 8: Jerusalem, Israel and Bethlehem – See the sights where events have dictated much of the last 2000 years of history

Day 9: Depart Tel Aviv to Egypt

Day 10: Cairo, Egypt – See the Pyramids of Giza and experience the sights and chaos

6/7 days Itinerary to Dubai

Day 1

Dubai: Arrival and Dhow Cruise
International Buffet
Dhow Cruise

As you arrive in Dubai, tour representative will meet you at the airport and escort you to the hotel. Check into the hotel and take some rest. Later in the evening, sail through the city's waterways on a traditional Dhow Cruise and enjoy a tasty buffet dinner listening to Arabic music. Transfer back to the hotel and sleep for the night.

Day 2

Dubai: Half-day City Tour, Sightseeing
Half-day city tour
Burj Khalifa

Post a hearty breakfast, set out for a joyful half-day Dubai city tour. Lose yourself in the exotic Middle Eastern experience. You will see world-class places that will give you a glimpse of Dubai history, culture, and traditions. Next, you will get a visit to the 124th floor of Burj Khalifa, from there see the panoramic views of the stunning city. You will also visit the Dubai Aquarium and Underwater Zoo where you can see the beautiful marine creatures. The second day comes to an end, head back to the hotel for an overnight sleep.

Day 3

Dubai: Dolphinarium, Desert Safari
Dolphinarium
Desert Safari

After a tempting breakfast at the hotel, proceed for the Dolphinarium. Indulge in poolside and underwater interactions with dolphins until noon. You will get to see fun-filled dolphin and seal shows at the Dolphinarium, kids are sure to have a great time there.

Later, set off for an adventurous Desert Safari tour. Enjoy desert activities like dune bashing and a grand spread of barbecue dinner. Get to your hotel and retire for the night.

Day 4

Dubai: Abu Dhabi City Tour and Ferrari World
Abu Dhabi
Ferrari World

Have a filling early morning breakfast and embark on a full-day Abu Dhabi city tour. Explore Abu Dhabi's ancient as well as modern arenas. The bustling capital city is home to world-class museums, parks, dining places, spas, shopping malls, hotels, theaters, and golf courses.

Later, proceed to the Ferrari World theme park. Try your hand at the engaging rides. Post dinner, transfer back to the hotel in Dubai and retire for the night, ending the fourth day of your scintillating Dubai vacation.

Day 5

Dubai: Aquaventure Waterpark and The Lost Chambers

Water Rides

Windsurfing

Post a yummy breakfast, you'll be taken to Aquaventure and the Lost Chambers at Atlantis The Palm. Enjoy the thrilling water rides throughout the day and explore the vibrant marine life. You can try your hands as sailing, windsurfing, floating climbing walls, and kayaking. Kids can have a great time at the water playground. You will also get to see ruins of Atlantis, more than thousands of years old, deep down the sea. Return to your hotel and have a sound sleep.

Day 6

Dubai: Leisure Day

Leisure Day

Other Benefits (On Arrival)

Breakfast

Sightseeing

Stay Included

Spend the day as per your convenience

Begin the sixth day with a delicious breakfast at the hotel. The day is at leisure and you can plan it as per your comfort and ease. Since Dubai is famous for shopping and is home to the biggest and most luxurious shopping malls, on a leisure day, you can plan a visit to these malls. You can go out and see Dubai Mall, BurJuman Mall, Mall of Emirates, Ibn Battuta Mall, and Dubai Outlet Mall. After exploring the biggest shopping destinations, come back to the hotel for a sound sleep.

Day 7

Departure from Dubai

Leisure Day

Trip ends

Enjoy a flavorsome breakfast at the hotel and complete the check-out formalities. Get transferred to the airport to board an evening flight back home with everlasting memories of your Dubai holiday.

Unit 4

Itineraries of Popular Outbound Destinations of Indian Market (USA and Europe)

USA Itinerary (2 Weeks)

National parks to man-made wonders, quiet cities with the old world charm to the busiest and most bustling cities in the world, the East Coast with a rich history to the West Coast endowed with immense natural beauty – USA is one place in the world with such diversity, one place where you can have the best of both worlds. The country is so vast that it spans across not just thousands of kilometres but also different time zones.

Day 1

[New York](#)

Spend a day getting over the tiredness from your flight and getting used to the time difference before you begin exploration.

Day 2

[New York](#)

New York City, the financial capital of US, is the first and one of the most happening cities on your itinerary. Home to the iconic Empire State Building, newly built One World Trade Center, the Brooklyn Bridge and countless other skyscrapers, New York can never fail to impress the traveler.

Take a leisurely walk down, if you will, to Times Square, taking in the many sights and sounds of New York. 3.6 miles away, it takes you from downtown to midtown, and gives you a wonderful opportunity to explore the many nooks and alleys of the city. Take stops to indulge in retail therapy, try out local bites and get tons of fun photos.

Reserve the night for the very touristy yet fun Times Square, a one-of-its-kind entertainment hub in the world.

