

# India's International Tourist Arrivals in 2021: Comprehensive Insights and Strategic Opportunities

## Executive Summary

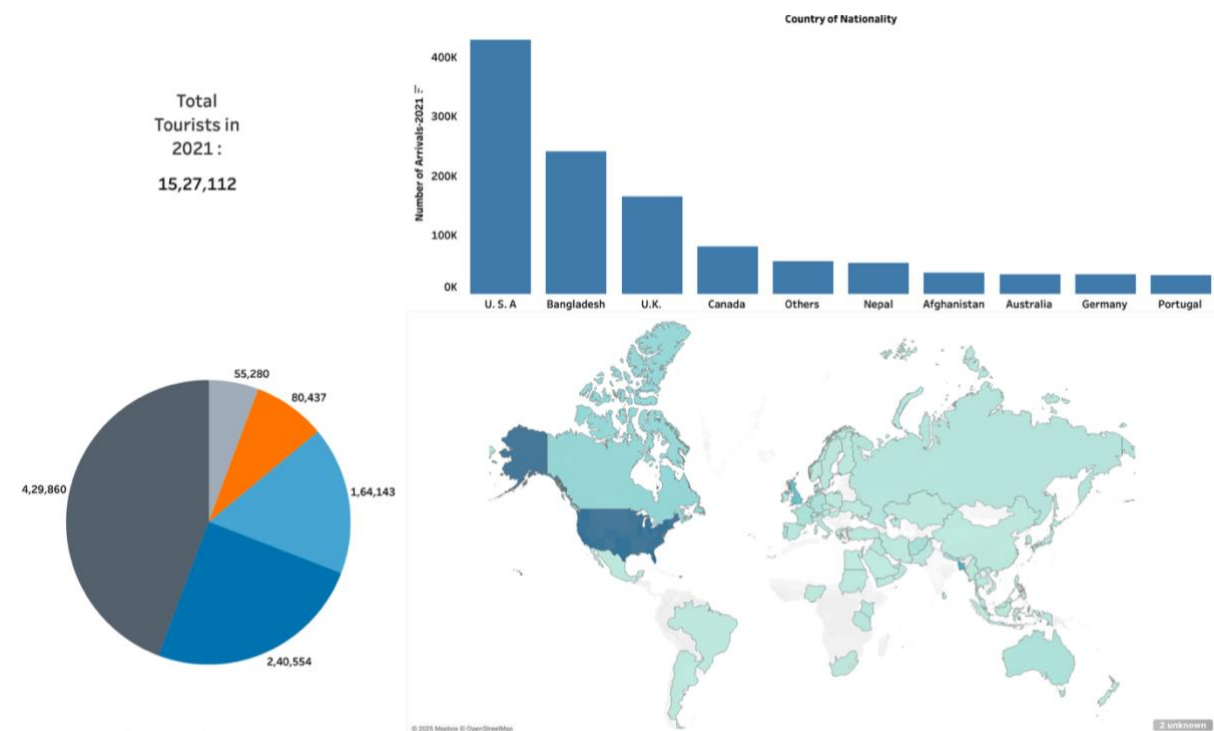
In 2021, as international borders gradually reopened amidst ongoing global pandemic recovery, India began to see renewed momentum in its inbound tourism sector. The year witnessed a significant, though cautious, return of foreign travellers, with a total of 1,527,112 international arrivals recorded despite continued travel uncertainties. This comprehensive report examines the breakdown of these arrivals by nationality, highlights driving factors, and presents actionable recommendations for stakeholders aiming to revitalize India's tourism industry.

## Key Findings

- **United States:** The USA emerged as the leading source market, contributing approximately 430,000 tourists. This reflects both the strong diaspora ties and growing leisure/business interest in India from the United States.
- **Bangladesh:** Close geographic proximity and deep cultural links made Bangladesh the second-largest market, accounting for nearly 240,000 arrivals. Medical tourism and family visits were significant motivators among Bangladeshi travellers.
- **United Kingdom:** The UK continued its historic engagement, sending around 164,000 visitors. Many arrivals were from the vibrant Indian community in Britain, as well as leisure and heritage tourism enthusiasts.
- **Canada:** Canada contributed close to 80,000 arrivals, driven by the large Indian diaspora and educational exchange programs.
- **Other Contributors:** Nepal, Afghanistan, Australia, Germany, and Portugal also featured as notable contributors, indicating India's broad appeal across regions and travel purposes.

