

CHARACTERISTICS OF TRAVELERS FROM JAPAN TO CALIFORNIA - 2008

Japan was California's second largest overseas market with approximately 629,000 visitors to California in 2008 (U.K. = 818,000). Collectively visitors from Japan spent approximately \$782 million in California (U.K. = \$865 million).

Japanese visitors to California during 2008 reported spending \$148 per day during an 8.4 night average stay or approximately \$1,243 per visitor. The average spending for all overseas visitors to California was about \$1,353 (\$123 per day; 11.0 nights in California).

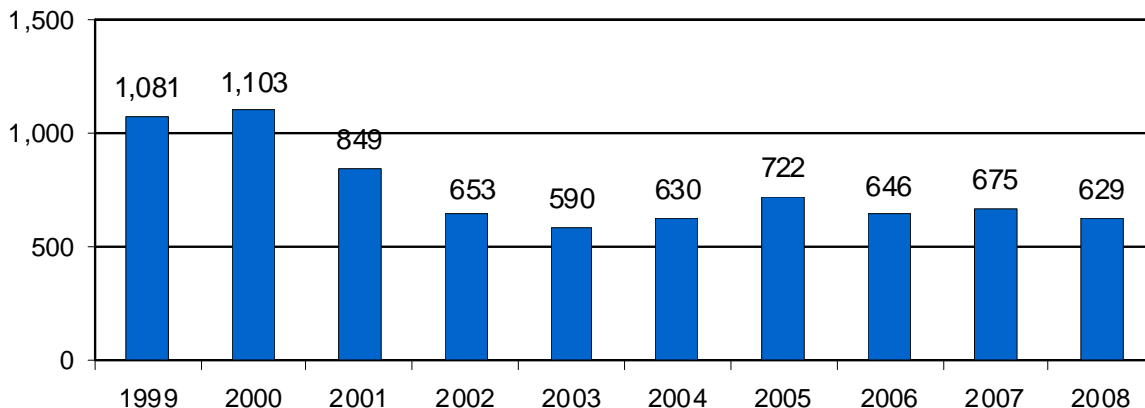
Visitors From Japan

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
1998	4,885,369	23.0%	1,124,000
1999	4,826,077	22.4%	1,081,000
2000	5,061,377	21.8%	1,103,000
2001	4,082,661	20.8%	849,000
2002	3,627,264	18.0%	653,000
2003	3,169,682	18.6%	590,000
2004	3,747,620	16.8%	630,000
2005	3,883,906	18.6%	722,000
2006	3,672,584	17.6%	646,000
2007	3,531,489	19.1%	675,000
2008	3,249,578	19.4%	629,000

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 Japan to California, 1999-2008 (in 000s)



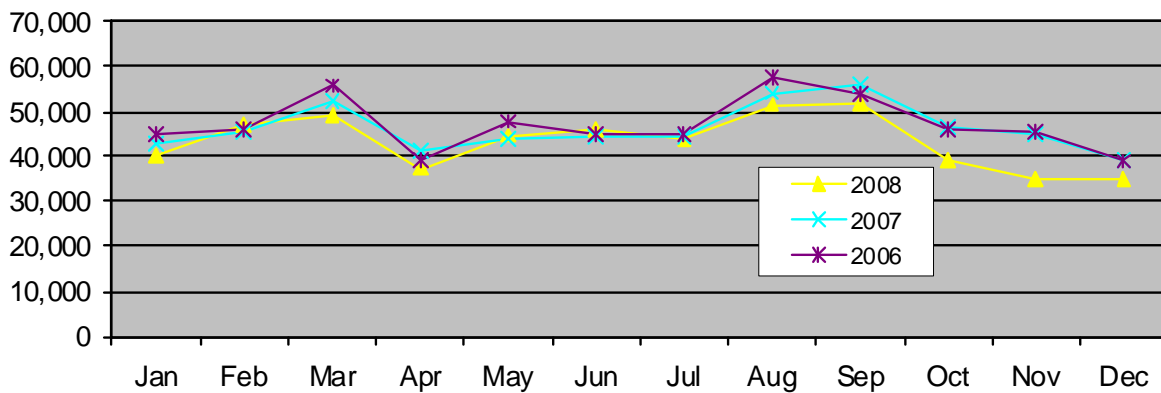
Source: International Trade Administration, Office of Travel and Tourism Industries.

