

CHARACTERISTICS OF TRAVELERS FROM JAPAN TO CALIFORNIA - 2009

Japan was California's second largest overseas market with approximately 462,000 visitors to California in 2009 (U.K. = 663,000). Collectively visitors from Japan spent approximately \$502 million in California (U.K. = \$668 million).

Japanese visitors to California during 2009 reported spending \$153 per day during a 7.1 night average stay or approximately \$1,086 per visitor. The average spending for all overseas visitors to California was about \$1,205 (\$103 per day; 11.7 nights in California).

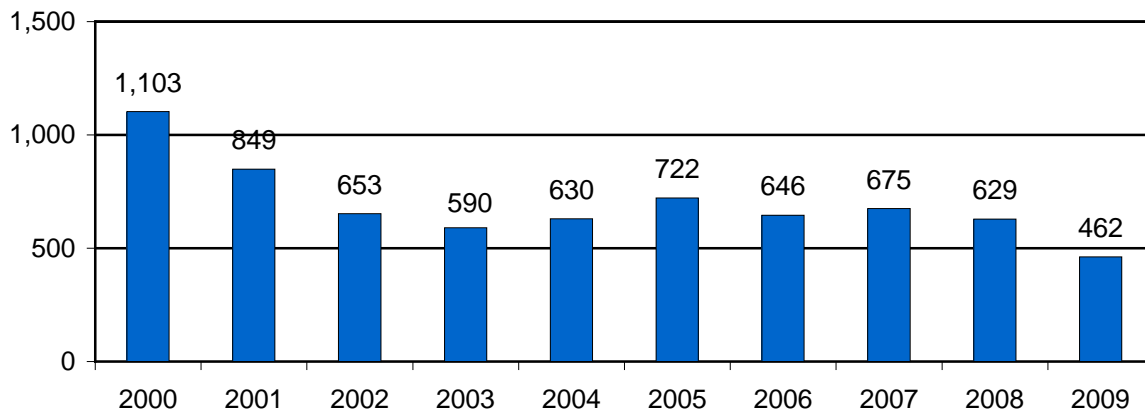
Visitors From Japan

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
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
2009	2,918,268	15.8%	462,000

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, 2000-2009 (in 000s)



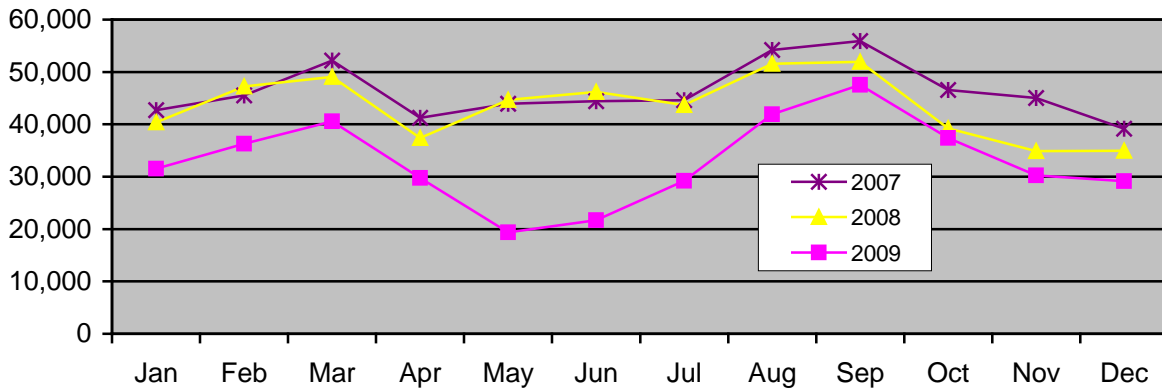
Source: International Trade Administration, Office of Travel and Tourism Industries.

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. In 2009, the number of overseas visitors from Japan to California dropped even lower than the 2003 level, to 462,000 visitors, and the lowest market share in 10 years (15.8%).