This is also your go-to place for lots of shopping, memorable moments at Hershey's Building and M&M's World and for some of the finest restaurants in the world. You can dine at the ever-bustling

Hard Rock Café, the posh Carmine's or the creative Sushi of Gari 46.

Day 3

[New York](#)

Central Park is where you should begin your next day in New York. You can spend hours doing absolutely nothing here (and admiring nature) or hire a cycle to go around the park's many

attractions. While you are here, don't forget to visit the lake and the pond, Alice in Wonderland park, Chess & Checkers House, Belvedere Castle, Shakespeare Garden, Sheep Meadow, Strawberry Fields...the list is endless! If you're into art or history, take out at least a couple of hours to visit the Museum of Modern Art.

A short 8-min walk, crossing the insta-worthy St. Patrick's Cathedral, will take you to the cultural hub of New York. Say hello to Rockefeller Center! Depending on how much time you have, shop, head to the Top of the Rock or walk through the Channel Gardens to the oh-so-popular Rink at Rockefeller Center.

While it is the best-in-the-city skiing place during winter, it transforms completely during summers when the outdoor cafes come live.

Don't forget to visit the Lego Store right across the Rink to bring back your favourite childhood memories. We definitely loved our time here!

No trip to New York is ever complete without catching a Broadway Show. Because we had the luxury of time, we got a chance to witness both Mary Poppins and Lion King and always have a tough time deciding which one was better!

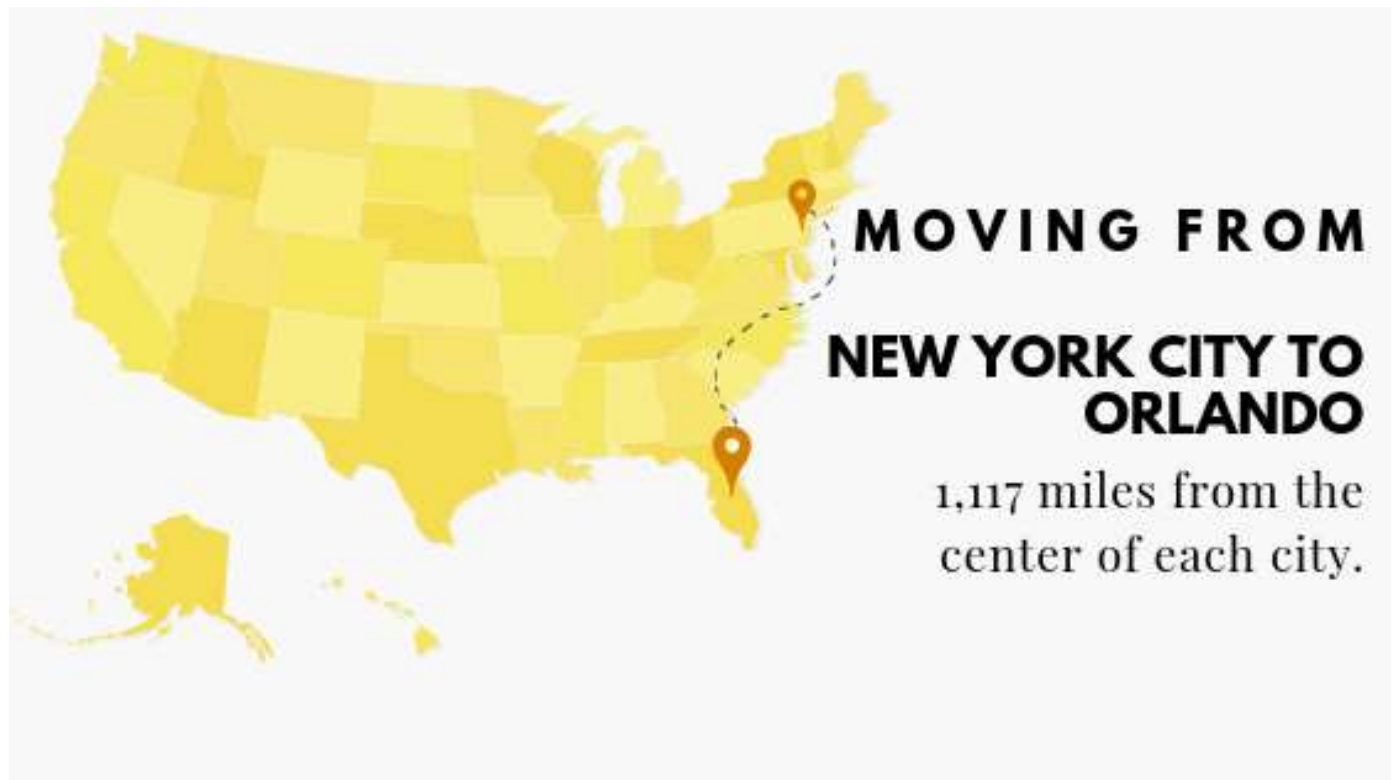
Mama Mia, Wicked and The Phantom of the Opera are also highly recommended. No matter which one you pick, book for the show at least a month in advance to get good seats.

