

## CHARACTERISTICS OF TRAVELERS FROM HONG KONG TO CALIFORNIA - 2010

Hong Kong was one of California's smaller overseas markets with approximately 72,000 visitors to California in 2010. Collectively visitors from Hong Kong spent approximately \$92 million in California.

During 2009 visitors to California from Hong Kong reported spending \$120 per day during a 10.6 night average stay or approximately \$1,272 per visitor. The average spending for all overseas visitors to California was about \$1,209 (\$107 per day; 11.3 nights in California).

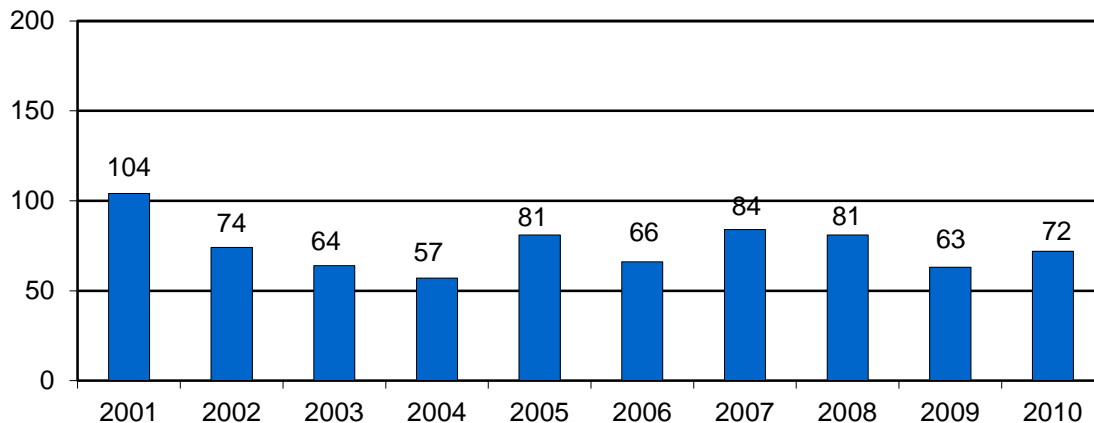
### Visitors From Hong Kong

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
2000	203,300	62.1%	126,000
2001	170,267	60.8%	104,000
2002	135,409	54.9%	74,000
2003	114,112	56.3%	64,000
2004	123,335	46.3%	57,000
2005	135,108	59.8%	81,000
2006	137,278	48.0%	66,000
2007	142,419	59.3%	84,000
2008	139,159	58.0%	81,000
2009	116,023	55.2%	63,000
2010	131,712	54.7%	72,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

### Number of Visitors from Hong Kong to CA, 2001-2010 (in 000s)



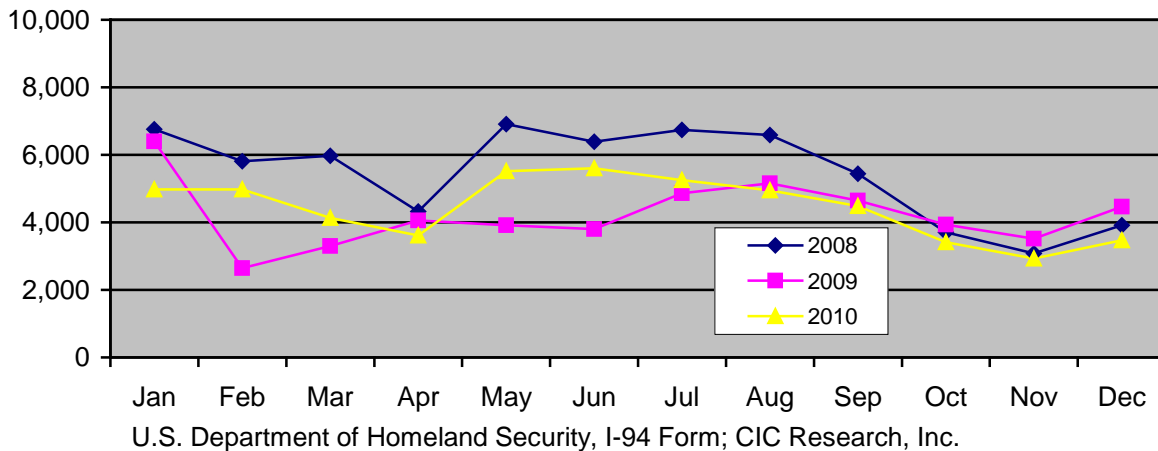
Source: International Trade Administration, Office of Travel and Tourism Industries.

The volume of visitors to California from Hong Kong tended to be over 100,000 from the 1990's through 2001. The volume of visitors peaked in 1996 with 141,000 visitors to California from Hong Kong. Since then, the volume has slowly decreased to a low of 57,000 visitors to California from Hong Kong in 2004, and it has fluctuated up and down over the past six years.

### Hong Kong Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Hong Kong to California were mostly higher or almost the same in 2010 compared with 2009 while still lower than in much of 2008. In general, Hong Kong resident arrivals at California ports-of-entry peaked during the summer months. In 2010, the lowest volume was recorded in November.

