

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: India



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Visitation Trends (Arrivals)

[Thousands of India Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	272	309	345	407	567	599	549	651	379
Percentage Change (%)	6	13	12	18	39	6	-8	18	139

Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 ^p	Change 2010/2003
Total Travel & Tourism Exports (1)	\$1,206	\$1,391	\$1,617	\$2,558	\$3,702	\$4,289	\$3,565	\$3,991	\$2,785
Travel Receipts	\$1,180	\$1,367	\$1,519	\$1,865	\$2,649	\$3,028	\$2,577	\$2,860	\$1,680
Passenger Fare Receipts	\$26	\$24	\$98	\$693	\$1,053	\$1,261	\$988	\$1,131	\$1,105
Change (%) in Total Exports	5	15	16	58	45	16	-17	12	231

(p) Preliminary, subject to future revisions.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Travel Agency	44	43	-0.7
Personal Computer	21	23	2.3
Corporate Travel Dept.	20	23	3.2
Airlines Directly	14	14	0.2
Friends/Relatives	19	14	-4.5

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Business/Professional	45	49	4.3
Visit Friends/Relatives	32	33	0.3
Leisure/Rec./Holidays	11	7	-3.4
Convention/Conference	4	6	2.2

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Business/Professional	46	52	6.0
Visit Friends/Relatives	45	45	-0.4
Leisure/Rec./Holidays	22	19	-2.5
Convention/Conference	6	10	3.6
NET PURPOSES OF TRIP:			
Leisure & VFR	55	51	-3.4
Business & Convention	50	57	7.3

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	52	59	6.7
Airlines in U.S.	28	35	7.4
Rented Auto	19	17	-1.7
Railroad between Cities	18	15	-3.1
Company or Private Auto	15	14	-1.2

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Shopping	85	85	0.5
Dining in Restaurants	74	78	4.4
Sightseeing in Cities	40	44	4.4
Visit Historical Places	40	38	-2.3
Amusement/Theme Parks	34	30	-3.7
Visit National Parks	18	20	2.5
Touring Countryside	20	17	-3.5
Nightclubs/Dancing	14	15	0.7
Visit Small Towns	16	15	-1.3
Art Gallery/Museum	20	14	-5.4

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	46	48	2.2 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	4%	3%	-0.5 pts.
First International Trip to the U.S.	36%	32%	-4.2 pts.
Length of Stay in U.S. (mean nights)	49.2	42.7	-6.5 nights
Length of Stay in U.S. (median nights)	26	21	-5 nights
Number of States Visited (% 1 state)	56%	55%	-0.8 pts.
Average Number of States Visited	1.8	1.8	0.0 states
Hotel/Motel (% 1+ nights)	66%	76%	10.1 pts.
Average # of Nights in Hotel/Motel	18.9	16.8	-2.1 nights
Travel Party Size (mean # of persons)	1.2	1.2	0.0
Gender: % Male (among adults)	78%	78%	0.6 pts.
Household Income (mean average)	\$53,200	\$55,800	\$2,600
Household Income (median average)	\$40,600	\$43,600	\$3,000
Average Age: Female	37	44	6.6 years
Average Age: Male	40	42	2.2 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (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.

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.

Publication Date: May 2011



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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.

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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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