

Office of Travel and Tourism Industries
Survey of International Air Travelers

U.S. TO VIETNAM 2006 REPORT

January – December 2006

Produced by:

CIC Research, Inc.
8361 Vickers Street
San Diego, CA 92111

Data Sponsor/Administrator:

U.S. Department of Commerce
International Trade Administration
Tourism Industries
14th & Constitution Avenue, NW
Washington, D.C. 20230

Produced for:

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GENERAL SURVEY INFORMATION FOR THE CUSTOM REPORT

Introduction and Background

This report presents a custom subset of data from the Survey of International Air Travelers. Data from the survey has been used by both the private and public sectors. It is an invaluable resource for planning and marketing and can be used to analyze behavior of specific visitor segments. A uniquely valuable aspect of this survey is the expansion of the results to represent a defined visitor population.

The survey is conducted on an ongoing basis by the International Trade Administration (ITA), Office of Travel and Tourism Industries (OTTI). The survey collects information from both U.S. resident and non-U.S. resident international travelers, with the results of each group reported separately. This report presents the results of the U.S. resident travelers.

In this report survey results are expanded to represent international overseas travelers to the United States, based on the Department of Homeland Security (DHS) I-92 Form. This I-92 form must be completed for all arrival and departing flights from the United States for all countries except Canada. The departing flight information is the only U.S. government source for estimates of U.S. citizen departures from the country.¹

Questionnaire Content

A copy of the questionnaire can be found at the back of this report. It contains twenty-nine multi-part questions, related to trip characteristics and traveler demographics.

The questionnaire is unique in its design to collect information on a traveler's complete trip itinerary, including information on every major destination visited, the length of stay and the type of accommodations utilized. In addition, information on expenses by category is collected, as well as payment method. The level of detail collected in these questions is not available elsewhere.

Survey Operations

Major international airlines voluntarily conduct the survey. The questionnaires are designed to be self-administered by the respondents, and are distributed on-board flights departing from U.S. airports to international destinations. Questionnaires are available in twelve languages: Arabic, Chinese, English, French, German, Italian, Japanese, Korean, Polish, Portuguese, Russian, and Spanish. U.S. residents and non-residents are surveyed for all destinations except Canada.

Surveys are conducted monthly, during a seven-day period beginning with the third Monday of the month. The specific flights are selected at random, and participating airlines receive advance listings of the flights to be surveyed. Airlines are then sent survey kits, which contain instructions and questionnaires in the appropriate languages. Airline personnel distribute the questionnaire after boarding, and collect the completed forms prior to debarkation. For a limited number of airlines, data collection takes place at the airport at the departure gate.

Survey Participation

Typically, 50 unique airlines participated in the survey. Office of Travel and Tourism Industries relies upon the voluntary participation of airlines to collect data on international travelers. While the data are expanded to represent all travelers based upon the DHS I-92 city-pair data, zero respondents times a weight is still zero. This means that if no surveys are collected for a particular market, no weighting scheme can correct for this absence.

When reviewing the estimates developed from this report, users need to carefully review the number of respondents for each column heading, as well as the list of participating carriers. The absence of an airline and lower sample sizes will impact the estimates developed for the origin and destination figures.

¹ Monthly U.S. citizen departure figures by region can be found on the ITA, OTTI website: <http://tinet.ita.doc.gov>

HOW TO USE THE CUSTOM SURVEY REPORT

General Information

All data presented in this report are statistical estimates, based on survey responses weighted with data from the Department of Homeland Security (DHS). The estimates are subject to a certain amount of error, resulting from the sampling, data collection, and estimation processes. Because of the complicated nature of the sample design, sampling variability has not been calculated for the estimates. Instead, an indication of reliability is given by the number of respondents to the relevant questionnaire item (shown as the first row in each table). The reader must exercise judgment in determining the amount of confidence to place in an estimate.

Definitions

BANNER POINT: The term “banner point” refers to the data subset for the column definitions. At the top of every page in the report are twelve banner points. For a custom report, the client defines the banner points.

ROW: Row titles are at the left-hand column of each table. They represent responses to the different questions in the survey. To read the results associated with a particular row, locate the row of interest and move down the column of interest to the intersection, or specific cell, which has the information on how the traveler answered the question.

CELL: A cell represents one number, usually a percentage within the report. A specific cell can be found at the intersection of a particular column and row.

NUMBER OF RESPONDENTS: The top row of each table in the report shows the number of respondents to the question. It is shown for each column, and provides the user with an idea of the level of confidence for the estimates in the column.
Important Note: The number of respondents is unweighted, and therefore *cannot be used* to calculate estimates of visitor volume.

Explanation of the Data

PERCENTAGE ESTIMATES: The majority of the data in the tables represent weighted percentages. The percentages are calculated by taking the weighted row value for a particular column definition (numerator), divided by the value of the weighted column definition (denominator), and multiple by 100 and round to the nearest one-tenth of a percent.

U.S. TRAVELER VOLUME/ EXPANDED ESTIMATES: A figure that represents the total number of U.S. travelers for each column can be found at the end of Table 1 in each crosstab. The numbers are shown in thousands.

MEANS AND MEDIANS: Where meaningful, means and medians are shown for specific tables.

DOLLAR AMOUNTS: The expenditure statistics in Table 24 represent estimates of what U.S. residents expect to spend on their trips and not what they actually spent. This is because the survey is administered to U.S. residents at the start of their trips. All amounts are in U.S. currency, and represent current dollars.

Important Additional Information:

Column-Readable Data: Information in the tables should be read down columns, not across rows.

Single-Response Tables: The majority of the tables in this report are single-response tables, meaning the respondent could only give one answer to the survey question represented by the table. In single-response tables, all numbers in a column will generally add to 100%. Exceptions are Tables 1, 21 and 22, where sub-headings are given in the rows. In these tables, all primary headings will add to 100%.

Multiple-Response Tables: The multiple-response tables in the report are noted with an asterisk. In multiple-response tables, the respondent was allowed to give multiple answers to the survey question represented by the table. Columns will not add to 100% in multiple-response tables.

Expanding Percentage Estimates to Represent Visitors

ITA, Office of Travel and Tourism Industries has weighted the Survey results to the DHS estimates of U.S. international travelers. Because this report presents weighted results, the percentage estimates found in the report can be expanded to estimate total numbers of travelers.

To do this, start with the overall volume estimate or control total for the column of interest. To illustrate an example, start with Column #1, typically the primary column in a custom report that defines the data subset for the report. The control total for Column #1 is found in the last row in Table 1 in the first column.

To further the example, how would you calculate a volume estimate for those travelers indicating that their main purpose of trip was convention or conference? Take the control total for Column #1 and multiple it by the cell percentage found under that column in Table 10, "Q10a. Main Purpose of Trip", Row #2 for convention or conference users.

Then, always round the figures to the nearest thousand; the survey estimates are not precise enough to accurately estimate the last three digits. Also, remember to use the correct control total from the corresponding column that the cell of interest is in. This process can be used with any of the percentages found within tables and is facilitate by ordering the Excel format of the report.

Sample Size and Accuracy of Estimates

Beginning with the 1997 data, Office of Travel and Tourism Industries implemented a new policy with regard to releasing visitor estimates based upon smaller sample sizes. If the number of sampled visitors to a particular destination is under 100, OTTI will not calculate or provide an estimate of the total number of visitors to the destination even though an estimate could be developed. Additionally, OTTI strongly suggests that all users of these statistics not attempt to calculate visitor estimates when it appears that the sample size is less than 100. The next paragraph contains an explanation of how to determine when a cell may have a sample that is too small to calculate an estimate.

A guideline has been developed for estimating the number of respondents in a cell. By using the first row in a table, the

number of respondents, you can estimate the unweighted, number in the cell. Divide the number of respondents in the column in question by 100. For example, what is a lowest percentage that should be used for estimating U.S. traveler volumes in a custom report showing a respondent value of 5,730 for the column? Divide 100 by 5,730 with a result of .017 or 1.7%. Looking down the column with 5,730 respondents at the top, any cell 1.7% or more probably² has a sample size of 100 or greater and can be used to create an estimate for that cell. Cells with less than 1.7% probably have sample sizes under 100 and should not be used to assess visitor characteristics.

If you have any questions regarding the logic of the process, or how to obtain the visitor estimates for other segments, please call the ITA, Office of Travel and Tourism Industries, at (202) 482-4029. Any staff member can answer your "how to" questions. Mr. Ron Erdmann is the program manager for the Survey of International Air Passengers.

More detailed questions relating to the survey results should be directed to Mr. Erdmann.

² Because the data is weighted, this mathematical procedure gives estimates of sample sizes, not exact sample sizes.

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Participating Airlines

AA	AMERICAN AIRLINES
BA	BRITISH AIRWAYS
CI	CHINA AIRLINES
CO	CONTINENTAL AIRLINES
JL	JAPAN AIRLINES
KE	KOREAN AIR
SQ	SINGAPORE AIRLINES
UA	UNITED
CA	AIR CHINA
MH	MALAYSIAN AIRLINES
NH	ANA
OZ	ASIANA AIRLINES
TG	THAI AIRWAYS
BR	EVA AIRWAYS
MU	CHINA EASTERN

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State of Residence

Alabama	4	0.8
Arizona	6	1.2
Arkansas	2	0.4
California	168	34.1
Colorado	7	1.4
Connecticut	4	0.8
D. Columbia	1	0.2
Florida	12	2.4
Georgia	5	1.0
Hawaii	15	3.0
Illinois	22	4.5
Indiana	2	0.4
Iowa	1	0.2
Louisiana	5	1.0
Maryland	17	3.4
Massachusetts	15	3.0
Michigan	6	1.2
Minnesota	8	1.6
Mississippi	1	0.2
Missouri	2	0.4
Montana	1	0.2

Nebraska	2	0.4
Nevada	2	0.4
New Hampshire	3	0.6
New Jersey	16	3.2
New York	32	6.5
North Carolina	5	1.0
Ohio	8	1.6
Oklahoma	3	0.6
Oregon	10	2.0
Pennsylvania	14	2.8
Rhode Island	1	0.2
South Carolina	3	0.6
Tennessee	3	0.6
Texas	8	1.6
Vermont	4	0.8
Virginia	21	4.3
Washington	51	10.3
Wisconsin	2	0.4
U.S. Virgin Is.	1	0.2
TOTAL RESPONDENTS	493	100

List of Tables for U.S. Resident Report

TABLE 1 – State/City of Residence

TABLE 2 – Advance Trip Decision

TABLE 3 – Advance Airline Reservation

TABLE 4 – Means of Booking Air Trip

TABLE 5 – Information Sources

TABLE 6 – Use of Package

TABLE 7 – Pre-Booked Lodging

TABLE 8 – Travel Companions

TABLE 9 – Travel Party Size

TABLE 10 – Main Purpose of Trip

TABLE 11 – Purpose of Trip

TABLE 12 – Type of Accommodation

TABLE 12a – Overall Nights in Destination

TABLE 13 – Nights Outside the U.S.