During the 1980s and 1990s Japan was California's top overseas market. However, travel from Japan declined to a 10-year low in 2003 following the 9-11 terrorist attacks and the SARS crisis. Japanese residents have increased short haul travel to other Asian countries in recent years, but travel to the U.S. has not recovered to the pre 9-11 level.

Japanese Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Japan to California were mostly consistent in 2008 compared with 2006 and 2007. There was a drop in arrivals in the last months of 2008 however. In general, Japanese resident arrivals at California ports-of-entry peaked in March and August/September. The lowest volumes were recorded in April, November, and December.

**Residents of Japan
Monthly Port of Entry Arrivals to California
(2006-2008)**



U.S. Department of Homeland Security, I-94 Form; CIC Research, Inc.

Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Japan 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 Japan are more likely to:

- Travel to California for business purposes
- Have decidedly lower trip planning and advance airline booking horizons
- Select an airline due to the Mileage Bonus/Frequent Flyer Program
- Mention airline loyalty as a main factor in selecting an airline
- Travel in executive or business class
- Travel with business associates
- Stay less time in the U.S. and California
- Use a company or private auto for transportation
- Spend a lower percentage of their travel dollar per visitor/per trip
- Use credit cards to pay for trip expenses

Conversely, visitors from Japan are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Mention airfare and schedule as main factors in selecting an airline
- Travel in economy/tourist/coach class
- Visit Las Vegas, San Francisco and New York City as part of their trip
- Experience activities that are more leisure-oriented, such as visiting amusement/theme parks, historical places, cultural heritage sites, casinos, national parks, the countryside, art galleries and museums

Characteristics of Travelers from Japan to California – 2008

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Japan (n = 1,514)	Leisure Visitors from Japan (n = 681)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	43%	32%	64%
Visit Friends/Relatives	19	17	65%
Business/Professional	27	35	-
Convention/Conference	7	9	-
Other Purpose	5	7	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	63%	50%	83%
Visit Friends/Relatives	37	29	48
Business/Professional	31	37	3
Convention/Conference	11	13	2
Sources Used to Plan Trip**			
Airlines Directly	21%	16%	20%
Corporate Travel Department	11	18	4
Personal Computer	42	43	54
Friends/Relatives	16	16	26
Newspapers/Magazines	3	3	6
State/City Travel Office	4	2	3
Tour Company	6	10	14
Travel Agency	43	44	43
Travel Guides	10	15	25
Advance Planning for Trip			
7 days or less	9%	9%	4%
8 - 30 days	30	43	34
31 - 60 days	19	22	27
61 - 90 days	13	14	17
More than 3 Months	30	12	17
Total	100%	100%	100%
Average Planning Time in Days	92	57	72
Advance Airline Reservations			
7 days or less	16%	17%	9%
8 - 30 days	38	35	44
31 - 60 days	17	19	27
61 - 90 days	10	7	10
91 - 120 days	5	2	3
121 - 180 days	8	2	4
6 Months or More	6	1	2
Total	100%	100%	100%
Average Booking in Days	60	38	50

* 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 Japan to California
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Japan (n = 1,514)	Leisure Visitors from Japan (n = 681)
Means of Booking Air Trip			
Airlines Directly	12%	11%	15%
Corporate Travel Department	11	16	2
Personal Computer	22	16	24
Travel Agent	48	51	51
Travel Club	1	0	0
Tour Operator	4	5	6
Other/Don't Know	3	2	2
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	24%	13%	18%
Schedule	15	7	6
Non-Stop Flight	13	7	8
Mileage Bonus/Frequent Flyer Program	12	24	24
Previous Good Experience	10	7	9
Safety Reputation	7	11	11
Airline Loyalty	4	15	13
In-flight Service	5	9	7
Employer policy	4	3	1
Other	6	4	4
Airline Seating Area			
Economy/Tourist/Coach	77%	64%	85%
Executive/Business	20	32	14
First Class	3	4	1
Total	100%	100%	100%
Use of Package			
Yes	11%	9%	17%
No	89	91	83
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	0%	0%
8 - 30 days	26	44	42
31 - 60 days	23	30	34
61 - 90 days	12	17	15
91 - 120 days	5	3	2
121 - 180 days	17	7	7
6 Months or More	14	0	0
Total	100%	100%	100%

