

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: India



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Visitation Trends (Arrivals)

[Thousands of India Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	407	567	599	549	651	663	724	859	452
Percentage Change (%)	18	39	6	-8	18	2	9	19	111

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 ^r	2007 ^r	2008 ^r	2009 ^r	2010 ^r	2011 ^r	2012 ^r	2013 ^r	Change 2013/2006
Total Travel and Tourism Exports ¹	\$4,453	\$5,700	\$6,718	\$6,712	\$7,155	\$7,751	\$8,092	\$8,935	\$4,482
Travel (all purposes including education)	\$3,760	\$4,647	\$5,457	\$5,724	\$6,004	\$6,411	\$6,604	\$7,326	\$3,566
Of which: Education Related	\$2,022	\$2,299	\$2,713	\$3,077	\$3,199	\$3,269	\$3,255	\$3,272	\$1,250
Of which: Other Business/ Personal Travel	\$1,683	\$2,294	\$2,688	\$2,455	\$2,618	\$2,877	\$3,061	\$3,688	\$2,005
Passenger Air Transportation	\$693	\$1,053	\$1,261	\$988	\$1,151	\$1,340	\$1,488	\$1,609	\$916
Change (%) in Total Exports	23	28	18	0	7	8	4	10	101

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(r) Revised (December 2014).

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	38	41	2.8
Corporate Travel Dept.	36	35	-1.5
Personal Recommendation	23	23	-0.3
Online Travel Agency	21	23	1.5
Travel Agency Office	25	22	-3.4
Tour Operator/Travel Club	10	8	-1.6

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Business	40	39	-1.6
Visit Friends/Relatives	29	30	0.9
Vacation/Holiday	11	12	1.1
Convention/Conference/Trade Show	10	10	-0.5

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Business	45	44	-0.9
Visit Friends/Relatives	38	37	-1.0
Vacation/Holiday	21	21	0.1
Convention/Conference/Trade Show	15	15	-0.6
NET PURPOSES OF TRIP:			
Leisure & VFR	48	46	-1.4
Business & Convention	54	52	-2.4

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Taxicab/Limousine	46	45	-0.7
Air Travel between U.S. Cities	51	44	-7.6
Auto, Private or Company	26	27	0.9
City Subway/Tram/Bus	28	25	-3.3
Bus between Cities	22	20	-1.8
Rented Auto	15	16	0.7

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	83	80	-3.9
Sightseeing	73	72	-1.3
Experience Fine Dining	32	30	-1.5
National Parks/Monuments	29	28	-1.2
Small Towns/Countryside	30	26	-3.3
Art Gallery/Museum	28	24	-3.5
Amusement/Theme Parks	26	24	-2.4
Historical Locations	19	19	0.1
Nightclubbing/Dancing	15	15	-0.6
Guided Tours	17	14	-2.8

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	41	46	5.6
Advance Trip Decision Time (median days)	30	30	0.0
Prepaid Package	6	6	0.1
First International Trip to the U.S.	25	28	2.9
Length of Stay in U.S. (mean nights)	40.1	41.8	1.7
Length of Stay in U.S. (median nights)	18	20	2.0
Number of States Visited (% 1 state)	62	65	3.1
Average Number of States Visited	1.6	1.6	0.0
Hotel/Motel (% 1+ nights)	67	71	4.0
Average # of Nights in Hotel/Motel	20.4	22.3	1.9
Travel Party Size (mean # of persons)	1.2	1.2	0.0
Gender: % Male (among adults)	79	81	2.1
Household Income (mean average)	\$57,107	\$56,573	-\$534
Household Income (median average)	\$30,000	\$27,585	-\$2,415
Average Age: Female (among adults)	39	38	-1.3
Average Age: Male (among adults)	39	38	-0.3

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Middle Atlantic	39.0	283	42.8	368
States				
New York	29.6	214	29.1	250
Cities				
New York City	27.3	198	27.4	235

- (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 incident 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.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven 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?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

U.S. Department of Commerce

International Trade Administration
Industry & Analysis
National Travel and Tourism Office
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
ntto@trade.gov

<http://travel.trade.gov>