



OVERSEAS VISITORS TO PHILADELPHIA

2016 SNAPSHOT: INDIA

India is Philadelphia's 4th largest source market for overseas visitation and is among the fastest-growing overseas visitor markets. In 2016, visitors from India spent \$70 million in Philadelphia, a 2.6% increase over 2015, making them the 3rd highest market for overseas spending. Overall, leisure travel is driving growth from the Indian market with over 60% of Indian visitors citing leisure as their main reason for traveling to Philadelphia, which is a significant increase compared to 37% in 2013.



53,800

Total Indian Visitors to Philadelphia in 2016



\$1,296

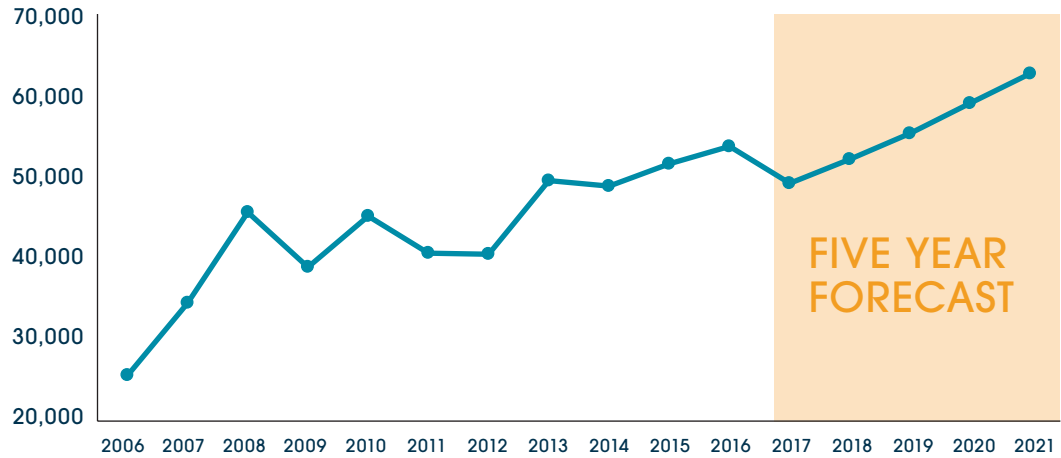
Amount Spent per Indian Visitor



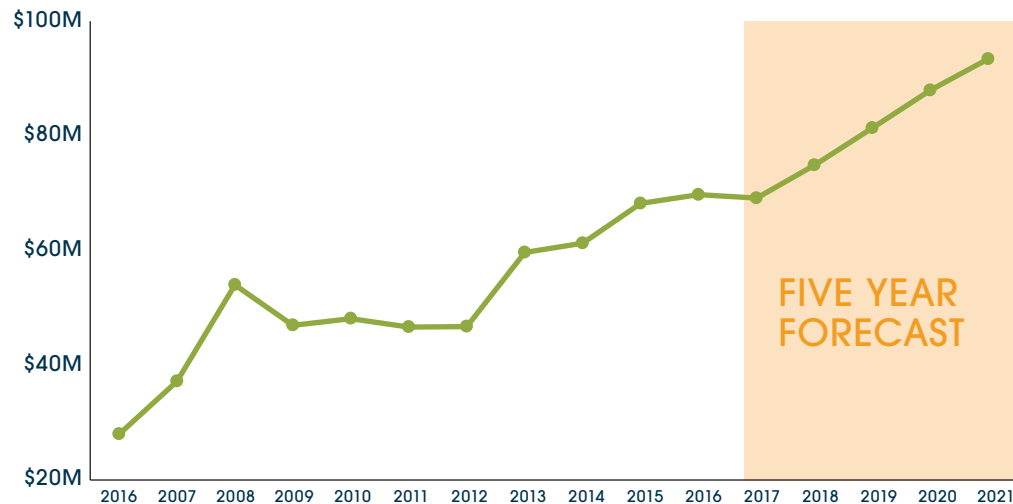
225,900

Total Room Nights Sold to Indian Visitors in 2016

VISITORS FROM INDIA



SPENDING BY VISITORS FROM INDIA



Interested in learning more about overseas visitation to Philadelphia?
Contact the **PHLCVB** Tourism team at **215-636-3409** or **toursales@discoverPHL.com**.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics, an Oxford Economics Company (Visitation/Spend)



