



रिपोर्ट सं / Report No. 580(72/21.1/1)

# भारत में घरेलू पर्यटन Domestic Tourism in India

एन. एस. एस. 72 वाँ दौर  
NSS 72<sup>nd</sup> Round  
(जुलाई 2014 - जून 2015)  
(July 2014 - June 2015)



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## प्राक्कथन

भव्य विविध संस्कृति और ऐतिहासिक विरासत से सम्पन्न भारत जैसे किसी देश में घरेलू पर्यटन की आर्थिक और सामाजिक महत्ता के विषय में और विस्तार से बताने की आवश्यकता नहीं है। राष्ट्रीय प्रतिदर्श सर्वेक्षण कार्यालय (एनएसएसओ) के घरेलू पर्यटन संबंधी व्यय पर किये गए सर्वेक्षण देश के घरेलू पर्यटन के परिदृश्य के विभिन्न संकेतकों से संबंधित आंकड़ों के प्राथमिक स्रोत हैं। यह सर्वेक्षण घरेलू पर्यटन की मात्रा, घरेलू पर्यटन से संबंधित कार्यकलापों के संचालन से जुड़े परिवारों की संख्या, रात्रिपर्यंत की और उसी दिन वाली यात्राओं की संख्या, औसत पर्यटन व्यय इत्यादि जैसे संकेतकों के अनुमान देता है। इस सर्वेक्षण के परिणाम/आंकड़ें योजना बनाने, नीति-निर्माण और निर्णय लेने में सहायता हेतु तथा विभिन्न सरकारी संगठनों, शिक्षाविदों, शोधकर्ताओं तथा विद्वानों द्वारा आगे विश्लेषणात्मक अध्ययनों हेतु इनपुट के रूप में उपयोगी हैं।

2. राष्ट्रीय प्रतिदर्श सर्वेक्षण कार्यालय (एनएसएसओ) ने अपने 72वें दौर (जुलाई 2014 – जून 2015) के सर्वेक्षण के भाग के रूप में 'घरेलू पर्यटन व्यय' संबंधी एक राष्ट्रव्यापी सर्वेक्षण आयोजित किया। समान विषय पर विगत सर्वेक्षण एनएसएस के 65वें दौर (जुलाई 2008 – जून 2009) के दौरान आयोजित किया गया था। सभी राज्य सरकारों तथा संघ राज्य क्षेत्रों (अण्डमान एवं निकोबार द्वीप समूह, चंडीगढ़, दादरा व नागर हवेली तथा लक्षद्वीप को छोड़कर) ने भी कम से कम समान मैचिंग प्रतिदर्श आकार के आधार पर सर्वेक्षण कार्यक्रम में भाग लिया।

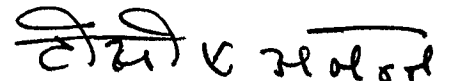
3. एनएसएसओ का निरंतर यह प्रयास रहा है कि सर्वेक्षण के परिणाम क्षेत्र कार्य के समापन के एक वर्ष के भीतर मुख्य संकेतकों के रूप जारी किए जाएं ताकि प्रयोगकर्ताओं की आवश्यकताओं की समय रहते पूर्ति की जा सके। इस उद्देश्य को ध्यान में रखते हुए और सर्वेक्षण के मुख्य परिणामों को इसकी विस्तृत रिपोर्ट को जारी करने से पूर्व उपलब्ध कराने हेतु एनएसएसओ द्वारा केंद्रीय प्रतिदर्श आंकड़ों पर आधारित दस्तावेज 'भारत में घरेलू पर्यटन के मुख्य संकेतक' का प्रकाशन किया गया तथा इकाई स्तरीय आंकड़े भी जून 2016 में जारी किए गए। इसके अलावा, सर्वेक्षण के आधार पर एक विस्तृत रिपोर्ट जारी करना प्रस्तावित किया गया। वर्तमान रिपोर्ट 'भारत में घरेलू पर्यटन' अधिक विस्तृत रूप में सर्वेक्षण निष्कर्ष प्रस्तुत करती है।

4. सर्वेक्षण अभिकल्प तथा अनुसंधान प्रभाग (एसडीआरडी) ने सर्वेक्षण-साधन विकसित करने तथा इस रिपोर्ट को तैयार करने का कार्य किया। क्षेत्र संकार्य प्रभाग (एफओडी) द्वारा सर्वेक्षण का क्षेत्र कार्य किया गया तथा आंकड़ा विधायन तथा सारणीयन कार्य समंक विधायन प्रभाग (डीपीडी) द्वारा किया गया था। समन्वय एवं प्रकाशन प्रभाग (सीपीडी) ने सर्वेक्षण संबंधी विभिन्न कार्यकलापों में समन्वयन का कार्य किया।