TABLE 14 – First Int'l U.S. Trip

TABLE 15 – Int'l Trips Last 12 Months

TABLE 16 – Int'l Trips Last 5 Years

TABLE 17 – Number of Countries Visited

TABLE 18 – Number of Destinations Listed

TABLE 19 – Transportation Outside the U.S.

TABLE 20 – Port of Entry

TABLE 21 – Main Destination

TABLE 22 – International Destinations

TABLE 23 – Leisure Activities

TABLE 24 – Total Trip Expenditures

TABLE 25 – Trip Expenses Payment Method

TABLE 26 – Main Factor in Airline Choice

TABLE 27 – Factors in Airline Choice

TABLE 28 – Type of Airline Ticket

TABLE 29 – Seating Area

TABLE 30 – Sex & Age of Traveler

TABLE 31 – Occupation

TABLE 32 – Annual Household Income

Crosstab Table Column Definitions and Additional Information

The sample sizes for some of the data columns in this report are less than 100 and should be interpreted with caution. See the report introduction for further explanation.

Each column has been subset for US Residents visiting Vietnam

The column definitions are as follows:

1. **Total:** U.S. Residents who visited Vietnam in 2006 (not necessarily as their main destination).
2. **Any Purp Leisure:** U.S. Residents who visited Vietnam in 2006 (not necessarily as their main destination) and stated Leisure/Recreation/Holidays/Sightseeing and either a main or secondary purpose of trip.
3. **Any Purp VFR:** U.S. Residents who visited Vietnam in 2006 (not necessarily as their main destination) and stated Visit Friends/relatives and either a main or secondary purpose of trip.
4. **Any Purp Bus/Conv:** U.S. Residents who visited Vietnam in 2006 (not necessarily as their main destination) and stated Business/Professional or Conference/Convention/Trade Show and either a main or secondary purpose of trip.
5. **Seating 1st/Bus:** U.S. Residents who visited Vietnam in 2006 (not necessarily as their main destination) and had either a First or Business Class seating area on the aircraft.
6. **Seating Econ.:** U.S. Residents who visited Vietnam in 2006 (not necessarily as their main destination) and had a Economy Class seating area on the aircraft.
7. **CA Resident:** California Residents who visited Vietnam in 2006 (not necessarily as their main destination).
8. **EAST Resident:** Residents of the East North Central, East South Central, New England, Middle Atlantic, South Atlantic, and Atlantic Islands (U.S. Census Regions) who visited Vietnam in 2006 (not necessarily as their main destination).
9. **WEST Resident:** Residents of the West North Central, West South Central, Mountain, Pacific (excluding CA), and Pacific Islands (U.S. Census Regions) who visited Vietnam in 2006 (not necessarily as their main destination).
10. **Ho Chi Minh:** U.S. Residents who visited Ho Chi Minh City, Vietnam in 2006 (not necessarily as their main destination).
11. **Hanoi:** U.S. Residents who visited Hanoi City, Vietnam in 2006 (not necessarily as their main destination).
12. **Vietnam Only:** U.S. Residents who visited Only Vietnam in 2006 (not necessarily as their main destination).

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 1 - Q2a. State/City of Residence (%) (Number of Respondents)	493	277	273	103	128	328	168	202	123	336	122	280
NEW ENGLAND	9.5	6.2	10.6	9.1	6.3	11.2	-	16.7	-	10.9	20.2	12.6
Connecticut	1.6	1.8	2.6	2.4	0.4	2.3	-	2.8	-	1.0	3.5	1.3
Massachusetts	6.9	2.9	7.7	5.3	2.9	8.4	-	12.0	-	8.4	16.7	11.3
Boston	2.0	0.5	2.1	3.1	-	3.0	-	3.4	-	2.7	7.5	3.0
New Hampshire	0.1	0.3	-	-	-	0.2	-	0.2	-	0.1	-	0.1
Rhode Island	0.5	1.1	-	-	2.1	-	-	1.0	-	0.8	-	-
Vermont	0.4	0.1	0.3	1.4	0.8	0.3	-	0.7	-	0.6	-	-
MIDDLE ATLANTIC	16.0	16.1	19.5	4.1	9.0	13.2	-	28.0	-	13.5	14.4	13.8
New Jersey	4.2	5.2	5.3	0.3	0.3	6.3	-	7.4	-	3.7	8.2	3.5
Bergen	1.1	2.4	-	0.3	0.3	1.6	-	2.0	-	1.5	2.1	0.7
Jersey City	1.3	-	2.2	-	-	1.9	-	2.2	-	1.8	-	2.3
Middlesex	0.5	0.1	0.8	-	-	0.7	-	0.9	-	0.4	0.4	0.6
Newark	-	-	-	-	-	-	-	-	-	-	-	-
New York	11.2	10.7	13.4	3.8	8.7	6.3	-	19.7	-	9.2	6.2	9.7
Albany	0.2	0.3	-	-	0.6	-	-	0.3	-	0.2	0.7	0.3
Nassau	2.4	0.8	2.8	1.4	-	1.2	-	4.2	-	1.1	1.6	-
New York City	6.6	7.2	7.2	2.0	7.7	2.8	-	11.5	-	5.6	3.6	7.0
Pennsylvania	0.5	0.2	0.7	-	-	0.6	-	0.9	-	0.6	-	0.5
Philadelphia	0.3	0.2	0.4	-	-	0.2	-	0.5	-	0.2	-	0.1
Pittsburgh	-	-	-	-	-	-	-	-	-	-	-	-

Continued...

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 1 - Q2a. State/City of Residence (%)												
EAST NORTH CENTRAL	13.2	10.7	7.6	25.8	13.8	14.0	-	23.2	-	15.6	6.2	11.3
Illinois	5.7	6.0	3.8	8.6	9.8	4.2	-	10.1	-	6.5	4.4	4.7
Chicago	4.4	5.2	2.3	6.4	8.2	3.0	-	7.6	-	5.1	4.2	4.4
Indiana	1.1	0.5	2.0	0.9	-	1.7	-	2.0	-	1.6	-	-
Michigan	2.3	1.2	0.4	5.2	0.6	3.3	-	4.0	-	2.8	1.2	2.7
Detroit	0.2	-	0.4	-	0.6	0.1	-	0.4	-	0.3	-	-
Ohio	3.1	1.1	1.4	7.7	3.0	3.5	-	5.4	-	3.3	-	3.9
Cincinnati	-	0.1	-	-	-	0.1	-	0.1	-	-	-	-
Cleveland	0.4	0.2	0.1	1.0	1.4	-	-	0.7	-	0.5	-	-
Wisconsin	1.0	1.8	-	3.4	0.5	1.3	-	1.7	-	1.4	0.5	-
WEST NORTH CENTRAL	3.9	2.8	4.0	1.8	5.4	3.9	-	-	24.7	4.7	5.2	5.4
Iowa	0.3	-	-	0.9	1.0	-	-	-	1.6	-	-	-
Minnesota	2.6	0.9	3.9	0.6	0.7	3.8	-	-	16.6	3.2	1.0	3.6
Minn./St. Paul	2.3	0.1	3.9	-	-	3.5	-	-	14.3	3.2	0.2	3.3
Missouri	1.0	2.0	0.1	0.3	3.7	0.1	-	-	6.4	1.4	4.1	1.8
St. Louis	0.9	2.0	-	-	3.7	-	-	-	5.9	1.3	4.1	1.7
Nebraska	-	-	-	-	-	-	-	-	0.1	-	-	-

Continued...

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 1 - Q2a. State/City of Residence (%)												
SOUTH ATLANTIC	14.3	11.1	15.8	22.1	23.3	12.6	-	25.1	-	14.4	16.0	14.9
Dist. of Columbia	0.9	2.0	1.6	3.2	3.7	-	-	1.7	-	-	4.1	-
DC Metro Area	3.9	4.5	5.6	4.2	8.0	2.8	-	6.9	-	3.6	7.3	4.1
Florida	6.0	2.3	6.5	13.0	6.9	6.4	-	10.5	-	6.1	1.4	6.6
Ft. Lauderdale	1.9	0.9	2.7	1.4	1.6	2.3	-	3.4	-	0.6	-	2.7
Miami	0.2	0.4	-	-	-	0.3	-	0.3	-	0.3	-	-
Orlando	1.1	-	-	3.7	4.2	-	-	1.9	-	1.5	-	-
Tampa/St. Petersburg	2.2	-	3.8	7.5	-	3.3	-	3.8	-	3.1	-	3.9
West Palm Beach	0.2	0.3	-	-	0.6	-	-	0.3	-	-	0.1	-
Georgia	0.7	0.3	0.3	1.5	2.4	0.2	-	1.3	-	1.0	0.1	0.3
Atlanta	0.3	0.3	0.3	0.1	0.8	0.2	-	0.6	-	0.4	0.1	0.3
Maryland	2.4	1.4	2.3	2.2	1.7	3.0	-	4.2	-	3.0	0.5	3.1
Baltimore	0.4	-	-	1.5	-	0.7	-	0.8	-	0.6	-	0.8
North Carolina	2.2	2.1	3.2	1.4	3.1	2.1	-	3.9	-	2.0	3.3	2.6
Charlotte	0.7	1.4	1.2	0.2	2.7	-	-	1.2	-	0.1	2.9	0.1
Raleigh-Durham	1.1	-	2.0	-	-	1.7	-	2.0	-	1.6	-	2.0
South Carolina	0.8	1.6	-	0.5	2.9	-	-	1.3	-	1.1	3.3	0.3
Virginia	1.3	1.4	1.9	0.2	2.7	0.9	-	2.3	-	1.2	3.3	2.0
Norfolk	-	-	0.1	-	-	0.1	-	0.1	-	-	-	-

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SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 1 - Q2a. State/City of Residence (%)												
EAST SOUTH CENTRAL	3.9	6.9	3.5	0.2	0.1	5.9	-	6.9	-	2.9	0.2	3.6
Alabama	2.2	4.6	3.4	0.1	0.1	3.4	-	3.9	-	2.9	0.2	3.6
Mississippi	-	-	-	-	-	-	-	-	-	-	-	-
Tennessee	1.7	2.3	-	0.1	-	2.6	-	2.9	-	-	-	-
Memphis	0.6	-	-	-	-	0.9	-	1.0	-	-	-	-
Nashville	1.1	2.3	-	0.1	-	1.7	-	2.0	-	-	-	-
WEST SOUTH CENTRAL	4.3	7.3	2.6	6.7	3.2	5.3	-	-	26.9	3.3	0.5	5.6
Arkansas	-	0.1	0.1	-	-	0.1	-	-	0.3	0.1	-	0.1
Louisiana	0.9	1.9	0.4	-	0.5	1.2	-	-	5.7	1.1	0.5	1.4
New Orleans	0.3	0.5	-	-	0.5	0.2	-	-	1.6	0.2	0.5	0.2
Oklahoma	0.5	1.1	0.8	-	0.1	0.7	-	-	3.3	0.5	-	0.9
Texas	2.8	4.3	1.3	6.7	2.5	3.3	-	-	17.6	1.6	-	3.2
Austin	0.1	0.2	0.2	-	0.4	-	-	-	0.7	0.2	-	0.2
Dallas	0.7	0.1	1.1	0.8	0.9	0.7	-	-	4.4	0.9	-	-
Ft. Worth	0.3	0.6	-	-	1.1	-	-	-	1.8	0.4	-	-
Houston	0.1	-	-	0.5	0.1	0.2	-	-	0.8	0.1	-	0.2
MOUNTAIN	3.7	6.6	1.9	3.1	6.6	3.0	-	-	23.4	3.0	11.7	3.0
Arizona	0.9	0.7	1.1	1.7	2.6	0.4	-	-	6.0	1.3	1.1	0.3
Phoenix	0.8	0.5	1.1	1.7	2.6	0.2	-	-	5.2	1.2	0.6	0.3
Tucson	0.1	0.2	-	-	-	0.2	-	-	0.7	0.2	0.5	-
Colorado	2.5	5.2	0.5	1.4	3.7	2.3	-	-	15.5	1.5	10.1	2.2
Boulder	0.7	1.5	0.5	1.4	-	1.1	-	-	4.5	-	3.0	0.5
Denver	1.0	2.0	-	-	3.7	-	-	-	6.0	1.3	4.2	1.7
Montana	0.1	0.2	0.2	-	-	0.2	-	-	0.7	-	0.5	0.2

