

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2011 Market Profile: India



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## Visitation Trends (Arrivals)

[Thousands of India Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	309	345	407	567	599	549	651	663	355
Percentage Change (%)	13	12	18	39	6	-8	18	2	115

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 <sup>r</sup>	Change 2011/2004
Total Travel & Tourism Exports (1)	\$1,391	\$1,617	\$2,558	\$3,702	\$4,289	\$3,565	\$4,028	\$4,418	\$3,027
Travel Receipts	\$1,367	\$1,519	\$1,865	\$2,649	\$3,028	\$2,577	\$2,877	\$3,079	\$1,712
Passenger Fare Receipts	\$24	\$98	\$693	\$1,053	\$1,261	\$988	\$1,151	\$1,339	\$1,315
Change (%) in Total Exports	15	16	58	45	16	-17	13	10	218

(r) Revised

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Travel Agency	43	43	0.1
Corporate Travel Dept.	23	24	1.0
Personal Computer	23	23	-0.3
Airlines Directly	14	13	-1.5

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Business/Professional	49	50	0.3
Visit Friends/Relatives	33	31	-1.3
Leisure/Rec./Holidays	7	7	0.0
Convention/Conference	6	7	0.1

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Business/Professional	52	51	-0.8
Visit Friends/Relatives	45	43	-1.7
Leisure/Rec./Holidays	19	21	1.7
Convention/Conference	10	9	-0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	51	50	-0.7
Business & Convention	57	57	-0.5

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	59	58	-1.2
Airlines in U.S.	35	35	-0.3
Railroad between Cities	15	16	1.0
Rented Auto	17	16	-1.4
Company or Private Auto	14	15	1.4

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	85	86	1.1
Dining in Restaurants	78	76	-2.4
Sightseeing in Cities	44	40	-4.5
Visit Historical Places	38	37	-0.1
Amusement/Theme Parks	30	31	0.6
Touring Countryside	17	18	1.4
Art Gallery/Museum	14	17	2.5
Visit National Parks	20	16	-4.4
Visit Small Towns	15	16	0.9
Nightclubs/Dancing	15	13	-1.9
Cultural Heritage Sites	13	13	0.0

## Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	48	48	-0.9 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	3%	3%	0.2 pts.
First International Trip to the U.S.	32%	37%	5.3 pts.
Length of Stay in U.S. (mean nights)	42.7	45.9	3.2 nights
Length of Stay in U.S. (median nights)	21	21	0 nights
Number of States Visited (% 1 state)	55%	57%	2.2 pts.
Average Number of States Visited	1.8	1.8	0.0 states
Hotel/Motel (% 1+ nights)	76%	75%	-1.1 pts.
Average # of Nights in Hotel/Motel	16.8	16.7	-0.1 nights
Travel Party Size (mean # of persons)	1.2	1.2	0.0
Gender: % Male (among adults)	78%	75%	-3.5 pts.
Household Income (mean average)	\$55,800	\$61,900	\$6,100
Household Income (median average)	\$43,600	\$44,400	\$800
Average Age: Female	44	40	-3.8 years
Average Age: Male	42	43	1.1 years

## U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
<b>REGIONS</b>				
Middle Atlantic	**	**	43.1	286
<b>STATES</b>				
New York	**	**	33.8	224
<b>CITIES</b>				
New York City-WP-Wayne	**	**	30.2	200

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: [http://tinet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinet.ita.doc.gov/outreachpages/census_regions.html).

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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# Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about India travelers who visits the United States.

**Survey of International Air Travelers: Table Number and Description**

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# Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

## For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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