India

Inbound tourism overview

**Annual visits***

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>355,000</td>
</tr>
<tr>
<td>2012</td>
<td>369,000</td>
</tr>
<tr>
<td>2013</td>
<td>373,000</td>
</tr>
<tr>
<td>2014</td>
<td>396,000</td>
</tr>
<tr>
<td>2015</td>
<td>422,000</td>
</tr>
<tr>
<td>2016</td>
<td>455,000</td>
</tr>
<tr>
<td>2017</td>
<td>562,000</td>
</tr>
<tr>
<td>2018</td>
<td>511,000</td>
</tr>
</tbody>
</table>

**Global ranking for inbound visits to the UK in 2018** #17

**Seasonal spread of travel*** (2018)

- Jan–Mar: 14%
- Apr–Jun: 30%
- Jul–Sep: 34%
- Oct–Dec: 22%

**Regional spread of travel*** (2016-2018)

**Annual visitor spend***

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Spend per Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>£318 m</td>
</tr>
<tr>
<td>2012</td>
<td>£318 m</td>
</tr>
<tr>
<td>2013</td>
<td>£333 m</td>
</tr>
<tr>
<td>2014</td>
<td>£439 m</td>
</tr>
<tr>
<td>2015</td>
<td>£444 m</td>
</tr>
<tr>
<td>2016</td>
<td>£433 m</td>
</tr>
<tr>
<td>2017</td>
<td>£454 m</td>
</tr>
<tr>
<td>2018</td>
<td>£491 m</td>
</tr>
</tbody>
</table>

**Global ranking for inbound spend in the UK in 2018** #12

**Purpose of travel*** (2018)

- VFR**: 41%
- Holiday: 29%
- Business: 26%
- Study: 3%
- Misc: 2%

**Departure & destination airports*** (2018)

- Birmingham
- London Heathrow
- Manchester
- Ahmedabad
- Amritsar
- Bengaluru
- Chennai
- Delhi
- Hyderabad
- Mumbai

**Average flight seats per week*** (2018)

31,411

**Average length of stay*** (2018)

20 nights

Percentages of visitor nights in the UK: above overall average, on par with overall average, below overall average.

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Media centre: media.visitbritain.com

Sources: *International Passenger Survey (IPS), ***Apex, includes Jet Airways flights that stopped operating in 2019.
India

Visitor profile

Key demographics: age groups & gender* (2016-2018)

- 65+ 12%
- 55-64 16%
- 45-54 19%
- 35-44 25%
- 25-34 20%
- 16-24 5%
- 0-15 2%

Visitors’ nationalities* (2016-2018)

- India 95%
- UK 2%
- Others 3%

Visitors’ origin* (2015)

- Buzzseekers
  - Looking for action and adventure, and for an exciting and rewarding holiday

Visitors’ origin* (2015)

- Jharkhand
- Orissa/Odisha
- Telangana
- Tamil Nadu
- Andhra Pradesh
- West Bengal
- Meghalaya
- Uttarakhand
- Haryana
- Punjab
- Rajasthan
- Gujarat
- Goa
- Uttar Pradesh
- Madhya Pradesh
- Maharashtra
- Karnataka
- Kerala

Visitor profile

Travel companions* (2017)

- On their own: 35%
- Spouse/Partner: 34%
- With children under 18: 16%
- With other adult family members: 15%
- With a tour group: 8%
- With friends: 4%

Top three activities in the UK* (2007-2017)

- Dining in restaurants
- Going shopping
- Visiting parks/gardens

Planning and booking lead times** (2016)

- Start to think about holidays:
  - Over 6 months before trip: 48%
- Decide to visit the UK:
  - 3-6 months before trip: 46%
- Book their trip:
  - 1-2 months before trip: 35%
  - Less than a month before trip: 32%

Holiday booking habits** (2016)

- Book transport and accommodation together: 63%
- Book transport and accommodation separately: 37%

Top influences in choosing a holiday destination** (2016)

- Word of mouth
- Information on search engines
- Travellers’ reviews on websites

Sources: * International Passenger Survey (IPS), ** VisitBritain/Ipsos ‘Decisions and Influences’ research.