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SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating Ist/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 1 - Q2a. State/City of Residence (%)												
Nevada	0.2	0.4	0.2	-	0.4	0.2	-	-	1.3	0.2	-	0.2
Las Vegas	0.2	0.4	0.2	-	0.4	0.2	-	-	1.3	0.2	-	0.2
PACIFIC	30.1	31.3	33.2	26.8	31.0	30.0	100.0	-	19.1	30.7	24.6	28.5
California	27.1	27.6	29.3	26.5	30.0	26.0	100.0	-	-	27.2	22.0	24.3
Anaheim	4.7	1.5	7.6	1.5	0.8	6.5	17.2	-	-	4.8	0.7	7.9
Los Angeles	4.1	6.8	3.1	5.9	5.9	3.6	15.2	-	-	3.5	9.0	1.2
Oakland	3.7	1.9	2.1	7.5	-	4.8	13.7	-	-	4.3	1.2	1.8
Riverside/San Bern.	0.7	0.6	0.8	-	1.0	0.7	2.7	-	-	0.7	-	0.7
Sacramento	0.6	0.6	0.7	0.8	0.9	0.6	2.4	-	-	0.9	-	0.4
San Diego	0.4	0.7	0.5	-	-	0.5	1.6	-	-	0.6	0.6	0.2
San Francisco	4.3	7.5	3.9	2.8	10.5	1.6	16.0	-	-	4.1	7.2	2.1
San Jose	7.1	5.8	9.7	7.5	8.6	6.5	26.1	-	-	7.5	3.0	8.6
Santa Barbara	0.1	0.3	-	-	0.2	0.1	0.5	-	-	-	0.3	0.3
Oregon	0.5	0.2	0.8	0.1	0.1	0.5	-	-	3.4	0.5	0.4	0.9
Portland	0.5	0.2	0.8	-	0.1	0.5	-	-	3.1	0.5	0.4	0.8
Washington	2.5	3.5	3.1	0.1	0.8	3.5	-	-	15.8	3.1	2.3	3.3
Seattle	1.6	1.9	1.7	0.1	0.4	2.2	-	-	9.8	1.8	2.2	1.8

Continued...

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 1 - Q2a. State/City of Residence (%)												
PACIFIC ISLANDS	0.9	0.8	1.3	0.3	1.2	0.9	-	-	5.9	1.0	0.8	1.4
Hawaiian Islands	0.9	0.8	1.3	0.3	1.2	0.9	-	-	5.9	1.0	0.8	1.4
Maui	0.2	0.3	0.1	-	0.4	0.1	-	-	1.2	0.3	0.5	0.1
Oahu/Honolulu	0.6	0.4	0.9	-	0.7	0.6	-	-	3.8	0.7	0.4	1.1
ATLANTIC ISLANDS	-	-	-	-	0.1	-	-	-	-	-	0.1	-
U.S. Virgin Is.	-	-	-	-	0.1	-	-	-	-	-	0.1	-
EXPANDED ESTIMATES IN 000'S FOR COLUMN BANNER POINTS	(181)	(87)	(105)	(53)	(51)	(130)	(49)	(103)	(29)	(129)	(42)	(102)
CONTROL TOTAL IN 000's	(30,148)	(181)	(181)	(181)	(181)	(181)	(181)	(181)	(181)	(181)	(181)	(181)
PERCENT OF CONTROL TOTAL	0.6%	48.1%	57.9%	29.5%	28.2%	71.8%	27.1%	57.0%	15.9%	71.2%	23.0%	56.3%

**Due to missing responses the expanded volume estimates appearing at the bottom of each column may differ from the IFS annual report

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 2 - Q7a. Advance Trip Decision (%) (Number of Respondents)	448	263	242	95	118	300	150	188	110	316	118	245
1 - 3 Days	1.5	-	2.6	0.5	-	1.7	2.0	0.4	4.2	2.0	-	1.4
4 - 7 Days	1.2	0.1	1.9	1.4	2.3	0.6	3.8	0.2	0.5	1.0	0.2	1.0
8 - 14 Days	9.9	4.1	12.0	20.6	12.4	6.9	2.7	14.8	3.8	11.5	5.3	12.6
15 - 30 Days	29.2	17.7	30.5	40.2	31.3	28.5	30.3	28.8	28.8	30.5	21.1	28.6
31 - 60 Days	22.3	23.7	18.6	31.7	13.7	26.9	23.1	21.8	22.9	23.4	26.2	25.5
61 - 90 Days	9.7	13.9	6.6	1.3	12.4	8.4	7.8	7.7	18.9	9.8	15.7	9.7
91 - 120 Days	8.2	11.9	10.5	1.2	7.4	8.8	8.9	8.6	5.8	4.7	15.3	6.9
121 - 180 Days	10.3	17.2	10.6	1.8	9.7	11.4	10.7	9.4	12.7	10.8	10.6	10.4
181 or More Days	7.9	11.4	6.8	1.3	10.8	6.8	10.5	8.3	2.5	6.2	5.7	4.0
Mean No. of Days	80.2	109.3	76.6	39.4	88.1	79.8	87.9	79.0	72.8	73.3	88.2	69.8
Median No. of Days	60.0	90.0	55.0	30.0	45.0	60.0	60.0	50.0	60.0	45.0	60.0	50.0
TABLE 3 - Q7b. Advance Airline Reservation (%) (Number of Respondents)	425	256	226	93	115	284	145	174	106	300	114	228
1 - 3 Days	2.8	0.6	4.9	0.5	1.0	3.3	3.1	2.1	4.8	2.2	0.8	3.5
4 - 7 Days	5.9	4.5	7.7	10.5	8.8	5.2	6.0	7.0	2.0	3.9	8.8	3.3
8 - 14 Days	18.2	10.0	15.1	34.2	13.8	17.2	18.3	19.6	12.9	22.1	5.3	16.3
15 - 30 Days	26.1	15.9	27.2	36.2	31.4	25.7	29.7	26.8	17.7	30.4	20.9	31.1
31 - 60 Days	23.5	32.5	26.8	14.5	10.6	30.0	15.0	25.5	30.3	23.4	35.0	26.5
61 - 90 Days	11.6	16.9	7.9	2.1	15.5	9.8	12.7	7.6	23.5	9.5	17.6	11.7
91 - 120 Days	4.6	6.3	6.1	1.1	6.3	4.3	5.6	4.5	3.5	3.7	4.9	5.2
121 - 180 Days	3.4	5.8	1.5	0.9	5.9	2.0	4.6	2.6	4.1	3.2	1.5	2.2
181 or More Days	4.0	7.5	3.0	-	6.8	2.8	5.1	4.4	1.1	1.7	5.4	0.1
Mean No. of Days	53.7	75.9	47.6	24.8	65.8	49.1	59.9	50.1	56.4	44.2	64.1	43.4
Median No. of Days	30.0	60.0	30.0	15.0	30.0	30.0	30.0	30.0	60.0	30.0	60.0	30.0

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 4 - Q8. Means of Booking Air Trip (%) (Number of Respondents)	482	271	268	101	123	323	163	199	120	331	121	274
Airline Directly	12.2	20.7	10.0	4.4	21.4	9.2	14.6	10.7	13.4	9.6	22.6	4.3
Company Travel Dept.	8.5	3.0	1.3	25.0	11.6	8.4	11.2	9.0	2.0	11.0	1.5	4.0
Personal Computer	10.5	14.8	6.2	13.1	7.3	11.5	5.4	10.9	17.8	12.5	12.1	13.7
Travel Agent	65.0	54.0	82.2	57.1	54.0	67.4	66.7	64.1	65.0	63.9	55.5	77.4
Tour Operator	2.8	5.9	0.1	0.2	3.9	2.6	2.1	3.8	0.5	2.5	7.2	0.2
Don't Know	0.5	0.4	0.1	0.2	0.8	0.4	-	0.4	1.4	0.3	-	0.1
Other	0.6	1.3	-	-	1.0	0.6	0.1	1.1	-	0.3	1.1	0.3
TABLE 5 - Q6. Information Sources* (%) (Number of Respondents)	489	277	271	101	126	328	168	200	121	333	121	277
Airlines Directly	18.7	21.5	14.0	23.2	28.0	17.1	18.9	16.8	24.9	17.0	30.1	7.3
Corporate Travel Dept.	5.8	5.4	1.8	16.8	9.2	5.2	9.2	5.3	1.7	5.7	6.0	0.5
Personal Computer	24.6	31.5	18.7	28.1	18.6	25.6	22.1	26.8	20.8	23.7	29.9	19.5
Friends or Relatives	16.1	19.9	19.6	11.9	15.3	17.6	12.8	16.5	20.2	17.6	20.3	18.2
In-flight Info. Systems	2.4	0.8	4.1	1.6	0.7	3.4	6.9	-	3.4	2.8	0.4	3.6
Nat'l Govt. Tourist Ofc.	3.0	5.0	2.6	1.5	6.4	2.1	0.7	3.2	6.2	3.2	7.4	2.8
Newspapers/Magazines	2.5	2.8	3.0	0.2	3.1	0.7	2.5	3.1	0.4	1.0	4.9	2.6
State/City Travel Ofc.	7.3	1.9	12.5	0.5	0.1	11.0	9.6	4.9	12.0	8.3	5.0	12.1
Tour Company	5.6	11.2	0.4	-	12.5	3.5	4.6	5.7	6.7	5.5	12.3	2.6
Travel Agency	54.5	51.9	60.7	52.4	62.6	49.5	59.1	52.7	53.0	53.7	56.9	57.0
Travel Guides	6.7	9.9	4.1	5.8	7.1	6.6	4.5	7.0	9.1	6.8	12.1	6.6
TV/Radio	0.8	1.2	0.3	0.5	0.1	0.7	1.7	0.5	-	1.1	-	0.5

* Multiple Response.

