

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2011 Market Profile: Asia



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## Visitation Trends (Arrivals)

[Thousands of Asia Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	5,802	6,198	6,152	6,377	6,179	5,669	7,020	7,247	1,445
Percentage Change (%)	16	7	-1	4	-3	-8	24	3	25

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
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)	2010 (Percent)	2011 (Percent)	Point Change (2)
Travel Agency	44	43	-0.2
Personal Computer	42	41	-0.9
Airlines Directly	16	16	-0.3
Tour Company	16	15	-1.6

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	51	50	-0.9
Business/Professional	22	21	-0.9
Visit Friends/Relatives	17	17	0.3
Study/Teaching	4	5	1.2
Convention/Conference	5	5	0.1

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	65	65	-0.3
Visit Friends/Relatives	28	28	-0.1
Business/Professional	25	23	-1.6
Study/Teaching	6	7	1.1
Convention/Conference	7	7	0.1
NET PURPOSES OF TRIP:			
Leisure & VFR	78	78	0.1
Business & Convention	29	28	-1.1

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	44	43	-1.2
City Subway/Tram/Bus	26	29	3.2
Airlines in U.S.	25	26	1.3
Rented Auto	24	24	-0.1
Company or Private Auto	23	22	-0.9

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	90	91	0.6
Dining in Restaurants	83	80	-2.4
Sightseeing in Cities	44	46	1.6
Visit Historical Places	21	25	4.6
Water Sports/Sunbathing	26	25	-1.3
Visit Small Towns	25	24	-0.4
Amusement/Theme Parks	21	23	2.3
Guided Tours	18	21	2.9
Cultural Heritage Sites	16	18	2.1
Touring Countryside	15	16	0.6

## Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	63	64	0.3 days
Advance Trip Decision Time (median days)	40	45	5.0 days
Prepaid Package	27%	28%	0.6 pts.
First International Trip to the U.S.	27%	36%	9.2 pts.
Length of Stay in U.S. (mean nights)	18.0	19.4	1.4 nights
Length of Stay in U.S. (median nights)	6	6	0 nights
Number of States Visited (% 1 state)	75%	73%	-2.1 pts.
Average Number of States Visited	1.4	1.5	0.1 states
Hotel/Motel (% 1+ nights)	87%	86%	-0.5 pts.
Average # of Nights in Hotel/Motel	8.1	7.8	-0.3 nights
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	59%	58%	-0.5 pts.
Household Income (mean average)	\$88,700	\$88,200	-\$500
Household Income (median average)	\$76,200	\$76,400	\$200
Average Age: Female	37	37	0.1 years
Average Age: Male	43	42	-1.3 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
<b>REGIONS</b>				
Pacific Islands	41.9	2,941	39.4	2,855
Pacific	29.4	2,064	29.7	2,152
Middle Atlantic	19.0	1,334	22.9	1,660
South Atlantic	12.4	870	12.8	928
Mountain	10.2	716	10.5	761
East North Central	6.8	477	7.6	551
New England	4.9	344	5.2	377
West South Central	4.3	302	3.3	239
<b>STATES</b>				
California	27.6	1,937	27.8	2,015
Hawaiian Islands	23.6	1,657	23.2	1,681
New York	16.1	1,130	20.2	1,464
Guam	18.3	1,285	16.3	1,181
Nevada	7.3	512	8.0	580
Illinois	5.0	351	4.8	348
Florida	4.1	288	4.4	319
Massachusetts	4.1	288	4.3	312
New Jersey	**	**	3.2	232
Texas	3.4	239	2.8	203
<b>CITIES</b>				
New York City-WP-Wayne	15.3	1,074	19.1	1,384
Honolulu	**	**	19.0	1,377
Los Angeles	15.7	1,102	16.2	1,174
San Francisco	11.5	807	11.1	804
Las Vegas	7.0	491	7.9	572
Washington, D.C.	5.2	365	5.8	420
Chicago	4.7	330	4.4	319
Boston	3.8	267	4.2	304

(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](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.

**Survey of International Air Travelers: Table Number and Description**

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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

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