

CHARACTERISTICS OF TRAVELERS FROM INDIA TO CALIFORNIA – 2008

India was one of California's large overseas markets with approximately 179,000 visitors to California in 2008. Collectively visitors from India spent approximately \$280 million in California.

Indian visitors to California during 2008 reported spending \$69 per day during a 22.7 night average stay or approximately \$1,566 per visitor. The average spending for all overseas visitors to California was about \$1,353 (\$123 per day; 11.0 nights in California).

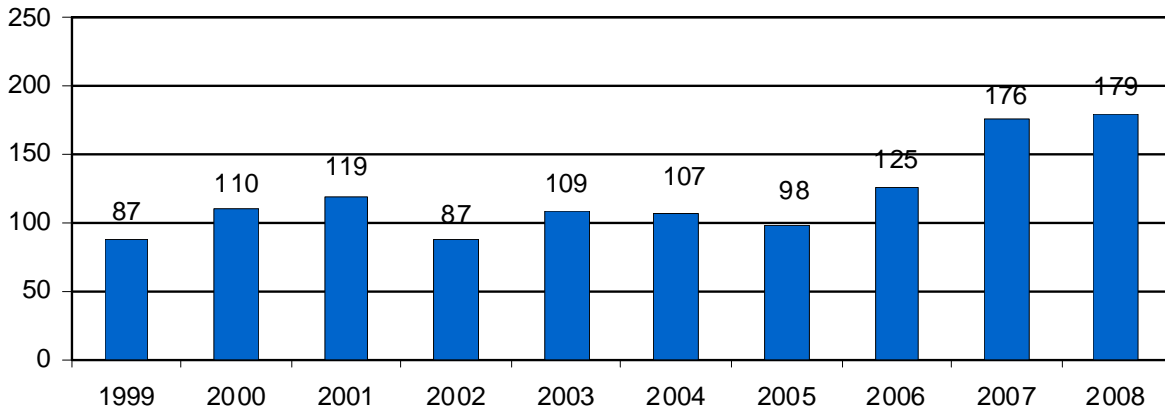
Visitors From India

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
1998	210,975	42.2%	89,000
1999	228,072	38.1%	87,000
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

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, 1999-2008
(in 000s)**



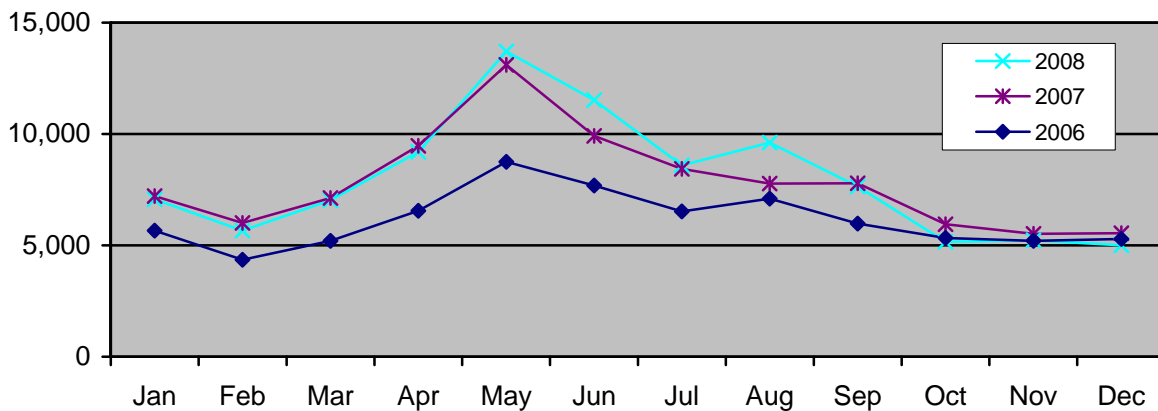
Source: International Trade Administration, Office of Travel and Tourism Industries.

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 179,000 visitors. Visitation to California from India dipped in 2002 to 87,000 down from the previous year's high of 119,000. However, the ongoing large increases in annual visitor volume to the U.S. from India have resulted in a record 179,000 visitors in 2008.

