

	A	B	C	D	E	F	G	H	I	J	K
1	U.S. Citizens to ASIA Profile										
2	Visitation from U.S.										
3											
4	TRENDS IN VISITATION (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015	2016	Change 2016 / 2009
6	U.S. Visitation to Asia		6,333	5,616	5,107	5,415	5,455	5,694	6,066	6,606	273
7	% Change		-1	-11	-9	6	1	4	7	9	4
8											
9	TRENDS IN PAYMENTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016	Change 2016 / 2009
11	Total Travel & Tourism Imports ¹		-	-	-	-	-	-	-	-	-
12	Travel (all purposes including education)		-	-	-	-	-	-	-	-	-
13	Of which: Education Related		-	-	-	-	-	-	-	-	-
14	Of which: Other Business/Personal Travel		-	-	-	-	-	-	-	-	-
15	Passenger Air Transportation		-	-	-	-	-	-	-	-	-
16	Change (%) in Total Imports		-	-	-	-	-	-	-	-	-
17											
18	VISITATION TO DESTINATIONS ³		Market Share 2015 (percent)	Volume 2015 (000s)	Market Share 2016 (percent)	Volume 2016 (000s)					
19											
20	ASIA		100.0	6,066	100.0	6,606					
21	P. R. of China		20.0	1,213	19.6	1,295					
22	India		17.7	1,074	18.2	1,202					
23	Japan		14.5	880	14.7	971					
24	Philippines		13.3	807	13.8	912					
25	Thailand		7.5	455	8.5	561					
26	Hong Kong		9.2	558	8.3	548					
27	Korea, South		8.1	491	7.9	522					
28	R. of China Taiwan		9.0	546	7.9	522					
29	Vietnam		5.5	334	5.1	337					
30	Singapore		3.5	212	3.2	211					
31											
32	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
33	Information Sources Used to Plan Trip		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
34	Airline		53.7	54.2	0.5						
35	Online Travel Agency		31.7	34.6	2.9						
36	Personal Recommendation		20.0	21.5	1.5						
37	Travel Agency Office		19.5	18.4	-1.1						
38	Corporate Travel Department		13.0	11.1	-1.9						
39	Travel Guides		6.4	6.1	-0.3						
40	Tour Operator/Travel Club		5.0	5.2	0.2						
41	National/State/City Travel Office		4.5	4.3	-0.2						
42	Other		5.0	4.4	-0.6						
43											
44	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
45	Visit Friends/Relatives		44.0	45.2	1.2						
46	Vacation/Holiday		29.8	32.5	2.7						
47	Business		16.2	12.8	-3.4						
48	Education		4.0	3.7	-0.3						
49	Convention/Conference/Trade Show		3.0	3.0	0.0						
50	Religion/Pilgrimage		1.2	1.1	-0.1						
51	Health Treatment		0.8	0.5	-0.3						
52	Other		1.0	1.1	0.1						
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54	Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
