

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Asia



Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	6,377	6,179	5,669	7,020	7,247	8,311	9,085	9,641	3,264
Percentage Change (%)	4	-3	-8	24	3	15	9	6	51

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Travel and Tourism Exports ¹									
Travel (all purposes including education)									
Of which: Education Related	Data Unavailable								
Of which: Other Business/ Personal Travel									
Passenger Air Transportation									
Change (%) in Total Exports									

⁽¹⁾ 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>

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	33	34	0.7
Travel Agency Office	30	27	-2.9
Online Travel Agency	25	26	1.7
Personal Recommendation	20	21	1.6
Corporate Travel Dept.	14	14	-0.4
Travel Guides	14	13	-1.4
Tour Operator/Travel Club	9	9	0.0
National/State/City Travel Office	5	5	-0.3
Other	5	6	0.8

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	51	50	-1.4
Visit Friends/Relatives	16	17	1.9
Business	16	16	0.5
Convention/Conference/Trade Show	9	8	-0.8
Education	7	7	0.5
Health Treatment	0.2	0.3	0.1
Religion/Pilgrimages	0.5	0.3	-0.2
Other	2	1	-0.6

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	59	58	-0.5
Visit Friends/Relatives	24	27	3.7
Business	20	20	0.5
Convention/Conference/Trade Show	12	11	-0.5
Education	8	9	1.0
Health Treatment	0.5	0.8	0.3
Religion/Pilgrimages	0.8	0.7	-0.1
Other	2	1	-0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	72	73	1.5
Business & Convention	28	28	-0.1

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	84	84	0.0
Sightseeing	81	81	0.4
Experience Fine Dining	38	39	1.1
National Parks/Monuments	22	24	2.2
Art Gallery/Museum	19	22	3.3
Small Towns/Countryside	18	21	3.1
Amusement/Theme Parks	18	20	1.8
Guided Tours	21	19	-1.6
Historical Locations	17	18	1.0
Water Sports	17	17	-0.1
Cultural / Ethnic Heritage Sites	13	13	0.2
Concert/Play/Musical	11	10	-0.2
Sporting Event	9	9	0.6
Casinos/Gamble	8	7	-0.5
Nightclubbing/Dancing	7	6	-0.9
Golfing/Tennis	6	5	-0.8
American Indian Communities	4	5	0.8
Camping/Hiking	3	5	1.4
Environ./Eco. Excursions	4	4	0.1
Hunting/Fishing	1	2	0.5
Snow Sports	1	1	0.1
Other	1	0.9	-0.4



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Taxicab/Limousine	35	34	-0.6
Air Travel between U.S. Cities	33	32	-0.4
Auto, Private or Company	25	29	3.6
City Subway/Tram/Bus	28	27	-0.7
Rented Auto	24	26	2.1
Bus between Cities	27	26	-1.6
Railroad between Cities	6	6	-0.4
Ferry/River Taxi/Srt Scenic Cruise	7	6	-0.7
Rented Bicycle/Motorcycle/Moped	3	3	-0.1
Cruise Ship/River Boat 1+ Nights	2	2	0.0
Motor Home/Camper	1	0.9	-0.1

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	68	70	1.7
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	34	31	-2.5
First International Trip to the U.S.	31	31	-0.1
Length of Stay in U.S. (mean nights)	19.9	22.4	2.5
Length of Stay in U.S. (median nights)	6	7	1.0
Number of States Visited (% 1 state)	77	75	-2.0
Average Number of States Visited	1.3	1.4	0.1
Hotel/Motel (% 1+ nights)	85	83	-1.9
Average # of Nights in Hotel/Motel	8.9	9.6	0.7
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	60	58	-1.8
Household Income (mean average)	\$89,404	\$86,340	-\$3,064
Household Income (median average)	\$60,840	\$60,000	-\$840
Average Age: Female (among adults)	36	37	0.7
Average Age: Male (among adults)	40	40	0.2

2014 Market Profile: Asia

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Pacific Islands	40.4	3,670	35.9	3,461
Pacific	27.9	2,535	30.7	2,960
Middle Atlantic	22.0	1,999	21.5	2,073
South Atlantic	11.1	1,008	12.7	1,224
Mountain	9.5	863	10.5	1,012
East North Central	7.1	645	7.3	704
New England	4.6	418	5.6	540
West South Central	4.1	372	4.8	463
States				
California	26.3	2,389	27.9	2,690
Hawaii	24.5	2,226	22.7	2,189
New York	18.5	1,681	18.6	1,793
Guam	15.9	1,444	13.3	1,282
Nevada	7.3	663	7.3	704
Illinois	4.8	436	4.9	472
Massachusetts	3.6	327	4.6	443
Florida	3.8	345	4.4	424
Texas	3.3	300	3.9	376
New Jersey	3.2	291	3.0	289
Cities				
Honolulu (Oahu)	20.7	1,881	19.4	1,870
New York City	17.9	1,626	17.7	1,706
Los Angeles	15.1	1,372	16.5	1,591
San Francisco	10.7	972	10.8	1,041
Las Vegas	7.2	654	7.2	694
Washington, D.C.	4.8	436	5.7	550
Chicago	4.6	418	4.6	443
Boston	3.4	309	4.4	424

(1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(**) Estimate not shown due to sample size fewer than 400 for this year.

(p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee.

To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit:

http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:

<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

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Interested in obtaining data for your organization?

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

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

For NTTO programs of interest visit:

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

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

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