Japanese Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Japan to California were lower in 2009 compared with 2007 and 2008. There was a large drop in arrivals in the months from April to July compared to the previous years. In general, Japanese resident arrivals at California ports-of-entry peaked in March and August/September. The lowest volumes were recorded in May and June.

**Residents of Japan
Monthly Port of Entry Arrivals to California
(2007-2009)**



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 larger amount per visitor per day
- Use credit cards to pay for trip expenses
- Work in a managerial/executive position

Conversely, visitors from Japan are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Use a personal computer to book their air trip
- Mention airfare as the main factor in selecting an airline
- Travel in economy/tourist/coach class
- Stay in a private home for lodging
- Be on their first trip to the U.S.
- 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 as well as guided tours and sightseeing in cities

Characteristics of Travelers from Japan to California – 2009

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Japan (n = 1,172)	Leisure Visitors from Japan (n = 532)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	47%	36%	66%
Business/Professional	22%	32%	-
Visit Friends/Relatives	21%	18%	34%
Convention/Conference	6%	10%	-
Other Purpose	5%	5%	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	65%	50%	78%
Visit Friends/Relatives	37%	27%	42%
Business/Professional	26%	34%	3%
Convention/Conference	8%	13%	1%
Sources Used to Plan Trip**			
Airlines Directly	23%	22%	29%
Corporate Travel Department	8%	14%	3%
Personal Computer	43%	45%	59%
Friends/Relatives	18%	20%	31%
Newspapers/Magazines	3%	4%	6%
State/City Travel Office	4%	1%	1%
Tour Company	7%	11%	16%
Travel Agency	40%	42%	34%
Travel Guides	10%	15%	25%
Advance Planning for Trip			
7 days or less	7%	10%	4%
8 - 30 days	28%	37%	24%
31 - 60 days	19%	31%	42%
61 - 90 days	12%	10%	13%
More than 3 Months	34%	12%	16%
Total	100%	100%	100%
Average Planning Time in Days	100 days	57 days	73 days
Advance Airline Reservations			
7 days or less	13%	18%	8%
8 - 30 days	38%	53%	50%
31 - 60 days	16%	19%	27%
61 - 90 days	10%	5%	7%
91 - 120 days	6%	2%	2%
121 - 180 days	10%	3%	5%
6 Months or More	7%	1%	1%
Total	100%	100%	100%
Average Booking in Days	67 days	35 days	45 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 Japan to California
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Japan (n = 1,172)	Leisure Visitors from Japan (n = 532)
Means of Booking Air Trip			
Airlines Directly	13%	15%	24%
Corporate Travel Department	9%	13%	1%
Personal Computer	25%	15%	21%
Travel Agent	46%	48%	42%
Travel Club	1%	-	-
Tour Operator	5%	6%	10%
Other/Don't Know	2%	2%	3%
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	32%	16%	18%
Schedule	13%	10%	8%
Non-Stop Flight	12%	6%	6%
Mileage Bonus/Frequent Flyer Program	10%	24%	24%
Previous Good Experience	9%	8%	8%
Safety Reputation	6%	5%	5%
Airline Loyalty	4%	15%	13%
In-flight Service	5%	9%	13%
Employer policy	3%	3%	1%
Other	6%	4%	4%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	81%	62%	71%
Executive/Business	17%	34%	27%
First Class	2%	4%	2%
Total	100%	100%	100%
Use of Package			
Yes	14%	14%	21%
No	86%	86%	79%
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	1%	-
8 - 30 days	24%	32%	30%
31 - 60 days	13%	44%	47%
61 - 90 days	13%	7%	7%
91 - 120 days	8%	3%	1%
121 - 180 days	18%	6%	6%
6 Months or More	20%	8%	9%
Total	100%	100%	100%

