

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2015 U.S. Resident Travel to Asia



# 2015 Market Profile: U.S. Residents to Asia

## Trends in Departures (in thousands)

	2008	2009	2010	2011	2012	2013	2014	2015	Change 2015/2008
Total Departures	6,404	6,333	5,616	5,107	5,415	5,455	5,694	6,066	-338
Percentage Change (%)	-5	-1	-11	-9	6	1	4	7	-5

## Spending Trends (Imports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013	2014	2015	Change 2015/2008
Total Travel and Tourism Imports <sup>1</sup>	-	-	-	-	-	-	-	-	-
Travel (all purposes including education)	-	-	-	-	-	-	-	-	-
Passenger Air Transportation	-	-	-	-	-	-	-	-	-
Change (%) in Total Imports	-	-	-	-	-	-	-	-	-

<sup>(1)</sup> 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)	2014 (Percent)	2015 (Percent)	Point Change <sup>(2)</sup>
Airline	50.7	53.7	3.0
Online Travel Agency	30.2	31.7	1.5
Personal Recommendation	18.8	20.0	1.2
Travel Agency Office	21.4	19.5	-1.9
Corporate Travel Department	14.2	13.0	-1.2
Travel Guides	4.9	6.4	1.5
Tour Operator/Travel Club	4.7	5.0	0.3
National/State/City Travel Office	3.9	4.5	0.6
Other	4.7	5.0	0.3

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## Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(2)</sup>
Visit Friends/Relatives	44.8	44.0	-0.8
Vacation/Holiday	27.1	29.8	2.7
Business	17.7	16.2	-1.5
Education	4.7	4.0	-0.7
Convention/Conference/Trade Show	3.2	3.0	-0.2
Religion/Pilgrimage	1.0	1.2	0.2
Health Treatment	0.5	0.8	0.3
Other	1.0	1.0	0.0

## All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(2)</sup>
Visit Friends/Relatives	54.3	55.7	1.4
Vacation/Holiday	42.6	46.6	4.0
Business	21.2	19.6	-1.6
Education	6.8	7.0	0.2
Convention/Conference/Trade Show	5.0	4.9	-0.1
Religion/Pilgrimage	2.5	2.4	-0.1
Health Treatment	1.2	1.9	0.7
Other	1.3	1.3	0.0
<b>NET PURPOSES OF TRIP:</b>			
Leisure & VFR	76.3	79.0	2.7
Business & Convention	24.5	22.7	-1.8

# 2015 Market Profile: U.S. Residents to Asia

## Activity Participation While in Other Countries

Activity Participation While in Other Countries (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(2)</sup>
Sightseeing	77.2	78.2	1.0
Shopping	78.5	77.9	-0.6
Small Towns/Countryside	36.7	38.2	1.5
Experience Fine Dining	34.2	35.0	0.8
Historical Locations	31.9	34.0	2.1
Cultural/Ethnic Heritage Sites	31.2	31.5	0.3
National Parks/Monuments	27.9	30.1	2.2
Art Galleries/Museums	21.9	24.0	2.1
Guided Tours	23.6	23.7	0.1
Nightclubbing	14.9	18.1	3.2
Amusement/Theme Parks	15.2	16.3	1.1
Concert/Play/Musical	9.8	11.2	1.4
Water Sports	8.5	10.5	2.0
Camping/Hiking	6.5	6.7	0.2
Environ./Eco. Excursions	5.7	5.9	0.2
Sporting Event	5.1	5.5	0.4
Casino/Gamble	3.7	4.4	0.7
Golfing/Tennis	2.5	2.9	0.4
Hunting/Fishing	1.7	2.5	0.8
Snow Sports	0.8	1.0	0.2
Other	0.7	0.3	-0.4



