



National Travel and Tourism Office

Market Profile: ASIA



Market Profile: ASIA

Background

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This profile contains inbound traveler volume, spending, and profile trends for residents of countries in the Asia-Pacific region who visited the United States. Inbound profiles contain data from 1997 through the most current depending on availability and sample size limitations. This profile, available on the [trade.gov/travel-and-tourism-research](http://www.trade.gov/travel-and-tourism-research) website, always contains the most recent new or revised data available. Percentage-point and percentage changes are based on non-rounded data. Blank cells reflect sample size limitations; use of "-" reflects data not available. This file contains hidden columns of data that go back to 1997 depending on data availability.

Traveler volume is based on the ADIS / I-94 arrival-departure records, in either electronic or paper format, issued by a U.S. Customs and Border Protection (CBP) Officer to a foreign visitor entering the United States. The ADIS / I-94 record is the only source for overseas (air, land, and sea) and Mexico-Air non-resident arrivals to the United States. For details on this program, please visit:

<https://www.trade.gov/i-94-arrivals-program>

Traveler spending is based on the Department of Commerce, Bureau of Economic Analysis, Balance of Payments system. International standards now use a broader definition of "travel" than previously used, and now add a) education-related travel, b) health-related travel, and c) expenditures on goods and services by border, seas and other short-term workers. All traveler spending (export) data shown in this profile use the new definition. For details on this program please visit:

<https://www.trade.gov/travel-and-tourism-research>

Traveler profile characteristics are based on the Survey of International Air Travelers (SIAT), a primary research program that provides visitor travel, trip and demographic characteristics. It is also a source of data used to estimate travel and passenger fare exports, imports, and contributions to GDP for the U.S. government. The survey examines non-resident overseas, Mexico air, and Canada air visitors to the United States, and U.S. residents traveling by air to overseas, Mexico, or Canada. The survey questionnaire was revised beginning with 2012 census data. All data are shown in this profile as available regardless of whether question items were added, deleted, or modified beginning in 2012. The arrangement of question items varies across the tables. This profile shows a portion of the 40 travel characteristics data reported on international travel to the United States. Additional information may be obtained for a fee. For details on this program please visit:

<https://www.trade.gov/survey-international-air-travelers-siat>

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Visitation Trends (Arrivals)

	2000	2005	2010	2015	2017	2018	2019	2020
Total Arrivals (000s)	7,554	6,198	7,020	10,946	12,137	11,874	12,250	2,165
Percentage Change Previous Year (%)	9	7	24	11	5	-2	3	-82

Spending Trends (Exports)

Traveler spending is not available for this world region.

Survey Respondent Sample Size and Volume Estimates

[number of respondents]	2000	2005	2010	2015	2017	2018	2019	2020
Respondents	18,157	11,003	10,109	13,671	12,610	13,911	13,263	4,541

Notes: Survey respondent sample size reflects the total number of questionnaire records meeting the profile definition. Sample size for specific questions may be less than those shown above due to varying question response rates. All profile data are weighted by "Total Arrivals" visitor volume shown at the top of this page (person-trips), and thus 1) traveler profile segment volume can be estimated by multiplying the profile percentage for a given year by the Total Arrivals volume above; and 2) by implicit assumption, the total travel party has the same characteristics as the survey respondent (e.g. same trip purpose, same activities, same travel experience, etc.).

Country of Residence

[percent of respondents]	2000	2005	2010	2015	2017	2018	2019	2020
ASIA	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
P. R. of China	3.3	4.2	10.7	23.2	25.5	24.5	22.4	17.2
Hong Kong	2.5	2.1	1.8	1.2	1.2	1.3	1.3	1.1
India	3.5	5.2	8.5	10.1	10.2	11.0	10.8	13.3
Indonesia	0.9	0.8	0.8	0.8	0.8	0.9	0.9	0.7
Japan	67.5	63.4	51.3	36.0	30.5	30.4	32.2	33.9
Korea, South	8.7	11.2	14.9	16.3	19.6	19.1	19.4	21.1
Malaysia	1.0	0.8	0.7	0.7	0.7	0.7	0.7	0.6
R. of China Taiwan	5.9	5.1	4.0	4.0	3.9	4.0	4.1	4.3
Philippines	2.2	2.4	2.2	2.0	2.3	2.4	2.4	1.8
Singapore	1.8	1.9	2.0	1.5	1.2	1.4	1.6	1.2
Thailand	1.2	1.1	1.1	0.9	0.9	0.9	0.9	0.7
Other Asia	1.4	1.9	2.0	3.2	3.2	3.3	3.3	4.0

Notes: Origin areas having a sample size consistently of 100 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported origins may have a higher proportion of total than those reported.

