

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2010 U.S. Resident Travel to Asia



# 2010 Market Profile: U.S. Residents to Asia

## Trends in Departures

[in thousands]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Departures	3,937	5,087	6,074	6,271	6,714	6,404	6,333	5,616	1,679
% Change	-12	29	19	3	7	-5	-1	-11	43

## Trends in Payments

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Travel & Tourism Payments <sup>1</sup>	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 <sup>3</sup>	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
<b>ASIA</b>	100.0	6,333	100.0	5,616
P. R. of China	18.6	1,178	22.2	1,247
Japan	23.9	1,514	21.3	1,196
India	16.7	1,058	14.0	786
Hong Kong	12.4	785	12.8	719
Korea, South	10.3	652	10.6	595
R. of China (Taiwan)	8.9	564	9.4	528
Philippines	6.3	399	6.7	376
Thailand	5.9	374	6.2	348
Singapore	4.1	260	3.7	208

# 2010 Market Profile: U.S. Residents to Asia

## Information Sources Used to Plan Trip

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Travel Agency	43	40	-2.5
Personal Computer	35	36	1.4
Airlines Directly	24	23	-0.6
Friends/Relatives	14	15	1.2

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Visit Friends/Relatives	47	45	-1.9
Business/Professional	26	25	-1.2
Leisure/Rec./Holidays	20	22	2.3
Study/Teaching	3	3	0.4

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Visit Friends/Relatives	60	60	-0.5
Leisure/Rec./Holidays	41	42	1.8
Business/Professional	30	30	-0.5
Study/Teaching	5	6	1.1
NET PURPOSES OF TRIP:			
Leisure & VFR	79	79	0.2
Business & Convention	32	32	-0.1

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## Transportation Used Within Asia

Transportation Types Used Within Asia (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	48	48	-0.8
Airlines in U.S.	40	41	1.6
Company or Private Auto	29	30	0.8
City Subway/Tram/Bus	27	27	0.0
Railroad between Cities	25	22	-2.9

## Activity Participation Within Asia

Activity Participation Within Asia (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Dining in Restaurants	86	86	0.7
Shopping	81	81	0.0
Visit Historical Places	45	48	3.1
Sightseeing in Cities	40	42	2.4
Cultural Heritage Sites	30	34	3.4
Visit Small Towns	32	33	0.8
Touring Countryside	25	25	0.2
Amusement/Theme Parks	16	18	2.4
Art Gallery/Museum	16	17	1.4
Ethnic Heritage Sites	14	17	2.4

# 2010 Market Profile: U.S. Residents to Asia

## Residence of U.S. Travelers

Residence of U.S. Travelers <sup>4</sup>	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
<b>REGIONS</b>				
PACIFIC	28.8	1,824	27.7	1,556
MIDDLE ATLANTIC	27.3	1,729	26.2	1,471
SOUTH ATLANTIC	16.7	1,058	18.4	1,033
NEW ENGLAND	8.3	526	8.4	472
EAST NORTH CENTRAL	6.3	399	5.4	303
WEST SOUTH CENTRAL	4.6	291	5.3	298
MOUNTAIN	3.6	228	4.0	225
<b>STATES</b>				
California	26.0	1,647	25.5	1,432
New York	15.6	988	14.9	837
New Jersey	8.2	519	7.9	444
Texas	3.8	241	4.1	230
<b>CITIES</b>				
New York City	14.2	899	13.4	753
Los Angeles	8.2	519	8.8	494
San Jose	4.2	266	3.1	174
Oakland	2.8	177	2.4	135
San Francisco	2.9	184	2.4	135





# 2010 Market Profile: U.S. Residents to Asia

## Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	68	72	3.7 days
Advance Trip Decision Time (median days)	40	60	20.0 days
Prepaid Package	5%	6%	1.2 pts.
First International Trip	7%	6%	-0.4 pts.
Length of Stay (entire trip) (mean nights)	22.8	25.1	2.3 nights
Length of Stay (entire trip) (median nights)	14	14	0 nights
Number of Countries Visited (% 1 country)	81%	81%	-0.4 pts.
Average Number of Destinations Visited	1.7	1.7	0.0 states
Hotel/Motel (% 1+ nights)	52%	53%	1.1 pts.
Average # of Nights in Hotel/Motel	10.7	10.8	0.1 nights
Travel Party Size (mean # of persons)	1.4	1.4	0.0
Gender: % Male (among adults)	63%	58%	-5.4 pts.
Household Income (mean average)	\$111,900	\$109,400	-\$2,500
Household Income (median average)	\$103,600	\$101,300	-\$2,300
Average Age: Male	43	44	0.9 years
Average Age: Female	41	41	-0.1 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](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**

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Rental Car	Table 25	Leisure Activities
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Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



# 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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