Indian Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from India to California were very similar in 2009 compared with 2006 and 2007. There was, however, an increase in passenger arrivals from India during some of the summer months of 2008. In all years, Indian resident arrivals at California ports-of-entry peaked in May. The lowest volumes were recorded in October, November, and December.

**Residents of India
Monthly Port of Entry Arrivals to CA
2006-2008**



U.S. Department of Homeland Security, I-94 Form; CIC Research, Inc.

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 travel agent or a corporate travel department for trip planning and booking an air trip
- Have shorter trip planning and advance airline booking horizons
- Travel alone
- Stay in a private home
- Visit the U.S. and California for a lengthy stay
- Visit San Jose
- Work in a management/executive or professional/technical occupations
- 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 or information from airlines to plan and book their trip
- Make use of a travel package
- Travel with friends or family/relatives
- Stay in a hotel or other paid lodging
- Visit Los Angeles or Las Vegas
- Visit small towns, national parks, or cultural heritage sites
- Rent an auto for transportation while in the U.S., or make use of public transportation
- Use credit cards to pay for trip expenses

**Characteristics of Travelers from
India to California – 2008**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from India (n = 481)	Leisure Visitors from India (n = 150)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	43%	10%	30%
Visit Friends/Relatives	19	23	70
Business/Professional	27	58	-
Convention/Conference	7	6	-
Other Purpose	5	4	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	63%	29%	54%
Visit Friends/Relatives	37	44	87
Business/Professional	31	59	4
Convention/Conference	11	12	0
Sources Used to Plan Trip**			
Airlines Directly	21%	11%	10%
Corporate Travel Department	11	26	1
Personal Computer	42	16	14
Friends/Relatives	16	15	26
Newspapers/Magazines	3	1	2
State/City Travel Office	4	2	3
Tour Company	6	1	2
Travel Agency	43	52	62
Travel Guides	10	2	4
Advance Planning for Trip			
7 days or less	9%	14%	6%
8 - 30 days	30	46	24
31 - 60 days	19	19	35
61 - 90 days	13	7	11
More than 3 Months	30	14	24
Total	100%	100%	100%
Average Planning Time in Days	92	48	74
Advance Airline Reservations			
7 days or less	16%	24%	9%
8 - 30 days	38	53	44
31 - 60 days	17	15	31
61 - 90 days	10	3	6
91 - 120 days	5	3	1
121 - 180 days	8	3	8
6 Months or More	6	0	1
Total	100%	100%	100%
Average Booking in Days	60	29	48

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

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

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

**Characteristics of Travelers from India to California
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from India (n = 481)	Leisure Visitors from India (n = 150)
Means of Booking Air Trip			
Airlines Directly	12%	4%	8%
Corporate Travel Department	11	28	3
Personal Computer	22	3	4
Travel Agent	48	64	85
Travel Club	1	0	-
Tour Operator	4	1	1
Other/Don't Know	3	1	0
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	24%	20%	25%
Schedule	15	19	21
Non-Stop Flight	13	6	13
Mileage Bonus/Frequent Flyer Program	12	7	3
Previous Good Experience	10	13	14
Safety Reputation	7	4	10
Airline Loyalty	4	1	1
In-flight Service	5	9	5
Employer policy	4	9	-
Other	6	13	9
Airline Seating Area			
Economy/Tourist/Coach	77%	83%	88%
Executive/Business	20	17	10
First Class	3	1	2
Total	100%	100%	100%
Use of Package			
Yes	11%	4%	5%
No	89	96	95
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	12%	1%
8 - 30 days	26	64	79
31 - 60 days	23	16	-
61 - 90 days	12	9	21
91 - 120 days	5	-	-
121 - 180 days	17	-	-
6 Months or More	14	-	-
Total	100%	100%	100%

