

PRESS NOTE

DOMESTIC TOURISM IN INDIA, 2008-09



सत्यमेव जयते

NATIONAL SAMPLE SURVEY OFFICE

MINISTRY OF STATISTICS AND PROGRAMME IMPLEMENTATION

GOVERNMENT OF INDIA

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Domestic Tourism in India, 2008-09

The National Sample Survey Office (NSSO) has released Report No.536 titled 'Domestic Tourism in India, 2008-09' based on the household survey on domestic tourism conducted in its 65th round. The field work of the nationwide survey was carried out during July 2008 to June 2009. The report is based on the Central sample of 1,53,308 households surveyed by officials of NSSO from 8,109 sample villages and 4,719 urban blocks spread over all States and Union Territories of India except in (i) interior villages of Nagaland situated beyond five kilometres of a bus route and (ii) villages in Andaman and Nicobar Islands which remain inaccessible throughout the year. This is the first occasion that the subject of domestic tourism has been covered comprehensively in a NSS round.

For the purpose of this survey, a domestic tourist (visitor) is defined as a person residing in the country who had completed a round trip during the reference period of 365 days preceding the date of survey and a trip is defined as the movement for a duration of not more than six months- by one or more household members travelling to a place outside their usual environment which includes the usual place of residence (UPR) and return to their UPR (a round trip) for purposes other than those of migration or getting employed or setting up of residence in that place and which is outside their regular routine of life.

The report presents estimates of the magnitude of domestic tourism activity, number of trips per person of different age groups, occupations, etc.; distributions of trips by various characteristics such as trip size (no. of person(s) travelling on a trip), leading purpose, trip duration, type of main destination and number of places visited; distributions of visitor-trips by purpose, mode of travel and type of stay; proportions of households and persons having made at

least one trip in a 365-day period; and expenditure per trip and break-up of trip expenditure into different components. Estimates are given separately for overnight trips and same-day trips, and for the rural and urban population of India.

Some important findings of the survey are given below:

NUMBER OF TRIPS MADE IN A YEAR

- In a one-year period, 418 overnight trips were made per 100 Indian households (on an average, about 4 per household). The number of trips per 100 households was 440 for the rural population, perceptibly higher than those for the urban population, for which it was 365.
- The incidence of same-day trips, at 753 per 100 households in a year, was substantially higher than that of overnight trips. Rural households undertook same-day trips at the rate of 844 per 100 households, which was noticeably higher than the rate for urban households (537 trips per 100 households).
- Among the States/UTs, the no. of overnight trips per 100 households was highest in Jammu and Kashmir (836) followed by Himachal Pradesh (769) and Orissa (541). Similar pattern was observed for same-day trips also wherein the respective figures are 1700, 1497 and 1314. A statement showing average number of overnight and same-day trips per 100 households for rural and urban sectors in different States/UTs is given at Annexure.
- The number of overnight trips made per 100 persons in the population was 210 in rural India and 207 in urban India.
- The number of same-day trips per 100 of population was 330 in rural India and 263 in urban India.
- With increase in *age*, the number of overnight as well as same-day trips per person rose gradually and then declined, being highest for the age-group 30-34 in rural India and 40-44 in urban India. Among children under 15, however, the number of trips per child was highest in the lowest age-group 0-4 for rural as well as urban India.
- There was not much variation among persons of different occupations or industries in number of overnight or same-day trips per 100 persons.