**Residents of Hong Kong  
Monthly Port of Entry Arrivals to CA  
2008-2010**



## Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Hong Kong are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from Hong Kong are more likely to:

- Travel to California to visit friends or relatives
- Plan as well as book their air travel through a travel agent
- Have decidedly lower trip planning and advance airline booking horizons
- Fly in executive/business class
- Travel alone
- Stay in a private home
- Use cash to pay for trip expenses
- Work in a managerial/executive position
- Have a higher average annual household income

Conversely, visitors from Hong Kong are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Use a personal computer to plan their trip
- Travel in economy/tourist/coach class
- Use a travel package
- Stay in a hotel or other paid lodging
- Be on their first trip to the U.S.
- Visit Los Angeles as part of their trip
- Experience activities such as visiting historical places, national parks, small towns, cultural heritage sites, and art galleries/museums

## Characteristics of Travelers from Hong Kong to California, 2010

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Hong Kong (n = 153)	Leisure Visitors from Hong Kong (n = 93)
<b>Primary Purpose of Trip</b>			
Leisure/Recreation/Holidays	48%	26%	38%
Visit Friends/Relatives	22%	43%	62%
Business/Professional	21%	22%	-
Convention/Conference	5%	4%	-
Other Purpose	5%	5%	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Leisure/Recreation/Holidays	67%	51%	72%
Visit Friends/Relatives	39%	60%	81%
Business/Professional	24%	39%	16%
Convention/Conference	9%	9%	4%
<b>Sources Used to Plan Trip**</b>			
Personal Computer	44%	30%	36%
Travel Agency	40%	54%	56%
Airlines Directly	23%	30%	36%
Friends/Relatives	17%	20%	24%
Travel Guides	10%	9%	12%
Corporate Travel Department	8%	8%	1%
Tour Company	5%	4%	2%
State/City Travel Office	4%	1%	-
Newspapers/Magazines	3%	6%	7%
<b>Advance Planning for Trip</b>			
7 days or less	6%	13%	10%
8 - 30 days	28%	42%	36%
31 - 60 days	20%	25%	28%
61 - 90 days	12%	8%	8%
More than 3 Months	34%	12%	18%
Total	100%	100%	100%
Average Planning Time in Days	98 days	48 days	57 days
<b>Advance Airline Reservations</b>			
7 days or less	12%	23%	14%
8 - 30 days	38%	49%	51%
31 - 60 days	17%	15%	19%
61 - 90 days	10%	5%	4%
91 - 120 days	7%	5%	7%
121 - 180 days	10%	3%	5%
6 Months or More	7%	-	-
Total	100%	100%	100%
Average Booking in Days	68 days	36 days	43 days

\* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

\*\* Multiple response question. Table may add to more than 100%.

Sources: International Trade Administration Office of Travel and Tourism Industries  
"Survey of International Air Travelers."

**Characteristics of Travelers from Hong Kong to California  
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Hong Kong (n = 153)	Leisure Visitors from Hong Kong (n = 93)
<b>Means of Booking Air Trip</b>			
Travel Agent	46%	65%	66%
Personal Computer	26%	17%	17%
Airlines Directly	13%	13%	15%
Corporate Travel Department	8%	3%	1%
Tour Operator	4%	1%	1%
Travel Club	1%	-	-
Other/Don't Know	2%	1%	-
Total	100%	100%	100%
<b>Main Factor in Selecting Airline</b>			
Airfare	29%	29%	33%
Schedule	14%	19%	17%
Non-Stop Flight	14%	13%	12%
Mileage Bonus/Frequent Flyer Program	10%	9%	10%
Previous Good Experience	9%	9%	9%
Safety Reputation	8%	4%	5%
Airline Loyalty	4%	8%	12%
In-flight Service	4%	4%	3%
Employer policy	3%	3%	-
Other	6%	2%	-
Total	100%	100%	100%
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	84%	72%	80%
Executive/Business	15%	27%	19%
First Class	2%	1%	1%
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	14%	3%	3%
No	86%	98%	97%
Total	100%	100%	100%
<b>Advance Package Booking</b>			
7 days or less	4%	-	-
8 - 30 days	27%	96%	95%
31 - 60 days	15%	4%	5%
61 - 90 days	10%	-	-
91 - 120 days	11%	-	-
121 - 180 days	20%	-	-
6 Months or More	14%	-	-
Total	100%	100%	100%

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**Characteristics of Travelers from Hong Kong to California  
(2010 - cont.)**