5. मैं सर्वेक्षण के विभिन्न चरणों में बहुमूल्य मार्गदर्शन प्रदान करने हेतु राष्ट्रीय प्रतिदर्श सर्वेक्षण के 72वें दौर के कार्य दल एवं राष्ट्रीय सांख्यिकी आयोग (एनएससी) के अध्यक्ष और सदस्यों का अत्यंत आभारी हूँ। मैं इस दस्तावेज को तैयार करने में शामिल एनएसएसओ के विभिन्न प्रभागों के अधिकारियों द्वारा किये गये प्रयासों की भी सराहना करता हूँ।

6. मैं आशा करता हूँ कि यह दस्तावेज योजनाकारों, नीति-निर्माताओं, शिक्षाविदों और शोधकर्ताओं के लिए उपयोगी सिद्ध होगी। इस दस्तावेज की विषयवस्तु, अभिन्यास और दस्तावेज के किसी अन्य पहलू में सुधार के लिये सुझावों का स्वागत है।

नई दिल्ली  
जून, 2017

  
(डॉ. टी.सी.ए. अनंत)  
भारत के मुख्य सांख्यिकीविद्

## Preface

The economic and social importance of domestic tourism in a country like India, endowed with splendid diversified culture and historical heritage, needs no further emphasis. The survey on Domestic Tourism Expenditure conducted by the National Sample Survey (NSS), are the primary sources of data on various indicators on domestic tourism scenario of the country. The survey provides estimates relating to indicators, like volume of domestic tourism, number of households undertaking domestic tourism activity, number of overnight trips and same day trips, average tourism expenditure etc. The results/data as per this survey are useful for planning, policy formulation and decision support and as input for further analytical studies relating to tourism by various Government organizations, academicians, researchers and scholars.

2. National Sample Survey Office (NSSO) conducted a nation-wide survey on 'Domestic Tourism Expenditure' as part of its 72<sup>nd</sup> round (July 2014-June 2015) survey. The previous survey on similar subject was conducted during the NSS 65<sup>th</sup> round (July 2008-June 2009). All the State Governments and Union Territories (except Andaman & Nicobar Islands, Chandigarh, Dadra & Nagar Haveli and Lakshadweep) also participated in the survey programme with at least equal matching sample size basis.

3. It has been the persistent endeavour of NSSO to bring out Key Indicators based on its survey within one year of completion of field work of the survey to meet the requirements of its users. With this aim in mind, NSSO brought out 'Key Indicators of Domestic Tourism in India' based on Central sample data and also released unit level data of the survey was released in June, 2016. Apart from this, based on the survey one detailed report was planned to be released on various aspects of domestic tourism. The present report entitled "Domestic Tourism in India" presents the survey findings in more detail.

4. Survey Design and Research Division (SDRD) undertook the development of survey instruments and the preparation of this document. Field work of the survey was carried out by the Field Operations Division (FOD) and the data processing and tabulation work was done by the Data Processing Division (DPD). Coordination and Publication Division (CPD) coordinated various activities pertaining to the survey.

5. I am highly thankful to the Chairman and Members of the Working Group for NSS 72<sup>nd</sup> round and National Statistical Commission (NSC) for providing their valuable guidance at various stages of the survey. I would also like to appreciate efforts made by the officers of the different Divisions of NSSO involved in preparation of this document.

6. I hope this report will be useful to planners, policy makers, academicians and researchers. Suggestions for improvement in content, layout and other aspects of this document will be highly appreciated.



New Delhi  
June, 2017

(Dr. T. C. A. Anant)  
Chief Statistician of India

# Highlights

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A survey on ‘Domestic Tourism expenditure’ was conducted in NSS 72<sup>nd</sup> round (July 2014-June 2015). A sample of 79497 rural households from 8001 villages and 60191 urban households from 6061 blocks were surveyed all over India.

Highlights of the findings of the survey are given below.

## I. Household profile

- At all- India level average household size was 4.4 with 4.59 in rural areas and 4.01 in urban areas.

