

CHARACTERISTICS OF TRAVELERS FROM HONG KONG TO CALIFORNIA - 2008

Hong Kong was one of California's larger overseas markets with approximately 81,000 visitors to California in 2008. Collectively visitors from Hong Kong spent approximately \$116 million in California.

Hong Kong visitors to California during 2008 reported spending \$157 per day during a 9.1 night average stay or approximately \$1,429 per visitor. The average spending for all overseas visitors to California was about \$1,353 (\$123 per day; 11.0 nights in California).

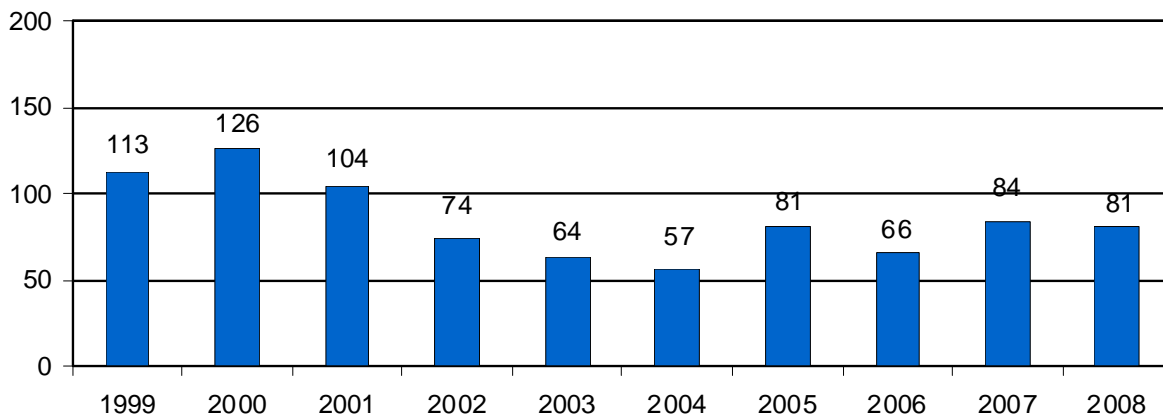
Visitors From Hong Kong

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
1998	213,020	54.5%	116,000
1999	192,991	58.7%	113,000
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

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, 1999-2008 (in 000s)



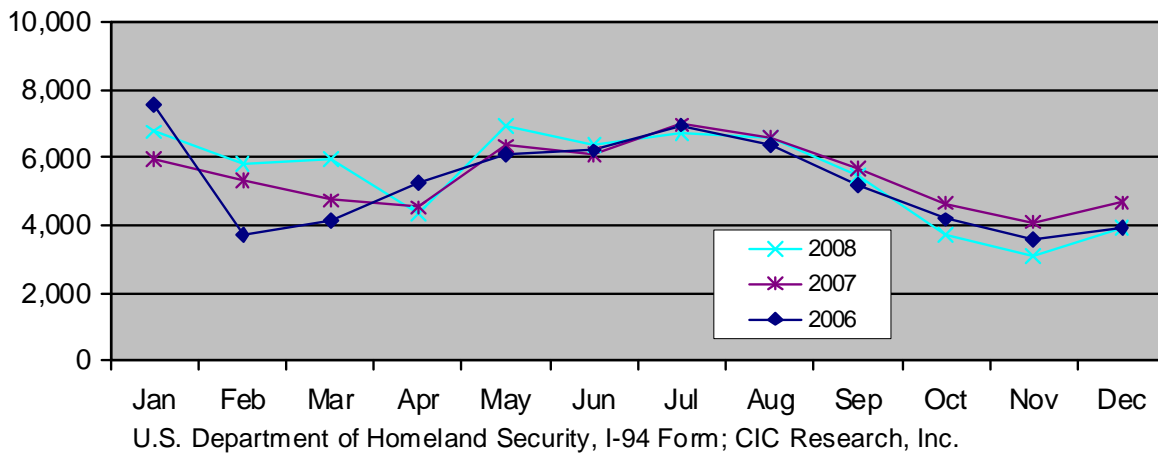
Source: International Trade Administration, Office of Travel and Tourism Industries.