Day 4

New York

Live it up like the local as you cycle or walk down the length of the legendary Brooklyn Bridge. We got superb shots of the New York skyline, the Statue of Liberty and other iconic landmarks of the city from atop the bridge.

If you have time, take a ferry to Ellis Island to see the wonder that is the Statue of Liberty. If you wish to climb up and visit the crown, make reservations at least 2 month in advance. Later in the evening, fly down to Orlando (2.5 hours away) for yet another fulfilling experience!



Day 5

Orlando

Day 5, 6, 7:

Movie-themed rides, exciting games, life-size fantastical and Disney characters, adventurous slides, water rides, adrenaline-pumping rollercoasters and more – Orlando has enough and more for the holidaymaker. Pick from Walt Disney World, Universal Orlando, SeaWorld, Disney's Animal Kingdom, Magic Kingdom and its many amusement parks. For water rides and encounters with marine life, visit Discovery Cove, Disney's Typhoon Lagoon Water Park or Disney's Blizzard Beach Water Park. Countless shopping and food kiosks further add to experience.

The icing on the cake is the Wizarding World of Harry Potter, which was added to the list of theme parks in Orlando recently. While you are here, get your very own wand, board the Hogwarts Express, visit Hagrid's hut and explore the hidden corridors of Hogwarts School of Witchcraft and Wizardry. At the end of your sixth day, prepare for your flight to San Francisco, your gateway to the great American West Coast.



Day 8

[San Francisco](#)

From watching incredible bay landings in San Francisco to crossing the Golden Gate Bridge, there is no dearth of unique travel experiences in this colourful West Coast city.

Among the seven wonders of the modern world, the Golden Gate Bridge has become synonymous with San Francisco. Like many other trails in the US, you can walk or cycle along on the Golden Gate sidewalks. The massive Golden Gate Park is home to facilities for over 20 sports, the de Young Museum, San Francisco Botanical Gardens, Conservatory of Flowers and many more attractions. Next up in the list of unique things to do in San Francisco is a visit to the most crooked street in the world, Lombard Street. It is known for being extremely steep with eight hairpin bends and offers stunning bay views. 2 miles from Lombard Street is the Union Square, great to spend an evening with your loved ones. It hosts many events and festivals through the year, boasts of countless fast food and fine dining restaurants, is the nightlife hub of SFO and also offers unlimited opportunities to shop.

Day 9

[San Francisco](#)

Indulge in a sumptuous breakfast at one of the local American style cafes and head straight to catch a ferry to Alcatraz Island. Take a tour of the federal prison, which housed America's most notorious prisoners from 1934 to 1963.

Once you're back, hop on to San Francisco's iconic cable car for a ride to Fisherman's Wharf or Pier 39 to soak in the vibe of the city.

For dinner, visit The Cheesecake Factory at Geary Boulevard for the most flavourful American cuisine and amazing cheesecake flavours.

Day 10

San Francisco

Get set for an early morning trek to the famous Twin Peaks for the best city and Bay Area views.

If you're a fan of panoramic views, you can also visit Coit Tower, the most recognizable building in the San Francisco skyline. Enjoy your lunch at Ghirardelli Chocolate Factory located in Ghirardelli Square, an important landmark of San Francisco. Get set for your flight to Las Vegas (1.5 hours) during the second half of the day. As soon as you reach, set out to explore the many luxurious hotels and casinos here. Walk through Bellagio, MGM Grand, Wynn Las Vegas, Venetian, Aria and Caesars Palace, and make a mental note to come back to your favourite at night for some gaming and casino adventures.

Day 11

Grand Canyon Village

Reserve Day 10 of your US holiday for a day-long excursion to Grand Canyon. A 4.5-hour road trip will take you to this natural wonder that will leave you awestruck. If you miss the sunrise, fret not! The sunset at the Grand Canyon is equally beautiful, as the orange pink skies over the massive canyon take your breath away. Plan hikes through the various sections of the canyon or visit popular attractions like Horseshoe Bend and the Hoover Dam.



Day 12

Las Vegas

Spend a relaxed day at one of the most popular party hubs of the world, Las Vegas. Drink, dance and make new friends as you go for a pool party today, catch the fountain show at Bellagio, try your luck at the slot machines or shop for cool merchandise at the hotel stores.

Day 13

Los Angeles

Drive down to Los Angeles from Las Vegas for a few more days of glitz, glamour and lots of fun. Make a beeline for Universal Studios Hollywood on your very first day and you will find that you can spend countless hours here without getting bored. Would recommend that you get a VIP pass for yourself since most rides have hour-long queues, which can be avoided with this pass. Some attractions you must try here include Transformers – The Ride-3D, The Wizarding World of Harry Potter, Fast & Furious – Supercharged, King Kong 360 3D, Despicable Me Minion Mayhem, Jurassic Park – The Ride and The Simpsons Ride, among others.