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Trip Purpose

Main Purpose (one response) [% of respondents]	2000	2005	2010	2015	2017	2018	2019	2020
Business	---	---	---	15.3	15.8	15.1	14.5	14.1
Business/Professional	22.7	22.6	22.0	---	---	---	---	---
Convention/Conference/Trade Show	5.9	5.9	4.5	9.3	7.3	8.0	7.6	5.0
Education	---	---	---	6.8	7.2	7.1	7.9	7.5
Study/Teaching	2.9	2.6	4.2	---	---	---	---	---
Health Treatment	0.5	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Vacation/Holiday	---	---	---	50.8	51.2	52.0	52.6	53.2
Leisure/Rec./Holidays	53.8	52.2	51.3	---	---	---	---	---
Visit Friends/Relatives	13.5	15.6	16.9	17.0	17.5	16.5	16.4	18.8
Religion/Pilgrimages	0.3	0.1	0.1	0.2	0.2	0.3	0.3	0.3
Other	0.4	0.8	0.8	0.3	0.4	0.5	0.4	0.9
Net Purpose (multiple responses) [% of respondents]	2000	2005	2010	2015	2017	2018	2019	2020
Business	---	---	---	19.0	19.2	18.6	17.7	17.6
Business/Professional	26.0	24.8	24.8	---	---	---	---	---
Convention/Conference/Trade Show	9.0	8.7	7.0	12.2	10.1	10.6	10.1	7.8
Education	---	---	---	8.9	9.0	8.9	9.3	9.2
Study/Teaching	4.8	4.1	6.2	---	---	---	---	---
Health Treatment	0.8	0.5	0.5	0.7	0.7	0.7	0.6	0.6
Vacation/Holiday	---	---	---	58.9	59.8	59.8	60.8	60.1
Leisure/Rec./Holidays	68.4	66.1	64.8	---	---	---	---	---
Visit Friends/Relatives	25.8	26.2	27.6	26.7	27.7	24.9	24.8	24.5
Religion/Pilgrimages	0.5	0.3	0.5	0.7	0.4	0.5	0.6	0.4
Other	0.8	1.3	0.9	0.5	0.6	0.7	0.6	0.9
BUSINESS & CONVENTION	31.6	30.7	29.0	27.5	26.0	26.1	25.0	22.1
LEISURE & VFR	79.4	78.0	77.8	73.2	74.6	73.2	74.1	74.8

Information Sources Used for Trip Planning

[percent of respondents]	2000	2005	2010	2015	2017	2018	2019	2020
Airlines	11.1	15.1	16.0	34.3	34.2	36.1	37.2	38.2
Corporate Travel Dept.	9.7	9.2	8.5	13.4	13.2	13.1	13.1	13.4
Inflight Info. Systems	0.5	0.9	1.2	---	---	---	---	---
Newspapers/Magazines	8.2	6.3	6.0	---	---	---	---	---
Personal Recommendation	---	---	---	23.5	26.6	25.7	26.2	24.6
Friends/Relatives	17.0	15.3	14.6	---	---	---	---	---
Online Travel Agency	---	---	---	26.3	25.7	25.9	28.4	27.4
Travel Agency Office	---	---	---	25.7	21.6	21.9	21.6	19.6
Travel Agency	60.4	53.3	43.5	---	---	---	---	---
National/State/City Travel Office	---	---	---	4.9	4.5	4.8	5.0	5.3
Nat'l Govt. Tourist Ofc.	1.5	1.5	2.0	---	---	---	---	---
State/City Travel Ofc.	1.4	1.8	1.4	---	---	---	---	---
Personal Computer	16.9	32.0	41.9	---	---	---	---	---
Tour Operator/Travel Club	---	---	---	9.0	9.2	9.9	7.5	6.2
Tour Company	17.6	17.4	16.2	---	---	---	---	---
Travel Guides	16.1	14.1	11.9	13.3	12.0	12.4	12.6	12.5
TV/Radio	1.1	1.1	1.4	---	---	---	---	---
Other	---	---	---	5.0	5.1	5.6	5.0	5.2

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Activity Participation

[percent of respondents]	2000	2005	2010	2015	2017	2018	2019	2020
American Indian Communities	2.3	1.7	2.3	4.9	4.9	4.8	3.7	3.0
Amusement/Theme Parks	28.2	23.8	21.0	20.8	20.4	19.5	18.4	14.8
Art Gallery/Museum	12.3	10.7	11.9	22.4	22.7	21.6	21.3	15.1
Camping/Hiking	2.3	2.7	2.5	4.4	4.3	3.3	3.6	3.2
Casinos/Gamble	14.9	9.9	7.8	7.6	6.7	5.3	4.8	5.0
Concert/Play/Musical	9.5	9.4	9.3	11.0	11.1	10.8	9.3	7.5
Cruises	11.9	10.3	10.5	---	---	---	---	---
Cultural / Ethnic Heritage Sites	---	---	---	14.1	12.4	11.6	10.0	8.8
Cultural Heritage Sites	13.0	12.9	15.7	---	---	---	---	---
Ethnic Heritage Sites	4.8	4.4	4.9	---	---	---	---	---
Experience Fine Dining	---	---	---	37.5	31.5	29.1	28.7	26.8
Dining in Restaurants	82.4	81.3	82.8	---	---	---	---	---
Environmental/Eco. Excursions	1.9	1.9	2.1	4.3	4.5	4.5	4.7	3.0
Golfing/Tennis	10.2	9.5	6.6	4.0	3.5	3.1	2.3	3.6
Guided Tours	24.2	20.0	17.9	18.3	16.1	16.3	15.0	12.6
Historical Locations	---	---	---	18.9	16.9	17.8	16.0	14.8
Historical Places	20.3	19.8	20.5	---	---	---	---	---
Hunting/Fishing	1.1	1.4	1.3	2.0	2.0	1.6	1.1	1.3
National Parks/Monuments	---	---	---	25.8	25.8	25.3	23.1	19.5
National Parks	17.1	13.7	13.1	---	---	---	---	---
Nightclubbing/Dancing	8.1	6.8	7.1	7.2	5.9	5.2	5.0	5.7
Ranch Vacations	1.5	1.5	2.7	---	---	---	---	---
Shopping	90.8	90.8	90.0	83.4	81.7	82.1	81.7	79.9
Sightseeing	---	---	---	81.5	82.8	82.2	82.7	80.3
Sightseeing in Cities	51.8	44.2	44.1	---	---	---	---	---
Touring Countryside	16.0	15.3	15.2	---	---	---	---	---
Small Towns	25.1	23.0	24.6	21.9	19.6	19.7	18.1	18.3
Snow Sports	---	---	---	1.2	1.3	1.8	1.3	2.5
Snow Skiing	1.0	0.8	1.0	---	---	---	---	---
Sporting Event	---	---	---	8.4	7.3	7.8	7.5	5.6
Attend Sporting Event	3.4	3.8	4.0	---	---	---	---	---
Water Sports	---	---	---	16.8	12.9	11.8	12.7	11.4
Water Sports/Sunbathing	24.6	27.4	26.1	---	---	---	---	---
Other	---	---	---	0.8	0.7	0.8	1.1	1.4

