



# OVERSEAS VISITORS TO PHILADELPHIA

## 2017 SNAPSHOT: India

India continues to be a rapidly growing overseas market and delivered 53,000 visitors to Philadelphia in 2017. The market fell just short of the 3rd-ranked Germany. Visitors from India spent \$62 million in market, making them Philadelphia's 3rd highest market for overseas spending. Compared to other key overseas markets, India stood out with a particularly high proportion of business travel (22%), but conference and education travel were among growing interests.



### 53,000

Total Visitors from India in 2017



### \$62.0 M

Total Visitor Spending from India in 2017



### 225,300

Total Room Nights Sold to Visitors from India in 2017



### \$1,170

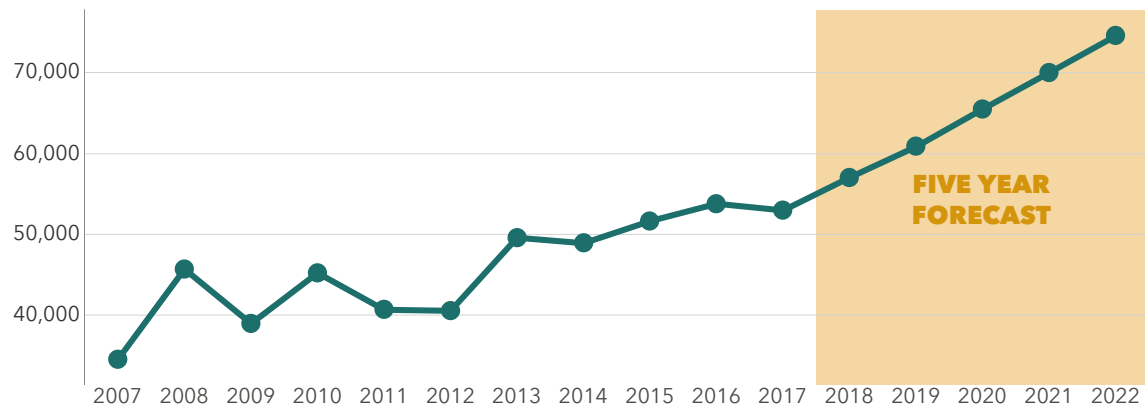
Amount Spent per Visitor from India in 2017



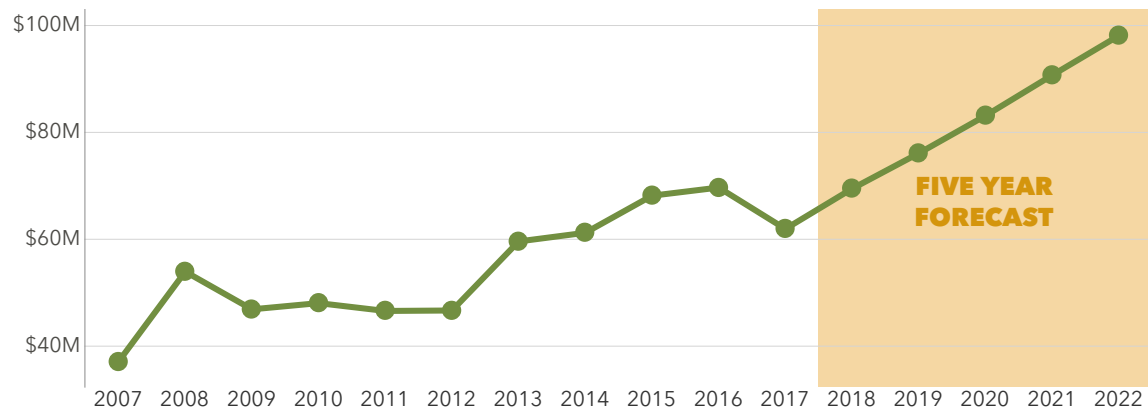
### 870

Full Time Jobs Supported by Visitors from India in 2017

### Visitors From India



### Spending by Visitors From India



FRANKLY PHILA DELPHIA

Interested in learning more about overseas visitation to Philadelphia?

Contact the PHLCVB Tourism team at 215-636-3409 or [globaltourism@discoverPHL.com](mailto:globaltourism@discoverPHL.com).

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.