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 6 - Q15a. Use of Package (%) (Number of Respondents)	476	275	261	99	126	322	158	197	121	329	121	266
Yes (Yes, with any package component plus*):	10.0	15.6	5.4	2.0	14.4	8.5	6.9	11.9	8.9	9.1	12.5	2.8
Air/Lodging	5.5	7.2	4.7	1.1	2.4	7.0	3.1	7.1	4.0	5.8	8.0	2.7
Air/Lodging/Bus	2.0	4.0	0.6	0.2	1.0	2.6	2.1	2.6	-	2.7	5.7	0.3
Air/Lodging/Bus/Tour	2.0	4.0	0.6	0.2	1.0	2.6	2.1	2.6	-	2.7	5.7	0.3
Air/Lodging/Tour	2.7	5.3	0.6	0.2	1.5	3.3	2.1	3.8	-	3.5	8.0	0.6
Air/Rent Car	0.2	-	0.3	0.5	-	0.2	0.6	-	-	0.2	-	-
Guided Tour	6.2	12.3	0.8	0.2	12.4	3.8	4.2	8.2	2.8	6.2	12.2	0.7
Cruise	2.2	4.4	-	-	3.5	1.8	0.7	3.0	2.1	2.1	3.8	0.1
No	90.0	84.4	94.6	98.0	85.6	91.5	93.1	88.1	91.1	90.9	87.5	97.2

* Multiple Response. Includes all package combinations. Guided Tour includes both escort and commercial tours.

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 7 - Q9. Pre-Booked Lodging (%) (Number of Respondents)	477	273	261	100	124	318	162	196	119	328	120	269
Yes, Booked by*	52.0	59.0	30.4	74.6	81.6	43.2	49.7	56.9	38.8	49.8	73.0	35.5
Airline Staff	0.8	1.1	1.2	1.1	1.0	0.8	0.4	0.8	1.5	0.3	-	0.8
Business Associate	5.1	6.9	1.9	14.6	9.3	3.9	4.8	6.6	0.6	6.0	7.3	1.0
Company Travel Dept.	6.8	0.8	-	20.7	10.3	6.3	9.8	7.3	0.2	8.6	2.1	3.1
Friend or Relative	4.9	4.6	7.1	2.1	8.1	3.5	2.1	7.2	1.6	3.7	5.8	6.0
Hotel/Motel Directly	8.4	7.7	4.4	15.0	7.7	8.6	6.6	9.9	6.1	7.7	9.9	6.0
Tour Operator	6.8	14.1	0.3	0.9	18.8	2.9	5.6	5.2	14.2	6.9	18.5	4.4
Travel Agent	19.1	23.9	17.7	18.1	33.7	14.5	18.2	21.8	11.4	16.0	28.0	13.5
Other	5.2	8.3	1.3	6.0	6.1	4.9	3.3	4.8	9.8	6.7	12.9	5.2
No	48.0	41.0	69.6	25.4	18.4	56.8	50.3	43.1	61.2	50.2	27.0	64.5

* Multiple Response. Percentages based on total number of respondents.

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 8 - Q11. Travel Companions* (%) (Number of Respondents)	476	272	264	98	124	317	164	193	119	328	118	270
Business Associates	3.9	2.5	1.8	13.5	7.3	2.5	1.4	5.3	2.8	3.0	6.1	2.4
Family/Relative	27.9	23.3	42.5	11.3	15.3	34.0	33.7	29.1	11.6	26.3	15.3	40.3
Friends	9.0	17.2	3.7	1.5	11.8	7.0	8.8	5.1	25.5	9.7	19.2	8.9
Spouse	22.1	31.9	20.2	5.9	23.9	23.4	29.0	19.6	18.5	18.3	28.8	18.0
Tour Group	0.5	1.0	0.1	0.1	-	0.8	0.2	0.8	-	0.6	2.0	-
Traveling Alone	45.8	32.5	43.4	70.5	47.4	43.4	43.3	47.0	45.6	48.9	39.9	41.1
* Multiple Response.												
TABLE 9 - Q12. Travel Party Size (%) (Number of Respondents)	488	276	269	103	128	326	166	200	122	335	121	277
Adults Only	92.0	93.7	86.3	95.0	97.8	88.9	91.9	90.2	98.6	92.1	97.0	88.0
Adults and Children	8.0	6.3	13.7	5.0	2.2	11.1	8.1	9.8	1.4	7.9	3.0	12.0
Mean Total Party Size	1.5	1.6	1.5	1.2	1.4	1.5	1.6	1.4	1.4	1.4	1.5	1.5
Median Total Party Size	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Adults Only (Number of Respondents)	426	253	214	96	123	274	145	173	108	296	114	230
One	76.8	60.9	79.9	92.4	73.1	77.6	73.5	79.6	72.2	79.0	65.1	77.8
Two	18.4	33.5	13.6	4.9	22.0	17.8	21.6	15.6	22.7	17.3	30.6	16.9
Three	3.5	3.6	4.9	2.1	2.7	3.6	2.7	3.9	3.4	2.5	3.0	4.2
Four or More	1.4	2.0	1.6	0.6	2.1	1.0	2.1	1.0	1.7	1.3	1.3	1.1
Mean Adult Party Size	1.3	1.5	1.3	1.1	1.4	1.3	1.4	1.3	1.3	1.3	1.4	1.3
Median Adult Party Size	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Adults and Children (Number of Respondents)	62	23	55	7	5	52	21	27	14	39	7	47
Mean Party Size	3.2	3.1	3.2	2.2	2.6	3.2	3.8	2.9	3.0	3.1	5.1	3.3
Median Party Size	3.0	3.0	3.0	2.0	2.0	3.0	3.0	2.0	2.0	2.0	4.0	3.0

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 10 - Q10a. Main Purpose of Trip (%) (Number of Respondents)	471	263	255	99	124	311	158	194	119	321	117	266
Business/Professional	26.1	16.8	9.0	93.5	41.9	22.5	23.4	28.5	22.2	27.9	25.5	18.4
Health Treatment	0.1	-	-	-	0.5	-	-	0.2	-	0.2	0.6	0.3
Leisure/Rec./Holidays	27.3	56.3	10.1	1.8	40.2	23.0	31.1	22.8	36.2	22.8	53.3	13.1
Religion/Pilgrimages	0.3	-	-	0.9	0.9	-	0.9	-	-	0.4	-	0.5
Study/Teaching	0.5	0.6	0.2	0.2	0.5	0.5	0.5	0.3	0.9	0.6	0.1	0.3
Visit Friends/Relatives	44.8	26.0	80.8	3.7	16.0	52.4	43.4	46.8	40.4	47.8	18.8	67.1
Other	1.0	0.3	-	-	-	1.6	0.7	1.3	0.3	0.4	1.7	0.5
TABLE 11 - Q10b. Purpose of Trip* (%) (Number of Respondents)	491	277	273	103	128	326	168	200	123	335	122	279
Business/Professional	29.5	17.8	15.3	100.0	42.4	27.5	28.6	31.9	22.4	32.1	25.4	24.6
Convention/Conference	3.6	1.9	0.3	12.3	2.5	4.6	7.7	2.7	-	5.1	0.5	0.3
Health Treatment	1.7	0.2	2.5	0.4	0.8	2.1	5.4	0.4	0.1	2.4	0.6	2.9
Leisure/Rec./Holidays	48.1	100.0	37.9	29.1	57.4	47.5	48.6	43.4	63.8	42.7	75.2	36.9
Religion/Pilgrimages	1.1	0.7	1.0	0.8	1.2	1.2	2.8	0.2	1.4	1.5	-	1.7
Study/Teaching	1.7	0.7	0.9	0.1	0.7	2.4	1.8	1.9	1.1	1.1	1.0	0.8
Visit Friends/Relatives	57.9	45.6	100.0	30.0	33.6	64.9	62.1	58.3	49.4	58.1	42.2	73.6
Other	1.3	0.7	0.3	0.4	-	1.8	1.1	1.5	1.2	0.3	1.7	0.8
NET PURPOSES OF TRIP:												
BUSINESS & CONVENTION	29.5	17.8	15.3	100.0	42.4	27.5	28.6	31.9	22.4	32.1	25.4	24.6
LEISURE & VFR	84.1	100.0	100.0	49.9	71.2	87.7	86.5	79.3	97.0	79.8	91.8	87.0

* Multiple Response, includes both main and secondary trip purposes.

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 12 - Q14c. Type of Accommodation* (%) (Number of Respondents)	316	190	165	72	97	205	104	139	73	242	86	161
Hotel / Motel	62.9	71.1	39.2	86.8	86.6	52.9	58.6	66.9	56.1	60.9	84.7	47.4
Mean Nights in Dest.	9.3	8.7	9.6	9.8	6.9	11.2	8.0	10.2	7.5	6.8	5.6	13.3
Median Nights in Dest.	7.0	8.0	9.0	6.0	6.0	8.0	8.0	7.0	9.0	4.0	4.0	9.0
Private Home	39.7	29.2	66.7	20.6	10.2	52.3	40.6	38.3	43.0	37.7	11.1	60.5
Mean Nights in Dest.	22.7	19.2	23.3	35.9	12.0	24.3	24.5	22.9	18.9	21.5	5.7	23.0
Median Nights in Dest.	20.0	16.0	20.0	32.0	10.0	21.0	14.0	20.0	15.0	16.0	5.0	20.0
Other	3.8	4.4	3.1	2.5	4.5	3.7	6.3	3.0	1.9	1.8	4.5	1.8
Mean Nights in Dest.	14.6	23.7	3.8	3.9	20.9	11.1	3.8	13.4	95.3	19.6	3.5	29.8
Median Nights in Dest.	3.0	9.0	3.0	2.0	3.0	3.0	3.0	3.0	125.0	3.0	4.0	8.0

* Multiple Response.

TABLE 12a - Q14c. Overall Nights in Destination* (Number of Respondents)	357	211	188	77	108	232	116	156	85	273	102	176
Mean Nts. in Dest.	15.4	13.3	18.7	15.9	8.3	18.8	14.9	15.6	15.6	12.6	5.8	20.4
Median Nts. in Dest.	10.0	10.0	15.0	6.0	6.0	15.0	10.0	13.0	11.0	5.0	4.0	16.0

* Multiple Response.

