

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 U.S. Resident Travel to Asia



2009 Market Profile: U.S. Residents to Asia

Trends in Departures

[in thousands]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Departures	4,492	3,937	5,087	6,074	6,271	6,714	6,404	6,333	1,840
% Change	4	-12	29	19	3	7	-5	-1	41

Trends in Payments

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Payments ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Payments	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Payments	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Visitation to Asia Destinations

VISITATION TO ASIA DESTINATIONS ³	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
ASIA		6,404		6,333
Japan	25.1	1,607	23.9	1,514
P. R. of China	18.8	1,204	18.6	1,178
India	16.0	1,025	16.7	1,058
Hong Kong	14.4	922	12.4	785
Korea, South	9.5	608	10.3	652
R. of China (Taiwan)	10.1	647	8.9	564
Philippines	4.6	295	6.3	399
Other Asia	7.5	480	6.1	386
Thailand	6.7	429	5.9	374
Singapore	5.0	320	4.1	260
Vietnam	3.2	205	3.1	196

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Information Sources Used to Plan Trip

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Travel Agency	44	43	-1.7
Personal Computer	32	35	3.4
Airlines Directly	24	24	0.1
Friends/Relatives	14	14	0.2

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Visit Friends/Relatives	40	47	6.9
Business/Professional	31	26	-4.4
Leisure/Rec./Holidays	21	20	-1.3
Study/Teaching	3	3	-0.4

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Visit Friends/Relatives	56	60	4.2
Leisure/Rec./Holidays	42	41	-1.5
Business/Professional	36	30	-5.9
Study/Teaching	6	5	-0.7
NET PURPOSES OF TRIP:			
Leisure & VFR	75	79	3.5
Business & Convention	38	32	-5.9

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Transportation Used Within Asia

Transportation Types Used Within Asia (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	52	48	-4.0
Airlines between destinations	41	40	-1.6
Company or Private Auto	29	29	-0.4
City Subway/Tram/Bus	27	27	-0.3
Railroad between Cities	26	25	-0.8

Activity Participation Within Asia

Activity Participation Within Asia (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Dining in Restaurants	87	86	-1.8
Shopping	82	81	-0.1
Visit Historical Places	46	45	-1.0
Sightseeing in Cities	41	40	-1.0
Visit Small Towns	30	32	2.0
Cultural Heritage Sites	32	30	-1.4
Touring Countryside	24	25	1.2
Amusement/Theme Parks	17	16	-1.4
Art Gallery/Museum	18	16	-2.2
Nightclubs/Dancing	17	15	-1.9

2009 Market Profile: U.S. Residents to Asia

Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
REGIONS				
Pacific	35.6	2,280	28.8	1,824
Middle Atlantic	23.9	1,531	27.3	1,729
South Atlantic	12.7	813	16.7	1,058
New England	6.5	416	8.3	526
East North Central	6.5	416	6.3	399
West South Central	5.4	346	4.6	291
Mountain	4.3	275	3.6	228
STATES				
California	31.6	2,024	26.0	1,647
New York	14.1	903	15.6	988
New Jersey	6.3	403	8.2	519
Massachusetts	3.2	205	5.2	329
Virginia	2.7	173	4.3	272
Texas	5.0	320	3.8	241
Pennsylvania	3.5	224	3.5	222
Florida	3.2	205	3.3	209
CITIES				
New York City	13.0	833	14.2	899
Los Angeles	8.4	538	8.2	519
San Jose	5.4	346	4.2	266
DC Metro Area	2.4	154	3.2	203
Anaheim	2.8	179	3.0	190
San Francisco	4.6	295	2.9	184
Oakland	4.2	269	2.8	177

2009 Market Profile: U.S. Residents to Asia

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	71	68	-2.8 days
Advance Trip Decision Time (median days)	45	40	-5.0 days
Prepaid Package	7%	5%	-2.0 pts.
First International Trip from U.S.	6%	7%	1.3 pts.
Length of Stay in ASIA (mean nights)	23.1	22.8	-0.3 nights
Length of Stay in ASIA (median nights)	14	14	0 nights
Number of Countries Visited (% 1 country)	78%	81%	3.9 pts.
Average Number of Destinations Visited	1.8	1.7	-0.1 dest.
Hotel/Motel (% 1+ nights)	59%	52%	-7.0 pts.
Average # of Nights in Hotel/Motel	10.9	10.7	-0.2 nights
Travel Party Size (mean # of persons)	1.4	1.4	0.0
Gender: % Male (among adults)	66%	63%	-2.3 pts.
Household Income (mean average)	\$120,400	\$111,900	-\$8,500
Household Income (median average)	\$114,100	\$103,600	-\$10,500
Average Age: Female	41	41	0.5 years
Average Age: Male	44	43	-0.4 years

- (1) Includes travel payments at overseas destinations and passenger fare payments/imports on foreign carriers.
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only country and world region destinations having a sample size of 400 or more are displayed.
- (4) Only U.S. origin areas having a sample size of 400 or more are displayed.
- (-) No estimate available.
- (n/a) Estimate not yet 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 travel from the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:
<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

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:
<http://www.tinet.ita.doc.gov/research/programs/ifs/customized.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 U.S. traveler who visited Asia.

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

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
tinet_info@mail.doc.gov

<http://tinet.ita.doc.gov>