*[Statement 3.1a]*

- Around 36.6% of rural households and 35.7 % of urban households reported overnight trips with leading purposes holidaying, leisure and recreation ;health & medical and shopping during last 365 days and/or with leading purposes business; social; pilgrimage & religious activities; education & training and others during last 30 days.
- Average no. of overnight trips with leading purposes holidaying, leisure and recreation ;health & medical and shopping undertaken during last 365 days per 100 household was 22.2 ( 22.1 for rural and 22.4 for urban areas).
- Average no. of overnight trips with leading purposes business; social; pilgrimage & religious activities; education & training and others undertaken during last 30 days per 100 household was 23 ( 23.5 for rural and 22.1 for urban areas).

*[Statement 3.1b & 3.1 c]*

## II. Characteristics of trips

- 19% of households reported at least one overnight trip with leading purposes holidaying, leisure and recreation, health & medical and shopping during last 365 days (19% - for rural and urban households each).
- 21% of households reported at least one overnight trip with leading purposes business, social, pilgrimage & religious activities, education & training and others during last 30 days (21% - for rural and 20% urban households).

*[Statement 3.2]*

## Highlights

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- With leading purpose holidaying, leisure and recreation, health & medical and shopping - 118 overnight trips per 100 rural tourist households and 121 overnight trips per 100 urban tourist households were undertaken during last 365 days.
- with leading purposes business, social, religious & pilgrimage, education & training and others - 111 overnight trips per 100 rural tourist households and 111 overnight trips per 100 urban tourist households were undertaken during last 30 days.

*[Statement 3.3]*

- For the overnight trips completed during last 365 days with leading purposes holidaying, leisure and recreation, health & medical and shopping- 65% trips for health & medical purpose , 34% trips for holidaying, leisure & recreation purpose and remaining 1% for shopping purpose.
- For the overnight trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others- 86% trips for leading purpose social , 8% trips for leading purpose religious & pilgrimage and remaining 6% trips for other purposes.

*[Statement 3.4]*

- For the overnight trips completed during last 365 days with leading purposes holidaying, leisure and recreation, health & medical and shopping- Average trip size was 2.16 (2.13 for rural and 2.23 for urban).
- For the overnight trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others- Average trip size was 2.14 (2.16 for rural and 2.09 for urban)

*[Statement 3.6]*

- Month of May, June & October generated over 40% of overnight trips among the trips completed during last 365 days with leading purpose holidaying, leisure & recreation.

*[Statement 3.7]*

- Overnight trips completed during last 365 days with leading purposes holidaying, leisure and recreation, health & medical and shopping- 2.6% were package trips and 97.4% were non-package trips.
- Overnight trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others- 0.4% was package trips and 99.6 % were non-package trips.

*[Statement 3.8]*

- For the overnight trips completed during last 365 days with leading purposes holidaying, leisure and recreation; health & medical and shopping- expenditure for 3.7% trips was reimbursed (2.2% for holidaying trips, 4.5% for health trips and 1.3% for shopping trips ).
- For the overnight trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others- expenditure for 8% trips was reimbursed (12.7% for business trips, 0.4% for social trips, 1% for religious trips, 6.8% for education & training trips and 3.9% other trips ).

*[Statement 3.9]*

- For the overnight visitor trips from rural area completed during last 365 days with leading purposes holidaying, leisure and recreation, health & medical and shopping- 71.4% of visitor trips were completed with visitor's purposes holidaying, leisure and recreation; health & medical and shopping and rest 28.6% with visitor's purposes business, social, religious & pilgrimage, education & training and others.
- For the overnight visitor trips from urban area completed during last 365 days with leading purposes holidaying, leisure and recreation; health & medical and shopping – 84.8% of visitor trips were completed with visitor's purposes holidaying, leisure and recreation; health & medical and shopping and rest 15.2% with visitor's purposes business, social, religious & pilgrimage, education & training and others.

## Highlights

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- For the overnight visitor trips from rural area completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others - 99.3% of visitor trips were completed with visitor's purposes business, social, religious & pilgrimage, education & training and others and rest 0.7% with visitor's purposes holidaying, leisure and recreation; health & medical and shopping.
- For the overnight visitor trips from urban area completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others – 99.1% of visitor trips were completed with visitor's purposes business, social, religious & pilgrimage, education & training and others and rest 0.9% with visitor's purposes holidaying, leisure and recreation; health & medical and shopping.