Day 14

Los Angeles

Begin your day with visit to Griffith Observatory for uninterrupted views of the city. Next, head for a stroll through the Hollywood Walk of Fame and get the mandatory picture clicked with the massive Hollywood sign in the backdrop. Celebrity And Movie Stars Homes Tours are very popular in Los Angeles so if time permits opt for one of those too. If time permits, visits to Dolby Theatre and Walt Disney Concert Hall are recommended too.

Head to Rodeo Drive, Beverly Hills, in the evening to shop (or window shop!) at some of the most luxurious showrooms ever. Some designer brands you will find here are Bottega Veneta, Burberry, Cartier, Louis Vuitton, Chanel, Fendi, Jimmy Choo and more.

Relax at one of the happening nightlife jaunts in Sunset Boulevard and party the night away (read pub hopping) in the dazzling city of Los Angeles.

Day 15

Santa Monica

As you approach the end of your trip, a day at the beach is something you wouldn't want to say no to! 25 minutes by road from LA, Santa Monica awaits you with colourful beach umbrellas, beachside cafes, a wide range of water sports and lots of fun moments with your loved ones. Head back to LA in the evening and get to your hotel early to prepare for the long flight home the next day.

The following itineraries span the entire length of this incredibly diverse country, from the historic cities of the east, to the deserts of the Southwest and the jaw-dropping Rocky Mountains.

Recommended USA itineraries

If you are planning your travel to the USA yourself, use these itineraries created by our travel writers as a starting point for inspiration.

USA Itinerary 1 - The National Parks Loop

Only when you traverse the American West will you begin to grasp just how big – and rich in natural beauty – this nation is. Come in summer to enjoy the sunshine and take three to four weeks to complete this trip, making a loop from San Francisco by car.

1. **Yosemite National Park, CA** - Just a 3hr 30min drive from San Francisco, you won't forget your first tantalizing glimpse of the rocky domes, peaks and waterfalls of Yosemite Valley.
2. **Death Valley, CA** - Leave the snowy Sierras for the lowest, hottest and driest area in North America, with vast dunes and flaming red rocks.
3. **Zion National Park, UT** - Cross over into Utah to explore this spectacular park, with a fifteen-mile canyon hemmed in by reddish walls of sandstone.

4. **Grand Canyon, AZ** - Dip south into Arizona to take in the less crowded northern rim of the Grand Canyon, America's most awe-inspiring natural wonder.
5. **Monument Valley, AZ/UT** - The iconic Western landscape, with giant fingers of rock soaring up from the dusty desert floor like ancient cathedrals on the Arizona–Utah state line.
6. **Arches/Canyonlands national parks, UT** - Back in Utah, make time for the delicate sandstone arches and myriads canyons, mesas and buttes of these two neighbouring parks.
7. **Grand Teton National Park, WY** - It's a winding 500 miles north to Jackson and Grand Teton in Wyoming from Arches; from the desert to high alpine Rockies, with the jaw-dropping, jagged Teton ridge at the forefront.
8. **Yellowstone National Park, WY** - Grand Teton merges into Yellowstone, the granddaddy of the national parks, crammed with wildlife, bubbling geysers, lakes and wild, untrammelled scenery.
9. **Craters of the Moon, ID** - Break the long journey back to the West Coast with a stop at Idaho's Craters of the Moon, a stark landscape of lava fields and sagebrush steppe grasslands.

USA Itinerary 2 - The Deep South and Florida

Hot, sultry, rich in history, culture and some of the greatest music made in America, the Deep South is perhaps the most beguiling part of the USA. Take two or three weeks to see the highlights, travelling by car or by bus, and end up on the beaches of south Florida.

1. **New Orleans, LA** - It's impossible not to fall in love with this gorgeous city, with its romantic French Quarter, indulgent food, jazz heritage and famously ebullient citizens.
2. **Mississippi Delta** - Soak up the blues heritage in Clarksdale, Mississippi, a five-hour drive north of New Orleans, before leaving the state via Tupelo, the home of Elvis.
3. **Montgomery, AL** - Continue east to the fascinating capital of Alabama, laced with monuments to Martin Luther King, Civil Rights and Hank Williams.
4. **Atlanta, GA** - Make the short journey northeast to the buzzing capital of the South, birthplace of Martin Luther King and home to US icons CNN and Coca-Cola.
5. **Charleston, SC** - Over in South Carolina, this is perhaps the finest old town in all America, enriched by the culture of the nearby Sea Islands.
6. **Savannah, GA** - Cut back into Georgia to absorb the charms of Charleston's raffish but equally ravishing cousin, a city of moss-tangled squares and historic homes.
7. **St Augustine, FL** - Drop south into Florida to see the oldest town in America, founded by the Spanish in 1565.
8. **Miami, FL** - The Florida coast is studded with great beaches and attractions such as the Kennedy Space Center, but it's hard to top Miami and fabulous, Art Deco South Beach.
9. **Key West, FL** - End up travelling spectacular US-1 across the Keys to America's party-hard Caribbean outpost.

