

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: India



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	567	599	549	651	663	724	859	962	395
Percentage Change (%)	39	6	-8	18	2	9	19	12	70

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$5,700	\$6,718	\$6,712	\$7,155	\$7,751	\$8,092	\$8,935	\$9,589	\$3,889
Travel (all purposes including education)	\$4,647	\$5,457	\$5,724	\$6,004	\$6,411	\$6,604	\$7,326	\$7,834	\$3,187
Of which: Education Related	\$2,299	\$2,713	\$3,077	\$3,199	\$3,269	\$3,255	\$3,272	Oct	-
Of which: Other Business/ Personal Travel	\$2,294	\$2,688	\$2,455	\$2,618	\$2,877	\$3,061	\$3,688	Oct	-
Passenger Air Transportation ²	\$1,053	\$1,261	\$988	\$1,151	\$1,340	\$1,488	\$1,609	\$1,755	\$702
Change (%) in Total Exports	28	18	0	7	8	4	10	7	68

⁽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>

⁽²⁾ The Bureau of Economic Analysis no longer publishes country-specific passenger fare estimates until October; therefore, an estimate was used for 2014.

^(p) Preliminary, subject to future revisions. Education-related and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	41	40	-0.9
Corporate Travel Dept.	35	35	-0.2
Online Travel Agency	23	25	2.6
Personal Recommendation	23	24	1.2
Travel Agency Office	22	23	1.8
Tour Operator/Travel Club	8	9	0.5
Travel Guides	6	8	2.0
National/State/City Travel Office	6	7	0.3
Other	5	5	-0.3

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Business	39	40	0.9
Visit Friends/Relatives	30	29	-1.0
Vacation/Holiday	12	13	1.3
Convention/Conference/Trade Show	10	10	0.6
Education	5	5	0.1
Health Treatment	0.1	0.5	0.4
Religion/Pilgrimages	0.7	0.0	-0.7
Other	4	2	-1.6

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Business	44	43	-1.7
Visit Friends/Relatives	37	38	1.5
Vacation/Holiday	21	24	2.5
Convention/Conference/Trade Show	15	15	0.6
Education	5	7	1.5
Religion/Pilgrimages	0.8	0.8	0.0
Health Treatment	0.2	0.6	0.4
Other	4	3	-1.2
NET PURPOSES OF TRIP:			
Leisure & VFR	46	50	3.6
Business & Convention	52	53	1.0

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	80	79	-0.1
Sightseeing	72	75	3.1
National Parks/Monuments	28	35	7.1
Experience Fine Dining	30	30	-0.4
Small Towns/Countryside	26	29	2.3
Art Gallery/Museum	24	27	2.7
Amusement/Theme Parks	24	26	1.9
Historical Locations	19	22	2.8
Guided Tours	14	17	2.8
Nightclubbing/Dancing	15	16	1.4
American Indian Communities	13	11	-1.5
Cultural / Ethnic Heritage Sites	10	10	0.6
Sporting Event	9	10	1.0
Casinos/Gamble	12	10	-1.8
Concert/Play/Musical	11	9	-1.5
Camping/Hiking	5	5	0.3
Water Sports	5	5	-0.9
Environ./Eco. Excursions	4	3	-0.4
Golfing/Tennis	5	3	-2.5
Snow Sports	2	2	0.3
Hunting/Fishing	0.9	0.4	-0.5
Other	2	1	-0.8



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Air Travel between U.S. Cities	44	45	1.4
Taxicab/Limousine	45	43	-1.9
Auto, Private or Company	27	28	1.1
City Subway/Tram/Bus	25	26	1.5
Bus between Cities	20	21	1.3
Rented Auto	16	15	-0.7
Railroad between Cities	10	9	-1.6
Ferry/River Taxi/Srt Scenic Cruise	7	8	0.8
Motor Home/Camper	6	4	-1.2
Cruise Ship/River Boat 1+ Nights	4	4	0.1
Rented Bicycle/Motorcycle/Moped	2	0.9	-0.8

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	46	46	-0.1
Advance Trip Decision Time (median days)	30	30	0.0
Prepaid Package	6	11	4.8
First International Trip to the U.S.	28	34	6.4
Length of Stay in U.S. (mean nights)	41.8	39.9	-1.9
Length of Stay in U.S. (median nights)	20	18	-2.0
Number of States Visited (% 1 state)	65	64	-1.2
Average Number of States Visited	1.6	1.6	0.0
Hotel/Motel (% 1+ nights)	71	69	-2.4
Average # of Nights in Hotel/Motel	22.3	18.9	-3.4
Travel Party Size (mean # of persons)	1.2	1.2	0.0
Gender: % Male (among adults)	81	80	-1.2
Household Income (mean average)	\$56,573	\$52,502	-\$4,071
Household Income (median average)	\$27,585	\$29,718	\$2,133
Average Age: Female (among adults)	38	43	5.5
Average Age: Male (among adults)	38	38	-0.3

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Middle Atlantic	42.8	368	37.9	365
States				
New York	29.1	250	28.7	276
Cities				
New York City	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.

(p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. 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? The NTTTO 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 the international traveler 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

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