11/2018

PHLCVB  
Philadelphia Convention & Visitors Bureau



# 2017 Visitors from India to Philadelphia

## TOP ACTIVITIES



**83%**  
Sightseeing



**77%**  
Shopping



**41%**  
Fine Dining



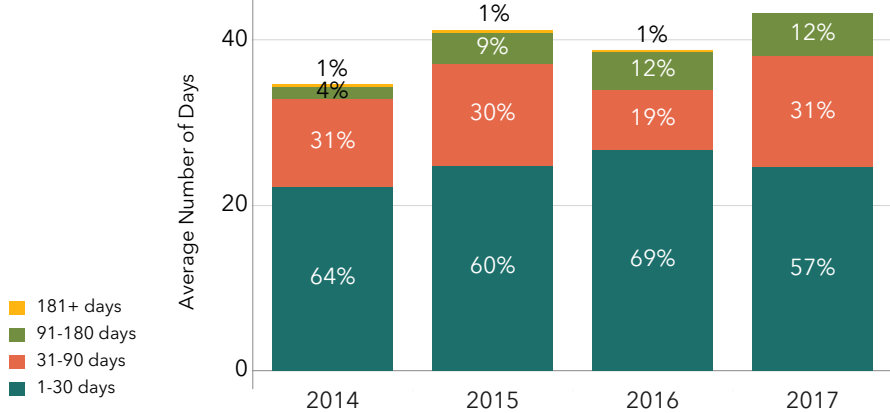
**41%**  
Historical Locations



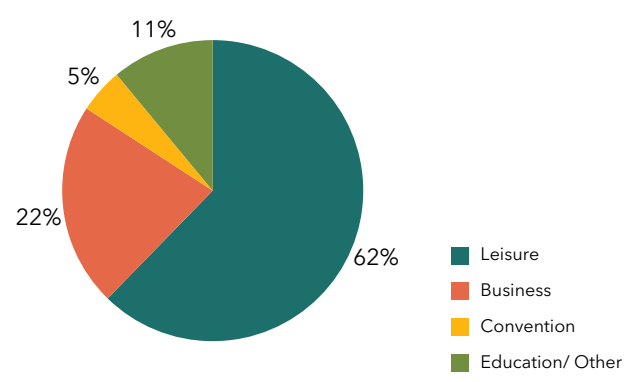
**37%**  
Small Towns/Countryside

## AIR TRAVEL BOOKING WINDOW

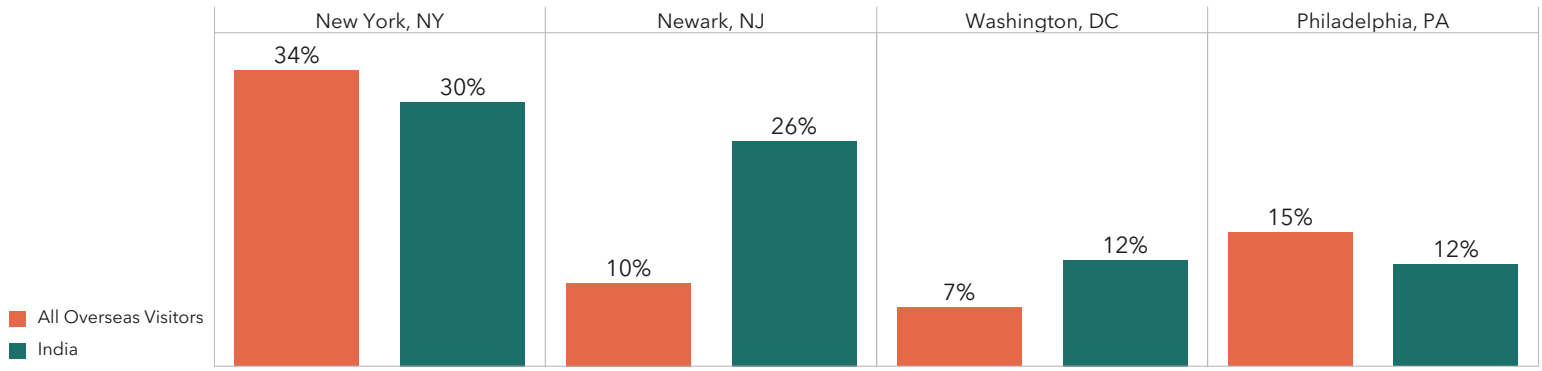
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



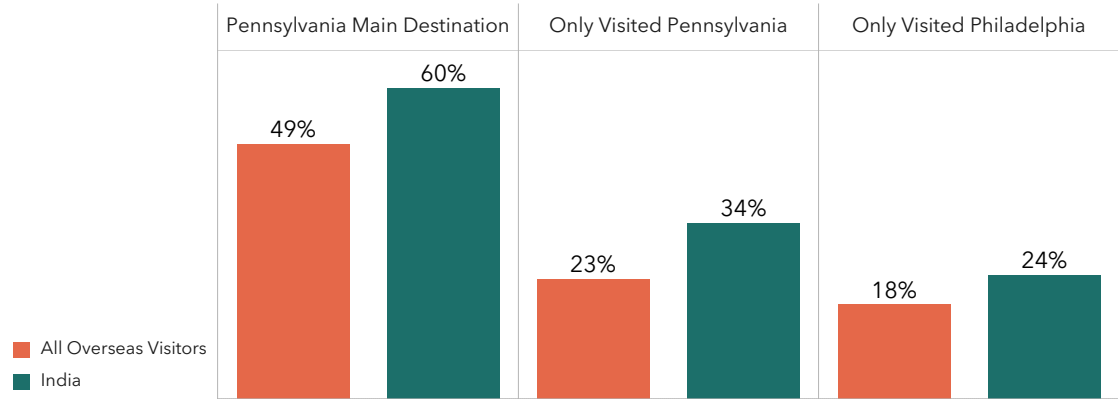
## TOP REASONS FOR TRAVELING TO PHILADELPHIA



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



## PLACES VISITED



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 one or more nights in Philadelphia.

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