55	Visit Friends/Relatives		55.7	57.1	1.4						
56	Vacation/Holiday		46.6	49.0	2.4						
57	Business		19.6	16.1	-3.5						
58	Education		7.0	6.0	-1.0						
59	Convention/Conference/Trade Show		4.9	4.5	-0.4						
60	Religion/Pilgrimage		2.4	2.3	-0.1						
61	Health Treatment		1.9	1.5	-0.4						
62	Other		1.3	1.3	0.0						
63											
64	NET PURPOSES OF TRIP:										
65	LEISURE & VFR		79.0	82.6	3.6						
66	BUSINESS & CONVENTION		22.7	19.1	-3.6						
67											
68	Transportation Types Used in Other Countries:		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
69	Air Travel between Non U.S. Cities		65.3	62.9	-2.4						
70	Auto, Company or Private		41.2	40.5	-0.7						
71	Taxicab/Limousine		34.6	33.8	-0.8						
72	City Subway/Tram/Bus		26.3	30.1	3.8						
73	Bus between Cities		20.6	22.3	1.7						
74	Railroad between Cities		17.0	17.9	0.9						
75	Ride-sharing Services		n.a.	8.6	n.a.						
76	Ferry/River Taxi/Short Scenic Cruise		6.2	5.9	-0.3						
77	Rented Auto		5.5	4.8	-0.7						
78	Rented Bicycle/Motorcycle/Moped		3.2	3.6	0.4						
79	Cruise Ship/River Boat 1+ Nights		2.4	3.2	0.8						
80	Motor Home/Camper		1.0	1.0	0.0						
81											
82	Activity Participation in Other Countries		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
83	Shopping		77.9	80.3	2.4						
84	Sightseeing		78.2	78.9	0.7						
85	Small Towns/Countryside		38.2	40.7	2.5						
86	Historical Locations		34.0	34.8	0.8						
87	Cultural/Ethnic Heritage Sites		31.5	34.2	2.7						
88	Experience Fine Dining		35.0	33.4	-1.6						
89	National Parks/Monuments		30.1	32.2	2.1						
90	Art Galleries/Museums		24.0	25.5	1.5						
91	Guided Tours		23.7	25.1	1.4						
92	Amusement/Theme Parks		16.3	18.3	2.0						
93	Nightclubbing		18.1	17.7	-0.4						
94	Concert/Play/Musical		11.2	9.9	-1.3						
95	Water Sports		10.5	9.3	-1.2						
96	Camping/Hiking		6.7	8.8	2.1						
97	Sporting Event		5.5	6.4	0.9						
98	Environ./Eco. Excursions		5.9	6.3	0.4						
99	Casino/Gamble		4.4	3.9	-0.5						
100	Golfing/Tennis		2.9	2.6	-0.3						
101	Hunting/Fishing		2.5	2.1	-0.4						
102	Snow Sports		1.0	0.9	-0.1						
103	Other		0.3	0.4	0.1						
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105	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
106	Advance Trip Decision Time (mean days)		78.2	81.0	2.8						
107	Advance Trip Decision Time (median days)		60	60	0.0						
108	Prepaid Package		3.8	4.1	0.3						
109	First International Trip Outside the U.S.		7.0	7.1	0.1						
110	Length of Stay Outside the U.S. (mean nights)		24.0	25.0	1.0						
111	Length of Stay Outside the U.S. (median nights)		15	15	0.0						
112	Number of Countries Visited (% 1 country)		80.7	82.0	1.3						
113	Average Number of Countries Visited		1.3	1.2	-0.1						
114	Hotel/Motel (% 1+ nights)		48.1	51.6	3.5						
115	Average # of Nights in Hotel/Motel		13.0	13.9	0.9						
116	Travel Party Size (mean # of persons)		1.4	1.4	0.0						
117	Gender: % Male (among adults)		60.6	57.9	-2.7						
118	Household Income (mean average)		\$ 117,185	\$ 122,416	\$5,231						
119	Household Income (median average)		\$ 100,000	\$ 100,000	\$						
120	Average Age: Female		41.9	40.9	-1.0						
121	Average Age: Male		43.4	43.7	0.3						
122											
123	Residence of U.S. Travelers ⁴		Market Share 2015 (percent)	Volume 2015 (000s)	Market Share 2016 (percent)	Volume 2016 (000s)					
124											
125	REGIONS										
126	PACIFIC		26.0	1,577	32.8	2,167					
127	SOUTH ATLANTIC		15.4	934	15.1	997					
128	MIDDLE ATLANTIC		14.7	892	12.3	813					
129	WEST SOUTH CENTRAL		13.1	795	11.3	746					
130	EAST NORTH CENTRAL		11.1	673	9.2	608					
131	MOUNTAIN		5.2	315	5.9	390					
132	NEW ENGLAND		4.4	267	4.3	284					
133	STATES										
134											
135	California		19.1	1,159	26.4	1,744					
136	Texas		11.0	667	9.6	634					
137	New York		7.7	467	6.2	410					
138	New Jersey		4.3	261	3.7	244					
139	Washington		4.9	297	**	**					
140	CITIES										
141	Los Angeles		5.8	352	9.2	608					
142	New York City		6.5	394	5.5	363					
143	Seattle		3.7	224	**	**					
144	Houston		3.4	206	**	**					
145											
146											

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147	Notes:										
148	(1)	Total Travel & Tourism Imports = <u>travel payments</u> (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) + <u>passenger fare payments</u> (fares paid to foreign air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).									
149											
150	(2)	Percentage-point and percentage changes are based on non-rounded data.									
151											
152	(3)	Only country and world region destinations having a sample size of 400 or more are displayed.									
153											
154	(4)	Only U.S. origin areas having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported origins may have a higher proportion of total than those reported.									
155											
156	(r)	Revised travel payments estimates from BEA									
157											
158	(n.a.)	Not available in 2015, which also means comparisons cannot be provided.									
159											
160	(-)	No estimate available.									
161											
162	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
163											
164	Note:	This profile shows only a portion of the 40 travel characteristics data reported on international travel from the U.S.									
165											
166	Interested in data for your destination?: NTTO sells custom reports. To learn more, go to:										
167	http://travel.trade.gov/research/programs/ifs/customized.html										
168											
169	Source: U.S. Department of Commerce, ITA, National Travel and Tourism Office; Bureau of Economic Analysis										
170											
171	Publication Date: December 2017										
172											