Notes: "Cruises" was removed as an activity type in 2012, but was added as a transportation type ("Cruise Ship/River Boat 1+ Nights").
See "Transportation Types Used in the U.S." in this profile.

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Transportation Types Used in the U.S.

[percent of respondents]	2000	2005	2010	2015	2017	2018	2019	2020
Air Travel between U.S. Cities	32.9	26.8	25.0	33.2	28.8	29.1	26.8	25.4
Bus between Cities	16.2	15.3	15.3	24.1	22.8	24.0	24.7	24.0
Railroad between Cities	5.8	5.6	8.4	6.0	5.6	5.8	5.6	4.6
City Subway/Tram/Bus	25.4	25.9	25.7	27.8	26.5	25.6	25.7	23.4
Ferry/River Taxi/Srt Scenic Cruise	---	---	---	5.8	5.3	5.0	4.8	3.3
Rented Bicycle/Motorcycle/Moped	---	---	---	2.6	2.8	2.9	2.7	3.2
RideSharing Service	---	---	---	---	15.2	19.4	22.9	20.2
Taxicab/Limousine	46.7	47.6	44.1	34.3	31.6	29.8	29.3	30.2
Auto, Private or Company	24.9	24.2	23.0	28.2	27.5	27.0	25.0	24.5
Rented Auto	24.2	24.1	24.2	26.9	26.3	24.8	24.7	21.3
Cruise Ship/River Boat 1+ Nights	---	---	---	2.1	2.1	2.0	1.6	1.9
Motor Home/Camper	1.5	1.2	1.2	0.9	0.9	1.0	0.7	0.9

Notes: "Cruise Ship/River Boat 1+ Nights" was added as a transportation type beginning in 2012, but removed as an activity type (Cruise). See "Activity Participation" in this profile.

Select Traveler Characteristics

[various metrics]	2000	2005	2010	2015	2017	2018	2019	2020
Advance Trip Decision (mean days)	53	53	63	74	75	74	79	73
Advance Trip Decision (median days)	30	30	40	60	60	60	60	60
% Used Prepaid Package	35.7	31.3	27.4	30.1	25.1	26.7	24.5	22.5
% First International U.S. Trip	28.7	26.9	27.1	32.3	31.5	30.7	29.3	27.5
Length of Stay in the U.S. (mean nights)	13.8	14.7	18.0	20.4	23.2	21.7	19.7	24.2
Length of Stay in the U.S. (median nights)	5	5	6	7	7	7	7	6
U.S. Trips Past 12 Months (mean)	1.8	1.8	1.6	1.7	1.7	1.7	1.7	1.7
U.S. Trips Past 12 Months (median)	1	1	1	1	1	1	1	1
U.S. Trips Past 5 Years (mean)	5.1	5.4	4.9	---	---	---	---	---
U.S. Trips Past 5 Years (median)	2	3	3	---	---	---	---	---
Number of States Visited (% 1 state only)	71.2	73.8	75.1	74.2	76.3	76.7	78.6	85.4
Number of States Visited (mean average)	1.5	1.4	1.4	1.5	1.4	1.4	1.4	1.2
Hotel/Motel (% used 1+ nights)	88.1	87.7	86.7	81.3	80.8	81.7	83.0	82.3
Hotel/Motel (mean average # of nights)	6.4	6.4	8.1	10.3	10.0	9.5	10.1	9.9
Travel Party Size (mean # of persons)	1.8	1.7	1.7	1.8	1.8	1.8	1.7	1.7
Gender (% Male-among respondents)	63.9	62.7	58.8	59.5	59.4	59.2	58.0	61.1
Household Income (mean average)	\$83,000	\$81,800	\$88,700	\$76,607	\$80,127	\$81,527	\$85,133	\$84,343
Household Income (median average)	\$71,700	\$68,100	\$76,200	\$55,000	\$59,430	\$58,216	\$62,300	\$68,800
Age: Female (mean average among respondents)	35.9	36.3	36.6	35.7	36.7	36.5	37.1	34.8
Age: Male (mean average among respondents)	41.3	42.4	42.8	40.2	40.1	40.0	39.5	39.1

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Port of Entry Used to Clear U.S. Customs

