

## **Tourism & Hospitality – A Mandate**

### **INDO – CANADA - Tourism & Hospitality**

#### ***The way forward***

#### **Background**

- Indian nationals ranks in the top 10 source countries of international visitors to Canada. In 2014, more than 135,000 visitor visas were issued to Indian citizens, and nearly 14,000 Indian citizens were issued student permits.
- Between January and June 2014, almost 95 per cent of visitor visas issued to Indian nationals were multiple-entry visas, allowing travelers to visit Canada as many times as they want for up to 10 years.
- Canadians Travel to India – 2013(147099) and in 2014 ( 175536)
- Expected numbers to India 2015 ( 190000)

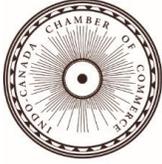
#### **Government Initiatives**

#### **Ease of Visa**

- E-Visa announced and now in effect, Canadians traveling to India can apply online and visa issued on arrival to India
- 10 years visa announcement will also help in promoting the bilateral tourism.

Canadian Embassy in India has - Three visa “Express” programs that help Indian businesspeople, tourists and students come to Canada faster include:

- *Business Express* expedites business travel from India with visas issued within three days with a near-perfect approval rate for those registered in the program.
- *Tourist Partner Program* offers a fast, simplified visa application process for tourists who use travel agencies registered with the Canadian Embassy.



- *Student Partners Program* fast-tracks the processing of study permits with visas issued within 13 days or less for those who study at participating Canadian educational institutions.

## **Our Mandate - Basis**

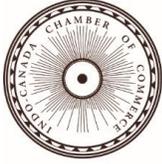
India is one of the fastest-growing outbound travel markets in the world and has enormous potential as a tourism market for Canada. That's because it continues its impressive development; its middle class is expected to grow rapidly in size and wealth. International travel and tourism research predicts that India will account for 50 million outbound tourists by 2020. Therefore, Indian travelers represent a significantly growing market for Canada.

Canadians travelers' numbers to India has grown each year with average of nearly 18%, with year 2015-16, this growth will see unprecedented increase due direct nonstop flight of national carrier Air Canada and relaxed E-Visa for Canadians to India.

Travel & Hospitality industry growth will benefit both economies - The goal is straightforward: We want more Indians and their families to discover everything Canada has to offer: vibrant cities, great shopping, new cultural experiences, world-class cuisine and our amazing natural landscapes.

Canadians all have India on their bucket list and have strong supporting reasons to travel to India: Uniquely diverse, Colorful, Vibrant, Cuisine, Culture, Traditions, Song, Dance, Architecture, historic, shopping, India 365,

- Bring T&H partners using ICCC as platform for discussions to improve bilateral biz
- Engage travel & hospitality Industry with Indo- Canadian centric events
- ICCC as key partner with Canadian Chamber for Tourism sector
- ICCC as key partner with Hotel Associations of Canada



# Chambre de Commerce Indo-Canada Chamber of Commerce

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- ICCC as key event partner with India Tourism for PATA or Tourism events across Canada
- Restore and support Tourism to India besides Rajasthan, Kerala, Golden Triangle
- Promote Provinces in Canada with ties of Tourism delegations to India
- Invite new partners from all sectors of Tourism and Hospitality as partners with ICCC
- Educational Seminars for members by T&H partners or for general public under ICCC
- ICCC T&H to brand assist each municipal govt across Canada for both Indo Canadians and V.V travel
- Engage Bollywood & Regional Indian movie sector for Tourism promotion through partners T&H
- Bring Affinity programs for T&H sector for Indo Canadian partner & affiliate partners
- Engage India mission with T&H sector or with any Indo / Canadian VV missions
- ICCC T&H support programs of Indian Tourism and Canada Tourism ministry Bilateral

“If change is constant – this mandate is not set in stone”

- Team Tourism/Hospitality