

Monthly Report for February 2026

India

Market Update:

- India's economy is projected to grow at 6.4% this year and 6.6% in 2027, according to a report by the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP). Inflation is expected to stay relatively stable, projected at 4.4% in 2026 and 4.3% in 2027 indicating a controlled price environment alongside steady environment.
- Visa has released its India's Affluent Economy 2025-2026 whitepaper, showing rising premium consumption across travel, dining, retail, and lifestyle categories.
 - Travel leads discretionary spending: Travel accounts for 58% of discretionary spend among affluent Indians, making it the largest category and significantly ahead of retail and luxury (28%).
 - Strong outbound/global travel intent: 63% of affluent consumers engage in cross-border spending, highlighting a growing preference for international travel and global experiences.
 - Rapid expansion of affluent base: The number of Indians earning above ₹10 lakh has nearly doubled from 69 lakh to 130 lakh, expanding the high-value outbound travel audience.
 - Shift to experience-led, frequent travel: Travel spend increases sharply with affluence, with up to a 12x rise from emerging to ultra-elite segments, indicating higher frequency and premiumization of travel.
- Skyscanner Travel Trends 2026 Survey Insights: What are travelers planning next year?
- A survey of 2,000 Indian travelers reveals how travel behavior is evolving in 2026, with a strong shift toward immersive, experience-led journeys:
 - 41% plan to travel with family, including multi-generational trips
 - 37% are open to meeting new people on the road—whether making friends or dating
 - 36% want to explore local supermarkets and grocery stores as part of the travel experience
 - 35% will choose accommodation that is itself part of the destination experience
 - 31% plan to shop for local skincare and beauty products
 - 29% are looking to go on hiking adventures
 - 25% want to slow down and lose themselves in a good book while travelling

Travel Trade Update:

- As per discussions with leading travel companies, including B2B platforms:
 - Travel demand remains positive.
 - There is no negative sentiment towards the U.S.; the challenge is limited flight availability, with demand exceeding supply.
 - Confidence in transiting via the Middle Eastern hubs has improved, with Emirates, Etihad, and Qatar resuming all their flights from India and about 75-80% onwards from their respective hubs.
- Adani Airport Holdings Limited (AAHL) has partnered with MakeMyTrip to introduce a duty-free pre-booking service aimed at enhancing convenience for international travelers. They operate 8 airports in India across Mumbai, Jaipur, Ahmedabad, Lucknow, Mangaluru, Guwahati, Thiruvananthapuram and the new airport in Navi Mumbai. Passengers pre-book duty-free products via the MakeMyTrip platform before their journey. The service is available for both departing and arriving international travelers.
- DreamSetGo, a premium sports travel and experiences company, reported strong growth in India's premium sports tourism segment. The company has also introduced SET – Sports, Experiences & Travel, expanding into curated lifestyle and experiential travel offerings.

Airline Update:

- Kempegowda International Airport Bengaluru recorded robust growth in FY 2025–26, handling 44.47 million passengers, driving overall passenger growth of 6.2 per cent year-on-year.
 - International traffic driving growth: International passenger volumes grew 23.9% to ~7.2 million, significantly outpacing domestic growth (3.3%), highlighting rising long-haul travel demand.
 - Rising hub connectivity & transfers: Transfer traffic increased 22% YoY, now contributing ~15–16% of total traffic, with international transfers growing 50%+, indicating stronger global connectivity.
 - Expanded global connectivity & cargo growth: New international routes and increased frequencies supported growth, strengthening Bengaluru’s role as a key aviation hub.
- Air India is scaling back select international services till July, due to high jet fuel costs and increased airspace restrictions on key routes from Delhi and Mumbai to New York, and San Francisco in the USA. Air India CEO Campbell Wilson has resigned and the board is reviewing candidates for this position which will be the next phase of transformation for the airline.
- British Airways is expanding its India operations for summer 2026 with increased frequencies, larger aircraft, and stronger connectivity across key metros, including a new twice-daily London–Bengaluru service from June enhancing connectivity between India and the USA.