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 13 - Q13b. Nights Outside the U.S. (%) (Number of Respondents)	472	271	258	98	126	313	159	196	117	329	122	262
1 - 3 Nights	1.0	0.5	1.4	1.4	-	1.6	2.8	0.1	1.3	0.6	1.2	1.2
4 - 7 Nights	7.9	4.1	3.6	18.4	12.4	6.2	5.7	8.0	11.8	9.0	3.0	9.5
8 - 10 Nights	12.3	13.6	8.3	17.0	22.1	8.9	10.7	11.3	18.7	14.8	26.7	13.8
11 - 14 Nights	17.0	13.9	20.0	16.0	18.5	13.1	28.5	13.9	8.1	14.9	15.5	17.6
15 - 21 Nights	31.7	38.0	29.4	18.5	32.8	30.9	19.9	36.5	34.7	29.4	32.9	26.1
22 - 28 Nights	6.0	11.5	8.2	1.4	2.5	8.0	5.5	7.5	0.9	7.4	3.3	7.0
29 - 35 Nights	11.8	8.4	17.7	3.4	4.1	15.9	17.2	8.1	16.1	11.8	10.3	14.5
36 or more Nights	12.3	10.0	11.4	23.9	7.5	15.5	9.7	14.6	8.4	12.1	7.3	10.2
Mean No. Nights	22.0	22.4	22.5	23.6	16.7	24.8	21.4	22.7	20.4	21.3	18.7	20.8
Median No. Nights	17.0	18.0	20.0	14.0	14.0	20.0	15.0	17.0	17.0	17.0	16.0	17.0

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 14 - Q27a. First Int'l U.S. Trip (%) (Number of Respondents)	402	236	217	86	111	281	134	164	104	283	109	224
Yes	8.1	7.1	12.9	3.0	3.3	10.1	4.0	11.0	6.3	7.1	7.7	13.2
No	91.9	92.9	87.1	97.0	96.7	89.9	96.0	89.0	93.7	92.9	92.3	86.8
TABLE 15 - Q27b. Int'l Trips Last 12 Months (%) (Number of Respondents)	402	236	217	86	111	281	134	164	104	283	109	224
1 Trip	32.1	29.9	38.1	19.0	24.8	34.8	28.4	29.4	45.7	29.2	24.5	43.1
2 or 3 Trips	39.6	48.1	44.9	20.4	26.4	44.5	47.9	36.8	34.4	41.9	29.2	34.9
4 or 5 Trips	20.9	13.9	8.6	44.4	29.0	18.1	14.1	26.3	16.0	23.2	32.5	18.9
6 - 10 Trips	7.2	7.7	8.4	16.1	19.5	2.4	9.6	7.0	3.9	5.3	13.4	2.8
11 or more Trips	0.3	0.3	-	0.2	0.3	0.2	-	0.5	-	0.3	0.4	0.3
Mean No. Trips	2.7	2.6	2.4	3.7	3.5	2.4	2.6	2.9	2.2	2.7	3.3	2.2
Median No. Trips	2.0	2.0	2.0	4.0	3.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0
TABLE 16 - Q27c. Int'l Trips Last 5 Years (%) (Number of Respondents)	401	236	216	86	111	280	133	164	104	282	109	223
1 Trip	14.2	14.9	19.1	11.4	7.6	17.2	7.8	14.1	24.8	11.8	8.7	23.0
2 or 3 Trips	12.2	8.2	17.7	4.5	10.4	12.7	17.7	8.1	15.3	13.1	12.8	15.8
4 or 5 Trips	19.7	21.5	17.7	11.0	12.2	22.0	16.5	21.0	20.7	20.3	7.3	21.4
6 - 10 Trips	24.4	25.4	23.3	33.7	24.1	24.4	43.0	17.4	15.3	22.9	31.4	15.9
11 - 15 Trips	10.1	12.4	8.2	9.2	10.9	10.0	2.3	16.5	4.1	11.0	7.3	9.3
16 or more Trips	19.4	17.6	14.0	30.2	34.8	13.6	12.7	22.9	19.7	20.9	32.4	14.6
Mean No. Trips	9.9	10.4	8.1	13.1	13.6	8.5	8.3	11.5	8.1	10.2	14.0	7.3
Median No. Trips	6.0	8.0	5.0	10.0	10.0	5.0	8.0	8.0	5.0	7.0	10.0	4.0

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 17 - Q14b. Number of Countries Visited* (%) (Number of Respondents)	493	277	273	103	128	328	168	202	123	336	122	280
1 Country	56.9	43.2	71.2	48.2	33.0	65.1	50.9	56.4	68.9	63.0	39.8	100.0
2 Countries	17.6	21.3	18.1	14.8	22.9	14.1	24.8	13.4	20.6	15.7	24.9	-
3 Countries	12.3	14.8	3.6	19.9	13.2	13.4	12.3	14.7	3.8	12.3	11.4	-
4 Countries	8.0	12.1	3.4	12.2	23.0	3.1	4.3	10.8	4.2	6.9	12.8	-
5 or more Countries	5.2	8.7	3.7	4.9	7.8	4.4	7.7	4.7	2.6	2.1	11.0	-
Mean No. Countries	1.9	2.3	1.5	2.2	2.5	1.7	2.0	2.0	1.5	1.7	2.3	1.0
Median No. Countries	1.0	2.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0
TABLE 18 - Q14d. Number of Destinations Listed* (%) (Number of Respondents)	493	277	273	103	128	328	168	202	123	336	122	280
1 Destination	39.7	29.9	52.7	30.3	12.0	48.3	36.4	39.7	45.2	40.8	3.2	70.0
2 Destinations	21.5	20.1	24.6	19.8	25.0	18.1	26.5	17.4	27.5	20.5	26.2	16.8
3 Destinations	12.8	14.7	7.6	14.6	18.0	12.4	12.5	14.0	9.4	13.3	22.9	6.0
4 Destinations	12.3	16.9	10.0	15.2	26.2	8.5	7.6	14.8	11.6	11.9	22.8	7.2
5 Destinations	3.9	6.0	0.8	4.5	3.3	4.4	1.7	5.8	0.9	4.9	8.2	-
6 Destinations	4.4	4.1	0.8	9.0	4.8	4.7	9.2	2.3	4.0	5.6	4.2	-
7 Destinations	5.4	8.3	3.5	6.6	10.5	3.7	6.1	6.1	1.5	3.0	12.6	-
Mean No. Dest.	2.5	2.9	2.0	3.0	3.4	2.3	2.6	2.6	2.1	2.5	3.7	1.5
Median No. Dest.	2.0	3.0	1.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	3.0	1.0

* Maximum Number Listed is Seven.

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 19 - Q18. Transportation Outside U.S.* (%) (Number of Respondents)	441	255	244	91	121	302	145	186	110	307	114	248
Airline between Cities	55.4	55.0	48.8	57.1	67.7	52.5	49.8	57.5	57.4	57.9	78.3	47.4
Bus between Cities	10.1	13.3	6.7	4.0	12.1	9.3	7.0	10.8	12.5	9.6	16.8	6.3
City Subway/Tram/Bus	17.9	20.9	12.3	23.6	14.6	19.2	25.3	17.6	7.0	16.1	19.6	4.5
Company or Private Auto	25.2	25.5	23.2	36.3	31.0	24.4	28.4	25.9	17.5	28.1	17.0	22.8
Railroad between Cities	13.1	10.1	15.9	15.0	10.7	14.4	11.1	16.5	4.9	11.6	22.0	12.4
Motor Home/Camper	1.6	0.4	2.8	-	-	2.1	2.5	0.1	5.1	1.9	0.3	2.9
Rented Auto	11.7	6.9	17.2	9.0	3.9	14.1	14.1	11.1	9.7	11.0	1.4	16.8
Taxi/Cab/Limousine	61.5	64.1	56.1	77.5	59.1	62.1	65.4	62.3	52.6	55.6	63.7	53.2

* Multiple Response.

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 20 - Q4. Port of Entry (%) (Number of Respondents)	493	277	273	103	128	328	168	202	123	336	122	280
Atlanta, GA	0.1	-	-	0.4	0.5	-	-	0.2	-	0.2	-	-
Boston, MA	2.6	2.4	4.4	-	-	3.9	-	4.5	-	3.6	6.3	4.5
Charlotte, NC	0.3	0.5	-	0.9	-	0.4	-	0.5	-	0.4	-	0.5
Chicago, IL	22.5	19.5	13.6	34.2	28.0	22.7	0.3	33.9	19.5	24.5	14.5	19.5
Dallas/Ft. Worth, TX	1.5	0.7	2.0	-	1.1	1.8	-	2.0	2.1	2.0	-	2.0
Honolulu, HI	0.8	0.8	1.0	0.3	1.2	0.7	-	-	4.9	0.9	0.7	1.2
Houston, TX	3.6	7.6	3.4	5.5	0.1	5.5	0.2	3.5	10.1	2.9	0.2	6.5
Los Angeles, CA	15.8	16.2	16.7	20.2	17.5	16.7	31.9	7.3	19.0	15.4	17.4	15.0
Minn./St. Paul, MN	0.2	0.4	-	-	0.7	-	-	-	1.1	-	-	-
New York, NY	14.3	10.3	16.3	10.2	9.2	11.5	0.3	25.0	0.1	12.9	18.0	14.5
Newark, NJ	2.4	4.0	2.8	0.7	1.1	3.0	-	4.1	-	1.4	5.8	0.4
San Francisco, CA	22.0	27.2	20.7	20.5	32.7	17.6	57.4	5.8	19.7	23.7	27.7	17.9
Seattle, WA	2.8	3.8	3.7	0.1	0.8	3.9	0.1	0.5	15.7	3.2	3.1	3.7
Washington, DC	2.4	3.5	3.3	3.4	5.5	1.5	-	3.4	2.8	1.8	4.3	1.7
Other Port	8.7	3.2	12.0	3.4	1.6	10.6	9.8	9.3	4.9	7.1	2.0	12.6

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 21 - Q2b. Main Destination (%) (Number of Respondents)	445	236	259	92	104	306	151	179	115	306	100	277
EUROPE	0.7	0.1	-	2.1	3.1	-	-	1.1	0.2	0.9	-	-
WESTERN EUROPE	0.7	0.1	-	2.1	3.1	-	-	1.1	0.2	0.9	-	-
Austria	-	-	-	-	-	-	-	-	-	-	-	-
Belgium	-	-	-	-	-	-	-	-	-	-	-	-
Denmark	-	-	-	-	-	-	-	-	-	-	-	-
Finland	-	-	-	-	-	-	-	-	-	-	-	-
France	-	-	-	-	-	-	-	-	-	-	-	-
Germany	-	-	-	-	-	-	-	-	-	-	-	-
Greece	-	-	-	-	-	-	-	-	-	-	-	-
Iceland	-	-	-	-	-	-	-	-	-	-	-	-
Ireland	-	-	-	-	-	-	-	-	-	-	-	-
Italy	-	-	-	-	-	-	-	-	-	-	-	-
Luxembourg	-	-	-	-	-	-	-	-	-	-	-	-
Netherlands	-	-	-	-	-	-	-	-	-	-	-	-
Norway	-	-	-	-	-	-	-	-	-	-	-	-
Portugal	-	-	-	-	-	-	-	-	-	-	-	-
Spain	-	-	-	-	-	-	-	-	-	-	-	-
Sweden	-	-	-	-	-	-	-	-	-	-	-	-
Switzerland	-	-	-	-	-	-	-	-	-	-	-	-
United Kingdom	0.7	0.1	-	2.1	3.1	-	-	1.1	0.2	0.9	-	-
Other Western Europe	-	-	-	-	-	-	-	-	-	-	-	-

Continued...