[percent of respondents]	2000	2005	2010	2015	2017	2018	2019	2020
Agana, GU	16.1	16.7	16.4	12.2	11.9	11.9	13.0	13.2
Atlanta, GA	0.7	0.9	1.5	1.4	1.4	1.7	1.9	2.5
Baltimore, MD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boston, MA	0.1	0.2	0.4	1.6	2.0	2.1	2.4	2.2
Charlotte, NC	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
Chicago, IL	4.4	5.3	6.2	6.6	5.8	5.9	5.1	5.1
Cincinnati, OH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dallas/Ft. Worth, TX	1.4	0.8	1.1	2.5	2.7	2.7	2.6	3.0
Denver, CO	0.0	0.0	0.0	0.3	0.3	0.3	0.3	0.3
Detroit, MI	2.6	2.2	2.1	2.0	1.8	1.6	1.6	1.7
Ft. Lauderdale, FL	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.2
Honolulu, HI	25.6	24.9	21.3	17.6	17.2	16.9	17.3	17.9
Houston, TX	0.6	0.4	1.0	1.8	1.6	1.6	1.6	1.8
Las Vegas, NV	0.0	0.0	0.4	0.6	0.8	0.8	0.8	0.8
Los Angeles, CA	17.9	15.6	13.8	15.2	15.0	15.8	15.9	15.1
Miami, FL	0.4	0.2	0.3	0.7	0.6	0.6	0.6	0.8
Minn./St. Paul, MN	0.8	0.2	0.7	0.4	0.4	0.5	0.5	0.5
New York, NY	6.4	7.5	9.7	11.3	10.9	11.2	11.0	10.3
Newark, NJ	1.5	1.5	3.0	2.9	2.9	3.2	3.2	4.1
Orlando, FL	0.0	0.0	0.1	0.2	0.3	0.3	0.3	0.3
Philadelphia, PA	0.0	0.0	0.1	0.3	0.2	0.3	0.3	0.3
Pittsburgh, PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portland, OR	1.3	0.1	0.4	0.0	0.0	0.0	0.0	0.0
Sanford, FL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
San Francisco, CA	10.0	9.5	10.3	10.2	9.6	10.0	9.9	9.5
San Jose, CA	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
San Juan, PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seattle, WA	2.0	1.7	2.5	3.7	3.3	3.3	3.6	3.2
Washington, DC	1.0	1.2	2.4	2.5	2.3	2.4	2.4	2.3
Other Port	7.2	10.9	6.2	5.9	9.1	6.6	5.4	4.8

Notes: The proportions in this "Port of Entry Used to Clear U.S. Customs" table, like other data in this profile, represent survey findings weighted by actual known volumes from each country for each U.S. port of entry. These proportions may differ slightly from those in the data used for weighting because not all ports of departure (typically, but not always the same as the port of entry) are used as survey locations. Travelers who departed one of these non-surveyed airports are unlikely to be represented in this table.

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Destinations Visited on This Trip

% Visiting the Destination / 95% Confidence Interval (CI)	2000	2005	2010	2015	2017	2018	2019	2020
East North Central	7.5	8.0	6.8	8.0	7.70	7.84	6.59	6.22
95% CI	---	---	---	6.90-9.16	6.55-8.85	6.77-8.91	5.55-7.63	3.90-8.54
Illinois	4.1	4.8	5.0	4.9	4.60	4.58	3.81	3.20
95% CI	---	---	---	4.01-5.75	3.72-5.48	3.83-5.33	3.03-4.59	1.47-4.93
Chicago	3.9	4.7	4.7	4.6	4.34	4.30	3.62	2.99
95% CI	---	---	---	3.75-5.43	3.52-5.16	3.59-5.01	2.85-4.39	1.29-4.69
Indiana				0.6	0.69	0.60	0.70	
95% CI	---	---	---	0.41-0.77	0.48-0.90	0.43-0.77	0.46-0.94	
Indianapolis				0.3	0.30	0.23	0.20	
95% CI	---	---	---	0.16-0.40	0.17-0.43	0.12-0.34	0.08-0.32	
Michigan	2.1	1.8	1.0	1.5	1.54	1.62	1.29	1.00
95% CI	---	---	---	1.09-1.99	1.16-1.92	1.24-2.00	0.97-1.61	0.36-1.64
Detroit				0.9	0.90	1.22	0.78	
95% CI	---	---	---	0.63-1.15	0.63-1.17	0.90-1.54	0.53-1.03	
Ohio	1.8	1.9	0.9	1.3	1.54	1.49	1.31	1.40
95% CI	---	---	---	1.05-1.63	1.17-1.91	1.13-1.85	0.93-1.69	0.33-2.47
Cincinnati				0.3	0.35	0.37	0.30	
95% CI	---	---	---	0.13-0.43	0.17-0.53	0.23-0.51	0.11-0.49	
Cleveland				0.4	0.45	0.38		
95% CI	---	---	---	0.21-0.49	0.23-0.67	0.21-0.55		
Columbus				0.4	0.45	0.40	0.38	
95% CI	---	---	---	0.27-0.57	0.28-0.62	0.25-0.55	0.21-0.55	
Wisconsin				0.5	0.35	0.48	0.49	
95% CI	---	---	---	0.30-0.70	0.19-0.51	0.30-0.66	0.29-0.69	
Madison						0.18		
95% CI	---	---	---			0.07-0.29		
Milwaukee				0.2			0.18	
95% CI	---	---	---	0.07-0.23			0.03-0.33	
East South Central	1.2	1.5	1.0	1.3	1.21	1.10	0.99	0.99
95% CI	---	---	---	0.97-1.53	0.92-1.50	0.80-1.40	0.72-1.26	0.50-1.48
Alabama						0.29	0.32	
95% CI	---	---	---			0.13-0.45	0.15-0.49	
Kentucky				0.2	0.42	0.31	0.25	
95% CI	---	---	---	0.14-0.34	0.24-0.60	0.19-0.43	0.13-0.37	
Tennessee				0.8	0.73	0.48	0.38	
95% CI	---	---	---	0.54-1.00	0.52-0.94	0.27-0.69	0.22-0.54	
Nashville				0.4	0.40	0.24	0.19	
95% CI	---	---	---	0.21-0.53	0.25-0.55	0.08-0.40	0.07-0.31	
Middle Atlantic	14.0	18.5	19.0	22.1	21.93	21.00	19.06	16.54
95% CI	---	---	---	20.07-24.19	19.74-24.12	18.93-23.07	16.93-21.19	12.77-20.31
New Jersey	2.1	4.1	3.0	2.9	3.06	2.59	2.55	2.14
95% CI	---	---	---	2.40-3.32	2.49-3.63	2.09-3.09	2.02-3.08	1.23-3.05
Atlantic City								
95% CI	---	---	---					
Edison				0.3	0.37		0.27	
95% CI	---	---	---	0.18-0.40	0.15-0.59		0.12-0.42	
NewarkUnion				0.4	0.33	0.47	0.45	
95% CI	---	---	---	0.28-0.56	0.16-0.50	0.24-0.70	0.27-0.63	
Trenton						0.31		
95% CI	---	---	---			0.15-0.47		