Media Updates- April 2026:

- JioStar, a joint venture between Disney and Reliance, has overtaken Google India in gross revenue, reporting \$4.03 billion in FY26, compared with Google India's \$3.86 billion. Meta India had an estimated revenue of \$3.11 billion—positioning JioStar as a serious third force in India's advertising and media ecosystem, with sports telecasts and streaming driving most of the growth. [Read more](#)
- India's OTT (over-the-top) streaming market has reached 1.45 billion monthly active users (MAUs), according to a recent CLSA report, reflecting 20% growth over the past three years. [Read more](#)
 - YouTube remains the dominant OTT platform in India, with 772 million users, followed by JioHotstar at 390 million. Netflix (at 92 million) has overtaken Amazon Prime Video (with 67 million) in user numbers.
 - Streaming growth is being fueled by smartphone adoption and affordable data, with India's smartphone user base projected to grow by nearly 20% to 885 million by FY28, expanding the addressable market for OTT platforms and streaming services.
- India's Connected TV (CTV) market is expanding rapidly, with the active CTV user base growing 87% year-over-year since 2024 to around 130 million users across 60–70 million homes. Tier 2 and Tier 3 cities are emerging as key growth drivers for CTV adoption, supported by rising smart TV penetration, affordable devices, and better broadband access. [Read more](#)
- Creators are expected to influence nearly 30% of India's total retail spend by 2030, according to a joint Google-Deloitte report, signaling the growing role of influencers in shaping purchase decisions and consumer trust online. The broader e-commerce market is also projected to grow from \$90 billion to \$250 billion by 2030. [Read more](#)
- According to a FICCI-EY Media and Entertainment Report 2026, micro drama apps are entering India's mainstream streaming charts, with local platforms ranking among the country's top five most-downloaded video streaming apps—overtaking established OTT players such as Netflix and SonyLIV. This signals the rise of ultra-short, mobile-first storytelling as a major content category. [Read more](#)
- AI content consumption is surging in India, with AI-related stories generating over 15 million pageviews in the last 90 days, marking a sharp 92% increase compared with the previous 45-day period. [Read more](#)
- According to an EY media report, India ranks among the strongest global markets for print magazines, with nearly 27% of consumers reporting they paid for print magazines in the past year, placing the country ahead of markets like the US, UK, and Japan in print engagement. Moreover, magazines are seeing a revival in ad interest, a growing subscription base, and a targeted premium readership, as more advertisers consider them important platforms for brand exposure, with English-language titles now contributing 50% of total magazine advertising revenue. [Read more](#)

- India's printed news industry recorded a modest recovery in H2 2025, with total circulation reaching 29.1 million copies for the July–December 2025 period, translating into 2% growth, according to data from the Audit Bureau of Circulations (ABC). [Read more](#)

Activities undertaken in the month of April for Travel Trade:

A. Monthly e-newsletter:

- Disseminated our monthly e-newsletter to our active database of over **6,000** active **travel trade** and over **300 media** pan-India.
- **E-newsletter Average Opening Rate:**
 - **Travel Trade Opening Rate: 18.20%**
 - **Media Opening Rate: 20.50%**

IDEAL SUMMER ESCAPE IN VIRGINIA



Summer in Virginia comes alive with sun-soaked adventures, vibrant festivals, and iconic Fourth of July celebrations that light up the season with patriotic spirit. From mountain escapes and iconic trails to beaches, lakes, and waterfronts, it's the perfect time to explore the state's diverse landscapes. Whether you're road-tripping through charming towns, enjoying local food and wine, or diving into music, culture, and outdoor fun, Virginia offers feel-good summer getaways filled with energy, relaxation, and unforgettable moments.



YOUR VIRGINIA SUMMER BUCKET LIST

From outdoor adventures to cool indoor escapes, Virginia offers the perfect summer bucket list. Enjoy ATV trails, beach boardwalks, camping in scenic state parks, and vibrant Fourth of July celebrations, or beat the heat at museums and caverns like Luray Caverns. With theme parks, water parks, fruit picking, live music, river tubing, and iconic hikes in Shenandoah National Park, there's something for every kind of summer traveler.

Whether you're chasing adventure or relaxation, Virginia blends nature, history, and family-friendly fun seamlessly. From coastal beaches to mountain trails, every experience promises a refreshing and memorable summer getaway.

250th YEAR OF THE USA!

Celebrate 250 years of American independence in Williamsburg and the Historic Triangle of Jamestown and Yorktown. Discover immersive living history, walk the paths of George Washington and Thomas Jefferson, and enjoy special events, reenactments, and exhibitions celebrating America's journey to independence.

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EXPLORE THE WATERFRONT IN VA

For a quieter and more affordable summer escape, explore lesser-known waterfront destinations across Virginia. Unwind at the serene Sandbridge Beach or enjoy lakeside retreats like Smith Mountain Lake and Lake Anna, perfect for boating, fishing, and relaxing by the water. Discover small-town charm in Onancock or head to the scenic New River for tubing and outdoor adventures.