*[Statement 3.10]*

- Bus was the most availed mode of travel in rural area with 50% share of the visitor-trips completed during last 365 days whereas in urban area bus (34%) and train (31%) were almost equally used.
- For the visitor-trips completed during last 30 days, bus was the dominant mode of travel - for 70% of visitor-trips from rural area and 55% of visitor-trips from urban area.

*[Statement 3.13]*

- For 91% of overnight visitor trips from rural area completed during last 365 days, visitors stayed with friends & relatives or in 'other' places whereas in urban case, place of stay during trips were- friends & relatives (36.2%), 'other' places (33.2%), hotel & guest house (25.8%).
- Around 90% and 86% of visitor-trips from rural and urban areas respectively completed during last 30 days, availed friends & relatives house for overnight stay during the trips.

*[Statement 3.14]*

- Maharashtra had the maximum number of visitor trips (1.51 crores) as destination place followed by Uttar Pradesh( 1.43 crores) out of those overnight visitor trips originated from all over the country which completed during last 365 days with leading purposes holidaying, leisure and recreation, health & medical and shopping.
- For Overnight visitor trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others, Uttar Pradesh (1.60 crores) received maximum number of visitor trips followed by Andhra Pradesh & Telangana (1.30 crores)

*[Statement 3.16]*

- Maharashtra (1.60 crores) generated maximum number of visitor trips followed by Uttar Pradesh (1.44 crores) out of all overnight visitor trips generated from all over the country which completed during last 365 days with leading purposes holidaying, leisure and recreation, health & medical and shopping.
- For Overnight visitor trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others, Uttar Pradesh (1.63 crores) generated maximum number of visitor trips followed by Andhra Pradesh & Telangana (1.26 crores)

*[Statement 3.17]*

- At all India level, 51.7% households reported at least one same day trip completed during last 30 days ( rural -57.1% and urban 40.6 % households).

*[Statement 3.18]*

- 163 same-day trips on an average (i.e. on the average 1.6 trips per tourist household) were generated per 100 tourist household ( rural -169 and urban -146).

*[Statement 3.19]*

- Shopping (35%) and social (34%) were the two most frequent same-day trips undertaken by the rural households, whereas, in urban areas nearly half of such trips were for social purposes

*[Statement 3.20]*



### III. Expenditure on trips

- Among the overnight trips completed during last 365 days with leading purposes holidaying, leisure and recreation, health & medical and shopping- costliest trip was for Health & medical with average expenditure per trip ( ₹15336) followed by trips with leading purpose shopping (₹13902) and holidaying, leisure & recreation(₹6358).
- Among the overnight trips completed during last 30 days with leading purposes business, social, religious activities & pilgrimage, education & training and others- costliest trip was for Business with average expenditure per trip ( ₹4455) followed by trips with leading purposes others ( ₹2875), religious activities & pilgrimage( ₹2717), education & training ( ₹2286), and social ((₹1068).

*[Statement 4.1]*

- % share of total expenditure on Package component for overnight trips is low compared to that of non-package component – 1to 2% for rural sector and less than 9 % for urban.
- For trips undertaken during last 365 days with leading purposes holidaying, medical etc, for both the sectors, share of expenditure on medical items was quiet high( rural- 74.8% and urban- 50.5%) with respect to other items.
- For trips undertaken during last 30 days with leading purposes business, social, religious activities etc, for both the sectors, expenditure on transport and shopping items was more than 67%.

*[Statement 4.2]*

- At all India level, average expenditure per same-day trip was ₹ 620 (rural – ₹576 and urban – ₹767).

*[Statement 4.6]*

- For the same day trips undertaken by rural households, shopping constituted nearly 58 % of total expenditure whereas for urban households, shopping contributed nearly 47 % of total expenditure.

*[Statement 4.7]*

## CONTENTS

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### CHAPTER ONE

<b>1.</b>	<b><i>Introduction</i></b>	<b>1-8</b>
1.1	Perspective	
1.2	Objective of the survey	
1.3	Past NSS surveys on Domestic Tourism	
1.4	NSS 72 <sup>nd</sup> round survey on Domestic Tourism Expenditure	
1.5	Main features of the survey	
1.6	Comparability with previous round survey	
1.7	Key indicators of the 72 <sup>nd</sup> round survey on Domestic Tourism Expenditure	
1.8	Reference period	
1.9	Quintile class of Usual Monthly Per Capita Consumer Expenditure (UMPCE)	
1.10	Contents of this Document	

