

## CHARACTERISTICS OF TRAVELERS FROM INDIA TO CALIFORNIA – 2010

India was one of California's large overseas markets with approximately 184,000 visitors to California in 2010. Collectively visitors from India spent approximately \$188 million in California.

Indian visitors to California during 2010 reported spending \$51 per day during a 20.0 night average stay or approximately \$1,020 per visitor. The average spending for all overseas visitors to California was about \$1,209 (\$107 per day; 11.3 nights in California).

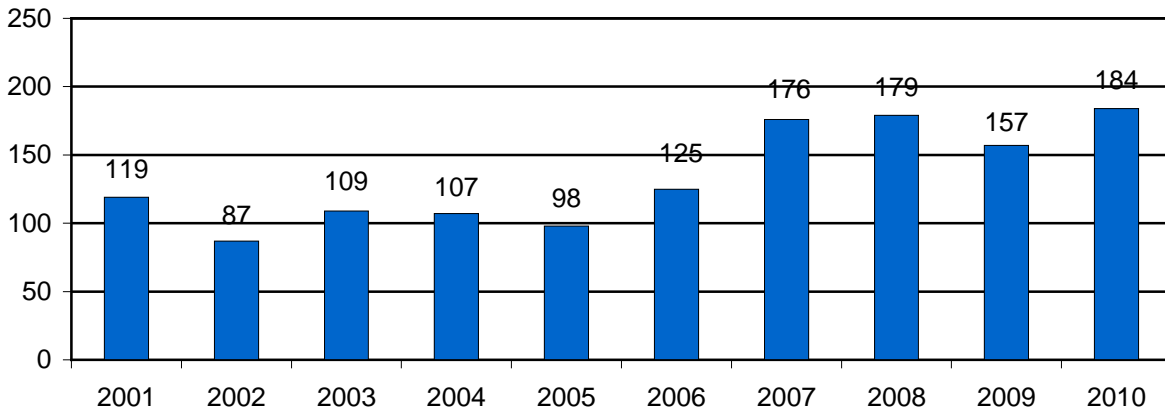
### Visitors From India

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
2000	274,202	40.2%	110,000
2001	269,674	44.0%	119,000
2002	257,271	34.0%	87,000
2003	272,161	40.0%	109,000
2004	308,845	34.7%	107,000
2005	344,926	28.4%	98,000
2006	406,845	30.7%	125,000
2007	567,045	31.0%	176,000
2008	598,971	29.9%	179,000
2009	549,474	28.6%	157,000
2010	650,935	28.3%	184,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

### Number of Visitors from India to CA, 2001-2010 (in 000s)

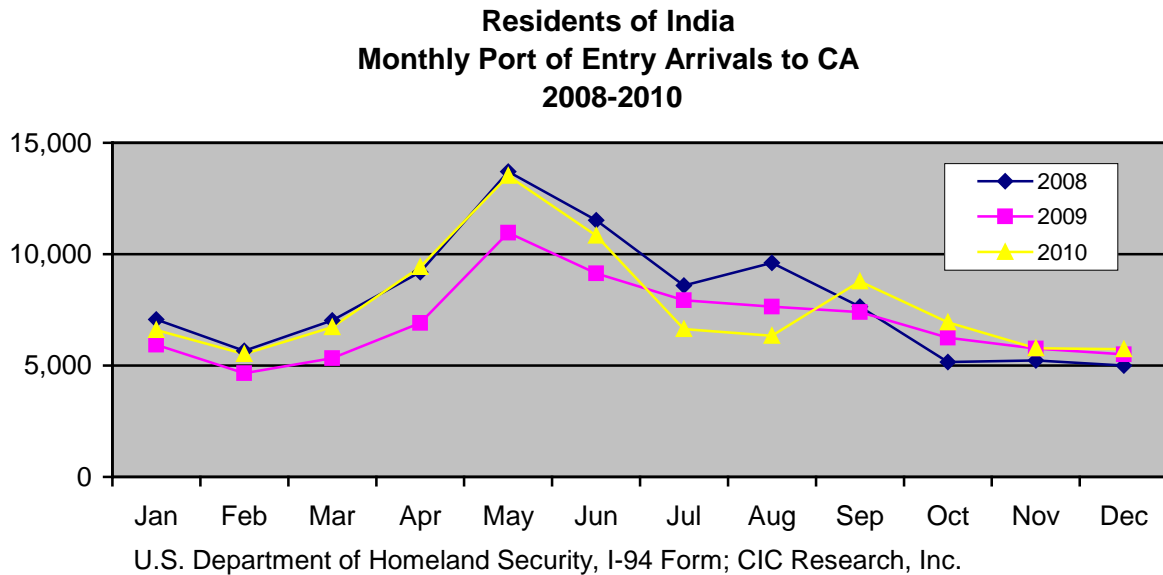


Source: International Trade Administration, Office of Travel and Tourism Industries.

