



# India

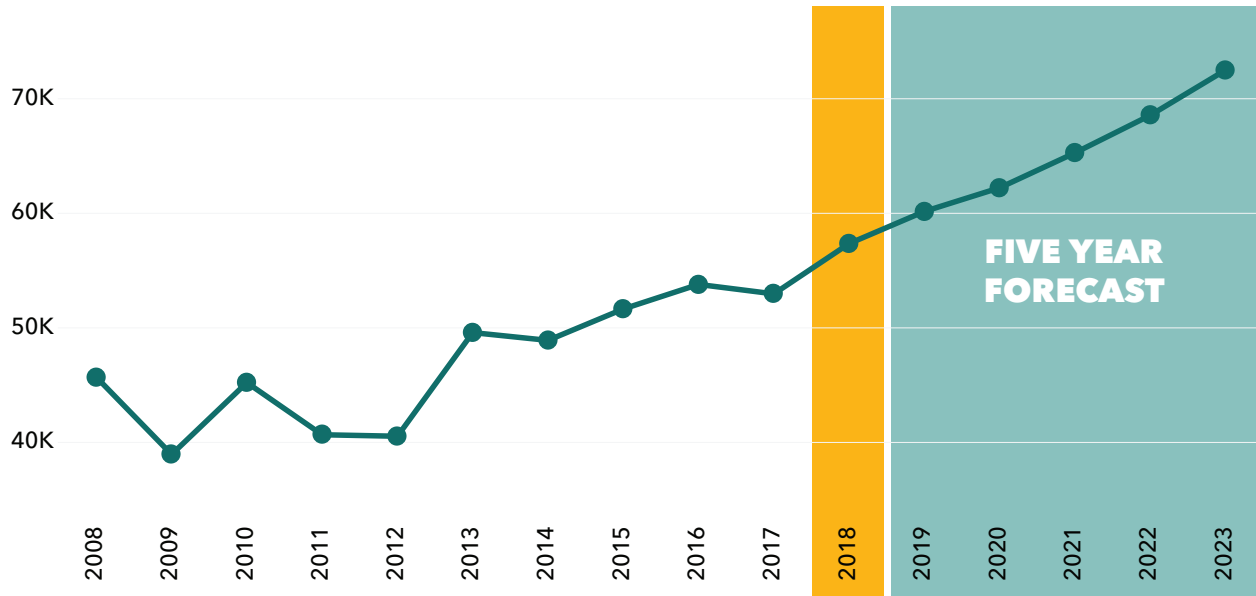
- India remains Philadelphia’s 4th largest source market for the 5th consecutive year
- Visitation from India is expected to increase by 26.4% over the next five years
- India is Philadelphia’s 3rd largest market for direct visitor spending and has consistently ranked in the top five markets for spend since data tracking began in 2000

**IN 2018**

<b>57,400</b>	<b>\$75.2 M</b>	<b>245,600</b>	<b>\$1,310</b>	<b>1,055</b>
Total Visitors from India	Total Visitor Spending from India	Total Room Nights Sold to Visitors from India	Amount Spent per Visitor from India	FTE* Jobs Supported by Visitors from India

