

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 U.S. Resident Travel to Asia



2014 Market Profile: U.S. Residents to Asia

Trends in Departures (in thousands)

	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Departures	6,714	6,404	6,333	5,616	5,107	5,415	5,455	5,694	-1,020
Percentage Change (%)	7	-5	-1	-11	-9	6	1	4	-15

Spending Trends (Imports)

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

⁽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⁾
Airline	49.5	50.7	1.2
Online Travel Agency	28.0	30.2	2.2
Travel Agency Office	25.8	21.4	-4.4
Personal Recommendation	17.7	18.8	1.1
Corporate Travel Department	15.6	14.2	-1.4
Travel Guides	5.8	4.9	-0.9
Tour Operator/Travel Club	5.1	4.7	-0.4
National/State/City Travel Office	3.9	3.9	0.0
Other	5.0	4.7	-0.3

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Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Visit Friends/Relatives	45.3	44.8	-0.5
Vacation/Holiday	25.4	27.1	1.7
Business	17.8	17.7	-0.1
Education	5.0	4.7	-0.3
Convention/Conference/Trade Show	3.2	3.2	0.0
Religion/Pilgrimage	1.3	1.0	-0.3
Health Treatment	0.6	0.5	-0.1
Other	1.5	1.0	-0.5

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Visit Friends/Relatives	57.2	54.3	-2.9
Vacation/Holiday	43.0	42.6	-0.4
Business	20.6	21.2	0.6
Education	7.8	6.8	-1.0
Convention/Conference/Trade Show	5.3	5.0	-0.3
Religion/Pilgrimage	2.6	2.5	-0.1
Health Treatment	1.6	1.2	-0.4
Other	2.0	1.3	-0.7
NET PURPOSES OF TRIP:			
Leisure & VFR	76.6	76.3	-0.3
Business & Convention	24.2	24.5	0.3

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Activity Participation While in Other Countries

Activity Participation While in Other Countries (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	79.6	78.5	-1.1
Sightseeing	76.6	77.2	0.6
Small Towns/Countryside	36.0	36.7	0.7
Experience Fine Dining	35.0	34.2	-0.8
Historical Locations	32.4	31.9	-0.5
Cultural/Ethnic Heritage Sites	31.0	31.2	0.2
National Parks/Monuments	27.5	27.9	0.4
Guided Tours	22.9	23.6	0.7
Art Galleries/Museums	24.4	21.9	-2.5
Amusement/Theme Parks	15.6	15.2	-0.4
Nightclubbing	18.0	14.9	-3.1
Concert/Play/Musical	11.2	9.8	-1.4
Water Sports	7.0	8.5	1.5
Camping/Hiking	6.3	6.5	0.2
Environ./Eco. Excursions	6.0	5.7	-0.3
Sporting Event	6.8	5.1	-1.7
Casino/Gamble	3.7	3.7	0.0
Golfing/Tennis	3.6	2.5	-1.1
Hunting/Fishing	2.2	1.7	-0.5
Snow Sports	1.3	0.8	-0.5
Other	0.3	0.7	0.4



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Transportation Used in Other Countries

Transportation Types Used in Other Countries (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Air Travel between Non U.S. Cities	62.4	64.9	2.5
Auto, Company or Private	43.4	41.8	-1.6
Taxicab/Limousine	35.4	34.8	-0.6
City Subway/Tram/Bus	27.5	27.3	-0.2
Bus between Cities	22.0	22.5	0.5
Railroad between Cities	16.9	16.4	-0.5
Ferry/River Taxi/Srt Scenic Cruise	6.1	6.7	0.6
Rented Auto	5.1	4.0	-1.1
Cruise Ship/River Boat 1+ Nights	3.0	2.9	-0.1
Rented Bicycle/Motorcycle/Moped	2.3	2.7	0.4
Motor Home/Camper	1.1	1.1	0.0

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	72.8	75.8	3.0
Advance Trip Decision Time (median days)	50	60	10.0
Prepaid Package	4.6	4.4	-0.2
First International Trip Outside the U.S.	5.7	7.2	1.5
Length of Stay Outside the U.S. (mean nights)	26.1	25.1	-1.0
Length of Stay Outside the U.S. (median nights)	15	15	0.0
Number of Countries Visited (% 1 country)	80.5	82.0	1.5
Average Number of Countries Visited	1.2	1.2	0.0
Hotel/Motel (% 1+ nights)	47.0	48.6	1.6
Average # of Nights in Hotel/Motel	16.0	14.9	-1.1
Travel Party Size (mean # of persons)	1.3	1.4	0.1
Gender: % Male (among adults)	61.1	58.9	-2.2
Household Income (mean average)	\$120,730	\$119,847	-\$883
Household Income (median average)	\$100,000	\$100,000	\$0.0
Average Age: Female	41.0	41.6	0.6
Average Age: Male	43.4	43.6	0.2

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Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
REGIONS				
PACIFIC	23.4	1,276	27.5	1,566
SOUTH ATLANTIC	16.5	900	16.0	911
MIDDLE ATLANTIC	22.0	1,200	14.1	803
EAST NORTH CENTRAL	9.4	513	12.5	712
WEST SOUTH CENTRAL	9.3	507	11.2	638
MOUNTAIN	**	**	5.1	290
NEW ENGLAND	5.3	289	4.8	273
STATES				
California	21.3	1,162	22.7	1,293
Texas	7.8	425	9.7	552
New York	12.2	665	7.3	416
New Jersey	6.5	355	4.3	245
CITIES				
Los Angeles	6.7	365	7.6	433
New York City	10.7	584	6.3	359
Houston	**	**	3.1	177



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Destinations Visited

Visitation to Destinations ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Asia	100.0	5,455	100.0	5,694
P. R. of China	20.5	1,118	19.8	1,127
India	19.1	1,042	18.8	1,071
Japan	14.8	807	13.8	786
Philippines	10.5	573	12.5	712
Hong Kong	10.0	545	9.1	518
Korea, South	10.7	584	9.0	512
R. of China Taiwan	8.2	447	8.8	501
Thailand	6.3	344	6.0	342
Vietnam	**	**	4.2	239
Singapore	3.9	213	3.6	205
Pakistan	2.0	109	**	**

(1) Total Travel & Tourism Imports = travel payments (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 payments (fares paid to foreign 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 country and world region 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.

(4) Only U.S. origin areas 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) 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://tinnet.ita.doc.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.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/reports/ifs/customized.html>

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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?

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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