# Dashboard Visualization

To further illustrate these trends, please refer to the interactive dashboard below:

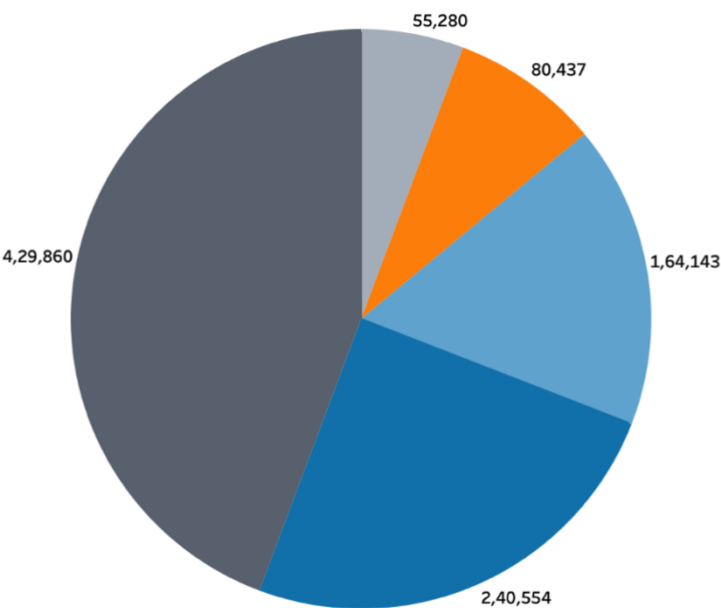


## Data Visualization Highlights

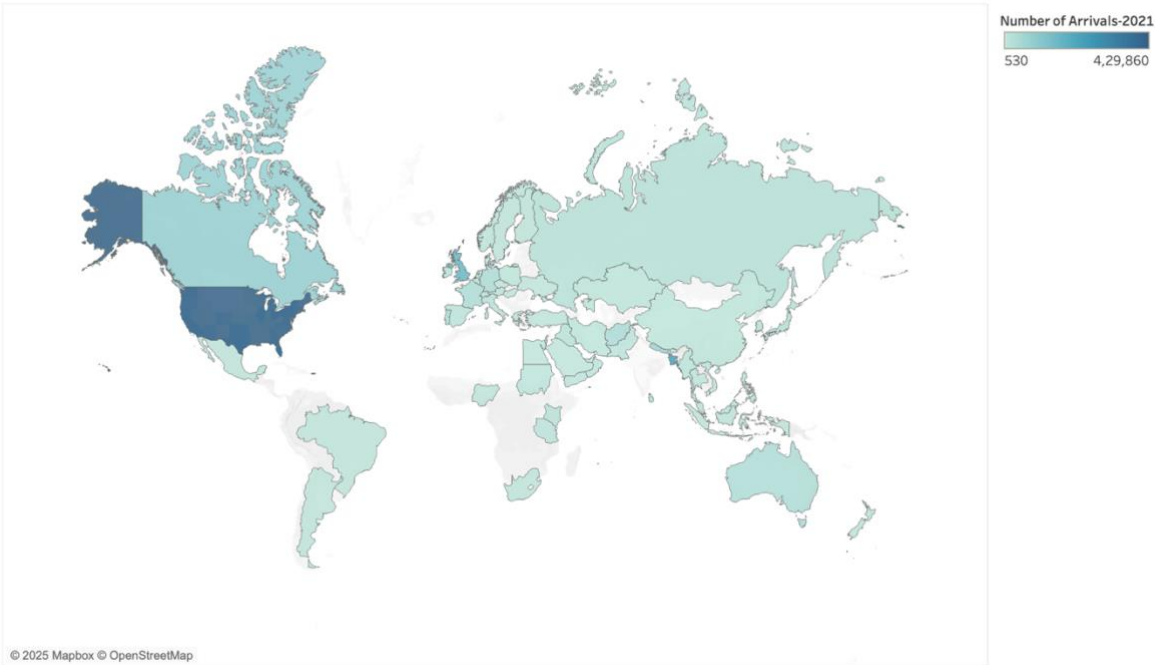
- **Pie Chart Analysis:** A pie chart was created to show the percentage share of each of the top five contributing nations, visually emphasizing the dominance of the USA and neighbouring countries.
- **Bar Graph Representation:** The annual number of arrivals by each nationality was depicted in a bar graph to highlight year-on-year trends and identify underrepresented markets.
- **Geospatial Mapping:** Using OpenStreetMap, a world map visualization was developed to pinpoint the concentration of tourist origins, with notable clusters in North America, South Asia, and select European countries.

