



Manufacturing and Services

Office of Travel and Tourism Industries

2007 Market Profile: India



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Visitation Trends (Arrivals)

[Thousands of Indian Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	274	270	257	272	309	345	407	567	293
Percentage Change (%)	20%	-2%	-5%	6%	13%	12%	18%	39%	107%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	\$1,147	\$1,174	\$1,145	\$1,206	\$1,391	\$1,617	\$2,558	\$3,702	\$2,555
Travel Receipts	\$1,112	\$1,048	\$1,093	\$1,180	\$1,367	\$1,519	\$1,865	\$2,649	\$1,537
Passenger Fare Receipts	\$35	\$126	\$52	\$26	\$24	\$98	\$693	\$1,053	\$1,018
Change (%) in Total Exports	28%	2%	-2%	5%	15%	16%	58%	45%	223%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Travel Agency	64%	50%	-14 pts.
Corporate Travel Dept.	20%	24%	4 pts.
Personal Computer	16%	17%	1 pt.
Friends/Relatives	12%	13%	1 pt.

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Business/Professional	51%	57%	6 pts.
Visit Friends/Relatives	28%	29%	1 pt.
Leisure/Rec./Holidays	8%	7%	-2 pts.
Convention/Conference	5%	3%	-2 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Business/Professional	53%	58%	6 pts.
Visit Friends/Relatives	48%	41%	-6 pts.
Leisure/Rec./Holidays	21%	18%	-2 pts.
Convention/Conference	9%	6%	-3 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	55%	49%	-5 pts.
Business & Convention	57%	61%	4 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	49%	54%	5 pts.
Airlines in U.S.	32%	38%	6 pts.
Rented Auto	23%	23%	-1 pt.
Railroad between Cities	20%	17%	-3 pts.
Company or Private Auto	23%	16%	-7 pts.

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Shopping	85%	88%	4 pts.
Dining in Restaurants	77%	77%	0 pts.
Sightseeing in Cities	50%	41%	-9 pts.
Visit Historical Places	33%	38%	5 pts.
Amusement/Theme Parks	28%	32%	5 pts.
Touring Countryside	18%	19%	2 pts.
Visit National Parks	17%	19%	2 pts.
Art Gallery/Museum	15%	17%	2 pts.
Visit Small Towns	20%	15%	-4 pts.
Nightclubs/Dancing	14%	14%	0 pts.

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	43	43	1 day
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	1%	4%	2 pts.
First International Trip to the U.S.	29%	36%	7 pts.
Length of Stay in U.S. (mean nights)	43.2	42.0	-1 night
Length of Stay in U.S. (median nights)	21	21	0 nights
Number of States Visited (% 1 state)	50%	55%	5 pts.
Average Number of States Visited	2.0	1.9	0 states
Hotel/Motel (% 1+ nights)	70%	75%	5 pts.
Average # of Nights in Hotel/Motel	14.6	20.1	6 nights
Travel Party Size (mean # of persons)	1.2	1.2	0.0
Gender: % Male (among adults)	80%	82%	1 pt.
Household Income (mean average)	\$56,000	\$63,100	\$7,100
Household Income (median average)	\$33,200	\$45,900	\$12,700
Average Age: Female	40	39	-1 year
Average Age: Male	40	39	-1 year

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (000)
No destinations meet the minimum sample requirement.				

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

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.

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 (or “In-Flight” survey) 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 Indian travelers who visits the United States.

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