

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2012 Market Profile: Asia



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Arrivals	6,198	6,152	6,377	6,179	5,669	7,020	7,247	8,311	2,113
Percentage Change (%)	7	-1	4	-3	-8	24	3	15	34

Spending Trends (Exports)

[Millions of U.S. Dollars]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Travel & Tourism Exports (1)	-	-	-	-	-	-	-	-	-
Travel Receipts	-	-	-	-	-	-	-	-	-
Passenger Fare Receipts	-	-	-	-	-	-	-	-	-
Change (%) in Total Exports	-	-	-	-	-	-	-	-	-

Information Sources Used for Trip Planning

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	16	32	16.3
	Corporate Travel Dept.	9	14	4.8
	Travel Guide(s)	11	14	2.2
2012	Personal Recommendation (Friends/Rel)		20	
2011	Friends/Relatives	14		
2012	National/State/City Travel Office		5	
2011	Nat'l Govt. Tourist Ofc.	2		
2011	State/City Travel Ofc.	1		
2012	Tour Operator/Travel Club		8	
2011	Tour Company	15		
2012	Online Travel Agency (OTA)		24	
2012	Travel Agency Office		32	
2011	Travel Agency	43		
2012	Other		5	
2011	TV/Radio	1		
2011	Personal Computer	41		
2011	In-flight Info. Systems	2		
2011	Newspapers/Magazines	4		

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Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	5	9	4.0
	Visit Friends/Relatives	17	15	-2.4
	Health Treatment	0.1	0.3	0.2
	Religion/Pilgrimages	0	0.3	0.3
2012	Business		15	
2011	Business/Professional	21		
2012	Vacation/Holiday		52	
2011	Leisure/Rec./Holidays/Sightseeing	50		
2012	Education		7	
2011	Study/Teaching	5		
	Other	1	2	0.5

All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	7	11	3.8
	Visit Friends/Relatives	28	24	-3.8
	Health Treatment	1	1	0.2
	Religion/Pilgrimages	1	1	0.2
2012	Business		19	
2011	Business/Professional	23		
2012	Vacation/Holiday		61	
2011	Leisure/Rec./Holidays/Sightseeing	65		
2012	Education		8	
2011	Study/Teaching	7		
	Other	2	2	0.4
	NET PURPOSES OF TRIP:			
	Leisure & VFR	78	73	-4.5
	Business & Convention	28	27	-1.0

Transportation Used in the United States

	Transportation Types Used in United States	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines in U.S.	26	32	5.3
	Bus between Cities	15	28	12.6
	City Subway/Tram/Bus	29	28	-1.3
	Company or Private Auto	22	28	6.0
	Railroad between Cities	9	6	-3.1
	Motor Home/Camper	1	1	-0.5
	Rented Auto	24	24	-0.5
	Taxi/Cab/Limousine	43	33	-9.5
2012	Cruise Ship/River Boat 1+ Nights		2	
2012	Ferry/River Taxi/Short Scenic Cruise		6	
2012	Rented Bicycle/Motorcycle/Moped		2	

Select Traveler Characteristics

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	64	65	1.3
Advance Trip Decision Time (median days)	45	60	15.0
Prepaid Package	28	35	6.9
First International Trip to the U.S.	36	30	-6.1
Length of Stay in U.S. (mean nights)	19.4	19.4	0.0
Length of Stay in U.S. (median nights)	6	6	0.0
Number of States Visited (% 1 state)	73	76	2.6
Average Number of States Visited	1.5	1.4	-0.1
Hotel/Motel (% 1+ nights)	86	85	-0.9
Average # of Nights in Hotel/Motel	7.8	8.7	0.9
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	58	60	1.4
Household Income (mean average)	\$88,200	\$98,975	\$10,775
Household Income (median average)	\$76,400	\$70,000	-\$6,400
Average Age: Female	37	36	-0.9
Average Age: Male	42	40	-1.4

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Activity Participation While in the United States

	Activity Participation While in the U.S.	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	23	18	-5.3
	Art Gallery/Museum	14	18	4.0
	Sporting Event	4	9	4.6
	Camping/Hiking	3	4	1.0
	Casino/Gambling	9	8	-0.7
	Concert/Play/Musical	10	11	1.6
	Environ./Eco. Excursions	3	4	0.9
	Golfing/Tennis	5	6	0.3
	Guided Tours	21	22	1.0
	Hunting/Fishing	1	3	1.2
	Nightclubs/Dancing	7	7	0.8
	Shopping	91	85	-6.0
	Visit American Indian Communities	2	4	2.1
2012	Cultural / Ethnic Heritage Sites		13	
2011	Cultural Heritage Sites	18		
2011	Ethnic Heritage Sites	5		
2012	Experience Fine Dining		37	
2011	Dining in Restaurants	80		
2012	Sightseeing		81	
2011	Sightseeing in Cities	46		
2012	Snow Sports		1	
2011	Snow Skiing	1		
2012	Small Towns/Countryside		19	
2011	Visit Small Towns/Villages	24		
2011	Touring Countryside	16		
2012	National Parks/Monuments		21	
2011	Visit National Parks	15		
2012	Water Sports		19	
2011	Water Sports/Sunbathing	25		
2012	Visit Historical Locations		17	
2011	Visit Historical Places	25		
2012	Other		1	
2011	Cruises	12		
2011	Ranch Vacations	2		

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
REGIONS				
Pacific Islands	39.4	2,855	41.5	3,449
Pacific	29.7	2,152	27.7	2,302
Middle Atlantic	22.9	1,660	20.6	1,712
South Atlantic	12.8	928	11.4	947
Mountain	10.5	761	10.9	906
East North Central	7.6	551	8.3	690
New England	5.2	377	4.9	407
West South Central	3.3	239	3.8	316
STATES				
California	27.8	2,015	26.1	2,169
Hawaiian Islands	23.2	1,681	25.1	2,086
New York	20.2	1,464	18.0	1,496
Guam	16.3	1,181	16.5	1,371
Nevada	8.0	580	8.5	706
Illinois	4.8	348	5.2	432
Massachusetts	4.3	312	4.1	341
Florida	4.4	319	3.7	308
Texas	2.8	203	3.1	258
New Jersey	3.2	232	2.7	224
Pennsylvania	**	**	2.3	191
CITY				
Oahu/Honolulu	19.0	1,377	20.9	1,737
New York City	19.1	1,384	16.9	1,405
Los Angeles	16.2	1,174	14.5	1,205
San Francisco	11.1	804	9.8	814
Las Vegas	7.9	572	8.3	690
Washington, DC	5.8	420	5.1	424
Chicago	4.4	319	5.0	416
Boston	4.2	304	3.9	324

- (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 incident 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.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 35 travel characteristics data in 2011 and the 37 items reported on international arrivals to the U.S. Additional information may be obtained for a fee.

To learn more, please visit our website: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.gov/outreachpages/census_regions.html

Interested in data for your destination? OTTI sells custom reports. To learn more, go to: <http://www.tinnet.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 Asia 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

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