Market Profile: ASIA

Destinations Visited on This Trip (continued)

% Visiting the Destination / 95% Confidence Interval (CI)	2000	2005	2010	2015	2017	2018	2019	2020
New York	12.1	15.8	16.1	19.4	18.85	18.51	15.72	14.42
95% CI	---	---	---	17.51-21.37	16.82-20.88	16.56-20.46	13.80-17.64	10.82-18.02
Albany								
95% CI	---	---	---					
Buffalo			1.0	1.4	1.67	1.77	1.05	
95% CI	---	---	---	1.10-1.74	1.26-2.08	1.34-2.20	0.76-1.34	
Nassau, NY								
95% CI	---	---	---					
New York City	11.7	14.5	15.3	18.5	18.02	17.42	14.78	13.66
95% CI	---	---	---	16.65-20.39	16.03-20.01	15.53-19.31	12.92-16.64	10.15-17.17
Rochester				0.3		0.32		
95% CI	---	---	---	0.15-0.37		0.18-0.46		
Pennsylvania	1.8	1.6	2.4	2.2	2.63	2.07	2.91	1.07
95% CI	---	---	---	1.83-2.59	2.16-3.10	1.69-2.45	2.25-3.57	0.65-1.49
Philadelphia	1.2	1.1	1.3	1.5	1.57	1.24	1.76	0.59
95% CI	---	---	---	1.13-1.77	1.19-1.95	0.95-1.53	1.22-2.30	0.29-0.89
Pittsburgh				0.4	0.44	0.46	0.41	
95% CI	---	---	---	0.23-0.49	0.28-0.60	0.28-0.64	0.26-0.56	
Mountain	15.7	11.4	10.2	11.2	10.64	10.87	10.22	7.40
95% CI	---	---	---	9.98-12.46	9.49-11.79	9.74-12.00	9.01-11.43	5.33-9.47
Arizona	2.7	2.2	2.2	2.0	2.15	2.89	2.64	2.21
95% CI	---	---	---	1.63-2.33	1.73-2.57	2.40-3.38	2.04-3.24	1.24-3.18
Flagstaff/Grand Canyon/Sedo	1.4		1.1	1.0	1.20	1.57	1.36	1.48
95% CI	---	---	---	0.77-1.27	0.89-1.51	1.23-1.91	0.91-1.81	0.58-2.38
Phoenix	0.9	0.8	0.7	0.7	0.89	1.00	1.26	0.65
95% CI	---	---	---	0.53-0.91	0.65-1.13	0.74-1.26	0.84-1.68	0.34-0.96
Colorado	1.0	0.9	0.9	0.9	1.05	0.79	0.72	
95% CI	---	---	---	0.63-1.15	0.74-1.36	0.56-1.02	0.52-0.92	
Denver	0.7	0.6		0.7	0.71	0.57	0.45	
95% CI	---	---	---	0.45-0.89	0.47-0.95	0.37-0.77	0.30-0.60	
Nevada	13.0	9.0	7.3	8.4	7.38	7.97	6.74	5.29
95% CI	---	---	---	7.27-9.45	6.41-8.35	6.97-8.97	5.73-7.75	3.38-7.20
Las Vegas	12.6	8.6	7.0	8.0	7.06	7.50	6.57	5.07
95% CI	---	---	---	6.97-9.09	6.10-8.02	6.54-8.46	5.57-7.57	3.19-6.95
New Mexico							0.36	
95% CI	---	---	---				0.15-0.57	
Utah		0.7	1.3	1.2	1.41	1.43	1.49	0.74
95% CI	---	---	---	0.85-1.49	1.05-1.77	1.05-1.81	0.92-2.06	0.25-1.23
Salt Lake City				0.7	0.99	0.74	0.62	
95% CI	---	---	---	0.45-0.97	0.70-1.28	0.48-1.00	0.35-0.89	
Wyoming				0.9	0.85	0.59	0.85	
95% CI	---	---	---	0.60-1.28	0.59-1.11	0.40-0.78	0.46-1.24	

