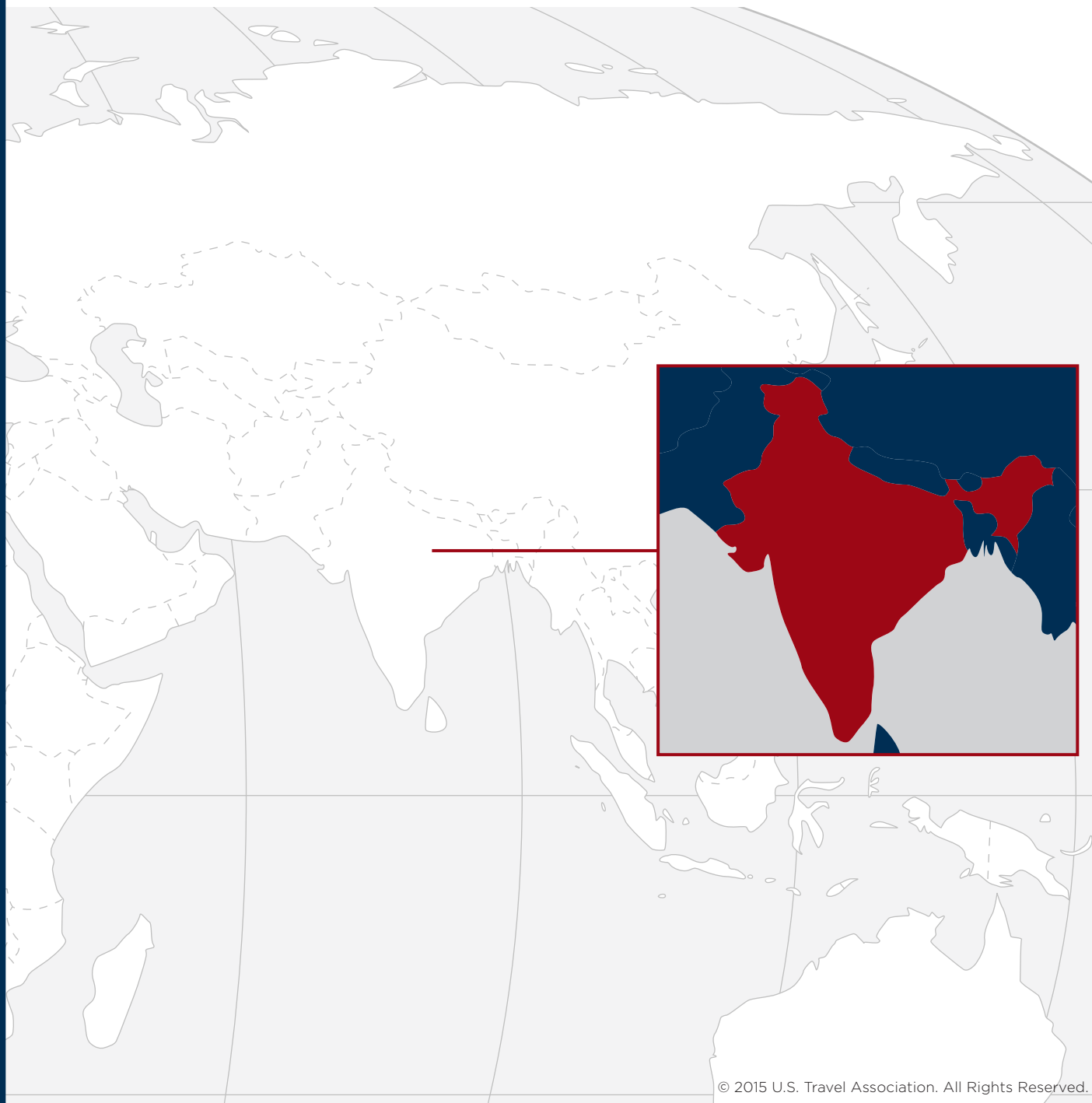


INDIA

INTERNATIONAL INBOUND TRAVEL MARKET PROFILE (2014)



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EXECUTIVE SUMMARY

India ranks No. 1 in terms of the share of travel in total U.S. exports, which accounts for more than a quarter of the \$38 billion of U.S. exports to the country. While more than a third of travel exports reflect spending by the substantial number of Indian students studying in the U.S., Indian general visitor spending is no less significant. With the average visitor spending \$6,430, India ranks fifth among all international markets.