2016 OVERSEAS VISITORS FROM INDIA TO PHILADELPHIA

TOP ACTIVITIES



86%
Shopping



78%
Sightseeing



43%
Fine Dining



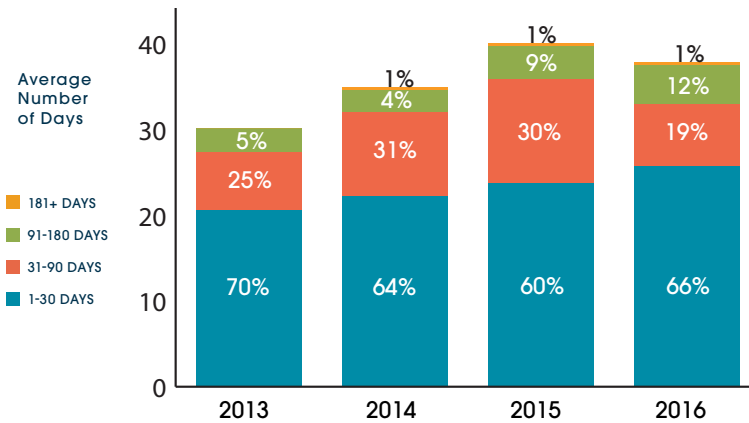
38%
Art Galleries/
Museums



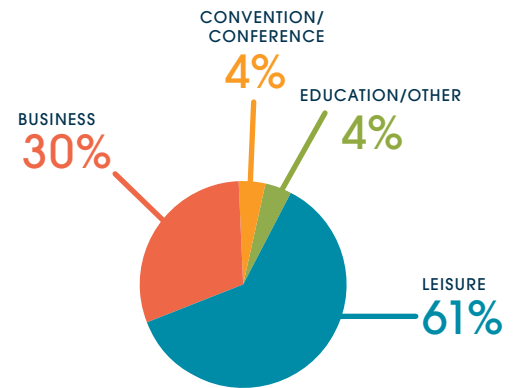
36%
National Parks/
Monuments

AIR TRAVEL BOOKING WINDOW

'Booking window' is defined as the number of days prior to departure that airline reservations were made.



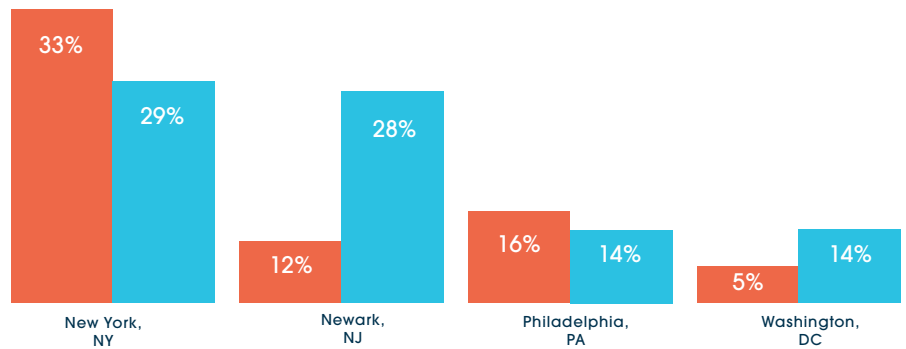
TOP REASONS FOR TRAVELING TO PHILADELPHIA



TOP PORTS OF ENTRY

Overseas Visitors

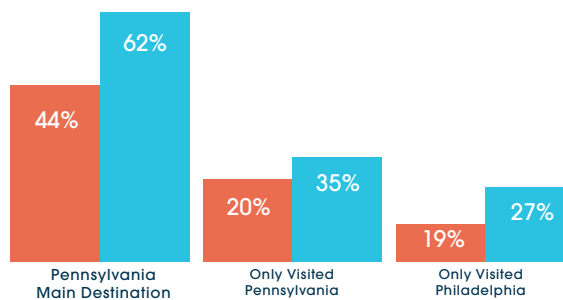
Indian Visitors



PLACES VISITED

Overseas Visitors to Philadelphia

Indian Visitors to Philadelphia



The PHLCVB has been working with regional CVBs and tourism partners to promote the region for overseas visitors, encouraging them to visit several destinations within the region, including one or more nights in Philadelphia.

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PHLCVB
Philadelphia Convention
& Visitors Bureau