Pittsburgh, Pennsylvania, USA

USA Itinerary 3 - Classic coast-to-coast

This three-week tour gives a taster of the USA's iconic landscapes and cities from the East to West coasts, travelling from New York to Los Angeles along sections of historic Rte-66.

1. **New York, NY** - America's biggest city is home to Times Square, the Statue of Liberty, the Met, Madison Square Garden, the Empire State, Harlem, Brooklyn Bridge and Jay-Z.
2. **Chicago, IL** - America's third city boasts some serious skyscrapers, top museums, live blues, the Cubs and the Bears, and those deep-dish pizzas.
3. **Springfield, IL** - Immerse yourself in all things Abraham Lincoln at the Illinois state capital, now a virtual shrine to the great American president.
4. **St Louis, MO** - Head south to this old city on the Mississippi, and take the train to the top of the Gateway Arch, a momentous feat of engineering.
5. **Route 66** - Travelling southwest from St Louis to Oklahoma City be sure to take the Americana-rich remaining stretches of the most iconic US highway.
6. **Santa Fe, NM** - As you continue west on I-40 across New Mexico, detour to the state capital, a glorious ensemble of Spanish adobe and baroque.
7. **Grand Canyon** - I-40 cuts across Arizona via Flagstaff, gateway to one of the grandest, most mind-blowing natural wonders in the world.
8. **Las Vegas, NV** - Around four hours' drive west of the Grand Canyon lies America's playground, a confection of mega-casinos and pool parties in the middle of the desert.
9. **Los Angeles, CA** - You've made it: watch the sun set over the Pacific Ocean at Santa Monica Pier or wacky Venice Beach before soaking up the sights in Hollywood.

USA Itinerary 4 - The Northeast

The northeast and especially New England is rich in history, stunning scenery and invariably empty roads the further north you get. This two- to three-week tour is best experienced by car, but buses are a possible alternative.

1. **Washington DC** - The nation's capital is crammed with world-class museums and monuments, from the Capitol to the White House.
2. **Philadelphia, PA** - The city of Benjamin Franklin is home to the Liberty Bell, Independence Hall, the cheesesteak and Rocky.
3. **New York, NY** - The largest city in the USA drips with global icons, from the Empire State and Brooklyn Bridge to the Statue of Liberty and Broadway theatres.
4. **Hartford, CT** - Visit the Connecticut capital to pay homage to Mark Twain, Harriet Beecher Stowe and the astonishing art at Wadsworth Atheneum.
5. **Nantucket, MA** - Take the ferry to the "Little Gray Lady", a once great whaling community still redolent of the era of Moby-Dick.

6. **Provincetown and Cape Cod, MA** - Take a day or two to explore the historic towns, tranquil beaches and fish shacks of this hook-shaped peninsula.
7. **Boston, MA** - New England's lively capital drips with colonial history, but also boasts enticing restaurants, top art museums and some of the USA's best sports teams.
8. **White Mountains, NH** - Across into New Hampshire the mountains become bigger and wilder, perfect for hiking and biking, and culminating in mighty Mount Washington.
9. **Acadia National Park, ME** - Maine's coastline of wooded bays and small villages snakes northeast to this pristine section of rolling, mist-shrouded hills, fir forests and lobster pounds.

Sunrise on Half Dome in the Forest, Yosemite National Park, California - Stephen Moehle

USA Itinerary 5 - The West Coast

The north-south journey along the Pacific starts in the rainy, forested northwest and ends at the southern deserts of California (with extensions to Tijuana and Vancouver at either end). You could travel by trains and buses as well as by car.

1. **Seattle, WA** - The home of grunge, Microsoft and Starbucks is now a booming city, with Pike Place Market, the stunning Chihuly Garden, huge salmon and gourmet coffee.
2. **The Cascades, WA & OR** - Travel inland through the Cascade Mountains, where the giant, snow-capped volcanic cones of Mount Rainier, Mount St Helens and Mount Hood loom over the horizon.
3. **Portland, OR** - Rent a bike and cycle Oregon's hippest city, soaking up the art, organic food, microbrews and kooky shows.
4. **Crater Lake, OR** - Achingly beautiful national park, a vast, waterlogged crater surrounded by a spectacular snowy rim.
5. **Redwood National Park, CA** - Travel south along the Californian coastline, taking in these giant natural beauties.
6. **San Francisco, CA** - One of America's most appealing cities: historic, progressive, beautifully sited and home to the Golden Gate and Alcatraz.
7. **Big Sur and Hwy-1, CA** - The coastal road between San Francisco and Los Angeles is a scenic, surprisingly wild route of misty cliffs and untouched beaches.
8. **Los Angeles, CA** - Take your pick of iconic 'hoods: Hollywood, Beverly Hills, Malibu, Santa Monica and Venice Beach – or just hit Disneyland and Magic Mountain.
9. **San Diego, CA** - Visit the zoo, SeaWorld or simply hang out at the beach at California's laidback southern capital, the gateway to Baja.