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 four years.

Hong Kong Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Hong Kong to California were fairly consistent in 2008 compared with 2006 and 2007. In general, Hong Kong resident arrivals at California ports-of-entry peaked during the summer months of May, June, July, and August. The lowest volumes were usually recorded in November.

**Residents of Hong Kong
Monthly Port of Entry Arrivals to CA
2006-2008**



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
- Use information from a travel agent to plan as well as book their trip
- Have decidedly lower trip planning and advance airline booking horizons
- Select an airline based on airfare
- Fly in executive/business class
- Travel alone
- Stay in a private home
- Work in a management or executive occupation
- 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 as well as to book their trip
- Travel in economy/tourist/coach class
- Use a travel package
- Travel with a spouse
- Stay in a hotel or other paid lodging
- Be on their first trip to the U.S.
- Visit New York City or San Diego as part of their trip
- Experience activities that are more leisure-oriented, such as visiting historical places, amusement/theme parks, national parks, cultural heritage sites, and going on guided tours
- Use a rented auto for transportation while in the U.S.

Characteristics of Travelers from Hong Kong to California – 2008

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Hong Kong (n = 182)	Leisure Visitors from Hong Kong (n = 95)*
Primary Purpose of Trip			
Leisure/Recreation/Holidays	43%	23%	39%
Visit Friends/Relatives	19	36	61
Business/Professional	27	31	-
Convention/Conference	7	8	-
Other Purpose	5	3	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	63%	46%	66%
Visit Friends/Relatives	37	64	86
Business/Professional	31	38	9
Convention/Conference	11	11	-
Sources Used to Plan Trip**			
Airlines Directly	21%	21%	28%
Corporate Travel Department	11	6	1
Personal Computer	42	23	33
Friends/Relatives	16	16	25
Newspapers/Magazines	3	2	5
State/City Travel Office	4	0	1
Tour Company	6	2	3
Travel Agency	43	65	59
Travel Guides	10	3	3
Advance Planning for Trip			
7 days or less	9%	15%	16%
8 - 30 days	30	45	38
31 - 60 days	19	24	28
61 - 90 days	13	6	8
More than 3 Months	30	10	11
Total	100%	100%	100%
Average Planning Time in Days	92	48	52
Advance Airline Reservations			
7 days or less	16%	28%	29%
8 - 30 days	38	44	38
31 - 60 days	17	18	21
61 - 90 days	10	5	4
91 - 120 days	5	3	2
121 - 180 days	8	2	4
6 Months or More	6	1	2
Total	100%	100%	100%
Average Booking in Days	60	33	38

* 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
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Hong Kong (n = 182)	Leisure Visitors from Hong Kong (n = 95)*
Means of Booking Air Trip			
Airlines Directly	12%	13%	9%
Corporate Travel Department	11	6	0
Personal Computer	22	12	22
Travel Agent	48	68	65
Travel Club	1	-	-
Tour Operator	4	2	3
Other/Don't Know	3	1	1
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	24%	43%	58%
Schedule	15	16	9
Non-Stop Flight	13	8	6
Mileage Bonus/Frequent Flyer Program	12	9	8
Previous Good Experience	10	6	9
Safety Reputation	7	6	7
Airline Loyalty	4	2	-
In-flight Service	5	6	1
Employer policy	4	3	-
Other	6	2	2
Airline Seating Area			
Economy/Tourist/Coach	77%	60%	66%
Executive/Business	20	35	32
First Class	3	5	3
Total	100%	100%	100%
Use of Package			
Yes	11%	2%	2%
No	89	98	98
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	28%	18%
8 - 30 days	26	23	46
31 - 60 days	23	49	36
61 - 90 days	12	-	-
91 - 120 days	5	-	-
121 - 180 days	17	-	-
6 Months or More	14	-	-
Total	100%	100%	100%