SURVEY DATA: JANUARY - DECEMBER 2006

	<u>Total</u>	<u>Any Purp Leisure</u>	<u>Any Purp VFR</u>	<u>Any Purp Bus/Conv</u>	<u>Seating 1st/Bus</u>	<u>Seating Econ.</u>	<u>CA Resident</u>	<u>EAST Resident</u>	<u>WEST Resident</u>	<u>Ho Chi Minh</u>	<u>Hanoi</u>	<u>Vietnam Only</u>
TABLE 21 - Q2b. Main Destination (%)												
EASTERN EUROPE	-	-	-	-	-	-	-	-	-	-	-	-
Czech Republic	-	-	-	-	-	-	-	-	-	-	-	-
Hungary	-	-	-	-	-	-	-	-	-	-	-	-
Poland	-	-	-	-	-	-	-	-	-	-	-	-
Romania	-	-	-	-	-	-	-	-	-	-	-	-
Russia	-	-	-	-	-	-	-	-	-	-	-	-
Ukraine	-	-	-	-	-	-	-	-	-	-	-	-
Other Eastern Europe	-	-	-	-	-	-	-	-	-	-	-	-
CARIBBEAN	-	-	-	-	-	-	-	-	-	-	-	-
Antigua & Barbuda	-	-	-	-	-	-	-	-	-	-	-	-
Aruba	-	-	-	-	-	-	-	-	-	-	-	-
Bahamas	-	-	-	-	-	-	-	-	-	-	-	-
Barbados	-	-	-	-	-	-	-	-	-	-	-	-
Bermuda	-	-	-	-	-	-	-	-	-	-	-	-
Cayman Is.	-	-	-	-	-	-	-	-	-	-	-	-
Dominican Rep.	-	-	-	-	-	-	-	-	-	-	-	-
Haiti	-	-	-	-	-	-	-	-	-	-	-	-
Jamaica	-	-	-	-	-	-	-	-	-	-	-	-
Other Neth. Antilles	-	-	-	-	-	-	-	-	-	-	-	-
Trinidad & Tobago	-	-	-	-	-	-	-	-	-	-	-	-
Other Caribbean	-	-	-	-	-	-	-	-	-	-	-	-

Continued...

SURVEY DATA: JANUARY - DECEMBER 2006

	<u>Total</u>	<u>Any Purp Leisure</u>	<u>Any Purp VFR</u>	<u>Any Purp Bus/Conv</u>	<u>Seating 1st/Bus</u>	<u>Seating Econ.</u>	<u>CA Resident</u>	<u>EAST Resident</u>	<u>WEST Resident</u>	<u>Ho Chi Minh</u>	<u>Hanoi</u>	<u>Vietnam Only</u>
TABLE 21 - Q2b. Main Destination (%)												
SOUTH AMERICA	-	-	-	-	-	-	-	-	-	-	-	-
Argentina	-	-	-	-	-	-	-	-	-	-	-	-
Brazil	-	-	-	-	-	-	-	-	-	-	-	-
Chile	-	-	-	-	-	-	-	-	-	-	-	-
Colombia	-	-	-	-	-	-	-	-	-	-	-	-
Ecuador	-	-	-	-	-	-	-	-	-	-	-	-
Peru	-	-	-	-	-	-	-	-	-	-	-	-
Venezuela	-	-	-	-	-	-	-	-	-	-	-	-
Other South America	-	-	-	-	-	-	-	-	-	-	-	-
CENTRAL AMERICA	-	-	-	-	-	-	-	-	-	-	-	-
Belize	-	-	-	-	-	-	-	-	-	-	-	-
Costa Rica	-	-	-	-	-	-	-	-	-	-	-	-
El Salvador	-	-	-	-	-	-	-	-	-	-	-	-
Guatemala	-	-	-	-	-	-	-	-	-	-	-	-
Honduras	-	-	-	-	-	-	-	-	-	-	-	-
Panama	-	-	-	-	-	-	-	-	-	-	-	-
Other Central America	-	-	-	-	-	-	-	-	-	-	-	-
AFRICA	-	-	-	-	-	-	-	-	-	-	-	-
Kenya	-	-	-	-	-	-	-	-	-	-	-	-
Morocco	-	-	-	-	-	-	-	-	-	-	-	-
South Africa	-	-	-	-	-	-	-	-	-	-	-	-
Zimbabwe	-	-	-	-	-	-	-	-	-	-	-	-
Other Africa	-	-	-	-	-	-	-	-	-	-	-	-

Continued...

SURVEY DATA: JANUARY - DECEMBER 2006

	<u>Total</u>	<u>Any Purp Leisure</u>	<u>Any Purp VFR</u>	<u>Any Purp Bus/Conv</u>	<u>Seating 1st/Bus</u>	<u>Seating Econ.</u>	<u>CA Resident</u>	<u>EAST Resident</u>	<u>WEST Resident</u>	<u>Ho Chi Minh</u>	<u>Hanoi</u>	<u>Vietnam Only</u>
TABLE 22 - Q14a. International Destinations* (%) (Number of Respondents)	493	277	273	103	128	328	168	202	123	336	122	280
EUROPE	0.7	0.3	-	2.0	2.3	0.2	-	1.0	0.8	1.0	-	-
WESTERN EUROPE	0.7	0.3	-	2.0	2.3	0.2	-	1.0	0.8	1.0	-	-
Austria	-	-	-	-	-	-	-	-	-	-	-	-
Belgium	-	-	-	-	-	-	-	-	-	-	-	-
Denmark	-	-	-	-	-	-	-	-	-	-	-	-
Finland	-	-	-	-	-	-	-	-	-	-	-	-
France	-	-	-	-	-	-	-	-	-	-	-	-
Germany	-	-	-	-	-	-	-	-	-	-	-	-
Greece	0.1	0.3	-	-	-	0.2	-	-	0.8	0.2	-	-
Iceland	-	-	-	-	-	-	-	-	-	-	-	-
Ireland	-	-	-	-	-	-	-	-	-	-	-	-
Italy	-	-	-	-	-	-	-	-	-	-	-	-
Luxembourg	-	-	-	-	-	-	-	-	-	-	-	-
Netherlands	-	-	-	-	-	-	-	-	-	-	-	-
Norway	-	-	-	-	-	-	-	-	-	-	-	-
Portugal	-	-	-	-	-	-	-	-	-	-	-	-
Spain	-	-	-	-	-	-	-	-	-	-	-	-
Sweden	-	-	-	-	-	-	-	-	-	-	-	-
Switzerland	-	-	-	-	-	-	-	-	-	-	-	-
United Kingdom	0.6	-	-	2.0	2.3	-	-	1.0	-	0.8	-	-
Other Western Europe	-	-	-	-	-	-	-	-	-	-	-	-

Continued...

SURVEY DATA: JANUARY - DECEMBER 2006

	<u>Total</u>	<u>Any Purp Leisure</u>	<u>Any Purp VFR</u>	<u>Any Purp Bus/Conv</u>	<u>Seating 1st/Bus</u>	<u>Seating Econ.</u>	<u>CA Resident</u>	<u>EAST Resident</u>	<u>WEST Resident</u>	<u>Ho Chi Minh</u>	<u>Hanoi</u>	<u>Vietnam Only</u>
TABLE 22 - Q14a. International Destinations* (%)												
EASTERN EUROPE	-	-	-	-	-	-	-	-	-	-	-	-
Czech Republic	-	-	-	-	-	-	-	-	-	-	-	-
Hungary	-	-	-	-	-	-	-	-	-	-	-	-
Poland	-	-	-	-	-	-	-	-	-	-	-	-
Romania	-	-	-	-	-	-	-	-	-	-	-	-
Russia	-	-	-	-	-	-	-	-	-	-	-	-
Ukraine	-	-	-	-	-	-	-	-	-	-	-	-
Other Eastern Europe	-	-	-	-	-	-	-	-	-	-	-	-
CARIBBEAN	-	-	-	-	-	-	-	-	-	-	-	-
Antigua & Barbuda	-	-	-	-	-	-	-	-	-	-	-	-
Aruba	-	-	-	-	-	-	-	-	-	-	-	-
Bahamas	-	-	-	-	-	-	-	-	-	-	-	-
Barbados	-	-	-	-	-	-	-	-	-	-	-	-
Bermuda	-	-	-	-	-	-	-	-	-	-	-	-
Cayman Is.	-	-	-	-	-	-	-	-	-	-	-	-
Dominican Rep.	-	-	-	-	-	-	-	-	-	-	-	-
Haiti	-	-	-	-	-	-	-	-	-	-	-	-
Jamaica	-	-	-	-	-	-	-	-	-	-	-	-
Other Neth. Antilles	-	-	-	-	-	-	-	-	-	-	-	-
Trinidad & Tobago	-	-	-	-	-	-	-	-	-	-	-	-
Other Caribbean	-	-	-	-	-	-	-	-	-	-	-	-

Continued...

SURVEY DATA: JANUARY - DECEMBER 2006

	<u>Total</u>	<u>Any Purp Leisure</u>	<u>Any Purp VFR</u>	<u>Any Purp Bus/Conv</u>	<u>Seating 1st/Bus</u>	<u>Seating Econ.</u>	<u>CA Resident</u>	<u>EAST Resident</u>	<u>WEST Resident</u>	<u>Ho Chi Minh</u>	<u>Hanoi</u>	<u>Vietnam Only</u>
TABLE 22 - Q14a. International Destinations* (%)												
SOUTH AMERICA	-	-	-	-	-	-	-	-	-	-	-	-
Argentina	-	-	-	-	-	-	-	-	-	-	-	-
Brazil	-	-	-	-	-	-	-	-	-	-	-	-
Chile	-	-	-	-	-	-	-	-	-	-	-	-
Colombia	-	-	-	-	-	-	-	-	-	-	-	-
Ecuador	-	-	-	-	-	-	-	-	-	-	-	-
Peru	-	-	-	-	-	-	-	-	-	-	-	-
Venezuela	-	-	-	-	-	-	-	-	-	-	-	-
Other South America	-	-	-	-	-	-	-	-	-	-	-	-
CENTRAL AMERICA	-	-	-	-	-	-	-	-	-	-	-	-
Belize	-	-	-	-	-	-	-	-	-	-	-	-
Costa Rica	-	-	-	-	-	-	-	-	-	-	-	-
El Salvador	-	-	-	-	-	-	-	-	-	-	-	-
Guatemala	-	-	-	-	-	-	-	-	-	-	-	-
Honduras	-	-	-	-	-	-	-	-	-	-	-	-
Panama	-	-	-	-	-	-	-	-	-	-	-	-
Other Central America	-	-	-	-	-	-	-	-	-	-	-	-
AFRICA	-	0.1	-	-	0.1	-	-	-	0.2	-	-	-
Kenya	-	-	-	-	-	-	-	-	-	-	-	-
Morocco	-	-	-	-	-	-	-	-	-	-	-	-
South Africa	-	-	-	-	-	-	-	-	-	-	-	-
Zimbabwe	-	-	-	-	-	-	-	-	-	-	-	-
Other Africa	-	0.1	-	-	0.1	-	-	-	0.2	-	-	-

Continued...

