

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# **2011** U.S. Resident Travel to Asia



# 2011 Market Profile: U.S. Residents to Asia

## Trends in Departures

| [in thousands] | 2004  | 2005  | 2006  | 2007  | 2008  | 2009  | 2010  | 2011  | Change<br>2011/2004 |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|---------------------|
| Departures     | 5,087 | 6,074 | 6,271 | 6,714 | 6,404 | 6,333 | 5,616 | 5,107 | 20                  |
| % Change       | 29    | 19    | 3     | 7     | -5    | -1    | -11   | -9    | 0                   |

## Trends in Payments

| [Millions of U.S. Dollars]                   | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | Change<br>2011/2004 |
|--|------|------|------|------|------|------|------|------|---------------------|
| Total Travel & Tourism Payments <sup>1</sup> | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a                 |
| Travel Payments                              | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a                 |
| Passenger Fare Payments                      | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a                 |

## Visitation to Asia Destinations

| VISITATION TO ASIA DESTINATIONS <sup>3</sup> | Market<br>Share<br>2010<br>(Percent) | Volume<br>2010<br>(000) | Market<br>Share<br>2011<br>(Percent) | Volume<br>2011<br>(000) |
|--|--------------------------------------|-------------------------|--------------------------------------|-------------------------|
| <b>ASIA</b>                                  | 100.0                                | 5,616                   | 100.0                                | 5,107                   |
| P. R. of China                               | 22.2                                 | 1,247                   | 21.6                                 | 1,103                   |
| India  | 14.0                                 | 786                     | 18.5                                 | 945                     |
| Hong Kong                                    | 12.8                                 | 719                     | 13.1                                 | 669                     |
| Japan  | 21.3                                 | 1,196                   | 11.5                                 | 587                     |
| Philippines                                  | 6.7                                  | 376                     | 10.2                                 | 521                     |
| R. of China (Taiwan)                         | 9.4                                  | 528                     | 10.2                                 | 521                     |
| Korea, South                                 | 10.6                                 | 595                     | 9.2                                  | 470                     |
| Thailand                                     | 6.2                                  | 348                     | 6.2                                  | 317                     |
| Singapore                                    | 3.7                                  | 208                     | 3.8                                  | 194                     |

# 2011 Market Profile: U.S. Residents to Asia

## Information Sources Used to Plan Trip

| Information Sources Used<br>(multiple response: top 4 of 12) | 2010<br>(Percent) | 2011<br>(Percent) | Point<br>Change (2) |
|--|-------------------|-------------------|---------------------|
| Travel Agency  | 40                | 39                | -1.4                |
| Personal Computer  | 36                | 34                | -2.1                |
| Airlines Directly  | 23                | 25                | 2.3                 |
| Friends or Relatives   | 15                | 15                | -0.4                |

## Main Purpose of Trip

| Main Purpose of Trip<br>(top 4 of 8) | 2010<br>(Percent) | 2011<br>(Percent) | Point<br>Change (2) |
|--------------------------------------|-------------------|-------------------|---------------------|
| Visit Friends/Relatives              | 45                | 53                | 7.3                 |
| Business/Professional                | 25                | 24                | -1.7                |
| Leisure/Rec./Holidays                | 22                | 18                | -4.6                |
| Study/Teaching                       | 3                 | 3                 | -0.4                |

## All Purposes of Trip

| Purpose of Trip<br>(multiple response--top 4 of 8) | 2010<br>(Percent) | 2011<br>(Percent) | Point<br>Change (2) |
|--|-------------------|-------------------|---------------------|
| Visit Friends/Relatives                            | 60                | 65                | 5.4                 |
| Leisure/Rec./Holidays                              | 42                | 38                | -4.6                |
| Business/Professional                              | 30                | 28                | -2.1                |
| Study/Teaching                                     | 6                 | 6                 | -0.5                |
|  |                   |                   |                     |
| NET PURPOSES OF TRIP:                              |                   |                   |                     |
| BUSINESS & CONVENTION                              | 32                | 29                | -3.0                |
| LEISURE & VFR                                      | 79                | 80                | 0.9                 |