With fewer crowds, beautiful landscapes, and a laid-back vibe, these hidden gems offer the perfect mix of relaxation and exploration for a refreshing summer getaway.



OUTDOOR ADVENTURES

Virginia is a year-round destination for outdoor lovers, offering diverse experiences from the scenic Blue Ridge Mountains to the tranquil Chesapeake Bay. Whether you're into camping, hiking, biking, or water adventures, the state has something for everyone. Explore picturesque trails like McAfee Knob, unwind at lakes and beaches, or enjoy kayaking and fishing across its waterways.

Beyond nature, Virginia blends outdoor adventure with charming small towns, wineries, cozy cabins, and luxury stays.

From family-friendly activities to romantic getaways and rugged adventures, it's the perfect destination to explore, relax, and reconnect with nature.



SUMMER FESTIVALS IN VIRGINIA

Summer in Virginia comes alive with vibrant festivals celebrating music, food, culture, and community. From lively events like the Sail 250 Virginia featuring tall ships and history experiences, to weekly concerts, food and wine festivals, and local fairs, there's something for every traveler.

Across cities and small towns, visitors can enjoy live performances, regional flavors, and festive street celebrations throughout the season. Whether it's music series, culinary events, or cultural gatherings, Virginia's summer calendar offers countless ways to soak in the energy and charm of the season, making it an ideal time to explore and experience the state.



THE FOURTH OF JULY IN VIRGINIA

Celebrate the Fourth of July in Virginia, where rich American history meets vibrant festivities. Home to eight U.S. Presidents and iconic American Revolution sites like Yorktown Battlefield, the state comes alive with patriotic pride. Visitors can enjoy historical tours, lively parades, community festivals, and dazzling fireworks across the region, alongside a packed summer calendar of cultural events, exhibitions, music festivals, and family-friendly experiences—making it an ideal destination for both learning and celebration.



WHAT'S **NEW** IN VIRGINIA



Maymont celebrates its 100th anniversary in 2026 with the reopening of the historic Maymont Mansion and Virginia Wildlife Trail, marked by free public events, tours, and family-friendly festivities.

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Massanutten Resort marks its 20th anniversary with exciting new additions including a mountain coaster and expanded indoor waterpark, making it a perfect year-round escape from mountains to beach vibes.

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B. Product Training and Update call:

We regularly provide information about Virginia State, covering topics such as connectivity, geographical diversity, experiences, and recommended itineraries.

- Outreach to travel trade companies (OTAs, regional tour operators, mid-sized travel companies, B2B Wholesalers, and DMCs) in tier 1 and 2 cities across India to create awareness and assist them with product development.
- **Major 15 Travel companies:** Yasho Holidays, EZ HOLIDAYS, AKBAR TRAVELS OF INDIA PVT LTD., Aaryan Leisure & Holidays Pvt. Ltd, Good Earth Holidays, Amazing World Travel Solutions, MAURYA TRAVELS, The Ocean Trail, Zenith Holidays, Vee Bee Tours & Travels, Pickyourtrail, Sunday Pure Holidays, Veena World, Seven Wonders Vacations Pvt Ltd, Bespoke Serenity

Company Name	No. of Participants	Key discussion points	Business opportunity	Follow up link
TBO DMC	16	Shared destination information to create products	Product development and Social media promotions	Link

PR Coverage Generated in April 2026:

Date	Publication	Key messages	UMV/Ciculation	AD Value	Link
ONLINE					
10-Apr-26	India Outbound	Charlottesville, Virgina launches Presidential Midweek Package for US 250th anniversary	6,00,000	1,667	Link
10-Apr-26	Travel Mail	Charlottesville, Virginia, Introduces Presidential Midweek Package for America's 250th Celebrations	2,00,000	1111.11111	Link
14-Apr-26	Manoroma Online	Royal accommodations, historical wonders, and a diversity of flavors – Virginia is transforming in 2026! New tourism	3,00,00,000	13333.3333	Link
22-Apr-26	Travelbiz Monitor	American Revolution Museum at Yorktown marks its Golden Anniversary in 2026	5,00,000	1,667	Link
27-Apr-26	Lifeandtrendz	What's New in Virginia 2026 New hotels, attractions, and experiences shaping a year of compelling reasons to visit the Commonwealth	13,00,000	1950	Link

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Driving Tourism Success