



RISING OF INDIAN MARKET

1. Lapland as destination for Indian customers = expectations
2. Indian customer behavior
3. How to adapt products/activities for them ?
4. How much we need to adapt ? Open discussion



1. Lapland as Destination

According to Indian Tour operators/ agents, Lapland and Finland have huge potential for this market. If it develops it can have a big impact.

→ **Expectations**

Full package around the country / special programs including whole scandinavia, no resources in safari company for those pdcts

→ **Demanding market**

Low prices policy for marketing /
Misunderstanding in programs / competition
in their country/ bookings, flexibility...



2. Customer Behavior

→ Way of travelling

Group and individual travel, hotel/ cottages, package, tailor made tour.

AB traveller: a tourist who moves from point A =his country to go on B=another country BUT expecting to find the same things he has at home. This is nowadays a target group and existing from many countries.

→ Curiosity/ last minute booking/ 24/ 24 service/ food at anytime. Asia vs Europe life timetable difference

→ Food: Special diet

From breakfast to dinner, Indian customers would prefer vegetarian food. They will select dinners in Indian restaurant in most visited city.



3. How to adapt products?

Example of our summer Indian groups visiting reindeer farm..

- **Adaptation** : Indian food catered to Reindeer farm by Indian restaurant with 25 g of reindeer meat as taster.
- **Briefing for guides/ suppliers**: always to make aware guides about the special diet. Good sense of humour, a soft discipline not be offensive for client.
- **Programs and operation**: flexibility, timetable is a mess who will get its logic at some point. Lot of patience...Tour leader is a key person to deal on spot.



4. How much we need to adapt ?

In order to remain authentic, how far we need to adapt ?
Surely we all want to improve the service to give the best to the customer but there are also many things we cannot change and where the customer needs to adapt to the destination.

Keep some balance

Learn more about the culture to add special features

Adapting food by making a food fusion

Flexibility in programs/ operation, brief suppliers