India Market — What We're Watching

JULY 2026

WHAT WE'RE WATCHING

- India's economy grew 7.7% in FY2026, the world's fastest-growing major economy, directly fueling outbound travel demand and discretionary spending
- Over 60% of Indian consumers plan to increase spending on experiences over material purchases, with Millennials and Gen Z leading the shift
- 85% of Indian families are using or open to AI-powered travel planning tools — personalization and technology integration are no longer optional for destinations targeting this market
- Navi Mumbai International Airport launches international flights July 15, 2026, expanding connectivity and access for one of India's most high-value traveler segments

Source *East West Marketing India Market Report, July 2026*