India

- For the first time, India ranked in the top-3 in overseas visitation to Philadelphia.
- Indian visitors spent $59.4M in Philadelphia in 2019, the 3rd most among all overseas markets.

<table>
<thead>
<tr>
<th>IN 2019</th>
<th>57,050</th>
<th>$59.4M</th>
<th>242,600</th>
<th>$1,042</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visitors from India</td>
<td>Total Visitor Spending from India</td>
<td>Total Room Nights Sold to Visitors from India</td>
<td>Amount Spent per Visitor from India</td>
<td></td>
</tr>
</tbody>
</table>

With overseas travel restrictions in place due to COVID-19, visitation from India is currently projected to decline by 80% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the India market is estimated to fully recover by 2024.

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

*FTE=Full-Time Equivalent
2019 Visitors from India to Philadelphia

BOOKING WINDOW FOR AIR TRAVEL
% share of total bookings from India, 2015-2019

- **2015**: 60% 30% 10%
- **2016**: 68% 19% 13%
- **2017**: 57% 31% 12%
- **2018**: 57% 31% 9%
- **2019**: 44% 46% 11%

TOP REASONS FOR TRAVELING TO PHILADELPHIA
- **Leisure**: 59%
- **Business**: 20%
- **Sightseeing**: 12%
- **Convention**: 8%
- **Education/Other**: 5%

TOP PORTS OF ENTRY TO THE US
- **NEW YORK, NY**: 27%
- **NEWARK, NJ**: 27%
- **PHILADELPHIA, PA**: 15%
- **BOSTON, MA**: 9%
- **CHICAGO, IL**: 6%

PLACES VISITED
- **Pennsylvania Main Destination**: 67%
- **Only Visited Pennsylvania**: 30%
- **Only Visited Philadelphia**: 21%

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 destinations within the region, including Philadelphia.

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/Spend)
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