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 22 - Q14a. International Destinations* (%)												
MIDDLE EAST	-	0.1	-	-	0.1	-	-	-	0.2	-	-	-
Egypt	-	0.1	-	-	-	-	-	-	0.2	-	-	-
Israel	-	-	-	-	-	-	-	-	-	-	-	-
Jordan	-	-	-	-	-	-	-	-	-	-	-	-
Kuwait	-	-	-	-	-	-	-	-	-	-	-	-
Saudi Arabia	-	-	-	-	-	-	-	-	-	-	-	-
Turkey	-	-	-	-	-	-	-	-	-	-	-	-
United Arab Emirates	-	-	-	-	-	-	-	-	-	-	-	-
Other Middle East	-	-	-	-	-	-	-	-	-	-	-	-
ASIA	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Hong Kong	17.0	25.0	9.3	18.1	35.1	11.6	7.0	23.5	10.8	12.0	25.7	-
India	1.3	1.9	1.3	4.4	1.8	1.3	-	2.2	0.2	0.6	3.2	-
Indonesia	2.4	3.3	3.0	7.6	7.8	0.6	2.6	3.0	-	1.0	7.4	-
Japan	2.7	4.0	1.7	3.3	6.1	1.6	4.2	2.8	-	2.1	5.8	-
Korea, South	4.4	4.1	4.4	3.5	1.5	3.3	3.2	5.3	3.3	2.3	3.2	-
Malaysia	2.6	3.4	0.5	4.9	5.6	1.5	4.5	2.5	-	1.9	0.6	-
P. R. of China	7.7	6.3	2.7	13.8	16.1	5.0	7.0	8.9	4.4	5.4	6.4	-
Philippines	1.8	3.8	1.6	4.6	5.2	0.7	1.8	2.3	-	1.2	4.1	-
R. of China (Taiwan)	3.8	3.0	5.9	3.4	7.8	2.3	6.6	1.3	7.8	3.5	2.7	-
Singapore	11.3	15.5	2.1	21.8	17.4	10.0	16.1	10.8	5.2	12.2	15.1	-
Thailand	16.7	26.0	10.4	12.4	28.3	13.7	24.5	15.3	8.3	14.5	27.2	-
Vietnam	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other Asia	10.7	21.2	4.7	5.5	12.6	10.5	7.7	12.3	10.3	8.7	22.9	-
OCEANIA	3.7	2.2	1.7	10.4	2.2	4.8	10.3	1.6	-	3.3	2.4	-
Australia	3.7	2.2	1.7	10.4	2.2	4.7	10.3	1.5	-	3.3	2.4	-
New Zealand	-	-	-	0.1	-	-	-	-	-	-	-	-
Other Oceania	-	-	-	-	-	-	-	-	-	-	-	-

* Multiple Response.

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 23 - Q19. Leisure Activities* (%) (Number of Respondents)	450	263	247	94	124	310	146	191	113	311	116	247
Amusement/Theme Parks	18.7	23.1	26.5	11.5	7.1	21.5	20.2	18.8	16.1	14.4	18.7	20.2
Art Gallery/Museum	21.6	36.7	13.9	7.1	36.3	15.8	19.0	20.8	28.2	19.2	36.6	14.8
Attend Sports Event	3.7	4.8	2.0	3.8	0.3	5.3	4.5	4.4	-	2.3	0.4	1.3
Camping/Hiking	3.4	4.9	3.1	0.6	2.6	3.5	3.9	3.5	2.2	4.1	6.6	3.4
Casinos/Gambling	3.6	6.0	2.9	1.1	4.6	3.0	2.6	2.1	10.4	4.0	5.2	3.3
Concert/Play/Musical	14.7	19.1	16.4	8.1	14.4	15.4	25.6	12.0	5.9	14.4	11.5	14.9
Cruises, 1 Night +	10.3	17.5	4.5	1.4	21.2	6.3	12.4	6.0	21.0	8.2	22.4	7.1
Cultural Heritage Sites	38.0	61.9	34.8	15.0	47.8	34.9	33.9	37.5	46.2	32.4	70.6	29.3
Dining in Restaurants	84.9	87.8	82.0	87.7	90.6	82.2	84.1	84.0	89.1	88.0	89.8	82.9
Environ./Eco. Excursions	3.9	5.7	2.6	0.4	4.6	3.4	5.7	3.4	2.8	3.4	7.6	2.5
Ethnic Heritage Sites	19.8	32.6	17.5	12.6	23.2	19.0	16.1	23.4	13.9	17.1	33.3	12.3
Golfing/Tennis	8.6	4.5	5.9	18.5	6.7	7.3	4.2	9.5	12.7	6.1	2.0	8.2
Guided Tours	21.5	36.3	19.6	4.7	23.4	21.2	16.7	26.6	12.2	19.0	35.7	14.8
Hunting/Fishing	0.4	0.6	0.2	0.9	0.6	0.3	0.8	0.3	-	0.1	-	0.4
Nightclubs/Dancing	23.5	24.6	28.6	17.8	20.9	25.1	25.2	23.4	20.8	23.1	20.7	23.9
Ranch Vacations	2.0	3.1	1.4	1.1	0.3	2.5	2.2	2.5	-	0.9	0.4	1.0
Shopping	84.5	90.5	86.7	82.3	89.6	82.1	83.5	84.6	85.5	82.0	91.1	84.3
Sightseeing in Cities	54.2	71.2	49.1	49.3	55.7	55.2	57.1	53.9	50.3	55.1	74.3	45.6
Snow Skiing	0.1	-	0.3	-	-	0.2	0.5	-	-	-	-	0.3
Touring Countryside	39.2	51.6	38.2	15.3	42.7	35.6	41.4	37.1	42.3	35.4	58.2	32.9
Visit Historical Places	54.0	79.7	52.2	30.8	66.3	49.7	49.2	53.2	64.6	48.5	75.3	48.5
Visit National Parks	12.4	19.8	11.8	1.7	12.0	12.7	15.7	11.1	11.0	8.9	16.6	8.0
Visit Small Towns	53.5	61.5	56.4	28.3	46.2	57.6	43.2	56.6	59.9	54.5	59.0	60.4
Water Sports/Sunbathing	23.7	31.7	26.1	21.9	20.2	25.5	22.4	26.7	15.8	23.1	24.5	20.3

* Multiple Response.

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 24 - Q16. Total Trip Expenditures												
Mean Total Trip Expenditure (Number of Respondents)	326	196	181	74	79	235	101	142	83	234	84	179
Per Travel Party / Trip	\$6,426	\$6,537	\$5,302	\$7,229	\$8,391	\$5,914	\$5,694	\$7,257	\$4,362	\$6,462	\$6,962	\$5,215
Per Visitor / Trip	\$4,417	\$4,127	\$3,423	\$6,165	\$6,046	\$3,952	\$3,652	\$5,064	\$3,182	\$4,558	\$4,560	\$3,399
Mean Package Price (Number of Respondents)	45	39	10	5	14	31	10	26	9	37	20	7
Per Travel Party / Trip	\$6,076	\$6,991	\$2,636	\$2,942	\$5,668	\$6,273	\$5,950	\$6,602	\$4,093	\$6,305	\$5,274	\$2,402
Per Visitor / Trip	\$3,754	\$4,224	\$1,781	\$2,770	\$3,989	\$3,618	\$3,365	\$4,109	\$2,722	\$4,202	\$2,650	\$1,128
Mean International Airfare (Number of Respondents)	307	176	182	73	74	221	98	129	80	219	72	179
Per Travel Party / Trip	\$3,067	\$2,939	\$2,491	\$3,902	\$5,210	\$2,441	\$2,622	\$3,592	\$1,849	\$3,002	\$3,593	\$2,417
Per Visitor / Trip	\$2,091	\$1,865	\$1,555	\$3,339	\$3,756	\$1,639	\$1,689	\$2,463	\$1,361	\$2,098	\$2,431	\$1,554
Mean Expenditure U.S. Airport (Number of Respondents)	399	238	219	83	107	272	124	177	98	283	108	221
Per Travel Party / Trip	\$18	\$16	\$20	\$19	\$16	\$20	\$15	\$19	\$15	\$19	\$15	\$19
Per Visitor / Trip	\$12	\$10	\$13	\$16	\$11	\$13	\$10	\$13	\$11	\$13	\$10	\$12
Mean Expenditure Outside U.S. (Number of Respondents)	390	233	215	83	103	269	121	174	95	278	106	216
Per Travel Party / Trip	\$3,085	\$3,154	\$2,825	\$3,360	\$3,217	\$3,122	\$2,869	\$3,303	\$2,536	\$3,071	\$3,181	\$2,643
Per Visitor / Trip	\$2,120	\$1,992	\$1,823	\$2,865	\$2,318	\$2,086	\$1,840	\$2,305	\$1,850	\$2,166	\$2,084	\$1,722
Per Visitor / Day	\$96	\$89	\$81	\$121	\$139	\$84	\$86	\$102	\$91	\$102	\$112	\$83

SURVEY DATA: JANUARY - DECEMBER 2006

	<u>Total</u>	<u>Any Purp Leisure</u>	<u>Any Purp VFR</u>	<u>Any Purp Bus/Conv</u>	<u>Seating 1st/Bus</u>	<u>Seating Econ.</u>	<u>CA Resident</u>	<u>EAST Resident</u>	<u>WEST Resident</u>	<u>Ho Chi Minh</u>	<u>Hanoi</u>	<u>Vietnam Only</u>
TABLE 25 - Q17. Trip Expenses Payment Method (%) (Number of Respondents)	418	249	228	90	113	289	133	179	106	297	109	230
Credit Cards	48.4	46.3	34.6	63.3	68.9	42.6	45.2	51.2	44.4	47.6	53.5	39.9
Travelers Checks	2.2	4.0	1.1	1.2	3.0	1.5	4.6	1.1	2.3	2.2	2.1	0.9
Debit Cards	7.4	5.5	9.7	9.1	2.7	8.8	4.8	10.0	2.6	8.0	5.2	9.9
Cash	42.0	44.2	54.6	26.4	25.5	47.1	45.4	37.8	50.7	42.2	39.2	49.4