### CHAPTER TWO

<b>2.</b>	<b><i>Concepts and Definitions</i></b>	<b>9-15</b>
2.1	Basic concepts	

### CHAPTER THREE

<b>3.</b>	<b><i>Features of Domestic Tourism</i></b>	<b>16-37</b>
3.1	Introduction	
3.2	Household Characteristics	
3.3	Extent of Tourism activity	
3.4	Intensity of Tourism activity	
3.5	Overnight trips by leading purpose	
3.6	Overnight trip by quintile classes of household UMPCE	
3.7	Average overnight trip size for each leading purpose	
3.8	Month of visit for overnight trips with leading purpose holidaying, leisure & recreation	
3.9	Type of Trip	
3.10	Distribution of overnight trips by reimbursement	
3.11	Visitor-trip	
3.12	Visitor's purpose by Visitor's age	
3.13	Visitor's purpose by Visitor's educational level	
3.14	Mode of travel	
3.15	Type of Stay	
3.16	Average trip duration	
3.17	Main Destination	
3.18	Visitor generation	
3.19	An overview of origin and destination of trips	
3.20	Extent of same-day Tourism activity	
3.21	Intensity of same-day Tourism activity	
3.22	Same-day trips by leading purpose	

---

**CHAPTER FOUR****4. *Domestic Tourism Expenditure* 38-45**

- 4.1 General
- 4.2 Expenditure on overnight trips
- 4.3 Item-wise share of overnight trip expenditure
- 4.4 Expenditure for each quintile class of UMPCE on overnight trips
- 4.5 Expenditure on overnight trip by leading purposes
- 4.6 Expenditure on same-day trips
- 4.7 Item-wise share of same-day trip expenditure

*Appendix A**Detailed Tables* **A-1-A-161***Appendix B**Note on Sample Design and Estimation Procedure* **B-1-B-8***Appendix C**Schedule 21.1: Domestic Tourism Expenditure* **C-1-C-16**

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## Appendix A: Detailed Tables

Table No.	Title	Page
Table 1	Number of households, total no. of persons, number of households reporting overnight trip(s), number of overnight visitor(s), number of overnight trip(s) and average household size, both surveyed and estimated, separately for each State/UT	A-1-A-6
Table 2	Per 1000 distribution of households reporting overnight trips during last 365 days by religion for each State/UT	A-7-A-9
Table 3	Per 1000 distribution of households reporting overnight trips last 365 days by social group for each State/UT	A-10-A-12
Table 4R	Per 1000 distribution of households reporting overnight trips during last 365 days by household type for each State/UT (rural)	A-13
Table 4U	Per 1000 distribution of household reporting overnight trips during last 365 days by household type for each State/UT (urban)	A-14
Table 5A	Per 1000 distribution of overnight visitor-trips completed during last 365 days by purpose of trip for each State/UT with leading purposes holidaying, leisure & recreation, health & medical, and shopping	A-15-A-23
Table 5B	Per 1000 distribution of overnight visitor-trips completed during last 30 days by purpose of trip for each State/UT with leading purposes business, social, religious & pilgrimage, education & training and others	A-24-A-32
Table 6A	Per 1000 distribution of overnight visitor-trips completed during last 365 days by purpose of trip for different age-groups with leading purposes holidaying, leisure & recreation, health & medical, and shopping	A-33-A-35
Table 6B	Per 1000 distribution of overnight visitor-trips completed during last 30 days by purpose of trip for different age-groups with leading purposes business, social, religious & pilgrimage, education & training and others	A-36-A-38
Table 7A	Per 1000 distribution of overnight visitor-trips completed during last 365 days by purpose of trip for different educational levels with leading purposes holidaying, leisure & recreation, health & medical, and shopping	A-39-A-47
Table 7B	Per 1000 distribution of overnight visitor-trips completed during last 30 days by purpose of trip for different educational levels with leading purposes business, social, religious & pilgrimage, education & training and others	A-48-A-56
Table 8A	Per 1000 distribution of overnight visitor-trips completed during last 365 days by purpose of trip for different activity statuses with leading purposes holidaying, leisure & recreation, health & medical, and shopping	A-57-A-62
Table 8B	Per 1000 distribution of overnight visitor-trips completed during last 30 days by purpose of trip for different activity statuses with leading purposes business, social, religious & pilgrimage, education & training and others	A-63-A-68
Table 9A	Per 1000 distribution of overnight visitor-trips by major mode of travel for each visitor's purpose completed during last 365 days with leading purposes holidaying, leisure & recreation, health & medical, and shopping	A-69-A-71
Table 9B	Per 1000 distribution of overnight visitor-trips by major mode of travel	A-72-A-74