\*FTE=Full-Time Equivalent

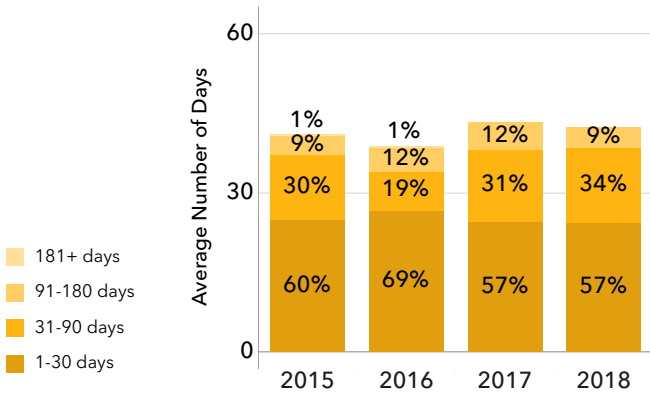
## Visitors from India



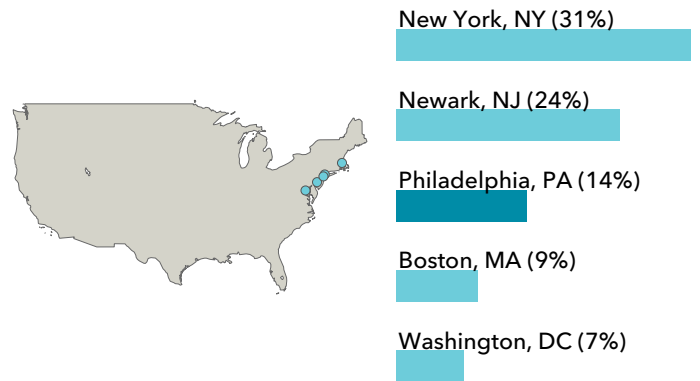
**SPENDING**  
 Spending by visitors from India increased 8.3% YOY, and over the next five years is expected to grow by 36.3%.

## AIR TRAVEL BOOKING WINDOW

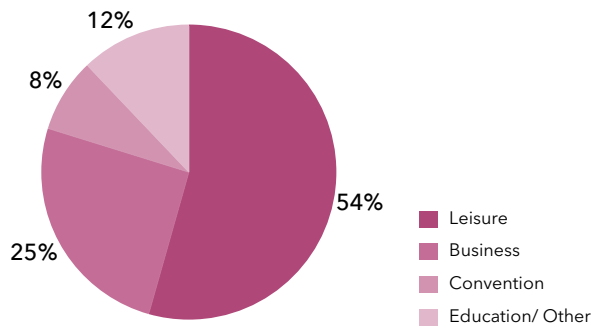
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



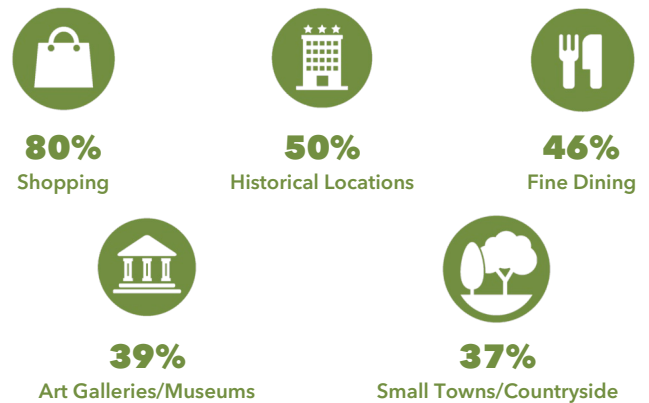
## TOP PORTS OF ENTRY TO THE U.S.



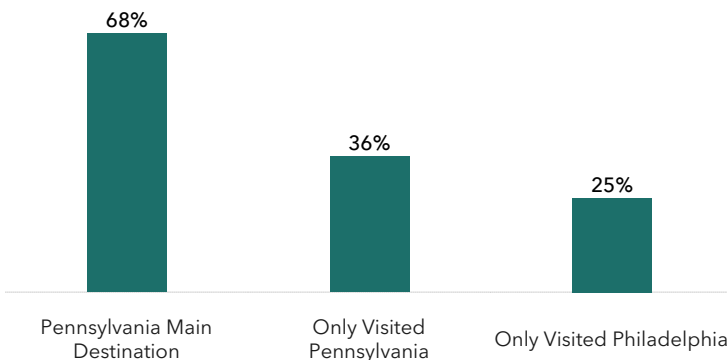
## TOP REASONS FOR TRAVELING TO PHILADELPHIA



## TOP ACTIVITIES



## PLACES VISITED



## REGIONAL PARTNERSHIPS

The PHLCVB has been working with regional CVBs and tourism partners to promote the region for overseas visitation, encouraging them to visit several destination within the region, including Philadelphia.