

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2012 U.S. Resident Travel to Asia



# 2012 Market Profile: U.S. Residents to Asia

## Trends in Departures

[in thousands]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Departures	6,074	6,271	6,714	6,404	6,333	5,616	5,107	5,415	-659
% Change	19	3	7	-5	-1	-11	-9	6	-11

## Trends in Payments

[Millions of U.S. Dollars]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Travel & Tourism Payments <sup>1</sup>	n/a								
Travel Payments	n/a								
Passenger Fare Payments	n/a								

## Visitation to Asia Destinations

VISITATION TO ASIA DESTINATIONS <sup>3</sup>	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
<b>ASIA</b>				
P. R. of China	21.6	1,103	21.1	1,143
India	18.5	945	17.1	926
Japan	11.5	587	15.5	839
Hong Kong	13.1	669	11.6	628
Philippines	10.2	521	11.0	596
Korea, South	9.2	470	10.0	542
R. of China (Taiwan)	10.2	521	8.4	455
Thailand	6.2	317	6.2	336
Singapore	3.8	194	4.2	227

# 2012 Market Profile: U.S. Residents to Asia

## Information Sources Used to Plan Trip

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	25.3	48.6	23.3
	Corporate Travel Dept.	7.1	13.6	6.5
	Travel Guide(s)	3.8	5.2	1.4
2012	Personal Recommendation (Friends/Rel)		18.8	
2011	Friends/Relatives	14.5		
2012	National/State/City Travel Office		4.4	
2011	Nat'l Govt. Tourist Ofc.	1.2		
2011	State/City Travel Ofc.	1.6		
2012	Tour Operator/Travel Club		4.7	
2011	Tour Company	4.7		
2012	Online Travel Agency (OTA)		28.9	
2012	Travel Agency Office		27.4	
2011	Travel Agency	38.7		
2012	Other		3.7	
2011	TV/Radio	0.5		
2011	Personal Computer	34.3		
2011	In-flight Info. Systems	1.9		
2011	Newspapers/Magazines	1.3		

## Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	1.3	4.5	3.2
	Visit Friends/Relatives	52.7	44.3	-8.4
	Health Treatment	0.5	0.5	0.0
	Religion/Pilgrimages	0.9	1.0	0.1
2012	Business		19.3	
2011	Business/Professional	23.5		
2012	Vacation/Holiday		24.4	
2011	Leisure/Rec./Holidays/Sight	17.6		
2012	Education		4.8	
2011	Study/Teaching	2.9		
	Other	0.7	1.3	0.6

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## All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	2.8	6.4	3.6
	Visit Friends/Relatives	65.0	55.9	-9.1
	Health Treatment	1.7	1.6	-0.1
	Religion/Pilgrimages	1.9	2.5	0.6
2012	Business		22.0	
2011	Business/Professional	27.7		
2012	Vacation/Holiday		41.4	
2011	Leisure/Rec./Holidays/Sight	37.8		
2012	Education		7.3	
2011	Study/Teaching	5.6		
	Other	1.5	1.7	0.2
	NET PURPOSES OF TRIP:			
	Leisure & VFR	79.9	75.5	-4.4
	Business & Convention	28.9	26.2	-2.7

## Transportation Used Within Asia

	Transportation Types Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines between Cities	39.9	63.6	23.7
	Bus between Cities	14.8	21.7	6.9
	City Subway/Tram/Bus	21.2	29.7	8.5
	Company or Private Auto	30.3	43.5	13.2
	Railroad between Cities	18.3	16.8	-1.5
	Motor Home/Camper	2.5	0.8	-1.7
	Rented Auto	6.8	4.4	-2.4
	Taxi/Cab/Limousine	44.9	37.4	-7.5
2012	Cruise Ship/River Boat 1+ Nights		2.4	
2012	Ferry/River Taxi/Srt Scenic Cruise		6.0	
2012	Rented Bicycle/Motorcycle/Moped		3.2	

# 2012 Market Profile: U.S. Residents to Asia

## Activity Participation Within Asia

	Activity Participation	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	17.0	15.8	-1.2
	Art Gallery/Museum	14.7	23.0	8.3
	Sporting Event	2.5	5.2	2.7
	Camping/Hiking	5.6	6.4	0.8
	Casino/Gambling	3.6	4.0	0.4
	Concert/Play/Musical	9.2	10.9	1.7
	Cultural Heritage Sites	30.2		
	Environ./Eco. Excursions	4.5	4.7	0.2
	Golfing/Tennis	4.2	3.6	-0.6
	Guided Tours	10.7	22.6	11.9
	Hunting/Fishing	1.8	2.1	0.3
	Nightclubs/Dancing	13.9	19.2	5.3
	Shopping	78.3	80.3	2.0
2012	Cultural / Ethnic Heritage Sites		30.3	
2011	Ethnic Heritage Sites	15.1		
2012	Experience Fine Dining		34.6	
2011	Dining in Restaurants	83.4		
2012	Sightseeing		74.7	
2011	Sightseeing in Cities	39.9		
2012	Snow Sports		0.7	
2011	Snow Skiing	0.6		
2012	Small Towns/Countryside		34.9	
2011	Visit Small Towns/Villages	31.8		
2011	Touring Countryside	25.9		
2012	National Parks/Monuments		28.6	
2011	Visit National Parks	11.3		
2012	Water Sports		7.8	
2011	Water Sports/Sunbathing	11.1		
2012	Visit Historical Locations		31.6	
2011	Visit Historical Places	43.7		
2011	Cruises	2.8		
2011	Ranch Vacations	1.6		
2012	Other		0.7	