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**Characteristics of Travelers from Japan to California
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Japan (n = 1,514)	Leisure Visitors from Japan (n = 681)
Travel Companions**			
Business Associates	10%	22%	5%
Family/Relatives	23	22	40
Friends	12	10	14
Spouse	27	20	36
Tour Group	2	3	3
Traveling Alone	39	38	26
Average Travel Party Size	1.5	1.6	1.8
Median Travel Party Size	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	78%	84%	74%
Private Home	28	21	35
Other	4	1	1
Length of Stay			
Mean Nights in the U.S.	21.2	12.5	9.8
Mean Nights in California	11.0	8.4	7.1
% of California Nights	52%	67%	72%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	24%	16%	22%
Average Trips to the U.S. in Past Year	2.0	2.4	1.7
Average Trips to the U.S. in Past 5 Years	6.3	8.2	5.2
Average Number of States Visited	2.0	1.5	1.5
Average Number of Destinations Visited	2.9	2.1	2.2
Places Visited in the U.S.**			
Los Angeles	53%	50%	58%
San Francisco	49	34	34
Las Vegas	28	11	17
New York City	17	6	3
San Diego	13	13	11
San Jose	7	12	4
Anaheim-Santa Ana	7	9	12
Yosemite	5	2	4
Grand Canyon	4	2	5
Chicago	4	4	4
DC Metro Area	4	1	1
Monterey-Salinas	4	1	1
Seattle	3	6	4
Sacramento	3	2	2
Riverside/San Bernardino	3	2	2
Santa Barbara	3	1	1
Oakland	3	1	1

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**Characteristics of Travelers from Japan to California
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Japan (n = 1,514)	Leisure Visitors from Japan (n = 681)
Activities Experienced While in the U.S.**			
Dining Out	87%	88%	87%
Shopping	85	81	85
Sightseeing in Cities	53	46	63
Historical Places	44	11	16
Visiting Small Towns	36	29	39
National Parks	35	13	21
Amusement/Theme Parks	34	25	37
Touring Countryside	30	12	17
Cultural Heritage Sites	28	7	11
Casinos/Gambling	24	10	14
Art Gallery/Museum	23	9	11
Guided Tours	22	11	16
Transportation While in the U.S.**			
Taxi/Limousine	42%	47%	34%
Rented Auto	40	35	33
Airlines in U.S.	36	31	26
Company or Private Auto	28	37	44
City Subway/Tram/Bus	26	20	20
Railroad between Cities	11	8	10
Bus between Cities	9	6	8
Motor Home/Camper	2	1	1
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,998	\$2,925	\$2,738
Per Visitor/Trip (U.S.)	2,607	1,829	1,489
Per Visitor Per Day	123	148	151
Per Visitor/Trip (California)	\$1,353	\$1,243	\$1,072
Spending by Category (Per Visitor/Trip)			
Lodging	\$800	\$689	\$393
Food/Beverages	526	328	284
Gifts/Souvenirs	450	283	328
Transportation in the U.S.	425	277	198
Entertainment	234	135	185
Expenses at the Airport	37	42	36
Other	135	96	65
Total Spending Per Visitor/Trip	\$2,607	\$1,849	\$1,489

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**Characteristics of Travelers from Japan to California
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Japan (n = 1,514)	Leisure Visitors from Japan (n = 681)
Payment Method for Trip Expenses			
Credit Cards	53%	65%	55%
Cash	37	31	39%
Debit Cards	6	2	2
Travelers Checks	3	3	4
Total	100%	100%	100%
Age			
Average Age - Males	41	45	44
Average Age - Females	38	40	40
Occupation			
Manager/Executive	34%	38%	27%
Professional/Technical	32	31	23
Student	8	4	6
Clerical/Sales	7	11	15
Retired	6	3	6
Other	13	13	22
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	6%	3%	4%
\$20,000 - \$39,999	10	9	15
\$40,000 - \$59,999	13	11	14
\$60,000 - \$79,999	11	13	15
\$80,000 - \$99,999	11	15	13
\$100,000 - \$119,999	11	13	9
\$120,000 - \$139,999	7	11	12
\$140,000 - \$159,999	6	6	5
\$160,000 - \$179,999	4	2	2
\$180,000 - \$199,999	3	5	3
\$200,000 and over	18	13	10
Total	100%	100%	100%
Average Annual Income	\$107,200	\$108,100	\$95,000

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