To further illustrate these trends:

Top 5 countries



Sum of Number of Arrivals-2021. Color shows details about Country of Nationality. Size shows sum of Number of Arrivals-2021. The marks are labeled by sum of Number of Arrivals-2021. The view is filtered on Country of Nationality, which keeps Bangladesh, Canada, Others, U. S. A and U.K..



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Number of Arrivals-2021. Details are shown for Country of Nationality. Map

## Data Methodology

The analysis draws upon official data from data.gov.in, specifically the "Foreign Tourist Arrivals by Nationality (2021)" dataset. The data underwent meticulous cleansing and organization:

- Removal of aggregated totals and percentage share columns to focus on raw arrival numbers.
- Segregation of records to ensure only country-wise, not region-wise, data was included—North American figures were limited to US and Canadian sources due to dataset specifics.
- Data was compiled and analysed in Excel for accuracy, while Tableau was leveraged for dynamic visualizations, and OpenStreetMap for geospatial representation.

## In-Depth Conclusions

India's inbound tourism in 2021 was shaped by several factors:

- Resilient Source Markets: The USA, Bangladesh, UK, and Canada continued to drive visitor numbers, demonstrating the long-term value of established relationships and the importance of diaspora and medical/religious travel.
- Pandemic Impact: Although overall figures were below pre-pandemic levels, the diversity of source markets and the relatively quick return of travellers from some regions speak to India's enduring appeal and strategic opportunities for targeted recovery.
- Data-Driven Planning: The insights from 2021 arrivals are crucial for recovery strategies, enabling tourism authorities and businesses to allocate resources more effectively and to tailor marketing and service offerings.

## Strategic Recommendations

- Enhance Visa and Outreach Programs: Streamline e-visa facilities, promote multi-entry and medical visas, and develop targeted campaigns in the USA, Bangladesh, UK, and Canada to capitalize on existing demand and emerging trends.
- Strengthen Data Collection: Invest in robust, real-time data collection from underrepresented and new markets to uncover hidden opportunities and monitor shifts in global travel patterns.
- Leverage Interactive Dashboards: Deploy interactive dashboards for ongoing monitoring and scenario planning, empowering policymakers and industry leaders to respond rapidly to market changes and traveller needs.

- Promote Regional & Niche Tourism: Encourage the development of specialized tourism products—such as wellness, heritage, religious, and eco-tourism—targeted at specific nationalities.
- Engage Stakeholders: Foster collaboration between government, private sector, and international partners to ensure a coordinated, resilient, and sustainable tourism recovery.

## About the Data

- Source: data.gov.in
- Dataset: <https://www.data.gov.in/resource/nationality-wise-foreign-tourist-arrivals-india-2017-2021>
- Tools: Excel for data analysis, Tableau for data visualization, OpenStreetMap for geospatial visualization

This detailed report is designed for tourism professionals, investors, policymakers, and LinkedIn's global audience, offering actionable insights to help shape the future of India's tourism sector in a post-pandemic landscape.