ARRIVALS

- In 2014, 962,000 Indian travelers visited the U.S.
- The U.S. is the largest non-Middle Eastern long-haul destination for Indians, commanding an 11-percent market share of Indian long-haul travel.

ECONOMIC IMPACT

- Indian travel exports to the U.S. reached \$9.8 billion in 2014—a 10-percent increase from 2013.¹ Average spending per visitor increased by 4.3 percent in 2014 to \$6,430.²
- Travel is the largest U.S. export to India, accounting for 26 percent of all exports of goods and services.

LOOKING FORWARD

- The historic trend in U.S. arrivals has generally reflected the exchange rate and terms of trade with India. Since 2012, however, arrivals have increased sharply despite a depreciating rupee. Indian visitations to the U.S. are expected to continue to increase notwithstanding a projected further depreciation of the exchange rate.
- The number of Indian travelers to the U.S. is expected to increase 13 percent and pass the one million mark in 2015. Arrivals are then projected to keep growing by an average of five percent per year, reaching 1.4 million in 2020.

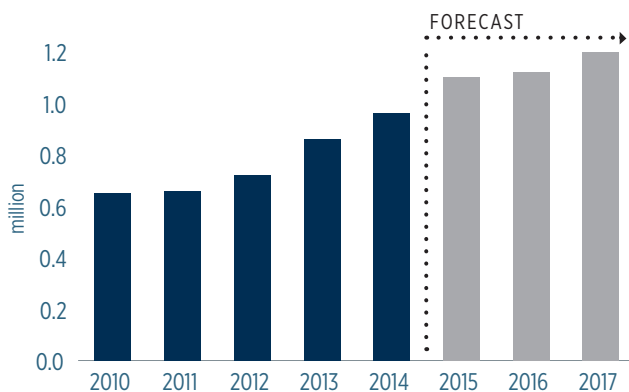
1. International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit <http://travel.trade.gov/pdf/restructuring-travel.pdf>.

2. Average visitor spending takes into account travel spending and passenger fares but excludes education and other travel-related exports.

2014 India Inbound Market Summary

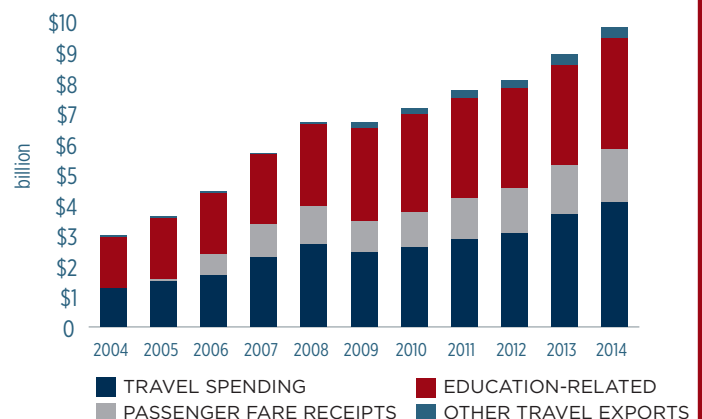
VISITATIONS	
U.S. Visitations from India (thousands)	962
U.S. TRAVEL EXPORTS	
U.S. Travel Exports to India (\$ million)	9,842
• Travel spending (\$ million)	4,092
• Education-related (\$ million)	3,648
• Passenger fare receipts (\$ million)	1,711
• Other travel exports (\$ million)	391
Annual change (%)	9.7
Percent of total U.S. exports to India	26.1
U.S. TRAVEL TRADE BALANCE	
U.S. India Travel Trade Balance (\$ million)	6,609
Annual change (%)	13.2

Visitations to the U.S. from India



SOURCE: U.S. Department of Commerce

U.S. Travel Exports to India



SOURCE: U.S. Department of Commerce