OVERSEAS VISITORS TO PHILADELPHIA: 2018 SNAPSHOT

**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

<table>
<thead>
<tr>
<th>IN 2018</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>57,400</strong></td>
<td><strong>$75.2 M</strong></td>
</tr>
<tr>
<td>Total Visitors from India</td>
<td>Total Visitor Spending from India</td>
</tr>
</tbody>
</table>

*FTE=Full-Time Equivalent

**Visitors from India**

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

Interested in learning more about overseas visitation to Philadelphia? Contact the PHLCVB Global Tourism Team at 215-636-3409 or GlobalTourism@DiscoverPHL.com.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics (Visitation/Spending) 
All figures and estimates are subject to revisions as new data becomes available. Due to rounding, minor difference among results may occur from year to year. 9/2019
2018 Visitors from India to Philadelphia

AIR TRAVEL BOOKING WINDOW
“Booking window” is defined as the number of days prior to departure that airline reservations were made.

<table>
<thead>
<tr>
<th>Average Number of Days</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>181+ days</td>
<td>1%</td>
<td>1%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>91-180 days</td>
<td>30%</td>
<td>19%</td>
<td>57%</td>
<td>57%</td>
</tr>
<tr>
<td>31-90 days</td>
<td>60%</td>
<td>69%</td>
<td>57%</td>
<td>57%</td>
</tr>
<tr>
<td>1-30 days</td>
<td>31%</td>
<td>31%</td>
<td>34%</td>
<td>34%</td>
</tr>
</tbody>
</table>

TOP PORTS OF ENTRY TO THE U.S.

- New York, NY (31%)
- Newark, NJ (24%)
- Philadelphia, PA (14%)
- Boston, MA (9%)
- Washington, DC (7%)

TOP REASONS FOR TRAVELING TO PHILADELPHIA

- Leisure: 54%
- Business: 25%
- Convention: 12%
- Education/ Other: 8%

TOP ACTIVITIES

- 80% Shopping
- 50% Historical Locations
- 46% Fine Dining
- 39% Art Galleries/Museums
- 37% Small Towns/Countryside

PLACES VISITED

- Pennsylvania Main Destination: 68%
- Only Visited Pennsylvania: 36%
- Only Visited Philadelphia: 25%

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.

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