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

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Hong Kong (n = 182)	Leisure Visitors from Hong Kong (n = 95)*
Travel Companions**			
Business Associates	10%	10%	2%
Family/Relatives	23	18	31
Friends	12	10	17
Spouse	27	14	23
Tour Group	2	0	0
Traveling Alone	39	55	38
Average Travel Party Size	1.5	1.3	1.5
Median Travel Party Size	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	78%	62%	52%
Private Home	28	53	69
Other	4	2	3
Length of Stay			
Mean Nights in the U.S.	21.2	15.2	14.9
Mean Nights in California	11.0	9.1	11.9
% of California Nights	52%	60%	80%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	24%	6%	8%
Average Trips to the U.S. in Past Year	2.0	2.0	1.6
Average Trips to the U.S. in Past 5 Years	6.3	7.6	5.5
Average Number of States Visited	2.0	1.8	1.6
Average Number of Destinations Visited	2.9	2.6	2.8
Places Visited in the U.S.**			
Los Angeles	53%	55%	54%
San Francisco	49	57	66
Las Vegas	28	22	17
New York City	17	7	7
San Diego	13	3	3
San Jose	7	7	4
Anaheim-Santa Ana	7	9	14
Yosemite	5	-	-
Grand Canyon	4	0	-
Chicago	4	5	3
DC Metro Area	4	2	2
Monterey-Salinas	4	7	13
Seattle	3	3	3
Sacramento	3	2	4
Riverside/San Bernardino	3	0	1
Santa Barbara	3	1	1

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

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Hong Kong (n = 182)	Leisure Visitors from Hong Kong (n = 95)*
Activities Experienced While in the U.S.**			
Dining Out	87%	92%	97%
Shopping	85	90	96
Sightseeing in Cities	53	51	65
Historical Places	44	30	36
Visiting Small Towns	36	28	38
National Parks	35	17	24
Amusement/Theme Parks	34	19	23
Touring Countryside	30	23	37
Cultural Heritage Sites	28	18	25
Casinos/Gambling	24	22	24
Art Gallery/Museum	23	21	27
Guided Tours	22	7	10
Transportation While in the U.S.**			
Taxi/Limousine	42%	34%	28%
Airlines in U.S.	40	42	37
Rented Auto	36	25	33
Company or Private Auto	28	35	42
City Subway/Tram/Bus	26	30	36
Railroad between Cities	11	8	7
Bus between Cities	9	7	7
Motor Home/Camper	2	2	3
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,998	\$3,186	\$3,189
Per Visitor/Trip (U.S.)	2,607	2,390	2,088
Per Visitor Per Day	123	157	140
Per Visitor/Trip (California)	\$1,353	\$1,429	\$1,666
Spending by Category (Per Visitor/Trip)			
Lodging	\$800	\$561	\$309
Food/Beverages	526	407	396
Gifts/Souvenirs	450	534	616
Transportation in the U.S.	425	341	256
Entertainment	234	292	311
Expenses at the Airport	37	32	28
Other	135	224	172
Total Spending Per Visitor/Trip	\$2,607	\$2,390	\$2,088

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**Characteristics of Travelers from Hong Kong to California
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Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Hong Kong (n = 182)	Leisure Visitors from Hong Kong (n = 95)*
Payment Method for Trip Expenses			
Credit Cards	53%	50%	35%
Cash	37	45	59
Debit Cards	6	3	4
Travelers Checks	3	1	2
Total	100%	100%	100%
Age			
Average Age - Males	41	43	45
Average Age - Females	38	39	38
Occupation			
Manager/Executive	34%	51%	35%
Professional/Technical	32	25	28
Student	8	2	2
Clerical/Sales	7	6	5
Retired	6	5	8
Other	13	11	21
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	6%	5%	5%
\$20,000 - \$39,999	10	10	11
\$40,000 - \$59,999	13	10	9
\$60,000 - \$79,999	11	8	10
\$80,000 - \$99,999	11	7	5
\$100,000 - \$119,999	11	9	10
\$120,000 - \$139,999	7	7	7
\$140,000 - \$159,999	6	3	1
\$160,000 - \$179,999	4	3	2
\$180,000 - \$199,999	3	8	14
\$200,000 and over	18	32	27
Total	100%	100%	100%
Average Annual Income	\$107,200	\$128,800	\$126,300

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