# 2015 Market Profile: U.S. Residents to Asia

## Transportation Used in Other Countries

Transportation Types Used in Other Countries (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(2)</sup>
Air Travel between Non U.S. Cities	64.9	65.3	0.4
Auto, Company or Private	41.8	41.2	-0.6
Taxicab/Limousine	34.8	34.6	-0.2
City Subway/Tram/Bus	27.3	26.3	-1.0
Bus between Cities	22.5	20.6	-1.9
Railroad between Cities	16.4	17.0	0.6
Ferry/River Taxi/Short Scenic Cruise	6.7	6.2	-0.5
Rented Auto	4.0	5.5	1.5
Rented Bicycle/Motorcycle/Moped	2.7	3.2	0.5
Cruise Ship/River Boat 1+ Nights	2.9	2.4	-0.5
Motor Home/Camper	1.1	1.0	-0.1

## Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change <sup>(2)</sup>
Advance Trip Decision Time (mean days)	75.8	78.2	2.4
Advance Trip Decision Time (median days)	60	60	0.0
% Prepaid Package	4.4	3.8	-0.6
% First International Trip Outside the U.S.	7.2	7.0	-0.2
Length of Stay Outside the U.S. (mean nights)	25.1	24.0	-1.1
Length of Stay Outside the U.S. (median nights)	15	15	0.0
Number of Countries Visited (% 1 country)	82.0	80.7	-1.3
Average Number of Countries Visited	1.2	1.3	0.1
Hotel/Motel (% 1+ nights)	48.6	48.1	-0.5
Average # of Nights in Hotel/Motel	14.9	13.0	-1.9
Travel Party Size (mean # of persons)	1.4	1.4	0.0
Gender: % Male (among adults)	58.9	60.6	1.7
Household Income (mean average)	\$119,847	\$117,185	-\$2,662
Household Income (median average)	\$100,000	\$100,000	\$-
Average Age: Female	41.6	41.9	0.3
Average Age: Male	43.6	43.4	-0.2



# 2015 Market Profile: U.S. Residents to Asia

## Residence of U.S. Travelers

Residence of U.S. Travelers <sup>4</sup>	Market Share 2014 (Percent)	Volume 2014 (000)	Market Share 2015 (Percent)	Volume 2015 (000)
<b>REGIONS</b>				
PACIFIC	27.5	1,566	26.0	1,577
SOUTH ATLANTIC	16.0	911	15.4	934
MIDDLE ATLANTIC	14.1	803	14.7	892
EAST NORTH CENTRAL	12.5	712	11.1	673
WEST SOUTH CENTRAL	11.2	638	13.1	795
MOUNTAIN	5.1	290	5.2	315
NEW ENGLAND	4.8	273	4.4	267
<b>STATES</b>				
California	22.7	1,293	19.1	1,159
Texas	9.7	552	11.0	667
New York	7.3	416	7.7	467
Washington	**	**	4.9	297
New Jersey	4.3	245	4.3	261
<b>CITIES</b>				
New York City	6.3	359	6.5	394
Los Angeles	7.6	433	5.8	352
Seattle	**	**	3.7	224
Houston	3.1	177	3.4	206



# 2015 Market Profile: U.S. Residents to Asia

## Destinations Visited

Visitation to Destinations <sup>(3)</sup>	Market Share 2014 (Percent)	Volume 2014 (000)	Market Share 2015 (Percent)	Volume 2015 (000)
<b>Asia</b>	<b>100.0</b>	<b>5,694</b>	<b>100.0</b>	<b>6,066</b>
P. R. of China	19.8	1,127	20.0	1,213
India	18.8	1,071	17.7	1,074
Japan	13.8	786	14.5	880
Philippines	12.5	712	13.3	807
Hong Kong	9.1	518	9.2	558
R. of China Taiwan	8.8	501	9.0	546
Korea, South	9.0	512	8.1	491
Thailand	6.0	342	7.5	455
Vietnam	4.2	239	5.5	334
Singapore	3.6	205	3.5	212

- (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.
- (-) No estimate available.

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://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?: 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 and Tourism Office

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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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