

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: Asia



Visitation Trends (Arrivals)

[Thousands of Asia Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	6,152	6,377	6,179	5,669	7,020	7,247	8,311	9,085	2,933
Percentage Change (%)	-1	4	-3	-8	24	3	15	9	48

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
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 to Plan Trip (multiple response--top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	32	33	1.1
Travel Agency Office	32	30	-1.6
Online Travel Agency	24	25	0.6
Personal Recommendation	20	20	0.0
Corporate Travel Dept.	14	14	0.3
Travel Guides	14	14	0.4

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	52	51	-1.5
Business	15	16	0.4
Visit Friends/Relatives	15	16	0.7
Convention/Conference/Trade Show	9	9	0.3

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	61	59	-2.0
Visit Friends/Relatives	24	24	-0.1
Business	19	20	0.7
Convention/Conference/Trade Show	11	12	0.6
Net Purposes of Trip:			
Leisure & VFR	73	72	-1.5
Business & Convention	27	28	0.7

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Taxicab/Limousine	33	35	1.4
Air Travel between U.S. Cities	32	33	1.1
City Subway/Tram/Bus	28	28	-0.1
Bus between Cities	28	27	-0.4
Auto, Private or Company	28	25	-2.7
Rented Auto	24	24	0.2

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	85	84	-0.2
Sightseeing	81	81	-0.3
Experience Fine Dining	37	38	0.7
National Parks/Monuments	21	22	0.6
Guided Tours	22	21	-1.1
Art Gallery/Museum	18	19	0.5
Amusement/Theme Parks	18	18	0.2
Small Towns/Countryside	19	18	-1.2
Historical Locations	17	17	-0.1
Water Sports	19	17	-2.5

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	65	68	3.0
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	35	34	-1.2
First International Trip to the U.S.	30	31	0.7
Length of Stay in U.S. (mean nights)	19.4	19.9	0.5
Length of Stay in U.S. (median nights)	6	6	0.0
Number of States Visited (% 1 state)	76	77	1.5
Average Number of States Visited	1.4	1.3	-0.1
Hotel/Motel (% 1+ nights)	85	85	-0.8
Average # of Nights in Hotel/Motel	8.7	8.9	0.2
Travel Party Size (mean # of persons)	1.8	1.7	-0.1
Gender: % Male (among adults)	60	60	-0.2
Household Income (mean average)	\$98,975	\$89,404	-\$9,571
Household Income (median average)	\$70,000	\$60,840	-\$9,160
Average Age: Female (among adults)	36	36	0.2
Average Age: Male (among adults)	40	40	0.0

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Pacific Islands	41.5	3,449	40.4	3,670
Pacific	27.7	2,302	27.9	2,535
Middle Atlantic	20.6	1,712	22.0	1,999
South Atlantic	11.4	947	11.1	1,008
Mountain	10.9	906	9.5	863
East North Central	8.3	690	7.1	645
New England	4.9	407	4.6	418
West South Central	3.8	316	4.1	372
States				
California	26.1	2,169	26.3	2,389
Hawaii	25.1	2,086	24.5	2,226
New York	18.0	1,496	18.5	1,681
Guam	16.5	1,371	15.9	1,444
Nevada	8.5	706	7.3	663
Illinois	5.2	432	4.8	436
Florida	3.7	308	3.8	345
Massachusetts	4.1	341	3.6	327
Texas	3.1	258	3.3	300
New Jersey	2.7	224	3.2	291
Pennsylvania	2.3	191	**	**
Cities				
Honolulu (Oahu)	20.9	1,737	20.7	1,881
New York City	16.9	1,405	17.9	1,626
Los Angeles	14.5	1,205	15.1	1,372
San Francisco	9.8	814	10.7	972
Las Vegas	8.3	690	7.2	654
Washington, D.C.	5.1	424	4.8	436
Chicago	5.0	416	4.6	418
Boston	3.9	324	3.4	309

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- (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.
- (n/a) No estimate available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven 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

Table 1	Country of Residence	Table 20	Number of Destinations Visited
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Table 17	First Trip to the U.S.	Table 36	Occupation
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Table 19	Number of States Visited		



Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

U.S. Department of Commerce

International Trade Administration
Industry & Analysis
National Travel and Tourism Office
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
ntto@trade.gov

<http://travel.trade.gov>