

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: Asia



Visitation Trends (Arrivals)

[Thousands of Asia Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	5,003	5,802	6,198	6,152	6,377	6,179	5,669	7,020	2,016
Percentage Change (%)	-12	16	7	-1	4	-3	-8	24	40

Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
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)	2009 (Percent)	2010 (Percent)	Point Change (2)
Travel Agency	46	44	-2.6
Personal Computer	39	42	2.6
Tour Company	17	16	-1.1
Airlines Directly	14	16	1.9

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	51	51	0.1
Business/Professional	21	22	1.4
Visit Friends/Relatives	18	17	-1.1
Convention/Conference	4	5	0.1

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	64	65	0.6
Visit Friends/Relatives	29	28	-1.0
Business/Professional	23	25	2.1
Convention/Conference	7	7	0.2
Study/Teaching			
NET PURPOSES OF TRIP:			
Leisure & VFR	79	78	-0.9
Business & Convention	27	29	1.8

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	43	44	1.6
City Subway/Tram/Bus	27	26	-1.7
Airlines in U.S.	23	25	1.9
Rented Auto	24	24	0.6
Company or Private Auto	24	23	-0.6

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Shopping	91	90	-1.0
Dining in Restaurants	82	83	1.3
Sightseeing in Cities	48	44	-3.8
Water Sports/Sunbathing	28	26	-1.8
Visit Small Towns	25	25	-0.1
Amusement/Theme Parks	22	21	-0.5
Visit Historical Places	22	21	-1.0
Guided Tours	18	18	0.4
Cultural Heritage Sites	14	16	1.3
Touring Countryside	16	15	-1.2

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	57	63	5.9 days
Advance Trip Decision Time (median days)	40	40	0.0 days
Prepaid Package	28%	27%	-1.0 pts.
First International Trip to the U.S.	29%	27%	-2.1 pts.
Length of Stay in U.S. (mean nights)	20.3	18.0	-2.3 nights
Length of Stay in U.S. (median nights)	6	6	0 nights
Number of States Visited (% 1 state)	76%	75%	-1.1 pts.
Average Number of States Visited	1.4	1.4	0.0 states
Hotel/Motel (% 1+ nights)	85%	87%	2.0 pts.
Average # of Nights in Hotel/Motel	7.7	8.1	0.4 nights
Travel Party Size (mean # of persons)	1.6	1.7	0.1
Gender: % Male (among adults)	59%	59%	-0.1 pts.
Household Income (mean average)	\$83,000	\$88,700	\$5,700
Household Income (median average)	\$69,300	\$76,200	\$6,900
Average Age: Female	36	37	1.1 years
Average Age: Male	41	43	1.6 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
REGIONS				
Pacific Islands	44.3	2,511	41.9	2,941
Pacific	28.6	1,621	29.4	2,064
Middle Atlantic	18.0	1,020	19.0	1,334
South Atlantic	11.3	641	12.4	870
Mountain	9.3	527	10.2	716
East North Central	7.5	425	6.8	477
New England	4.7	266	4.9	344
West South Central	3.5	198	4.3	302
STATES				
California	26.7	1,514	27.6	1,937
Hawaiian Islands	25.4	1,440	23.6	1,657
Guam	18.9	1,071	18.3	1,285
New York	14.8	839	16.1	1,130
Nevada	7.1	402	7.3	512
Illinois	4.8	272	5.0	351
Florida	3.7	210	4.1	288
Massachusetts	3.6	204	4.1	288
Texas	3.2	181	3.4	239
New Jersey	3.3	187	**	**
CITIES				
Honolulu	21.3	1,207	**	**
Los Angeles	15.3	867	15.7	1,102
New York City-WP-Wayne	14.3	811	15.3	1,074
San Francisco	10.4	590	11.5	807
Las Vegas	7.0	397	7.0	491
Washington, D.C.	4.9	278	5.2	365
Chicago	4.5	255	4.7	330
Boston	3.3	187	3.8	267
San Jose				

(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 = 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 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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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

U.S. Department of Commerce

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