

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2009 Market Profile: Asia



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## Visitation Trends (Arrivals)

[Thousands of Asia Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	5,689	5,003	5,802	6,198	6,152	6,377	6,179	5,669	-21
Percentage Change (%)	-10	-12	16	7	-1	4	-3	-8	0

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
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)	2008 (Percent)	2009 (Percent)	Point Change (2)
Travel Agency	47	46	-0.7
Personal Computer	38	39	1.2
Tour Company	16	17	1.1
Friends/Relatives	16	16	0.4

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	49	51	2.5
Business/Professional	25	21	-4.6
Visit Friends/Relatives	15	18	2.7
Convention/Conference	5	4	-0.9
Study/Teaching	4	4	-0.3

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	62	64	1.8
Visit Friends/Relatives	27	29	1.9
Business/Professional	28	23	-5.0
Convention/Conference	8	7	-1.1
Study/Teaching	6	7	0.6
NET PURPOSES OF TRIP:			
Leisure & VFR	75	79	3.9
Business & Convention	33	27	-5.7

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	45	43	-2.6
City Subway/Tram/Bus	27	27	0.9
Company or Private Auto	24	24	-0.6
Rented Auto	24	24	-0.5
Airlines in U.S.	25	23	-1.7

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Shopping	88	91	3.4
Dining in Restaurants	81	82	0.5
Sightseeing in Cities	47	48	0.6
Water Sports/Sunbathing	26	28	2.3
Visit Small Towns	25	25	0.1
Amusement/Theme Parks	21	22	0.5
Visit Historical Places	23	22	-1.0
Guided Tours	17	18	0.1
Touring Countryside	16	16	0.7
Cultural Heritage Sites	16	14	-1.6

## Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	61	57	-4.0 days
Advance Trip Decision Time (median days)	40	40	0.0 days
Prepaid Package	28%	28%	0.1 pts.
First International Trip to the U.S.	31%	29%	-1.6 pts.
Length of Stay in U.S. (mean nights)	17.5	20.3	2.8 nights
Length of Stay in U.S. (median nights)	6	6	0 nights
Number of States Visited (% 1 state)	73%	76%	3.0 pts.
Average Number of States Visited	1.4	1.4	0.0 states
Hotel/Motel (% 1+ nights)	85%	85%	-0.7 pts.
Average # of Nights in Hotel/Motel	7.2	7.7	0.5 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	64%	59%	-4.6 pts.
Household Income (mean average)	\$85,400	\$83,000	-\$2,400
Household Income (median average)	\$72,000	\$69,300	-\$2,700
Average Age: Female	36	36	-0.5 years
Average Age: Male	41	41	0.4 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
<b>REGIONS</b>				
Pacific Islands	41.2	2,546	44.3	2,511
Pacific	30.6	1,891	28.6	1,621
Middle Atlantic	19.9	1,230	18.0	1,020
South Atlantic	12.0	741	11.3	641
Mountain	10.4	643	9.3	527
East North Central	8.2	507	7.5	425
New England	4.5	278	4.7	266
West South Central	4.9	303	3.5	198
<b>STATES</b>				
California	28.5	1,761	26.7	1,514
Hawaiian Islands	23.2	1,433	25.4	1,440
Guam	18.0	1,112	18.9	1,071
New York	16.3	1,007	14.8	839
Nevada	7.0	433	7.1	402
Illinois	5.3	327	4.8	272
Florida	3.8	235	3.7	210
Massachusetts	3.6	222	3.6	204
New Jersey	3.8	235	3.3	187
Texas	4.3	266	3.2	181
<b>CITIES</b>				
Oahu-Honolulu	**	**	21.3	1,207
Los Angeles	15.3	945	15.3	867
New York City	15.5	958	14.3	811
San Francisco	11.6	717	10.4	590
Las Vegas	6.8	420	7.0	397
DC Metro Area	4.8	297	4.9	278
Chicago	5.0	309	4.5	255
Boston	3.4	210	3.3	187
San Jose	3.1	192	**	**

(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](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.

Publication Date: May 2010



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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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