Market Profile: ASIA

Destinations Visited on This Trip (continued)

% Visiting the Destination / 95% Confidence Interval (CI)	2000	2005	2010	2015	2017	2018	2019	2020
New England	3.8	3.1	4.9	5.4	5.91	5.23	4.79	2.25
95% CI	---	---	---	4.63-6.07	5.07-6.75	4.48-5.98	3.89-5.69	1.39-3.11
Connecticut			0.6	0.8	0.67	0.73	0.69	
95% CI	---	---	---	0.50-1.00	0.45-0.89	0.53-0.93	0.46-0.92	
Hartford	---	---	---					
95% CI	---	---	---					
New Haven	---	---	---	0.3	0.24	0.25		
95% CI	---	---	---	0.11-0.47	0.13-0.35	0.13-0.37		
Stamford	---	---	---					
95% CI	---	---	---					
Massachusetts	3.2	2.2	4.1	4.5	5.07	4.33	4.12	1.79
95% CI	---	---	---	3.81-5.13	4.28-5.86	3.64-5.02	3.24-5.00	0.99-2.59
Boston	3.1	2.1	3.8	4.2	4.67	4.03	3.80	1.54
95% CI	---	---	---	3.60-4.88	3.94-5.40	3.37-4.69	2.95-4.65	0.80-2.28
Rhode Island						0.32		
95% CI	---	---	---			0.16-0.48		
Pacific	35.2	30.5	29.4	31.0	30.48	31.53	29.43	28.26
95% CI	---	---	---	28.51-33.43	28.02-32.94	29.18-33.88	26.96-31.9	23.38-33.14
Alaska				0.3	0.22	0.29	0.29	
95% CI	---	---	---	0.13-0.41	0.09-0.35	0.15-0.43	0.13-0.45	
California	33.2	28.3	27.6	27.8	27.13	28.60	26.30	25.06
95% CI	---	---	---	25.40-30.24	24.74-29.52	26.31-30.89	23.87-28.73	20.29-29.83
AnaheimSanta Ana	2.4	2.6	2.1	2.1	2.24	2.37	2.17	2.56
95% CI	---	---	---	1.62-2.56	1.74-2.74	1.92-2.82	1.74-2.60	1.48-3.64
Los Angeles	19.3	15.3	15.7	16.5	15.36	16.27	14.77	13.68
95% CI	---	---	---	14.76-18.26	13.69-17.03	14.60-17.94	12.88-16.66	10.09-17.27
MontereySalinas				0.6	0.44	0.66	0.41	
95% CI	---	---	---	0.36-0.86	0.25-0.63	0.44-0.88	0.22-0.60	
Napa	---	---	---			0.23	0.13	
95% CI	---	---	---			0.08-0.38	0.05-0.21	
Oakland				0.7	0.69	0.78	0.93	
95% CI	---	---	---	0.47-0.99	0.46-0.92	0.55-1.01	0.63-1.23	
RiversideSan Bern.				0.5	0.52	0.68	0.50	0.98
95% CI	---	---	---	0.33-0.73	0.32-0.72	0.47-0.89	0.33-0.67	0.21-1.75
Sacramento				0.5	0.61	0.64	0.65	
95% CI	---	---	---	0.34-0.70	0.36-0.86	0.38-0.90	0.44-0.86	
San Diego	2.4	2.4	2.6	3.2	2.63	2.85	2.43	2.28
95% CI	---	---	---	2.63-3.81	2.10-3.16	2.39-3.31	1.92-2.94	1.44-3.12
San Francisco	14.1	11.1	11.5	11.1	10.51	10.24	9.99	7.43
95% CI	---	---	---	9.59-12.59	9.14-11.88	8.96-11.52	8.52-11.46	5.09-9.77
San Jose	3.3	3.0	2.4	2.3	2.96	2.86	2.81	3.19
95% CI	---	---	---	1.73-2.77	2.23-3.69	2.25-3.47	2.20-3.42	1.88-4.50
Santa Barbara				0.3	0.27	0.54	0.28	
95% CI	---	---	---	0.14-0.38	0.15-0.39	0.30-0.78	0.14-0.42	

Market Profile: ASIA

Destinations Visited on This Trip (continued)