USA Itinerary 6 - The Great Northern Crossing

Cross the country on the lesser travelled – but blissfully untouched – northern route, taking at least two weeks to drive between Chicago and Seattle.

1. **Madison, WI** - The capital of Wisconsin also happens to be the most attractive college town in the USA, just 2hr 30min drive northwest of Chicago.
2. **Badlands National Park, SD** - It's a long day of driving across the Great Plains to the Badlands, a truly desolate, magical place, especially at sunrise.
3. **Black Hills, SD** - Forested mountain plateau rising above the plains, home to Mount Rushmore and the equally monumental Crazy Horse Mountain.
4. **Theodore Roosevelt National Park, ND** - Drive into North Dakota to explore the wild, untouched and multicoloured badlands created by the Little Missouri.
5. **Little Bighorn, MT** - Cross into Montana to visit one of America's most poignant battlefields, where Custer's 7th Cavalry were trounced by Sitting Bull and Crazy Horse.
6. **Butte, MT** - This shabby old mining town in central Montana is a treasure trove of once grand architecture, old diners and even Cornish pasties.
7. **Glacier National Park, MT** - Northern Montana is dominated by this sensational preserve of glaciers, snowy peaks, alpine lakes and historic lodges.
8. **Idaho Panhandle** - I-90 cuts across this narrow section of Idaho, laced with inviting hiking and biking trails and home to the genuine Western town of Wallace.
9. **Cascade Loop, WA** - End up in Washington, touring the peaks and valleys of the mighty Cascade Mountains before arriving at Seattle and the Pacific Ocean.

With 52 states to explore, you can easily visit the USA for a two-week holiday or spend a few months travelling the country at length.

Europe Itinerary

The Classic: London, Paris, Rome

As three of the world's most beloved and celebrated cities, you can't go wrong with splitting your 2 weeks in Europe between London, Paris, and Rome.

London

As the capital of an English-speaking country and home to an enormous airport hub, London makes logistical sense for a first trip to Europe hailing from North America—and, of course, it's a truly fascinating city.

Visit Buckingham Palace and Hyde Park, stroll through Notting Hill, snap photos of Big Ben, check out the Tower Bridge and Tower of London, visit the Wizarding World of Harry Potter, stop by Piccadilly Circus, ride the London Eye, and tour the British Museum... just to get you started.

2 Days in Paris: The Perfect Weekend in Paris Itinerary

Paris

The City of Lights is one of our favorite cities in the world and was also the first place we visited on our very first trip to Europe

Since then, we haven't been able to stop going back, and believe that it's an excellent addition to any 2 week Europe itinerary!

While you're in Paris, visit the Eiffel Tower, marvel at the beauty of Sainte-Chapelle, tour the Louvre and the Musee d'Orsay, stroll the picturesque streets of Montmartre and the Latin Quarter, visit the Palais Garnier, discover hidden passages and tiny cafes, and soak up every minute of that Parisian charm.

La Maison Rose on Montmartre next to an empty street--definitely a pretty stop along the way during your 2 days in Paris France!

Rome

Ah, Rome--if Paris is the first European city we fell in love with, Rome is probably our deepest love on the continent.

From wonders of Ancient Rome like the Colosseum, Roman Forum, and Pantheon to more recent additions like the Vatican Museums, Trevi Fountain, and winding cobblestone streets of Trastevere, exploring Rome is a captivating, engaging experience that we can't recommend highly enough.

And, of course, you couldn't ask for a better cuisine to savor during your 2 weeks in Europe: Rome is home to some of the best pasta in all of Italy!

Madrid

While Barcelona gets all the love (and a lot of the crowds), we're personally smitten with the Spanish capital of Madrid... and excellent flight deals from North America make it almost irresistible on a 2 week Europe itinerary.

In Madrid, you can admire world-class art in the Prado, soak in Spanish culture with a stroll through Retiro Park, eat all the tapas and churros con chocolate you can get your hands on, tour the Royal Palace, check out an Egyptian temple, and take day trips to fairytale towns like Toledo and Segovia.

Madrid Royal Palace with garden in foreground, a must see during your 3 days in Madrid Itinerary!

Rome

I described Rome in the first Europe itinerary on this list, so I won't repeat myself here, but as I sit typing this Europe travel blog post out in a Rome apartment while dreaming of the carbonara I'll eat for dinner tonight, all I can say is: you won't regret coming to Rome (and scroll up for more details).

Amalfi Coast

The famed Amalfi Coast, with its dramatic cliffs, chic villages like Positano, delicious lemons, and jaw-droppingly beautiful hikes like the Path of the Gods, is a fabulous conclusion to any 2 week Europe trip--where better to relax than one of the most beautiful coastlines in the world?

While you're there, be sure to make room for plenty of day trips: iconic locations like Capri and Pompeii, as well as less-popular but equally amazing spots like Ischia, Herculaneum, and Procida, are all at your fingertips.

