

Identifying emerging next tier towns for outbound tourism



We are tour and travel operators. We are interested in attracting people for outbound tourism.

DATA REQUIRED FROM THE GUIDE

- Market Intensity Index MII urban - Volume II
- Contribution from Means to MPV urban - Volume II

SOLUTION

Since tour and travel packages are predominantly an urban phenomenon, we consider the potential offered by the urban constituents of districts.

As an illustration let us consider districts of south zone. We have short-listed districts with similar MII as shown in table alongside.

State	District	MII	Contribution to MPV from Means	Analysis
		1	2	3 = 2*1
T N	Salem	162.31	16.45	2670
Kerala	Kannur	171.76	12.83	2204
A P	Krishna	153.96	13.09	2015
Karnataka	Belgaum	147.40	10.15	1496

We have considered both MII and contribution from Means to MPV as the situation needs both quality and aggregate contribution from Means or Ability to buy.

Having identified potential urban constituents of districts, we can also identify specific towns with potential for expansion. This can be arrived at by using the earlier released R K SWAMY BBDO Guide to Urban Markets that ranks and estimates potential by towns. A similar analysis on towns that fall under the short-listed districts will help arrive at selection of towns. The interactive CD along with the Guide to Market Planning lists towns by districts

RESULT

Urban constituents of Salem, Kannur and Krishna offer good potential and is worth exploring for attracting people for outbound tourism.