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

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

**Characteristics of Travelers from India to California
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from India (n = 481)	Leisure Visitors from India (n = 150)
Travel Companions**			
Business Associates	10%	7%	-
Family/Relatives	23	13	31%
Friends	12	3	2
Spouse	27	20	48
Tour Group	2	-	-
Traveling Alone	39	64	34
Average Travel Party Size			
	1.5	1.2	1.6
Median Travel Party Size			
	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	78%	63%	39%
Private Home	28	53	78
Other	4	2	1
Length of Stay			
Mean Nights in the U.S.	21.2	41.4	24.2
Mean Nights in California	11.0	22.7	49.3
% of California Nights	52%	55%	49%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	24%	32%	36%
Average Trips to the U.S. in Past Year	2.0	1.8	1.2
Average Trips to the U.S. in Past 5 Years	6.3	5.1	2.6
Average Number of States Visited			
	2.0	2.3	2.3
Average Number of Destinations Visited			
	2.9	2.9	3.2
Places Visited in the U.S.**			
Los Angeles	53%	39%	56%
San Francisco	49	49	56
Las Vegas	28	17	38
New York City	17	15	19
San Diego	13	9	12
San Jose	7	18	3
Anaheim-Santa Ana	7	10	8
Yosemite	5	1	8
Grand Canyon	4	1	7
Chicago	4	10	4
DC Metro Area	4	7	7
Monterey-Salinas	4	1	6
Seattle	3	2	3
Sacramento	3	6	3
Riverside/San Bernardino	3	1	4
Santa Barbara	3	1	5
Oakland	3	6	2

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

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

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

**Characteristics of Travelers from India to California
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from India (n = 481)	Leisure Visitors from India (n = 150)
Activities Experienced While in the U.S.**			
Dining Out	87%	78%	81%
Shopping	85	88	90
Sightseeing in Cities	53	51	71
Historical Places	44	32	53
Visiting Small Towns	36	15	22
National Parks	35	21	31
Amusement/Theme Parks	34	39	59
Touring Countryside	30	22	31
Cultural Heritage Sites	28	15	20
Casinos/Gambling	24	21	39
Art Gallery/Museum	23	19	22
Guided Tours	22	17	24
Transportation While in the U.S.**			
Taxi/Limousine	42%	47%	27%
Rented Auto	40	29	28
Airlines in U.S.	36	44	48
Company or Private Auto	28	20	24
City Subway/Tram/Bus	26	16	16
Railroad between Cities	11	18	26
Bus between Cities	9	10	20
Motor Home/Camper	2	9	15
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,998	\$3,530	\$2,849
Per Visitor/Trip (U.S.)	2,607	2,833	1,746
Per Visitor Per Day	123	69	35
Per Visitor/Trip (California)	\$1,353	\$1,566	\$847
Spending by Category (Per Visitor/Trip)			
Lodging	\$800	\$1,033	\$180
Food/Beverages	526	432	243
Gifts/Souvenirs	450	480	730
Transportation in the U.S.	425	573	332
Entertainment	234	159	177
Expenses at the Airport	37	25	20
Other	135	131	64
Total Spending Per Visitor/Trip	\$2,607	\$2,833	\$1,746

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

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

Sources: International Trade Administration Office of Travel and Tourism Industries

"Survey of International Air Travelers."

**Characteristics of Travelers from India to California
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from India (n = 481)	Leisure Visitors from India (n = 150)
Payment Method for Trip Expenses			
Credit Cards	53%	42%	28%
Cash	37	40	55
Debit Cards	6	8	5
Travelers Checks	3	11	12
Total	100%	100%	100%
Age			
Average Age - Males	41	40	52
Average Age - Females	38	43	45
Occupation			
Manager/Executive	34%	44%	27%
Professional/Technical	32	42	37
Student	8	2	1
Clerical/Sales	7	0	-
Retired	6	5	16
Other	13	7	20
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	6%	22%	35%
\$20,000 - \$39,999	10	18	13
\$40,000 - \$59,999	13	16	13
\$60,000 - \$79,999	11	11	7
\$80,000 - \$99,999	11	7	5
\$100,000 - \$119,999	11	6	5
\$120,000 - \$139,999	7	8	7
\$140,000 - \$159,999	6	1	1
\$160,000 - \$179,999	4	1	1
\$180,000 - \$199,999	3	1	3
\$200,000 and over	18	8	11
Total	100%	100%	100%
Average Annual Income	\$107,200	\$70,600	\$69,900

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

Sources: International Trade Administration Office of Travel and Tourism Industries

"Survey of International Air Travelers."