

	A	B	C	D	E	F	G	H	I	J	K
1	ASIA Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		5,669	7,020	7,247	8,311	9,085	9,697	10,816	11,347	5,679
7		% Change	-8	24	3	15	9	7	12	5	100
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 ^P	Change 2016 / 2009
11	Total Travel & Tourism Exports ²		-	-	-	-	-	-	-	-	-
12	Travel Receipts (at U.S. destinations)		-	-	-	-	-	-	-	-	-
13	Education Receipts		-	-	-	-	-	-	-	-	-
14	Other Business/Personal Receipts		-	-	-	-	-	-	-	-	-
15	Health/Border/Seasonal		-	-	-	-	-	-	-	-	-
16	Passenger Fare Receipts (on U.S. carriers)		-	-	-	-	-	-	-	-	-
17		% Change in Total Receipts	-	-	-	-	-	-	-	-	-
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
21	Airlines		34	33	-1.1						
22	Personal Recommendation		24	26	2.8						
23	Online Travel Agency		26	26	-0.6						
24	Travel Agency Office		26	24	-1.8						
25	Corporate Travel Dept.		13	13	-0.2						
26	Travel Guides		13	13	-0.3						
27	Tour Operator/Travel Club		9	8	-0.7						
28	National/State/City Travel Office		5	5	0.0						
29	Other		5	5	0.4						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
32	Vacation/Holiday		51	52	1.3						
33	Visit Friends/Relatives		17	16	-0.6						
34	Business		15	15	-0.2						
35	Convention/Conference/Trade Show		9	8	-1.1						
36	Education		7	7	0.6						
37	Religion/Pilgrimages		0.2	0.4	0.2						
38	Health Treatment		0.3	0.2	-0.1						
39	Other		0.3	0.3	0.0						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42	Vacation/Holiday		59	60	1.3						
43	Visit Friends/Relatives		27	26	-1.0						
44	Business		19	19	0.0						
45	Convention/Conference/Trade Show		12	11	-1.2						
46	Education		9	10	0.6						
47	Religion/Pilgrimages		1	1	0.1						
48	Health Treatment		1	0.4	-0.3						
49	Other		1	1	0.0						
50											
51	Net Purposes of Trip:										
52	Leisure & VFR		73	74	0.6						
53	Business & Convention		27	26	-1.0						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56	Taxicab/Limousine		34	32	-2.5						
57	Air Travel between U.S. Cities		33	32	-1.5						
58	Auto, Private or Company		28	28	-0.4						
59	City Subway/Tram/Bus		28	27	-0.9						
60	Rented Auto		27	26	-1.4						
61	Bus between Cities		24	25	0.7						
62	Ride-Sharing Service		-	14	-						
63	Railroad between Cities		6	6	0.0						
64	Ferry/River Taxi/Short Scenic Cruise		6	6	-0.3						
65	Rented Bicycle/Motorcycle/Moped		3	2	-0.3						
66	Cruise Ship/River Boat 1+ Nights		2	2	-0.2						
67	Motor Home/Camper		1	1	0.4						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69	Shopping		84	83	-0.9						
70	Sightseeing		82	82	0.0						
71	Experience Fine Dining		38	34	-3.9						
72	National Parks/Monuments		26	27	0.8						
73	Amusement/Theme Parks		21	23	2.0						
74	Art Gallery/Museum		22	22	-0.1						
75	Small Towns/Countryside		22	21	-1.0						
76	Guided Tours		18	19	0.4						
77	Historical Locations		19	18	-0.8						
78	Water Sports		17	14	-3.0						
79	Cultural / Ethnic Heritage Sites		14	13	-1.6						
80	Concert/Play/Musical		11	11	-0.2						
81	Sporting Event		8	8	-0.7						
82	Casinos/Gamble		8	7	-0.2						
83	Nightclubbing/Dancing		7	6	-1.4						
84	American Indian Communities		5	5	0.4						
85	Environ./Eco. Excursions		4	5	0.2						
86	Camping/Hiking		4	4	-0.6						
87	Golfing/Tennis		4	4	-0.2						
88	Hunting/Fishing		2	2	-0.5						
89	Snow Sports		1	1	-0.1						
90	Other		1	1	0.1						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93	Advance Trip Decision Time (mean days)		74	73	-0.7						
94	Advance Trip Decision Time (median days)		60	60	0.0						
95	Prepaid Package		30	29	-0.9						
96	First International Trip to the U.S.		32	34	1.6						
97	Length of Stay in U.S. (mean nights)		20.4	21.7	1.3						
98	Length of Stay in U.S. (median nights)		7	7	0.0						
99	Number of States Visited (% 1 state)		74	75	0.5						
100	Average Number of States Visited		1.5	1.5	0.0						
101	Hotel/Motel (% 1+ nights)		81	83	1.1						
102	Average # of Nights in Hotel/Motel		10.3	10.3	0.0						
103	Travel Party Size (mean # of persons)		1.8	1.8	0.0						
104	Gender: % Male (among adults)		60	58	-1.7						
105	Household Income (mean average)		\$ 76,590	\$ 75,558	-\$1,032						
106	Household Income (median average)		\$ 55,045	\$ 50,000	-\$5,045						
107	Average Age: Female (among adults)		36	37	0.8						
108	Average Age: Male (among adults)		40	39	-1.1						
109											

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	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
110											
111											
112	Regions										
113	Pacific Islands		34.80	3,764	34.65	3,932					
114	Pacific		30.95	3,348	31.48	3,572					
115	Middle Atlantic		22.03	2,383	21.48	2,437					
116	South Atlantic		13.81	1,494	13.28	1,507					
117	Mountain		11.21	1,212	12.14	1,378					
118	East North Central		7.98	863	7.97	904					
119	New England		5.32	575	5.44	617					
120	West South Central		5.28	571	4.79	544					
121	States										
122	California		27.82	3,009	28.99	3,290					
123	Hawaii		21.12	2,284	20.95	2,377					
124	New York		19.35	2,093	18.64	2,115					
125	Guam		13.69	1,481	13.67	1,551					
126	Nevada		8.36	904	9.10	1,033					
127	Florida		4.60	498	5.04	572					
128	Illinois		4.86	526	5.04	572					
129	Massachusetts		4.45	481	4.61	523					
130	Texas		4.26	461	4.13	469					
131	Washington		3.69	399	**	**					
132	New Jersey		2.85	308	**	**					
133	Cities										
134	New York City		18.44	1,995	17.86	2,027					
135	Los Angeles		16.50	1,785	17.50	1,986					
136	Honolulu Oahu		17.45	1,887	16.23	1,842					
137	San Francisco		11.10	1,201	11.60	1,316					
138	Las Vegas		8.03	869	8.91	1,011					
139	Washington, D.C.		5.86	634	5.87	666					
140	Chicago		4.58	495	4.73	537					
141	Boston		4.22	456	4.35	494					
142	Seattle		3.48	376	**	**					
143											
144	Notes:										
145	(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.										
146	(2) <i>Total Travel & Tourism Exports</i> = 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). International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: http://travel.trade.gov/pdf/restructuring-travel.pdf										
147											
148											
149	(3) Percentage-point and percentage changes are based on non-rounded data.										
150											
151	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
152											
153	(-) No estimate available.										
154											
155	(**) Estimate not shown due to sample size fewer than 400 for this year.										
156											
157	(r) Estimate was revised.										
158											
159	(p) Estimate is preliminary and subject to revision.										
160											
161	Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.										
162	Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html										
163	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
164											
165	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
166	http://travel.trade.gov/research/reports/ifs/customized.asp										
167											
168	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
169											
170	Publication Date: August 2017										