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## Transportation Used Within Asia

| Transportation Types Used Within Asia<br>(multiple response--top 5 of 8) | 2010<br>(Percent) | 2011<br>(Percent) | Point<br>Change (2) |
|--|-------------------|-------------------|---------------------|
| Taxi/Cab/Limousine   | 48                | 45                | -2.7                |
| Airline between Cities   | 41                | 40                | -1.2                |
| Company or Private Auto  | 30                | 30                | 0.7                 |
| City Subway/Tram/Bus   | 27                | 21                | -5.6                |
| Railroad between Cities  | 22                | 18                | -4.0                |

## Activity Participation Within Asia

| Activity Participation Within Asia<br>(multiple response--top 10 of 25) | 2010<br>(Percent) | 2011<br>(Percent) | Point<br>Change (2) |
|---|-------------------|-------------------|---------------------|
| Dining in Restaurants   | 86                | 83                | -2.9                |
| Shopping  | 81                | 78                | -3.1                |
| Visit Historical Places   | 48                | 44                | -3.9                |
| Sightseeing in Cities   | 42                | 40                | -2.1                |
| Visit Small Towns   | 33                | 32                | -1.1                |
| Cultural Heritage Sites   | 34                | 30                | -3.4                |
| Touring Countryside   | 25                | 26                | 0.8                 |
| Amusement/Theme Parks   | 18                | 17                | -1.0                |
| Ethnic Heritage Sites   | 17                | 15                | -1.7                |
| Art Gallery/Museum  | 17                | 15                | -2.3                |

# 2011 Market Profile: U.S. Residents to Asia

## Residence of U.S. Travelers

| Residence of U.S. Travelers <sup>4</sup> | Market Share 2010 (Percent) | Volume 2010 (000) | Market Share 2011 (Percent) | Volume 2011 (000) |
|--|-----------------------------|-------------------|-----------------------------|-------------------|
| <b>REGIONS</b>                           |                             |                   |                             |                   |
| MIDDLE ATLANTIC                          | 26.2                        | 1,471             | 26.2                        | 1,338             |
| PACIFIC                                  | 27.7                        | 1,556             | 20.0                        | 1,021             |
| SOUTH ATLANTIC                           | 18.4                        | 1,033             | 18.9                        | 965               |
| NEW ENGLAND                              | 8.4                         | 472               | 7.8                         | 398               |
| WEST SOUTH CENTRAL                       | 5.3                         | 298               | 7.0                         | 357               |
| EAST NORTH CENTRAL                       | 5.4                         | 303               | 6.6                         | 337               |
| MOUNTAIN                                 | 4.0                         | 225               | 3.8                         | 194               |
| <b>STATES</b>                            |                             |                   |                             |                   |
| California                               | 25.5                        | 1,432             | 17.6                        | 899               |
| New York                                 | 14.9                        | 837               | 14.8                        | 756               |
| New Jersey                               | 7.9                         | 444               | 7.4                         | 378               |
| Texas                                    | 4.1                         | 230               | 5.9                         | 301               |
| <b>CITIES</b>                            |                             |                   |                             |                   |
| New York City                            | 13.4                        | 753               | 13.5                        | 689               |
| Los Angeles                              | 8.8                         | 494               | 5.8                         | 296               |
| San Jose                                 | 3.1                         | 174               | 2.5                         | 128               |
| San Francisco                            | 2.4                         | 135               | **                          | **                |
| Oakland                                  | 2.4                         | 135               | **                          | **                |





