

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: India



2015 Market Profile: India

Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	599	549	651	663	724	859	962	1,126	527
Percentage Change (%)	6	-8	18	2	9	19	12	17	88

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 ^r	2014 ^r	2015 ^r	Change 2015/2008
Total Travel and Tourism Exports ²	\$6,718	\$6,712	\$7,155	\$7,751	\$8,092	\$8,888	\$10,016	\$11,805	\$5,087
Travel Receipts	\$5,457	\$5,724	\$6,004	\$6,411	\$6,604	\$7,354	\$8,324	\$10,187	\$4,730
Education Receipts	\$2,713	\$3,077	\$3,199	\$3,269	\$3,255	\$3,306	\$3,809	\$5,014	\$2,301
Other Business/Personal	\$2,688	\$2,455	\$2,618	\$2,877	\$3,061	\$3,685	\$4,115	\$4,737	\$2,049
Health/Border/Seasonal	\$56	\$192	\$187	\$265	\$288	\$363	\$400	\$436	\$380
Passenger Fare Receipts	\$1,261	\$988	\$1,151	\$1,340	\$1,488	\$1,534	\$1,692	\$1,618	\$357
% Change in Total Exports	18%	0%	7%	8%	4%	10%	13%	18%	76%

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	40	42	2.0
Corporate Travel Dept.	35	39	4.3
Personal Recommendation	24	26	2.0
Online Travel Agency	25	23	-1.7
Travel Agency Office	23	22	-1.9
Travel Guides	8	9	1.4
Tour Operator/Travel Club	9	9	0.2
National/State/City Travel Office	7	8	1.6
Other	5	5	-0.1

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Business	40	36	-3.4
Visit Friends/Relatives	29	31	1.5
Vacation/Holiday	13	15	1.8
Convention/Conference/Trade Show	10	12	1.7
Education	5	5	-0.1
Religion/Pilgrimages	0.0	0.6	0.6
Health Treatment	0.5	0.2	-0.3
Other	2.4	0.7	-1.7

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Business	43	41	-1.8
Visit Friends/Relatives	38	38	0.0
Vacation/Holiday	24	25	1.3
Convention/Conference/Trade Show	15	17	2.0
Education	7	6	-0.8
Religion/Pilgrimages	0.8	0.7	-0.1
Other	2.9	0.7	-2.2
Health Treatment	0.6	0.3	-0.3
NET PURPOSES OF TRIP:			
Leisure & VFR	50	50	0.5
Business & Convention	53	51	-1.6

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	79	79	0.0
Sightseeing	75	72	-2.9
National Parks/Monuments	35	29	-6.1
Experience Fine Dining	30	27	-2.9
Art Gallery/Museum	27	25	-1.5
Amusement/Theme Parks	26	25	-0.6
Small Towns/Countryside	29	25	-3.8
Historical Locations	22	21	-1.0
Guided Tours	17	19	2.2
Nightclubbing/Dancing	16	14	-1.8
American Indian Communities	11	10	-1.0
Casinos/Gamble	10	9	-0.6
Concert/Play/Musical	9	9	-0.5
Cultural / Ethnic Heritage Sites	10	8	-2.4
Sporting Event	10	6	-4.5
Camping/Hiking	5	5	0.1
Water Sports	5	5	0.2
Environ./Eco. Excursions	3.2	2.2	-1.0
Snow Sports	2.0	2.2	0.2
Golfing/Tennis	2.7	1.3	-1.4
Hunting/Fishing	0.4	0.8	0.4
Other	1.0	0.8	-0.2



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Air Travel between U.S. Cities	45	46	1.2
Taxicab/Limousine	43	45	1.1
Auto, Private or Company	28	28	0.4
City Subway/Tram/Bus	26	23	-2.7
Bus between Cities	21	22	0.9
Rented Auto	15	12	-2.8
Railroad between Cities	9	9	0.8
Ferry/River Taxi/Srt Scenic Cruise	8	7	-0.5
Cruise Ship/River Boat 1+ Nights	4	4	0.6
Motor Home/Camper	4	4	-0.2
Rented Bicycle/Motorcycle/Moped	1	2	1.1

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	46	50	3.9
Advance Trip Decision Time (median days)	30	30	0.0
Prepaid Package	11	9	-1.6
First International Trip to the U.S.	34	30	-4.5
Length of Stay in U.S. (mean nights)	39.9	35.3	-4.6
Length of Stay in U.S. (median nights)	18	18	0.0
Number of States Visited (% 1 state)	64	65	0.7
Average Number of States Visited	1.6	1.7	0.1
Hotel/Motel (% 1+ nights)	69	68	-0.9
Average # of Nights in Hotel/Motel	18.9	15.1	-3.8
Travel Party Size (mean # of persons)	1.2	1.3	0.1
Gender: % Male (among adults)	80	81	1.2
Household Income (mean average)	\$52,502	\$56,325	\$3,823
Household Income (median average)	\$29,718	\$30,260	\$542
Average Age: Female (among adults)	43	40	-3.1
Average Age: Male (among adults)	38	40	2.3

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

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Regions				
Middle Atlantic	37.94	365	32.74	369
States				
New York	28.66	276	**	**

(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.

(2) 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).

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>

(3) Percentage-point and percentage changes are based on non-rounded data.

(4) 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.

(n/a) Not available.

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

(r) Estimate was revised.

(p) Estimate is preliminary and subject to revision.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes 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? NTTO sells custom reports. To learn more, visit: <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.

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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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