

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Asia



Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	6,179	5,669	7,020	7,247	8,311	9,085	9,697	10,816	4,638
Percentage Change (%)	-3	-8	24	3	15	9	7	12	75

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013	2014	2015	Change 2015/2008
Total Travel and Tourism Exports ²	-	-	-	-	-	-	-	-	-
Travel Receipts	-	-	-	-	-	-	-	-	-
Education Receipts	-	-	-	-	-	-	-	-	-
Other Business/Personal	No Data Available								
Health/Border/Seasonal	-	-	-	-	-	-	-	-	-
Passenger Fare Receipts	-	-	-	-	-	-	-	-	-
% Change in Total Exports	-	-	-	-	-	-	-	-	-

Note: Estimates of passenger fares, education and other business/personal travel spending will be available in October 2016.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	34	34	0.5
Online Travel Agency	26	26	-0.1
Travel Agency Office	27	26	-1.7
Personal Recommendation	21	24	2.4
Corporate Travel Dept.	14	13	-0.3
Travel Guides	13	13	0.7
Tour Operator/Travel Club	9	9	0.4
National/State/City Travel Office	5	5	0.3
Other	6	5	-0.6

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	50	51	1.5
Visit Friends/Relatives	17	17	-0.5
Business	16	15	-1.1
Convention/Conference/Trade Show	8	9	1.2
Education	7	7	-0.2
Health Treatment	0.3	0.3	0.0
Religion/Pilgrimages	0.3	0.2	-0.1
Other	1	0.3	-0.8

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	58	59	0.8
Visit Friends/Relatives	27	27	-0.7
Business	20	19	-1.2
Convention/Conference/Trade Show	11	12	1.1
Education	9	9	-0.4
Health Treatment	1	1	-0.1
Religion/Pilgrimages	1	1	0.0
Other	1	1	-0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	73	73	-0.1
Business & Convention	28	27	-0.1

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	84	84	-0.9
Sightseeing	81	82	0.2
Experience Fine Dining	39	38	-1.5
National Parks/Monuments	24	26	1.5
Art Gallery/Museum	22	22	0.5
Small Towns/Countryside	21	22	0.7
Amusement/Theme Parks	20	21	0.7
Historical Locations	18	19	0.8
Guided Tours	19	18	-0.8
Water Sports	17	17	0.3
Cultural / Ethnic Heritage Sites	13	14	1.2
Concert/Play/Musical	10	11	0.6
Sporting Event	9	8	-0.8
Casinos/Gamble	7	8	0.5
Nightclubbing/Dancing	6	7	0.8
American Indian Communities	5	5	0.0
Camping/Hiking	5	4	-0.2
Environ./Eco. Excursions	4	4	0.1
Golfing/Tennis	5	4	-0.9
Hunting/Fishing	2	2	0.1
Snow Sports	1	1	-0.2
Other	1	1	-0.1



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Taxicab/Limousine	34	34	0.1
Air Travel between U.S. Cities	32	33	0.8
Auto, Private or Company	29	28	-0.9
City Subway/Tram/Bus	27	28	0.9
Rented Auto	26	27	1.0
Bus between Cities	26	24	-1.5
Railroad between Cities	6	6	0.1
Ferry/River Taxi/Srt Scenic Cruise	6	6	0.0
Rented Bicycle/Motorcycle/Moped	3	3	0.0
Cruise Ship/River Boat 1+ Nights	2	2	-0.1
Motor Home/Camper	1	1	0.0

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	70	74	4.0
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	31	30	-1.0
First International Trip to the U.S.	31	32	1.5
Length of Stay in U.S. (mean nights)	22.4	20.4	-2.0
Length of Stay in U.S. (median nights)	7	7	0.0
Number of States Visited (% 1 state)	75	74	-0.8
Average Number of States Visited	1.4	1.5	0.1
Hotel/Motel (% 1+ nights)	83	81	-1.2
Average # of Nights in Hotel/Motel	9.6	10.3	0.7
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	58	60	1.8
Household Income (mean average)	\$86,340	\$76,590	-\$9,750
Household Income (median average)	\$60,000	\$55,045	-\$4,955
Average Age: Female (among adults)	37	36	-1.0
Average Age: Male (among adults)	40	40	-0.1

2015 Market Profile: Asia

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

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Regions				
Pacific Islands	35.94	3,485	34.80	3,764
Pacific	30.68	2,975	30.95	3,348
Middle Atlantic	21.50	2,085	22.03	2,383
South Atlantic	12.74	1,235	13.81	1,494
Mountain	10.46	1,014	11.21	1,212
East North Central	7.25	703	7.98	863
New England	5.57	540	5.32	575
West South Central	4.76	462	5.28	571
States				
California	27.85	2,701	27.82	3,009
Hawaii	22.65	2,196	21.12	2,284
New York	18.60	1,804	19.35	2,093
Guam	13.29	1,289	13.69	1,481
Nevada	7.31	709	8.36	904
Illinois	4.89	474	4.86	526
Florida	4.40	427	4.60	498
Massachusetts	4.63	449	4.45	481
Texas	3.93	381	4.26	461
Washington	**	**	3.69	399
New Jersey	3.03	294	2.85	308
Cities				
New York City	17.68	1,714	18.44	1,995
Honolulu Oahu	19.41	1,882	17.45	1,887
Los Angeles	16.53	1,603	16.50	1,785
San Francisco	10.81	1,048	11.10	1,201
Las Vegas	7.20	698	8.03	869
Washington, D.C.	5.67	550	5.86	634
Chicago	4.57	443	4.58	495
Boston	4.42	429	4.22	456
Seattle	**	**	3.48	376

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
 - (2) 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 for travel between the United States and foreign countries and between two foreign points).

International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>
 - (3) Percentage-point and percentage changes are based on non-rounded data.
 - (4) 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.
 - (n/a) Not available.
 - (**) Estimate not shown due to sample size fewer than 400 for this year.
 - (r) Estimate was revised.
 - (p) Estimate is preliminary and subject to revision.
- Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes 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? NTTO sells custom reports. To learn more, visit: <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.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, Inclusive Tour Package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



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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