# 2011 Market Profile: U.S. Residents to Asia

## Select Traveler Characteristics

| Traveler Characteristics                    | 2010      | 2011      | Change (2) |
|---|-----------|-----------|------------|
| Advance Trip Decision Time (mean days)      | 72        | 71        | -1.3 days  |
| Advance Trip Decision Time (median days)    | 60        | 45        | -15.0 days |
| Prepaid Package                             | 6%        | 6%        | 0.3 pts.   |
| First International Trip from the USA       | 6%        | 9%        | 2.5 pts.   |
| Length of Stay: Entire Trip (mean nights)   | 25.1      | 25.5      | 0.4 nights |
| Length of Stay: Entire Trip (median nights) | 14        | 15        | 1 nights   |
| Number of Countries Visited (% 1 country)   | 81%       | 81%       | 0.0 pts.   |
| Average Number of Destinations Visited      | 1.7       | 1.6       | -0.1 dest. |
| Hotel/Motel (% 1+ nights)                   | 53%       | 49%       | -4.8 pts.  |
| Average # of Nights in Hotel/Motel          | 10.8      | 11.8      | 1.0 nights |
| Travel Party Size (mean # of persons)       | 1.4       | 1.4       | 0.0        |
| Gender: % Male (among adults)               | 58%       | 58%       | 0.5 pts.   |
| Household Income (mean average)             | \$109,400 | \$103,600 | -\$5,800   |
| Household Income (median average)           | \$101,300 | \$94,000  | -\$7,300   |
| Average Age: Male                           | 44        | 44        | -0.1 years |
| Average Age: Female                         | 41        | 41        | -0.4 years |

- (1) Includes travel payments at overseas destinations and passenger fare payments/imports on foreign carriers.
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only country and world region destinations having a sample size of 400 or more are displayed.
- (4) Only U.S. origin areas having a sample size of 400 or more are displayed.
- (-) No estimate available.
- (n/a) Estimate not yet available.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international travel from the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:  
<http://tinet.ita.doc.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: [http://tinet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinet.ita.doc.gov/outreachpages/census_regions.html)

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:  
<http://www.tinet.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 U.S. traveler who visited Asia.

**Survey of International Air Travelers: Table Number and Description**

|          |                             |          |                               |
|----------|-----------------------------|----------|-------------------------------|
| Table 1  | Country of Residence        | Table 19 | Number of States Visited      |
| Table 2  | Advance Trip Decision       | Table 20 | Number of Destinations Listed |
| Table 3  | Advance Airline Reservation | Table 21 | Transportation in U.S.        |
| Table 4  | Means of Booking Air Trip   | Table 22 | Port of Entry                 |
| Table 5  | Information Sources         | Table 23 | Main Destination              |
| Table 6  | Use of Package              | Table 24 | U.S. Destinations Visited     |
| Table 7  | Use of Prepaid Rental Car   | Table 25 | Leisure Activities            |
| Table 8  | Advance Package Booking     | Table 26 | Total Trip Expenditures       |
| Table 9  | Pre-Booked Rental Car       | Table 27 | Itemized Trip Expenditures    |
| Table 10 | Travel Companions           | Table 28 | Trip Expenses Payment Method  |
| Table 11 | Travel Party Size           | Table 29 | Factors in Airline Choice     |
| Table 12 | Main Purpose of Trip        | Table 30 | Main Factor in Airline Choice |
| Table 13 | Purpose of Trip             | Table 31 | Type of Airline Ticket        |
| Table 14 | Type of Accommodation       | Table 32 | Seating Area                  |
| Table 15 | Nights in the U.S.          | Table 33 | Gender & Age of Traveler      |
| Table 16 | First Int'l U.S. Trip       | Table 34 | Occupation                    |
| Table 17 | U.S. Trips Last 12 Months   | Table 35 | Annual Household Income       |
| Table 18 | U.S. Trips Last 5 Years     |          |                               |



# 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

### **U.S. Department of Commerce**

International Trade Administration  
Manufacturing and Services  
Office of Travel and Tourism Industries  
1401 Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887  
[tinet\\_info@mail.doc.gov](mailto:tinet_info@mail.doc.gov)

# <http://tinet.ita.doc.gov>