Cliffs of Capri with bright blue water and boats visible to the left. Definitely consider a visit here when planning a trip to Italy!

Itinerary -Regal Central Europe: Prague, Vienna, Budapest

Sweeping boulevards, dramatic architecture, beautiful coffeehouses, and tasty comfort food: a trip to central Europe is an absolute delight.

In my opinion, this region truly shines during the winter months when Christmas markets are in full swing and the hearty cuisine keeps you warm from the inside out.

Prague, Vienna, Budapest, Beyond: An Epic Central Europe Itinerary

Prague

Known as the City of a Hundred Spires (and also for the fact that beer is cheaper than water here—true story), Prague is easily in the running for the most beautiful city in Europe.

The beauty of Prague Castle, St. Vitus Cathedral, the famed Charles Bridge, and Prague's well-known astronomical clock will all draw you in. If you have enough time, consider adding a day trip to a smaller Czech town like gorgeous Český Krumlov as well!

Best Views in Prague: View from Old Tower Bridge

Vienna

Regal and beautiful, all wide avenues and ornate buildings, Austria's capital city is the perfect place to come to tour grand palaces, see a show in one of the world's premier opera houses, and to enjoy cafe culture at its finest.

We absolutely adore Vienna's coffee houses—be sure to try a slice (or several) of Esterhazy Cake while there, as well as Viennese hot chocolate.

Austria Christmas Market Trip: Christmas Lights in Vienna

Budapest

As our favorite city in central Europe and one of our top 10 cities in Europe overall, I really can't say enough about how beautiful Budapest is: it's somehow, simultaneously, both grand and down-to-Earth, absolutely gorgeous while also remaining accessible, affordable, and fairly simple to visit and explore.

While in Budapest, go for a soak in the famous thermal baths, tour one of the most beautiful houses of Parliament in Europe, check out a castle, visit grand basilicas, take a boat ride down the Danube, and, if you're up for a bit of adventure, even go on a cave tour!

Itinerary- Europe for Art Lovers: Paris, Florence, Venice

If you're an art buff at heart, you can't ask for a better sampling of some of the continent's most beloved artistic cities than the trifecta of Paris, Florence, and Venice (and it certainly helps that each city is practically an art museum in and of itself).

Paris

From the Louvre to the Musee d'Orsay to the Orangerie to the Musee Rodin to the Centre Pompidou, it would probably take a lifetime to enjoy all the art museums in Paris alone—and of course, the city has so much more to offer once you need a break.

Florence

Nicknamed the Cradle of the Renaissance, Florence boasts the finest collection of Renaissance art on the planet—and claims many of its most famous artists as locals.

Michelangelo, DaVinci, Botticelli, and more all originally hailed from Florence, and their works are scattered about the city—perhaps most famously, Michelangelo's David is in the Galleria dell'Accademia and Botticelli's The Birth of Venus in the Uffizi.

Venice

Located an easy train ride away from Florence, Venice may be slightly less well-known for its art than the first two cities on this 2 week Europe itinerary, but there's no doubt that there's plenty to find, from the utter masterpiece of St. Mark's Basilica (don't miss a chance to go in!), to the incredible Doge's Palace, to the famous Galleria dell'Accademia (not to be confused with the one in Florence!) that focuses mostly on Venetian artists.

Athens

Start your trip in Athens, marveling at some of the world's most remarkable ruins, including the famous Acropolis complex and museum.

Be sure to make time to explore non-ancient aspects of Athens as well, including the trendy Plaka neighborhood, Monastiraki Square (and nearby flea market!), and Syntagma Square.

And of course, one of the absolute best things to do after you touch down in Athens is dive into plate after plate of phenomenal Greek food—that alone is worth traveling to Greece for!

Santorini

Truly, any one of Greece's amazing islands would fit nicely into this 2 week Europe itinerary, but where better to choose than Santorini, with its iconic blue-and-white color scheme, fantastic caldera views, and excellent flight connections?

While Santorini isn't best known for its beaches—you're better off heading to Crete for those—you sure can't beat the charming villages or stunning nature.

Istanbul

The city of two continents, where thousands of years of history blend together seamlessly with modern life, and where you can eat one of the best breakfasts you'll ever experience in your life: Istanbul tops bucket lists around the world, and there is nowhere quite like it.

Train

Train travel is our absolute favorite way to travel in Europe: it's much less stressful than traveling by plane, especially once you get the hang of it, far more comfortable, and for those of us hailing from North America, it's a travel experience in its own right!

We recommend using services like Omio to compare train prices across multiple countries—it works more or less exactly like a car rental aggregate does, searching multiple companies and generating the best routes and prices for your dates.

Keep in mind that train travel is most useful in western and central Europe—once you head into eastern Europe and especially the Balkans, train travel becomes more limited and bus travel more common.

Bus

For those traveling on a budget or between two smaller destinations where rail travel isn't an option, buses can be a very affordable choice.