Since the middle of the 1990s India has grown dramatically as a source of visitors to California from just 41,000 to a peak of 184,000 visitors in 2010.

### Indian Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from India to California were similar in 2010 compared with 2008 and 2009. In all years, Indian resident arrivals at California ports-of-entry peaked in May. The lowest volumes were recorded in February, November, and December.



## Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from India are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from India are more likely to:

- Travel to California for business purposes
- Use a corporate travel department for trip planning
- Use a corporate travel department for booking an air trip
- Have shorter trip planning and advance airline booking horizons
- Mention airline schedule as the main reason for selecting an airline
- Travel alone
- Stay in a private home
- Visit the U.S. and California for a lengthy stay
- Visit San Jose
- Work in a professional/technical position
- Have a lower average annual household income

Conversely, visitors from India are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Use a personal computer to plan and book their trip
- Travel with family or relatives
- Stay in a hotel or other paid lodging
- Visit Los Angeles or Las Vegas
- Visit historical places, small towns, national parks, art galleries or museums, cultural heritage sites, or tour the countryside

## Characteristics of Travelers from India to California – 2010

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from India (n = 202)	Leisure Visitors from India (n = 66)***
<b>Primary Purpose of Trip</b>			
Leisure/Recreation/Holidays	48%	6%	17%
Visit Friends/Relatives	22%	28%	83%
Business/Professional	21%	52%	-
Convention/Conference	5%	11%	-
Other Purpose	5%	3%	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Leisure/Recreation/Holidays	67%	27%	40%
Visit Friends/Relatives	39%	49%	92%
Business/Professional	24%	52%	3%
Convention/Conference	9%	14%	2%
<b>Sources Used to Plan Trip**</b>			
Personal Computer	44%	29%	30%
Travel Agency	40%	42%	35%
Airlines Directly	23%	17%	22%
Friends/Relatives	17%	19%	29%
Travel Guides	10%	2%	2%
Corporate Travel Department	8%	24%	2%
Tour Company	5%	1%	1%
State/City Travel Office	4%	1%	2%
Newspapers/Magazines	3%	1%	2%
<b>Advance Planning for Trip</b>			
7 days or less	6%	13%	7%
8 - 30 days	28%	45%	41%
31 - 60 days	20%	23%	25%
61 - 90 days	12%	8%	10%
More than 3 Months	34%	12%	18%
Total	100%	100%	100%
Average Planning Time in Days	98 days	48 days	57 days
<b>Advance Airline Reservations</b>			
7 days or less	12%	24%	9%
8 - 30 days	38%	45%	47%
31 - 60 days	17%	17%	19%
61 - 90 days	10%	6%	9%
91 - 120 days	7%	3%	6%
121 - 180 days	10%	3%	6%
6 Months or More	7%	3%	3%
Total	100%	100%	100%
Average Booking in Days	68 days	37 days	53 days

\* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

\*\* Multiple response question. Table may add to more than 100%.

\*\*\*Caution – Small sample size

Sources: International Trade Administration Office of Travel and Tourism Industries  
"Survey of International Air Travelers."

**Characteristics of Travelers from India to California  
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from India (n = 202)	Leisure Visitors from India (n = 66)***
<b>Means of Booking Air Trip</b>			
Travel Agent	46%	47%	56%
Personal Computer	26%	10%	18%
Airlines Directly	13%	10%	11%
Corporate Travel Department	8%	26%	3%
Tour Operator	4%	2%	1%
Travel Club	1%	2%	-
Other/Don't Know	2%	4%	12%
Total	100%	100%	100%
<b>Main Factor in Selecting Airline</b>			
Airfare	29%	31%	51%
Schedule	14%	22%	15%
Non-Stop Flight	14%	7%	7%
Mileage Bonus/Frequent Flyer Program	10%	2%	3%
Previous Good Experience	9%	14%	16%
Safety Reputation	8%	2%	-
Airline Loyalty	4%	4%	6%
In-flight Service	4%	7%	-
Employer policy	3%	5%	-
Other	6%	7%	2%
Total	100%	100%	100%
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	84%	87%	94%
Executive/Business	15%	13%	6%
First Class	2%	-	-
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	14%	7%	9%
No	86%	93%	91%
Total	100%	100%	100%
<b>Advance Package Booking</b>			
7 days or less	4%	13%	-
8 - 30 days	27%	59%	87%
31 - 60 days	15%	14%	-
61 - 90 days	10%	9%	-
91 - 120 days	11%	6%	13%
121 - 180 days	20%	-	-
6 Months or More	14%	-	-
Total	100%	100%	100%