CHARACTERISTICS OF TRIPS

- ✚ **Overnight/ Same-day:** For the rural population, slightly over one-third of all trips were overnight trips and nearly two-thirds were same-day trips. For the urban population, the proportion of overnight trips was a little higher – over 40%.
- ✚ **Trip size:** In the rural population, every 100 overnight trips and every 100 same-day trips had 223 and 183 participating members respectively. For the urban population, every 100 overnight trips and every 100 same-day trips had 232 and 200 participants respectively.
- ✚ **Leading purpose (overnight trips):** Trips for the purpose of social visits accounted for 75% of overnight trips in the rural population and 71% of overnight trips in the urban population. Trips with ‘religious and pilgrimage’ purposes accounted for about 9% of overnight trips in the rural population and 12% for the urban population. Trips for ‘health and medical’ purposes formed 7% of overnight trips in the rural population and about 3½% in the urban population. Trips for ‘holidaying, leisure and recreation’ accounted for 5% of overnight trips in urban people but only 2% in rural people.
- ✚ **Leading purpose (same-day trips):** About 55% of same-day trips of the urban population and 38% for the rural population were made for ‘social’ visits. ‘Shopping’ was found to be the next leading purpose for undertaking same-day trips in rural India, accounting for 23% of such trips, but was less common in urban India, where its share was only about 7%. ‘Health and medical’ purposes, too, were much more common in rural India, accounting for 17% of same-day trips, and less common in urban India, where their share was about 8%.
- ✚ **Duration:** The average number of nights spent on overnight trips was about 3 for the rural population and about 4 for the urban. However, the average duration of overnight trips undertaken by the urban population varied from 3.5 nights in the months of February and August to 5.6 in the month of July. In rural areas month-to-month variation was relatively low, the average duration varying from 2.7 nights in February to 3.4 nights in June.
- ✚ **Destination location:** Travel within one’s own district accounted for about 66% of overnight visitor-trips of the rural population but only about 30% for the urban population. For the urban population, 49% of overnight visitor-trips were to places outside one’s district but within one’s state; for the rural population, 28% of overnight visitor-trips were

of this kind. 21% of urban and 6% of rural overnight visitor-trips involved travel beyond one's state.

- ✚ **Number of places visited:** For every 100 trips made to a destination outside one's state, about 150 places were visited. For every 100 trips made to a destination outside one's district but within one's state, about 119 places were visited. For every 100 trips made to a destination within one's district, about 104 places were visited.

VISITOR CHARACTERISTICS AND VISITOR-SPECIFIC CHARACTERISTICS OF TRIPS

- ✚ **Gender profile:** Among every 1000 overnight visitors, 537 were males and 463 were females for the urban sector while 525 were males and 475 females for the rural sector. Among same-day visitors the male-female break-up did not differ much across sectors and was in the ratio of 55:45.
- ✚ **Mode of travel:** The dominant mode of travel for both overnight and same-day trips was bus, accounting for two-thirds (67%) of overnight visitor-trips of the rural population, 57% of overnight visitor-trips by the urban population, and 57-61% of same-day visitor-trips of the rural and urban populations. About 21% of same-day visitor-trips, for both rural and urban sectors, were by own transport.
- ✚ Trains were used as the major mode of travel for 27% of overnight visitor-trips in urban and for 7% in rural areas. Trains were also used in 9% of same-day visitor-trips by urban Indians and only for 2% by rural Indians.
- ✚ **Type of stay:** In case of 85% of rural and 80% of urban overnight visitor-trips, the visitors stayed with friends and relatives for the major part of their stay.

OCCURRENCE OF DOMESTIC TOURISM ACTIVITY IN A ONE-YEAR PERIOD

- ✚ About 77% of the population of both rural and urban sectors took part in at least one overnight trip during a one-year period. For same-day trips the proportion of population making at least one trip was about 76% in rural India and 70% in urban India.
- ✚ Households in which at least one member had made an overnight trip during the past one year formed 92% of all households (over 93% in the rural sector and 90% in the urban).

- ✚ As many as 96% of rural households and 86% of urban households, had at least one member who had taken part in a same-day trip during the past one year.