In addition to standard local buses, companies like Flixbus provide an easy-to-use service, and you can check their prices and availability directly or through Omio as well (that way you can compare train tickets at the same time).

Air Plane

With plenty of budget airlines and plenty of airports to choose from, if you plan wisely, it's possible to take flights in Europe that are so inexpensive you wonder how the company pays for the fuel (seriously: 10 Euro flights are possible, though we've never actually managed to pay that since we prefer to check our bags).

Benelux Itinerary – Brussels (Belgium), Amsterdam (Netherlands), Luxembourg City (Luxembourg)

No of countries: 3

Cities Covered: Brussels (Belgium), Amsterdam (Netherlands), Luxembourg City (Luxembourg)

Stay in: Brussels or Amsterdam or both

Benelux – Benelux comprises the countries of Belgium, Netherlands, and Luxembourg. Train, buses, and tours connectivity to these countries are so amazing that you can choose any mode of transport to explore these areas.

Day 1 – Arrive and stay in Brussels city center. Depending on when you arrive you can explore the Groet Markt, the medieval town square with Grand Place, visit the City of Brussels Museum, Saint-Hubert Royal Galleries and explore the old town/city center area. READ: One day in Brussels Itinerary

Day 2 – Explore more of Brussels. This sightseeing day, head to the Atomium in the morning, visit the Royal Palace of Brussels (exterior), comic strip museum, downtown area – EU Park, flea market, and the lift. An easy way to visit all these locations is by taking a hop-on and hop-off sightseeing bus.

When in Brussels, don't forget to eat fries with sauce, Belgian beer, and waffles!

Day 3 – On day 3 of your trip, take a day trip from Brussels to explore Bruges or Ghent and back to Brussels. You can either drive to these cities (1-2 hours one way) or take a local SNCB train (50 minutes to 1 hour one way) – both are convenient.

You can explore a lot in a day in Bruges or Ghent – hit the market square and admire the heritage buildings surrounding it. Take a walking tour to learn about the history.

You can also do a FULL DAY tour from Brussels and back, with a guided walking tour all in one, without the hassle. BOOK A DAY TOUR TO BRUGES AND GHENT

Day 4 – Head to Amsterdam in the Netherlands today. You can do this as a day tour as well (check out the tour here). But we recommend taking the high-speed train to Amsterdam and here's why.

If you plan to return to Brussels, taking the train is a good idea. If you plan on staying in Amsterdam, trains are great too. Don't drive to Amsterdam, you will be stuck in traffic for hours and not worth for a week's stay in the region!

So day 4, start bright and early and arrive in Amsterdam by 10:00 am – at the Amsterdam Centraal, which is a central station. From here all the sightseeing attractions are pretty close by. Explore the Dam Square, Royal Palace, Madame Tussauds museum, shop a little at the Damrak shops.

Take a stroll by the canal side and then have lunch by the Amstel River.

In the afternoon, enjoy some time at the Heineken Experience. This was an active brewery once upon a time and today it is a museum. Explore the flea market – this is a MUST if you are not visiting Amsterdam for the tulip season.

In the evening, take a dinner cruise on the canal – perfect day to end the day. Take a canal cruise tour

Day 5 – Day 5 of your One week in Europe Itinerary is dedicated to exploring Amsterdam in-depth. Head back to the city center to visit Anne Frank's museum. It is required that you book tickets in advance and online. Here is a walking tour of Anne Frank's life and history

Check off another museum or two in the afternoon – choose from Van Gogh museum (for arts) and Rijksmuseum. Take a stroll at the Red Light district, which is now a heritage site.

In the evening, relax in the park – Vondelpark.

Day 6 – On day 6 of your trip, take a 4-hour tour to Zaanse Schans to explore the windmills of Netherlands. 4 hours is a good time to explore the windmills village, make a pit stop at a cheese farm, and head back to Amsterdam. Zaanse Schans to Amsterdam is a 45-minute drive away (one way). Book a half-day tour to Zaanse Schans

For the second half of the day, we recommend traveling back to Brussels (this is a good idea if you have a return flight booked to/from Brussels to your home country).

Day 7 – Explore Luxembourg City. You can take a day tour from Brussels to Luxembourg City or the train to explore the city’s main highlights.

Visit the Golden lady, Presidential palace, Arms Square, and return to Brussels in the evening to catch a flight the next day.

Budget and Trip planning resources

This budget is based on the suggested itinerary above.

Hotel –Brussels (\$) 2- 4 nights – \$100 USD average per night

Hotel – Amsterdam (\$\$) 2 nights – \$ 250+ USD average per night

Sightseeing & transport (not flights) – \$300+ USD average per night

Food – \$500 USD approx

Note: You can also stay in Brussels for the entire week and take a day tour to Luxembourg City. To reach Amsterdam, there are day tours from Brussels. Or take a high-speed train to Amsterdam and back.

The Key is to book high-speed trains ahead of time to score a good deal. We booked tickets for 20 euros per person (one way) and that was 4 months in advance.