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 26 - Q22b. Main Factor in Airline Choice (%) (Number of Respondents)	268	157	148	61	80	183	77	119	72	197	70	147
Airfare	20.8	17.6	22.7	15.9	4.8	29.0	26.4	17.7	24.5	24.4	20.7	27.6
Convenient Schedule	27.3	28.0	25.3	35.4	33.3	25.9	13.3	29.0	41.1	28.3	32.4	39.0
Employer Policy	4.8	0.9	-	12.6	1.5	6.5	13.9	2.3	1.1	5.0	-	0.4
In-Flight Svc. Rep.	3.1	4.7	3.7	2.3	2.7	3.5	1.7	4.3	0.8	3.8	3.7	1.4
Loyalty to Carrier	0.2	-	0.1	0.4	0.4	0.1	-	0.3	-	0.2	0.1	0.1
Mlg. Bonus/FF. Program	15.0	14.2	11.2	17.5	33.7	6.7	13.5	17.5	7.8	14.1	14.4	6.5
Non-Stop Flight	10.3	12.0	12.5	4.5	1.9	10.5	4.3	14.5	3.1	3.6	11.9	2.8
On-time Reputation	0.6	0.1	0.5	-	-	0.8	2.2	-	0.3	0.7	1.2	1.0
Prev. Good Experience	11.0	17.0	15.0	9.9	12.4	10.8	18.9	7.9	10.9	12.4	6.0	13.7
Safety Reputation	1.7	1.1	3.2	1.4	1.9	1.7	2.8	0.9	3.1	2.0	0.5	2.2
Other	5.3	4.5	6.0	-	7.4	4.6	3.0	5.6	7.4	5.4	9.1	5.5
TABLE 27 - Q22a. Factors in Airline Choice* (%) (Number of Respondents)	437	251	241	95	122	309	141	187	109	302	111	239
Not Involved in Choice	6.4	8.3	3.3	2.1	8.9	5.6	5.1	7.8	3.6	5.3	7.9	3.7
Involved in Choice	93.6	91.7	96.7	97.9	91.1	94.4	94.9	92.2	96.4	94.7	92.1	96.3
Airfare	50.8	49.5	55.9	51.3	28.8	58.8	47.5	52.0	51.9	52.6	33.9	59.3
Convenient Schedule	51.5	48.1	48.8	69.4	49.1	53.9	48.1	51.1	58.1	56.4	60.1	59.0
Employer Policy	7.9	0.6	1.7	20.2	13.1	5.8	12.3	7.1	3.7	9.5	1.5	4.1
In-Flight Svc. Rep.	12.8	14.7	16.5	10.6	15.5	12.0	20.7	8.1	16.0	12.1	16.2	11.2
Loyalty to Carrier	11.4	12.6	11.9	12.9	18.7	8.8	7.6	11.6	16.7	11.3	18.2	8.8
Mlg. Bonus/FF. Program	38.3	38.2	33.2	47.6	55.4	29.7	33.2	43.5	28.8	39.6	42.9	31.1
Non-Stop Flight	17.9	18.0	21.6	15.6	12.1	18.3	11.6	23.0	10.5	14.1	20.7	11.9
On-time Reputation	7.5	7.5	8.8	10.4	3.0	9.3	14.7	1.0	18.1	5.5	2.5	12.4
Prev. Good Experience	25.8	32.8	31.3	29.7	24.0	27.4	30.7	23.2	26.9	22.1	26.3	24.3
Safety Reputation	6.8	7.1	9.5	2.5	4.6	7.9	7.3	6.0	8.7	7.8	3.3	10.1
Other	6.2	7.3	5.6	1.6	8.6	5.4	4.9	7.1	5.2	5.2	8.2	4.4

* Multiple Response. Based on top three choices in aggregate.

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 28 - Q23b. Type of Airline Ticket* (%) (Number of Respondents)	456	262	252	96	127	326	151	189	116	314	118	252
First Class	2.7	4.9	3.2	4.6	9.4	-	2.0	2.7	3.6	1.9	6.6	1.5
Executive/Business	19.3	17.3	8.9	32.3	68.2	-	21.6	20.0	13.3	20.6	19.5	9.6
Economy/Tourist/Coach	71.3	69.8	80.2	63.3	12.2	94.9	65.1	72.2	77.9	72.7	55.9	85.8
Frequent Flyer Award	7.8	13.5	6.7	0.2	15.8	4.4	10.4	7.0	6.3	5.4	18.0	3.3
Frequent Flyer Upgrade	7.9	7.3	5.0	7.8	21.5	2.5	6.1	6.0	16.9	9.1	14.2	8.7
Discount/Group Fare	1.4	2.8	-	-	-	2.0	0.4	2.2	0.5	1.8	4.3	0.1
Non-Revenue	0.8	0.1	1.4	1.0	2.5	0.1	1.9	-	1.5	1.0	0.2	0.1
Don't Know	1.6	1.2	2.9	-	1.2	1.8	0.8	2.4	0.3	2.2	1.4	1.0

* Multiple Response.

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 29 - Q23a. Seating Area (%) (Number of Respondents)	456	261	252	97	128	328	151	189	116	315	116	254
First Class	7.3	5.1	5.2	16.8	25.9	-	5.8	9.7	1.8	8.2	9.5	4.8
Executive/Business	20.9	27.5	12.0	21.4	74.1	-	25.4	17.0	26.7	19.4	33.5	11.0
Economy/Tourist/Coach	71.8	67.4	82.8	61.9	-	100.0	68.7	73.3	71.5	72.4	57.0	84.1

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 30 - Q28b. Sex & Age of Traveler (%) (Number of Respondents)	435	252	241	92	121	302	144	180	111	301	113	240
Male Adults	65.2	62.8	65.0	72.4	58.2	67.8	54.0	69.4	70.0	66.0	61.3	66.2
18-24 Years	2.1	2.2	3.3	-	0.5	2.9	1.9	2.0	3.1	2.2	-	2.1
25-29 Years	5.2	6.4	4.7	6.7	0.9	6.7	2.9	2.8	16.8	3.1	1.0	6.9
30-34 Years	10.0	10.8	12.5	5.3	3.0	12.4	13.9	10.2	3.0	9.1	9.1	9.6
35-39 Years	7.4	4.6	11.1	7.9	8.0	6.6	7.0	8.3	5.3	6.9	13.8	8.4
40-44 Years	4.1	2.1	4.9	4.1	2.5	4.6	1.1	5.1	5.7	4.6	0.2	4.8
45-49 Years	8.4	10.8	7.3	14.8	3.9	10.3	6.4	10.3	5.3	9.0	5.3	8.0
50-54 Years	9.3	5.2	8.0	14.1	12.4	8.4	6.6	12.6	2.9	10.1	7.0	9.4
55-64 Years	13.1	12.1	10.2	18.7	14.8	12.9	12.2	11.7	19.1	15.3	14.4	14.1
65 + Years	5.6	8.7	3.2	0.8	12.3	3.1	1.9	6.4	8.8	5.8	10.6	2.8
Mean Male Age	46.0	46.9	42.8	46.5	53.3	43.9	43.9	46.6	46.5	47.3	50.0	44.3
Median Male Age	46.0	46.0	40.0	48.0	51.0	46.0	45.0	47.0	45.0	48.0	54.0	46.0
Female Adults	34.8	37.2	35.0	27.6	41.8	32.2	46.0	30.6	30.0	34.0	38.7	33.8
18-24 Years	0.9	1.7	1.5	-	-	1.3	0.8	1.1	0.3	0.5	0.2	1.1
25-29 Years	2.4	1.5	2.0	3.1	2.6	2.4	1.0	2.1	5.5	2.5	2.1	2.6
30-34 Years	7.1	4.9	4.4	17.8	10.0	6.2	13.3	5.4	2.7	7.1	11.6	4.3
35-39 Years	4.8	7.1	7.2	0.2	0.6	6.1	4.2	6.1	1.7	4.6	2.7	7.7
40-44 Years	3.9	2.2	6.5	0.1	4.4	3.8	11.9	0.3	2.6	4.4	1.3	4.2
45-49 Years	2.1	2.5	1.5	1.7	4.5	1.0	5.7	0.4	1.7	1.7	2.6	1.3
50-54 Years	4.0	2.8	5.7	1.9	5.1	3.5	2.7	5.4	1.9	3.6	4.6	7.0
55-64 Years	5.7	7.6	4.3	2.7	6.6	5.5	4.0	5.2	10.2	6.3	5.9	4.8
65 + Years	3.8	7.0	1.8	-	8.0	2.2	2.4	4.5	3.4	3.3	7.7	0.7
Mean Female Age	45.2	48.3	43.5	36.5	48.8	43.5	42.2	46.3	49.1	45.2	48.0	43.0
Median Female Age	43.0	48.0	43.0	32.0	48.0	41.0	43.0	49.0	50.0	44.0	48.0	44.0

SURVEY DATA: JANUARY - DECEMBER 2006

	Total	Any Purp Leisure	Any Purp VFR	Any Purp Bus/Conv	Seating 1st/Bus	Seating Econ.	CA Resident	EAST Resident	WEST Resident	Ho Chi Minh	Hanoi	Vietnam Only
TABLE 31 - Q28a. Occupation (%) (Number of Respondents)	447	257	248	93	123	312	150	184	113	311	115	250
Clerical/Sales	0.9	0.4	1.4	0.3	0.3	1.1	0.8	0.2	3.5	1.2	0.1	1.6
Craftsman/Factory Worker	5.8	5.0	7.2	-	-	8.0	9.3	4.9	2.6	6.1	0.1	9.1
Government/Military	2.5	3.5	1.6	2.0	1.4	2.6	2.1	1.4	6.9	2.8	2.5	3.3
Homemaker	9.1	9.6	13.7	0.5	6.3	10.5	11.0	9.3	5.4	9.3	6.4	11.6
Manager/Executive	26.7	19.4	22.0	57.2	43.3	20.3	20.6	31.4	21.9	27.9	23.5	22.6
Professional/Technical	36.8	36.5	36.2	38.3	23.7	41.5	43.5	33.2	36.9	36.8	41.3	42.4
Retired	10.6	17.2	6.5	-	21.2	6.6	5.6	11.6	15.8	9.7	17.2	3.9
Student	6.0	7.7	9.6	-	0.4	8.3	3.3	7.2	6.6	4.3	8.4	4.5
Other	1.6	0.8	1.8	1.7	3.3	1.0	3.8	0.8	0.4	2.0	0.5	0.9
TABLE 32 - Q29. Annual Household Income (%) (Number of Respondents)	419	241	238	90	117	290	142	169	108	295	105	238
Under \$20,000	5.1	3.6	6.1	0.1	4.9	5.3	9.5	2.5	6.0	5.3	2.0	4.7
\$20,000 - \$39,999	7.3	6.7	11.6	0.8	1.6	9.7	5.5	6.2	13.6	6.5	2.3	10.3
\$40,000 - \$59,999	10.6	9.1	12.4	5.4	5.1	11.7	8.3	10.8	13.4	10.5	6.4	13.2
\$60,000 - \$79,999	13.3	12.2	9.5	12.4	10.6	14.3	4.5	15.6	20.3	13.8	14.3	15.7
\$80,000 - \$99,999	12.8	14.2	13.8	11.4	10.4	13.7	15.5	11.7	11.8	15.0	18.6	14.8
\$100,000 - \$119,999	11.9	13.2	12.5	11.7	14.5	10.7	6.4	15.8	8.5	12.4	10.3	7.6
\$120,000 - \$139,999	11.5	13.5	12.2	12.4	12.0	11.6	7.2	12.7	14.4	10.1	3.8	15.1
\$140,000 - \$159,999	6.0	6.4	5.1	12.1	7.7	5.4	4.2	7.2	4.9	6.3	6.8	6.7
\$160,000 - \$179,999	3.6	2.5	4.9	4.4	4.1	3.6	7.9	1.9	2.1	2.9	4.5	3.6
\$180,000 - \$199,999	1.5	1.3	0.9	2.7	2.3	1.2	4.9	0.1	0.2	1.2	1.0	-
\$200,000 and over	16.5	17.2	11.1	26.5	26.7	12.7	25.9	15.4	4.9	15.9	30.0	8.3
Mean Annual Income	\$109,400	\$112,900	\$99,800	\$137,300	\$130,900	\$101,600	\$124,000	\$109,500	\$85,700	\$107,800	\$129,800	\$96,100
Median Annual Income	\$101,600	\$106,400	\$95,100	\$133,000	\$124,800	\$92,900	\$120,700	\$104,000	\$76,700	\$98,400	\$112,400	\$88,200