	for each visitor's purpose completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others	
Table 10A	Per 1000 distribution of overnight visitor-trips by major type of stay for each visitor's purpose completed during last 365 days with leading purposes holidaying, leisure & recreation, health & medical, and shopping	A-75
Table 10B	Per 1000 distribution of overnight visitor-trips by major type of stay for each visitor's purpose completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others	A-76
Table 11A	Per 1000 distribution of overnight visitor-trips by average number of night spent in the trip (including journey) for each visitor's purpose completed during last 365 days with leading purposes holidaying, leisure & recreation, health & medical, and shopping	A-77
Table 11B	Per 1000 distribution of overnight visitor-trips by average number of night spent in the trip (including journey) for each visitor's purpose completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others	A-78
Table 12A	Per 1000 distribution of overnight visitor-trips completed during last 365 days by main destination separately for each State/UT of origin with leading purposes holidaying, leisure & recreation, health & medical, and shopping	A-79-A-87
Table 12B	Per 1000 distribution of overnight visitor-trips completed during last 30 days by main destination separately for each State/UT of origin with leading purposes business, social, religious & pilgrimage, education & training and others	A-88-A-96
Table 13A	Per 1000 distribution of visitor-trips by purposes for visitor-trips completed during last 365 days from the same state and from other states for each state of main destination with leading purposes holidaying, leisure & recreation, health & medical, and shopping	A-97-A-102
Table 13B	Per 1000 distribution of visitor-trips by purposes for visitor-trips completed during last 30 days from the same state and from other states for each state of main destination with leading purposes business, social, religious & pilgrimage, education & training and others.	A-103-A-108
Table 14	Number of overnight trips, both surveyed and estimated, by leading purpose for each State/UT	A-109-A-114
Table 15	Per 1000 distribution of overnight trips by starting month for each leading purpose	A-115-A-117
Table 16	Per 1000 distribution of overnight trips by quintile class of UMPCE for each leading purpose of trip	A-118-A-119
Table 17	Per 1000 distribution of overnight trips by number of members in the trip and percentage of female member trip in a single member trip	A-120-A-122
Table 18	Estimated number (00) of overnight trips by leading purpose of trip for household NIC	A-123-A-125
Table 19	Estimated number (00) of overnight trips by leading purpose of trip for household NCO	A-126-A-128
Table 20	Average expenditure (in `) per overnight trip by categories of expenditure for each leading purpose completed during last 365 days	A-129-A-131
Table 21A	Average expenditure (in `) per overnight trip with leading purposes holidaying, leisure & recreation, health & medical, and shopping by categories of expenditure for each quintile class of UMPCE completed during last 365 days	A-132-A-133
Table 21B	Average expenditure (in `) per overnight trip w with leading purposes	A-134-A-135

	business, social, religious & pilgrimage, education & training and other by categories of expenditure for each quintile class of UMPCE completed during last 30 days	
Table 22	Average expenditure (in `) per overnight trip by quintile class of UMPCE and leading purpose of trip completed during last 365 days	A-136-A-137
Table 23	Number of same-day trips, both surveyed and estimated, by leading purpose completed during last 30 days for each State/UT	A-138-A-143
Table 24	Per 1000 distribution of same-day trips by quintile class of UMPCE for each leading purpose of trip completed during last 30 days	A-144-A-145
Table 25	Average expenditure (in `) per same-day trip by categories of expenditure for each leading purpose completed during last 30 days	A-146-A-148
Table 26	Average expenditure (in `) per same-day trip by categories of expenditure for each quintile class of UMPCE completed during last 30 days	A-149
Table 27	Average expenditure (in `) per same-day trip by quintile class of UMPCE and leading purpose of trip completed during last 30 days	A-150
Table 28	Lower and upper limits (°) of each quintile class of UMPCE for each State/UT	A-151-A-152
Table 29	Number of households reporting at least one same-day trip during last 30 days for each State/UT	A-153-A-155
Table 30	Per 1000 distribution of overnight visitor-trips by type of trip for each leading purpose	A-156-A-158
Table 31	Per 1000 distribution of overnight trips by reimbursement for each leading purpose	A-159-A-161