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**Characteristics of Travelers from India to California  
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from India (n = 202)	Leisure Visitors from India (n = 66)***
<b>Travel Companions**</b>			
Traveling Alone	39%	66%	39%
Spouse	27%	19%	41%
Family/Relatives	25%	12%	20%
Friends	11%	1%	1%
Business Associates	8%	7%	-
Tour Group	2%	-	-
<b>Average Travel Party Size</b>	1.6	1.2	1.4
<b>Median Travel Party Size</b>	1.0	1.0	1.0
<b>Type of Lodging**</b>			
Hotel / Motel	78%	63%	40%
Private Home	29%	46%	69%
Other	4%	-	-
<b>Length of Stay</b>			
Mean Nights in the U.S.	22.8 nights	46.8 nights	56.0 nights
Mean Nights in California	11.3 nights	20.0 nights	21.6 nights
% of California Nights	50%	43%	39%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	27%	34%	46%
Average Trips to the U.S. in Past Year	1.8 trips	1.5 trips	1.4 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	4.1 trips	3.0 trips
<b>Average Number of States Visited</b>	2.1 states	2.0 states	2.2 states
<b>Average Number of Destinations Visited</b>	3.0 dest.	2.6 dest.	2.8 dest.
<b>Places Visited in the U.S.**</b>			
Los Angeles	60%	34%	40%
San Francisco	47%	50%	47%
Las Vegas	29%	18%	20%
New York City	16%	17%	20%
San Diego	14%	12%	14%
Flagstaff	8%	2%	4%
Anaheim-Santa Ana	7%	4%	2%
Grand Canyon	5%	2%	4%
San Jose	5%	20%	10%
DC Metro Area	5%	10%	13%
Yosemite	4%	1%	3%
Chicago	4%	6%	10%
Monterey-Salinas	4%	-	1%
Miami	4%	1%	1%
Riverside/San Bernardino	4%	-	-
Seattle	3%	2%	1%
Sacramento	3%	4%	5%

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**Characteristics of Travelers from India to California  
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from India (n = 202)	Leisure Visitors from India (n = 66)***
<b>Activities Experienced While in the U.S.**</b>			
Shopping	88%	91%	91%
Dining Out	85%	80%	68%
Sightseeing in Cities	57%	51%	56%
Historical Places	47%	31%	54%
Amusement/Theme Parks	40%	41%	64%
National Parks	38%	31%	43%
Visiting Small Towns	38%	12%	20%
Cultural Heritage Sites	31%	14%	19%
Touring Countryside	31%	18%	24%
Art Gallery/Museum	26%	12%	21%
Casinos/Gambling	25%	15%	20%
Guided Tours	23%	13%	17%
<b>Transportation While in the U.S.**</b>			
Rented Auto	41%	24%	11%
Taxi/Limousine	39%	55%	37%
Airlines in U.S.	37%	44%	50%
Company or Private Auto	28%	13%	13%
City Subway/Tram/Bus	25%	13%	13%
Railroad between Cities	12%	14%	16%
Bus between Cities	10%	9%	8%
Motor Home/Camper	2%	6%	12%
<b>Visitor Spending in the U.S.</b>			
Per Travel Party Per Trip (U.S.)	\$3,797	\$2,896	\$1,653
Per Visitor/Trip (U.S.)	\$2,435	\$2,402	\$1,158
Per Visitor Per Day	\$107	\$51	\$21
Per Visitor/Trip (California)	\$1,209	\$1,020	\$454
<b>Spending by Category (Per Visitor/Trip)</b>			
Lodging	\$661	\$878	\$177
Food/Beverages	\$514	\$409	\$177
Gifts/Souvenirs	\$421	\$316	\$372
Transportation in the U.S.	\$384	\$538	\$158
Entertainment	\$243	\$146	\$182
Expenses at the Airport	\$34	\$26	\$50
Other	\$179	\$89	\$42
<b>Total Spending Per Visitor/Trip</b>	<b>\$2,435</b>	<b>\$2,402</b>	<b>\$1,158</b>

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<b>Payment Method for Trip Expenses</b>			
Credit Cards	52%	47%	37%
Cash	39%	42%	53%
Debit Cards	7%	7%	5%
Travelers Checks	1%	5%	5%
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	43 years	47 years	57 years
Average Age - Females	40 years	50 years	52 years
<b>Occupation</b>			
Professional/Technical	33%	49%	37%
Manager/Executive	29%	33%	22%
Student	10%	3%	4%
Retired	9%	9%	28%
Clerical/Sales	8%	-	1%
Other	12%	5%	9%
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	8%	30%	23%
\$20,000 - \$39,999	13%	15%	12%
\$40,000 - \$59,999	14%	11%	8%
\$60,000 - \$79,999	13%	17%	18%
\$80,000 - \$99,999	11%	5%	5%
\$100,000 - \$119,999	11%	6%	13%
\$120,000 - \$139,999	7%	7%	13%
\$140,000 - \$159,999	6%	1%	-
\$160,000 - \$179,999	3%	1%	-
\$180,000 - \$199,999	3%	1%	2%
\$200,000 and over	13%	6%	5%
Total	100%	100%	100%
Average Annual Income	\$96,200	\$62,500	\$73,100

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