



Manufacturing and Services Office of Travel and Tourism Industries

2008 Market Profile: Asia



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Visitation Trends (Arrivals)

[Thousands of Asian Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	6,316	5,689	5,003	5,802	6,198	6,152	6,377	6,179	-137
Percentage Change (%)	-16%	-10%	-12%	16%	7%	-1%	4%	-3%	-2%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Receipts	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Receipts	Data Unavailable								
Change (%) in Total Exports	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Travel Agency	50%	47%	-3 pts.
Personal Computer	35%	38%	3 pts.
Tour Company	16%	16%	1 pt.
Friends/Relatives	15%	16%	1 pt.

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	47%	49%	2 pts.
Business/Professional	25%	25%	0 pts.
Visit Friends/Relatives	17%	15%	-2 pts.
Convention/Conference	6%	5%	-1 pt.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	61%	62%	1 pt.
Business/Professional	27%	28%	1 pt.
Visit Friends/Relatives	28%	27%	-1 pt.
Convention/Conference	9%	8%	-1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	75%	75%	0 pts.
Business & Convention	33%	33%	0 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	45%	45%	1 pt.
City Subway/Tram/Bus	26%	27%	1 pt.
Airlines in U.S.	28%	25%	-3 pts.
Company or Private Auto	24%	24%	0 pts.
Rented Auto	24%	24%	0 pts.

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	89%	88%	-1 pt.
Dining in Restaurants	81%	81%	0 pts.
Sightseeing in Cities	44%	47%	3 pts.
Water Sports/Sunbathing	25%	26%	0 pts.
Visit Small Towns	24%	25%	1 pt.
Visit Historical Places	21%	23%	1 pt.
Amusement/Theme Parks	20%	21%	1 pt.
Guided Tours	19%	17%	-1 pt.
Cultural Heritage Sites	14%	16%	2 pts.
Touring Countryside	16%	16%	-1 pt.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	58	61	4 days
Advance Trip Decision Time (med. days)	40	40	0 days
Prepaid Package	26%	28%	2 pts.
First International Trip to the U.S.	28%	31%	3 pts.
Length of Stay in U.S. (mean nights)	15.7	17.5	2 nights
Length of Stay in U.S. (median nights)	6.0	6.0	0 nights
Number of States Visited (% 1 state)	74%	73%	0 pts.
Average Number of States Visited	1.4	1.4	0 states
Hotel/Motel (% 1+ nights)	86%	85%	-1 pt.
Average # of Nights in Hotel/Motel	7.1	7.2	0 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	61%	64%	2 pts.
Household Income (mean average)	\$83,300	\$85,400	\$2,100
Household Income (median average)	\$70,900	\$72,000	\$1,100
Average Age: Female	37	36	-1 year
Average Age: Male	41	41	-1 year

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
PACIFIC ISLANDS	39.7%	2,532	41.2%	2,546
REGIONS				
Pacific	33.1%	2,111	30.6%	1,891
Middle Atlantic	19.2%	1,224	19.9%	1,230
South Atlantic	10.5%	670	12.0%	741
Mountain	10.4%	663	10.4%	643
East North Central	8.8%	561	8.2%	507
West South Central	4.3%	274	4.9%	303
New England	4.3%	274	4.5%	278
STATES				
California	30.8%	1,964	28.5%	1,761
Hawaiian Islands	23.3%	1,486	23.2%	1,433
Guam	16.5%	1,052	18.0%	1,112
New York	16.4%	1,046	16.3%	1,007
Nevada	8.1%	517	7.0%	433
Illinois	5.4%	344	5.3%	327
Texas	3.6%	230	4.3%	266
Florida	3.4%	217	3.8%	235
New Jersey	3.5%	223	3.8%	235
Massachusetts	3.5%	223	3.6%	222
Washington	2.9%	185	**	**
CITIES				
New York City	15.5%	989	15.5%	958
Los Angeles	16.6%	1,059	15.3%	945
San Francisco	12.1%	772	11.6%	717
Las Vegas	7.9%	504	6.8%	420
Chicago	5.2%	332	5.0%	309
DC Metro Area	4.4%	281	4.8%	297
Boston	3.4%	217	3.4%	210
San Jose	3.2%	204	3.1%	192
Oahu-Honolulu	20.0%	1,275	**	**
Seattle	2.6%	166	**	**

(1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(n/a) Estimate not available.

(**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States.

Additional information may be obtained for a fee. To learn more, please visit:
<http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit:
http://tinet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Asian traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
- U.S. International Air Traveler Statistics (I-92)
- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

For more information on these program areas and others, please visit:

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