

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Market Profile: India



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Visitation Trends (Arrivals)

[Thousands of India Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	257	272	309	345	407	567	599	549	292
Percentage Change (%)	-5	6	13	12	18	39	6	-8	114

Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009 ^r	Change 2009/2002
Total Travel & Tourism Exports (1)	\$1,145	\$1,206	\$1,391	\$1,617	\$2,558	\$3,702	\$4,289	\$3,565	\$2,420
Travel Receipts	\$1,093	\$1,180	\$1,367	\$1,519	\$1,865	\$2,649	\$3,028	\$2,577	\$1,484
Passenger Fare Receipts	\$52	\$26	\$24	\$98	\$693	\$1,053	\$1,261	\$988	\$936
Change (%) in Total Exports	-2	5	15	16	58	45	16	-17	211

(r) Revised June 2010.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Travel Agency	48	44	-3.8
Personal Computer	15	21	6.1
Corporate Travel Dept.	27	20	-7.6
Friends/Relatives	15	19	3.8

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Business/Professional	57	45	-11.8
Visit Friends/Relatives	29	32	3.9
Leisure/Rec./Holidays	6	11	5.1
Study/Teaching	3	5	2.1

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Business/Professional	59	46	-13.1
Visit Friends/Relatives	43	45	2.4
Leisure/Rec./Holidays	21	22	0.9
Study/Teaching	5	7	2.4
NET PURPOSES OF TRIP:			
Leisure & VFR	49	55	5.1
Business & Convention	63	50	-13.3

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	49	52	2.8
Airlines in U.S.	35	28	-6.7
Rented Auto	26	19	-7.0
Railroad between Cities	21	18	-2.6
Company or Private Auto	18	15	-3.6

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Shopping	87	85	-2.2
Dining in Restaurants	74	74	0.3
Sightseeing in Cities	43	40	-2.8
Visit Historical Places	35	40	4.5
Amusement/Theme Parks	32	34	2.0
Touring Countryside	18	20	2.3
Art Gallery/Museum	18	20	1.8
Visit National Parks	17	18	0.5
Visit Small Towns	14	16	1.9
Nightclubs/Dancing	16	14	-1.7
Cultural Heritage Sites	13	14	0.4

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	45	46	1.6 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	4%	4%	-0.7 pts.
First International Trip to the U.S.	35%	36%	1.4 pts.
Length of Stay in U.S. (mean nights)	45.4	49.2	3.8 nights
Length of Stay in U.S. (median nights)	23	26	3 nights
Number of States Visited (% 1 state)	49%	56%	7.3 pts.
Average Number of States Visited	1.9	1.8	-0.1 states
Hotel/Motel (% 1+ nights)	77%	66%	-10.5 pts.
Average # of Nights in Hotel/Motel	19.0	18.9	-0.1 nights
Travel Party Size (mean # of persons)	1.2	1.2	0.0
Gender: % Male (among adults)	83%	78%	-5.6 pts.
Household Income (mean average)	\$63,800	\$53,200	-\$10,600
Household Income (median average)	\$44,200	\$40,600	-\$3,600
Average Age: Female	40	37	-2.6 years
Average Age: Male	38	40	1.4 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (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 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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