% Visiting the Destination / 95% Confidence Interval (CI)	2000	2005	2010	2015	2017	2018	2019	2020
Oregon	1.2	0.8		1.0	1.17	1.06	0.92	0.78
95% CI	---	---	---	0.75-1.33	0.79-1.55	0.75-1.37	0.65-1.19	0.32-1.24
Portland (OR)				1.0	1.01	0.93	0.84	0.70
95% CI	---	---	---	0.67-1.25	0.65-1.37	0.63-1.23	0.58-1.10	0.25-1.15
Washington	2.3	3.1	2.4	3.7	3.65	3.48	3.76	3.38
95% CI	---	---	---	2.92-4.50	2.89-4.41	2.86-4.10	2.96-4.56	2.18-4.58
Seattle	2.1	2.9	2.3	3.5	3.51	3.34	3.67	3.33
95% CI	---	---	---	2.72-4.28	2.76-4.26	2.73-3.95	2.90-4.44	2.13-4.53
Pacific Islands	44.2	45.3	41.9	34.5	33.52	33.10	36.13	37.84
95% CI	---	---	---	31.67-37.41	30.67-36.37	30.28-35.92	33.57-38.69	32.46-43.22
Guam	16.3	17.2	18.3	13.6	13.31	13.27	15.13	15.93
95% CI	---	---	---	11.31-15.85	11.11-15.51	10.54-16.00	13.18-17.08	11.49-20.37
Hawaii	28.1	28.6	23.6	21.0	20.15	19.82	20.92	21.93
95% CI	---	---	---	18.62-23.32	17.70-22.60	17.90-21.74	18.86-22.98	17.73-26.13
Hawaii the Big Island				1.4	1.26	1.27	1.06	1.06
95% CI	---	---	---	1.02-1.86	0.99-1.53	0.98-1.56	0.81-1.31	0.49-1.63
Kauai					0.23			
95% CI	---	---	---		0.13-0.33			
Maui				1.0	0.84	0.84	0.61	
95% CI	---	---	---	0.80-1.24	0.65-1.03	0.66-1.02	0.46-0.76	
Honolulu Oahu	23.5	23.6	19.8	17.3	16.76	16.63	18.08	19.31
95% CI	---	---	---	15.22-19.40	14.66-18.86	14.92-18.34	16.19-19.97	15.48-23.14
South Atlantic	9.4	9.9	12.4	13.9	13.07	12.09	11.57	10.70
95% CI	---	---	---	12.57-15.23	11.88-14.26	10.99-13.19	10.16-12.98	7.75-13.65
Florida	4.2	2.7	4.1	4.6	3.90	4.17	3.91	5.71
95% CI	---	---	---	4.00-5.26	3.37-4.43	3.59-4.75	3.28-4.54	3.16-8.26
Ft. Lauderdale								
95% CI	---	---	---					
Miami	1.2	0.8	1.1	1.7	1.30	1.16	1.38	2.81
95% CI	---	---	---	1.32-2.16	1.03-1.57	0.86-1.46	0.97-1.79	0.49-5.13
Orlando	2.1	1.5	2.1	2.2	1.91	2.26	1.94	2.35
95% CI	---	---	---	1.82-2.58	1.52-2.30	1.81-2.71	1.51-2.37	1.39-3.31
TampaSt. Petersburg				0.2	0.39	0.35	0.39	
95% CI	---	---	---	0.08-0.22	0.20-0.58	0.18-0.52	0.24-0.54	
Georgia	1.3	1.7	2.0	1.7	1.93	1.69	1.64	2.05
95% CI	---	---	---	1.30-2.12	1.47-2.39	1.28-2.10	1.29-1.99	0.94-3.16
Atlanta	1.2	1.7	1.7	1.5	1.75	1.55	1.43	1.81
95% CI	---	---	---	1.12-1.94	1.32-2.18	1.15-1.95	1.10-1.76	0.77-2.85
Maryland	0.6		0.8	1.1	1.05	0.53	0.83	0.52
95% CI	---	---	---	0.77-1.49	0.71-1.39	0.32-0.74	0.56-1.10	0.24-0.80
Baltimore				0.7	0.32	0.20	0.36	
95% CI	---	---	---	0.41-1.05	0.20-0.44	0.32-0.74	0.19-0.53	
Bethesda				0.2	0.33			
95% CI	---	---	---	0.08-0.28	0.10-0.56			
North Carolina	0.6	0.8	1.1	1.3	1.27	1.12	1.11	0.54
95% CI	---	---	---	0.97-1.65	0.94-1.60	0.85-1.39	0.84-1.38	0.22-0.86
Charlotte				0.4	0.37	0.25	0.35	
95% CI	---	---	---	0.20-0.50	0.21-0.53	0.13-0.37	0.21-0.49	
Raleigh				0.4	0.44	0.42		
95% CI	---	---	---	0.25-0.61	0.23-0.65	0.27-0.57		

Market Profile: ASIA

Destinations Visited on This Trip (continued)