# 2012 Market Profile: U.S. Residents to Asia

## Residence of U.S. Travelers

Residence of U.S. Travelers <sup>4</sup>	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
<b>REGIONS</b>				
Pacific	20.0	1,021	25.3	1,370
Middle Atlantic	26.2	1,338	19.8	1,072
South Atlantic	18.9	965	15.5	839
East North Central	6.6	337	9.4	509
West South Central	7.0	358	6.9	374
New England	7.8	398	5.2	282
Mountain	3.8	194	**	**
<b>STATES</b>				
California	17.6	899	23.2	1,256
New York	14.8	756	10.9	590
Texas	5.9	301	5.8	314
New Jersey	7.4	378	5.4	292
<b>CITIES</b>				
New York City	13.5	689	9.5	514
Los Angeles	5.8	296	6.4	347
San Jose	2.5	128	3.4	184



# 2012 Market Profile: U.S. Residents to Asia

## Select Traveler Characteristics

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	70.6	70.4	-0.2
Advance Trip Decision Time (median days)	45.0	45.0	0.0
Prepaid Package	6.4	4.2	-2.2
First International Trip Outside the U.S.	8.9	7.0	-1.9
Length of Stay Outside the U.S. (mean nights)	25.5	26.5	1.0
Length of Stay Outside the U.S. (median nights)	15.0	14.0	-1.0
Number of Countries Visited (% 1 country)	81.0	79.6	-1.4
Average Number of Countries Visited	1.3	1.2	-0.1
Hotel/Motel (% 1+ nights)	48.5	49.3	0.8
Average # of Nights in Hotel/Motel	11.8	13.3	1.5
Travel Party Size (mean # of persons)	1.4	1.3	-0.1
Gender: % Male (among adults)	58.4	60.5	2.1
Household Income (mean average)	\$103,600	\$122,030	\$18,430
Household Income (median average)	\$94,000	\$100,000	\$6,000
Average Age: Female	40.5	40.6	0.1
Average Age: Male	44.0	44.1	0.1

- (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 40 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://travel.trade.gov/research/programs/ifs/index.html>

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

Interested in data for your destination?: NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

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

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

TABLE 1 - Q3a. Where do you live (State/City of Residence)?** (%)
TABLE 2 - Q6a. How did you obtain the information used for planning this trip?*** (%)
TABLE 3 - Q7a. How many days prior to departure did you make the decision to travel? (%)
TABLE 4 - Q7b. How many days prior to departure did you make air travel reservations? (%)
TABLE 5 - Q9. How were airline reservations made for this trip?*** (%)
TABLE 6 - Q10a. How far in advance was payment made for your international air tickets? (%)
TABLE 7 - Q8a. Did you visit a health care provider to receive vaccinations or medication specifically for this trip? (%)
TABLE 8 - Q8b. How many days in advance of this trip did you visit a health care provider? (%)
TABLE 9 - Q18a./b. Is this trip part of a prepaid, inclusive tour package?*** (%)
TABLE 10 - Q12a./b. Before you left home, did you make reservations for lodging, if so, how?*** (%)
TABLE 11 - Q11. Was travel insurance purchased for this trip? (%)
TABLE 12 - Q14. With whom are you traveling now?*** (%)
TABLE 13 - Q15. Including yourself, how many adults and/or children are in your travel party? (%)
TABLE 14 - Q13a. What is the main purpose of your trip? (%)
TABLE 15 - Q13a./b. All purpose(s) of trip.*** (%)
TABLE 16 - Q17. Type of accommodation outside the U.S. and number of nights stayed.** (%)
TABLE 17 - Q16b. How many nights outside of the U.S.A. will you spend on this trip? (%)
TABLE 18 - Q16c. How many total nights away from home will you spend on this trip? (%)
TABLE 19 - Q30a. Is this your first trip by air from the United States? (%)
TABLE 20 - Q30b. How many round trips by air have you made from the U.S. in the past 12 months? (%)
TABLE 21 - Q3b./Q17. Number of countries visited.** (%)
TABLE 22 - Q3b./Q17. Number of destinations visited.** (%)
TABLE 23 - Q21. What types of transportation will be used on this trip?*** (%)
TABLE 24 - Q5a. What city or airport will you pass through U.S. Customs and Passport Control (Port of Entry)** (%)
TABLE 25 - Q3b. What will be your main destination on this trip? (%)
TABLE 26 - Q3b./Q17. What international destinations will you visit (includes main destination)?** (%)
TABLE 27 - Q22. Will anyone engage in any of the following leisure activities?*** (%)
TABLE 28 - Q18d./Q19. How much total money will be spent outside the U.S.? (\$)
TABLE 29 - Q20. Expenses Payment Methods.** (%)
TABLE 30 - Q20. Travelers Use of Payment Methods.*** (%)
TABLE 31 - Q20. Share of Total Trip Expenditures by Payment Methods.**** (%)
TABLE 32 - Q25. What were your three main reasons for flying on this airline?*** (%)
TABLE 33 - Q25. What was the most important reason for flying on this airline? (%)
TABLE 34 - Q26a. Where will you sit in the aircraft today? (%)
TABLE 35 - Q26b. What type of airline ticket do you have?*** (%)
TABLE 36 - Q31bc. What is your age and what is your gender? (%)
TABLE 37 - Q31a. What is your occupation? (%)
TABLE 38 - Q32. What is your total combined annual household income? (%)
TABLE 39 - Q33a. What is your ethnicity? (%)
TABLE 40 - Q33b. What is your race?*** (%)

# Interested in obtaining data for your organization?

NTTO 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://travel.trade.gov/research/programs/ifs/customized.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 (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

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