



Manufacturing and Services

Office of Travel and Tourism Industries

2007 Market Profile: Asia



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Visitation Trends (Arrivals)

[Thousands of Asian Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	7,554	6,316	5,689	5,003	5,802	6,198	6,152	6,377	-1,177
Percentage Change (%)	9%	-16%	-10%	-12%	16%	7%	-1%	4%	-16%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
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)	2006	2007	% Point Change (2)
Travel Agency	52%	50%	-2 pts.
Personal Computer	34%	35%	1 pt.
Tour Company	17%	16%	-1 pt.
Friends/Relatives	16%	15%	-1 pt.

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	50%	47%	-3 pts.
Business/Professional	24%	25%	1 pt.
Visit Friends/Relatives	15%	17%	2 pts.
Convention/Conference	6%	6%	0 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	64%	61%	-2 pts.
Visit Friends/Relatives	27%	28%	0 pts.
Business/Professional	26%	27%	1 pt.
Convention/Conference	9%	9%	-1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	77%	75%	-2 pts.
Business & Convention	32%	33%	1 pt.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	47%	45%	-2 pts.
Airlines in U.S.	25%	28%	3 pts.
City Subway/Tram/Bus	27%	26%	-2 pts.
Company or Private Auto	25%	24%	-1 pt.
Rented Auto	23%	24%	1 pt.

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Shopping	90%	89%	-1 pt.
Dining in Restaurants	82%	81%	-1 pt.
Sightseeing in Cities	46%	44%	-1 pt.
Water Sports/Sunbathing	28%	25%	-3 pts.
Visit Small Towns	25%	24%	-1 pt.
Visit Historical Places	20%	21%	2 pts.
Amusement/Theme Parks	22%	20%	-1 pt.
Guided Tours	18%	19%	0 pts.
Touring Countryside	15%	16%	1 pt.
Visit National Parks	15%	15%	0 pts.

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	53	58	4 days
Advance Trip Decision Time (med. days)	30	40	10 days
Prepaid Package	30%	26%	-4 pts.
First International Trip to the U.S.	29%	28%	-1 pt.
Length of Stay in U.S. (mean nights)	14.4	15.7	1 night
Length of Stay in U.S. (median nights)	5	6	1 night
Number of States Visited (% 1 state)	75%	74%	-1 pt.
Average Number of States Visited	1.4	1.4	0 pts.
Hotel/Motel (% 1+ nights)	87%	86%	-1 pt.
Average # of Nights in Hotel/Motel	6.7	7.1	0 nights
Travel Party Size (mean # of persons)	1.7	1.6	-0.1
Gender: % Male (among adults)	61%	61%	0 pts.
Household Income (mean average)	\$80,700	\$83,300	\$2,600
Household Income (median average)	\$68,100	\$70,900	\$2,800
Average Age: Female	36	37	1 year
Average Age: Male	41	41	0 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (000)
REGIONS				
Pacific	31.2%	1,919	33.1%	2,111
Middle Atlantic	16.6%	1,021	19.2%	1,224
South Atlantic	9.6%	591	10.5%	670
Mountain	10.0%	615	10.4%	663
East North Central	8.5%	523	8.8%	561
New England	4.3%	265	4.3%	274
West South Central	4.5%	277	4.3%	274
STATES				
California	29.1%	1,790	30.8%	1,964
Hawaiian Islands	25.8%	1,587	23.3%	1,486
Guam	17.6%	1,083	16.5%	1,052
New York	13.8%	849	16.4%	1,046
Nevada	7.4%	455	8.1%	517
Illinois	4.6%	283	5.4%	344
Texas	4.2%	258	3.6%	230
Massachusetts	3.6%	221	3.5%	223
New Jersey	**	**	3.5%	223
Florida	**	**	3.4%	217
Washington	2.6%	160	2.9%	185
CITIES				
Oahu/Honolulu	22.2%	1,366	20.0%	1,275
Los Angeles	16.6%	1,021	16.6%	1,059
New York City	13.0%	800	15.5%	989
San Francisco	10.8%	664	12.1%	772
Las Vegas	7.1%	437	7.9%	504
Chicago	4.5%	277	5.2%	332
Dist. of Columbia	3.7%	228	4.3%	274
Boston	3.4%	209	3.4%	217
San Jose	3.8%	234	3.2%	204
Seattle	**	**	2.6%	166

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- (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.

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