% Visiting the Destination / 95% Confidence Interval (CI)	2000	2005	2010	2015	2017	2018	2019	2020
South Carolina				0.5	0.36	0.29	0.60	
95% CI	---	---	---	0.21-0.73	0.20-0.52	0.18-0.40	0.34-0.86	
Virginia	0.6	1.0	1.1	1.1	0.91	1.03	1.21	0.79
95% CI	---	---	---	0.85-1.39	0.63-1.19	0.70-1.36	0.66-1.76	0.37-1.21
Norfolk								
95% CI	---	---	---					
Washington, D.C.	3.8	4.3	5.2	5.9	5.96	5.06	4.47	2.39
95% CI	---	---	---	4.95-6.81	5.16-6.76	4.32-5.80	3.41-5.53	1.33-3.45
West North Central	2.0	1.2	1.3	2.2	1.75	1.75	1.52	1.31
95% CI	---	---	---	1.81-2.65	1.41-2.09	1.42-2.08	1.18-1.86	0.49-2.13
Iowa				0.3	0.33	0.24	0.28	
95% CI	---	---	---	0.18-0.48	0.19-0.47	0.12-0.36	0.11-0.45	
Kansas					0.11			
95% CI	---	---	---		0.05-0.17			
Minnesota				0.8	0.78	0.64	0.64	
95% CI	---	---	---	0.57-1.07	0.54-1.02	0.43-0.85	0.44-0.84	
Minn./St. Paul				0.7	0.49	0.45	0.43	
95% CI	---	---	---	0.46-0.86	0.30-0.68	0.28-0.62	0.27-0.59	
Missouri				0.6	0.42	0.60	0.38	
95% CI	---	---	---	0.38-0.76	0.27-0.57	0.41-0.79	0.24-0.52	
St. Louis				0.4	0.29	0.27	0.28	
95% CI	---	---	---	0.21-0.53	0.16-0.42	0.14-0.40	0.16-0.40	
West South Central	4.1	3.6	4.3	5.3	4.90	5.06	5.08	4.43
95% CI	---	---	---	4.58-6.02	4.23-5.57	4.36-5.76	4.29-5.87	2.98-5.88
Arkansas								
95% CI	---	---	---					
Louisiana				0.8	0.44	0.50	0.72	
95% CI	---	---	---	0.48-1.06	0.25-0.63	0.31-0.69	0.38-1.06	
New Orleans				0.6	0.32	0.46	0.52	
95% CI	---	---	---	0.35-0.87	0.18-0.46	0.27-0.65	0.21-0.83	
Oklahoma								
95% CI	---	---	---					
Texas	3.5	3.1	3.4	4.3	4.37	4.51	4.21	4.24
95% CI	---	---	---	3.69-4.85	3.73-5.01	3.85-5.17	3.51-4.91	2.82-5.66
Austin				0.5	0.78	0.72	0.49	
95% CI	---	---	---	0.32-0.70	0.52-1.04	0.45-0.99	0.33-0.65	
DallasPlanoIrving	1.3	1.2	1.1	1.6	1.52	1.70	1.85	1.31
95% CI	---	---	---	1.28-1.88	1.15-1.89	1.34-2.06	1.42-2.28	0.41-2.21
Houston	1.3	1.3	1.4	1.9	1.87	1.54	1.54	2.10
95% CI	---	---	---	1.49-2.21	1.46-2.28	1.19-1.89	1.08-2.00	1.22-2.98
San Antonio				0.3	0.28	0.44	0.27	
95% CI	---	---	---	0.19-0.47	0.15-0.41	0.14-0.74	0.12-0.42	

Notes: For years 1997 through 2011, visitation incidences are displayed for cells having a sample size consistently of 100 or more for each origin market-U.S. destination combination for any year. From 2012 onward, visitation incidences are based on the "jackknife" statistical method and the visitation incidences and corresponding 95 percent confidence intervals are shown for each origin market-U.S. destination combination for any year when this method produces results meeting certain criteria. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

Survey of International Air Travelers: Table Number and Description

TABLE 1 - Q3a.	Where do you live (country 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 - Q18a./b.	Is this trip part of a prepaid, inclusive tour package? (%)
TABLE 8 - Q12a./b.	Before you left home, did you make reservations for lodging, if so, how? (%)
TABLE 9 - Q11.	Was travel insurance purchased for this trip? (%)
TABLE 10 - Q14.	With whom are you traveling now? (%)
TABLE 11 - Q15.	Including yourself, how many adults and/or children are in your travel party? (%)
TABLE 12 - Q13a.	What was the main purpose of your trip? (%)
TABLE 13 - Q13a./b.	All purposes (net) of trip. (%)
TABLE 14 - Q17.	Type of accommodations in the U.S. and number of nights stayed. (%)
TABLE 15 - Q16a.	How many nights in the U.S.A. have you spent on this trip? (%)
TABLE 16 - Q16c.	How many total nights away from home have you spent on this trip? (%)
TABLE 17 - Q30a.	Was this your first trip by air to the United States? (%)
TABLE 18 - Q30b.	How many round trips by air have you made to the U.S. in the past 12 months? (%)
TABLE 19 - Q3c./Q17.	Number of states visited. (%)
TABLE 20 - Q3c./Q17.	Number of destinations visited. (%)
TABLE 21 - Q21.	What types of transportation were used on this trip? (%)
TABLE 22 - Q5b.	What city or airport did you pass through U.S. Customs and Passport Control (port of entry) (%)
TABLE 23 - Q3c.	What was the main destination that you visited since you left home? (%)
TABLE 24 - Q3c./Q17.	What U.S. destinations did you visit (includes main destination)? (%)
TABLE 25 - Q22.	Did anyone engage in any of the following leisure activities? (%)
TABLE 26 - Q18d./Q19.	How much total money has been spent outside your own country? (\$)
TABLE 27 - Q19e.	Itemized trip expenditures from Q19d. (\$)
TABLE 28 - Q20.	Expenses payment methods. (%)
TABLE 29 - Q20.	Travelers use of payment methods. (%)
TABLE 30 - Q20.	Share of total trip expenditures by payment methods. (%)
TABLE 31 - Q25.	What were your three main reasons for flying on this airline? (%)
TABLE 32 - Q25.	What was the most important reason for flying on this airline? (%)
TABLE 33 - Q26a.	Where are you sitting in the aircraft today? (%)
TABLE 34 - Q26b.	What type of airline ticket do you have? (%)
TABLE 35 - Q31bc.	What is your age and what is your gender? (%)
TABLE 36 - Q31a.	What is your occupation? (%)
TABLE 37 - Q32.	What is your total combined annual household income? (%)

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 for a fee.

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

For NTTO programs of interest visit:

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

- Summary of International Travel to the United States (ADIS / 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 Account

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