<b>Trip &amp; Traveler Characteristics</b>	<b>All Overseas Visitors* (n = 7,760)</b>	<b>All Visitors from Hong Kong (n = 153)</b>	<b>Leisure Visitors from Hong Kong (n = 93)</b>
<b>Travel Companions**</b>			
Traveling Alone	39%	52%	40%
Spouse	27%	25%	34%
Family/Relatives	25%	26%	34%
Friends	11%	6%	7%
Business Associates	8%	4%	1%
Tour Group	2%	-	-
<b>Average Travel Party Size</b>	1.6	1.4	1.6
<b>Median Travel Party Size</b>	1.0	1.0	1.0
<b>Type of Lodging**</b>			
Hotel / Motel	78%	51%	39%
Private Home	29%	55%	66%
Other	4%	-	1%
<b>Length of Stay</b>			
Mean Nights in the U.S.	22.8 nights	16.0 nights	18.5 nights
Mean Nights in California	11.3 nights	10.6 nights	12.5 nights
% of California Nights	50%	66%	68%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	27%	15%	20%
Average Trips to the U.S. in Past Year	1.8 trips	2.2 trips	1.9 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	7.8 trips	7.5 trips
<b>Average Number of States Visited</b>	2.1 states	1.8 states	1.7 states
<b>Average Number of Destinations Visited</b>	3.0 dest.	2.2 dest.	2.3 dest.
<b>Places Visited in the U.S.**</b>			
Los Angeles	60%	42%	49%
San Francisco	47%	55%	56%
Las Vegas	29%	21%	24%
New York City	16%	9%	7%
San Diego	14%	7%	6%
Flagstaff	8%	2%	3%
Anaheim-Santa Ana	7%	4%	1%
Grand Canyon	5%	2%	3%
San Jose	5%	4%	-
DC Metro Area	5%	7%	10%
Yosemite	4%	1%	2%
Chicago	4%	5%	-
Monterey-Salinas	4%	2%	2%
Miami	4%	2%	1%
Riverside/San Bernardino	4%	-	-
Seattle	3%	3%	-
Sacramento	3%	1%	1%

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**Characteristics of Travelers from Hong Kong to California  
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Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Hong Kong (n = 153)	Leisure Visitors from Hong Kong (n = 93)
<b>Activities Experienced While in the U.S.**</b>			
Shopping	88%	84%	89%
Dining Out	85%	85%	90%
Sightseeing in Cities	57%	53%	68%
Historical Places	47%	30%	39%
Amusement/Theme Parks	40%	38%	46%
National Parks	38%	20%	27%
Visiting Small Towns	38%	28%	38%
Cultural Heritage Sites	31%	18%	22%
Touring Countryside	31%	22%	30%
Art Gallery/Museum	26%	15%	19%
Casinos/Gambling	25%	21%	24%
Guided Tours	23%	15%	19%
<b>Transportation While in the U.S.**</b>			
Rented Auto	41%	35%	29%
Taxi/Limousine	39%	44%	47%
Airlines in U.S.	37%	38%	29%
Company or Private Auto	28%	35%	41%
City Subway/Tram/Bus	25%	22%	23%
Railroad between Cities	12%	8%	5%
Bus between Cities	10%	11%	12%
Motor Home/Camper	2%	1%	1%
<b>Visitor Spending in the U.S.</b>			
Per Travel Party Per Trip (U.S.)	\$3,797	\$2,761	\$2,889
Per Visitor/Trip (U.S.)	\$2,435	\$1,913	\$1,787
Per Visitor Per Day	\$107	\$120	\$97
Per Visitor/Trip (California)	\$1,209	\$1,272	\$1,213
<b>Spending by Category (Per Visitor/Trip)</b>			
Lodging	\$661	\$420	\$256
Food/Beverages	\$514	\$462	\$420
Gifts/Souvenirs	\$421	\$357	\$435
Transportation in the U.S.	\$384	\$328	\$208
Entertainment	\$243	\$198	\$282
Expenses at the Airport	\$34	\$23	\$20
Other	\$179	\$126	\$167
<b>Total Spending Per Visitor/Trip</b>	<b>\$2,435</b>	<b>\$1,913</b>	<b>\$1,787</b>

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**Characteristics of Travelers from Hong Kong to California  
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<b>Payment Method for Trip Expenses</b>			
Credit Cards	52%	47%	40%
Cash	39%	50%	56%
Debit Cards	7%	3%	3%
Travelers Checks	1%	1%	1%
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	43 years	47 years	49 years
Average Age - Females	40 years	39 years	39 years
<b>Occupation</b>			
Professional/Technical	33%	24%	27%
Manager/Executive	29%	45%	35%
Student	10%	4%	6%
Retired	9%	9%	14%
Clerical/Sales	8%	6%	7%
Other	12%	13%	11%
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	8%	7%	11%
\$20,000 - \$39,999	13%	15%	17%
\$40,000 - \$59,999	14%	12%	11%
\$60,000 - \$79,999	13%	8%	4%
\$80,000 - \$99,999	11%	5%	4%
\$100,000 - \$119,999	11%	4%	3%
\$120,000 - \$139,999	7%	6%	8%
\$140,000 - \$159,999	6%	6%	2%
\$160,000 - \$179,999	3%	6%	8%
\$180,000 - \$199,999	3%	3%	4%
\$200,000 and over	13%	29%	28%
Total	100%	100%	100%
Average Annual Income	\$96,200	\$118,500	\$114,700

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