EXPENDITURE ON TRIPS

- ✚ At all-India level, average expenditure per overnight trip was Rs. 821 for the rural population and Rs. 1,636 for the urban population.
- ✚ Overnight trips with social visit as leading purpose had a per-trip expenditure of Rs.466 for the rural population and Rs. 989 for the urban population. Overnight trips for 'health and medical' purposes were four times as expensive as the average trip for both rural and urban populations. The urban population's overnight trips for 'holidaying, leisure and recreation' were on the average more than three times as expensive, and its 'business' trips twice as expensive as the average trip considering all purposes. In both sectors, religious trips had a per-trip expenditure close to, but slightly higher than, the all-purposes average.
- ✚ Average expenditure per overnight visitor-trip was Rs.369 in rural India and Rs.715 in urban India.
- ✚ Average expenditure per overnight visitor-trip made for 'social' reasons was only Rs.202 in rural India and Rs.418 in urban India. In urban India 'religious and pilgrimage' trips had an average expenditure per visitor-trip of Rs.699, lower than the all-purposes average.
- ✚ In both rural and urban India, 'social' purpose trips accounted for about 43% of all overnight trip expenditure. Trips for 'health and medical' purposes had a share of 30% in overnight trip expenditure for the rural population and 15% for the urban. 'Religious and pilgrimage' trips had a share of about 11% in the rural sector and about 14% in the urban.
- ✚ The share of transport in overnight trip expenditure was 20% in rural India but as much as 33% in urban India. The share of shopping was 30% in rural India and 25% in urban India. The share of recreation, religious, cultural, sporting and health-related expenditure was as high as 32% in rural India but only 15% in urban India.
- ✚ The share of food and drink in overnight trip expenditure was about 9-10% for both rural and urban India. The share of accommodation was 3% in rural India and about 6% (excluding payments made as part of a 'package') in urban India.
- ✚ For same-day trips, shopping was the largest component of expenditure, accounting for 60% of expenditure in case of the rural population and 44% in case of the urban.

- ✚ Of the total expenditure by households on domestic tourism, expenditure on overnight trips accounted for 61% – 36% being incurred by rural and 25% by urban households. Same-day trips had a share of 39% in total expenditure, 30% incurred by rural and 9% by urban households. Thus, of the total domestic tourism expenditure, the share of the rural households was about two-thirds (66%).

This report is also available on the website (www.mospi.gov.in) of the Ministry of Statistics and Programme Implementation.

Annex

Average number of trips per 100 households in different States /UTs

state/u.t.	overnight			same-day		
	rural	urban	rural+urban	rural	urban	rural+urban
Andhra Pradesh	469	416	453	853	444	727
Arunachal Pradesh	332	171	297	576	259	508
Assam	223	258	227	504	510	505
Bihar	336	333	335	627	429	606
chhatisgarh	370	366	370	649	507	623
Delhi	166	237	232	546	645	638
Goa	295	322	308	665	804	734
Gujrat	422	370	402	794	557	700
Haryana	578	424	530	849	579	765
Himachal Pradesh	791	593	769	1569	925	1497
Jammu & Kashmir	904	601	836	1919	950	1700
Jharkhand	343	360	346	692	483	659
Karnataka	384	376	381	605	420	536
Kerala	444	446	445	1396	1021	1297
Madhya Pradesh	498	469	491	1099	684	996
Maharastra	453	269	371	781	364	596
Manipur	189	131	173	581	573	579
Meghalaya	279	178	260	505	318	469
Mizoram	232	188	212	238	144	196
Nagaland	317	293	310	649	565	625
Orissa	552	479	541	1394	895	1314
Punjab	504	417	470	1005	654	867
Rajasthan	541	447	516	823	490	734
sikkim	346	296	338	714	430	672
Tamil Nadu	334	328	331	765	556	668
Tripura	307	326	310	471	373	453
Uttarakhand	434	380	422	715	555	680
Uttar Pradesh	493	432	480	819	564	763
West Bengal	393	308	371	782	575	729
Andaman & N. Island	418	181	340	1014	582	872
Chandigarh	191	265	256	340	353	352
Dadra & Nagar Haveli	153	259	179	454	473	459
Daman & Diu	100	211	139	643	688	659
Lakshadeep	184	293	231	218	34	146
Puduchery	455	429	437	885	686	744
All-India	440	365	418	844	537	753