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**Characteristics of Travelers from Japan to California
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Japan (n = 1,172)	Leisure Visitors from Japan (n = 532)
Travel Companions**			
Business Associates	8%	17%	3%
Family/Relatives	25%	20%	35%
Friends	11%	11%	17%
Spouse	28%	22%	39%
Tour Group	2%	3%	3%
Traveling Alone	38%	42%	28%
Average Travel Party Size	1.6	1.5	1.8
Median Travel Party Size	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	76%	83%	75%
Private Home	30%	20%	30%
Other	4%	2%	1%
Length of Stay			
Mean Nights in the U.S.	22.4 nights	10.6 nights	10.4 nights
Mean Nights in California	11.7 nights	7.1 nights	6.4 nights
% of California Nights	52%	67%	62%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	28%	17%	19%
Average Trips to the U.S. in Past Year	1.7 trips	2.2 trips	1.6 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	7.8 trips	4.7 trips
Average Number of States Visited	2.1 states	1.7 states	1.8 states
Average Number of Destinations Visited	3.0 dest.	2.3 dest.	2.5 dest.
Places Visited in the U.S.**			
Los Angeles	55%	56%	61%
San Francisco	48%	29%	30%
Las Vegas	30%	19%	31%
New York City	18%	6%	3%
San Diego	13%	17%	20%
Anaheim-Santa Ana	7%	9%	10%
Grand Canyon	7%	9%	17%
San Jose	6%	9%	3%
Yosemite	4%	-	4%
Chicago	4%	1%	-
DC Metro Area	4%	1%	-
Monterey-Salinas	4%	1%	2%
Riverside/San Bernardino	4%	3%	3%
Seattle	3%	2%	1%
Sacramento	3%	2%	3%
Santa Barbara	3%	-	-
Oakland	2%	2%	2%

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**Characteristics of Travelers from Japan to California
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Japan (n = 1,172)	Leisure Visitors from Japan (n = 532)
Activities Experienced While in the U.S.**			
Shopping	87%	86%	92%
Dining Out	86%	84%	80%
Sightseeing in Cities	56%	46%	62%
Historical Places	45%	11%	15%
National Parks	39%	18%	28%
Amusement/Theme Parks	39%	25%	38%
Visiting Small Towns	38%	31%	43%
Cultural Heritage Sites	32%	12%	16%
Touring Countryside	31%	13%	19%
Casinos/Gambling	27%	11%	16%
Art Gallery/Museum	26%	7%	7%
Guided Tours	24%	13%	18%
Transportation While in the U.S.**			
Airlines in U.S.	39%	36%	35%
Taxi/Limousine	39%	36%	25%
Rented Auto	38%	37%	38%
Company or Private Auto	29%	38%	37%
City Subway/Tram/Bus	26%	17%	20%
Railroad between Cities	11%	6%	7%
Bus between Cities	10%	8%	10%
Motor Home/Camper	2%	-	-
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,584	\$2,509	\$2,329
Per Visitor/Trip (U.S.)	\$2,308	\$1,619	\$1,284
Per Visitor Per Day	\$103	\$153	\$123
Per Visitor/Trip (California)	\$1,205	\$1,086	\$787
Spending by Category (Per Visitor/Trip)			
Lodging	\$660	\$575	\$312
Food/Beverages	\$463	\$297	\$269
Gifts/Souvenirs	\$395	\$253	\$286
Transportation in the U.S.	\$348	\$237	\$166
Entertainment	\$234	\$135	\$179
Expenses at the Airport	\$34	\$42	\$38
Other	\$174	\$80	\$61
Total Spending Per Visitor/Trip	\$2,308	\$1,619	\$1,284

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**Characteristics of Travelers from Japan to California
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Japan (n = 1,514)	Leisure Visitors from Japan (n = 532)
Payment Method for Trip Expenses			
Credit Cards	50%	62%	54%
Cash	41%	33%	42%
Debit Cards	7%	3%	2%
Travelers Checks	2%	1%	2%
Total	100%	100%	100%
Age			
Average Age - Males	43 years	45 years	43 years
Average Age - Females	39 years	40 years	41 years
Occupation			
Professional/Technical	35%	29%	30%
Manager/Executive	28%	39%	22%
Student	10%	6%	9%
Retired	8%	4%	6%
Clerical/Sales	7%	8%	11%
Other	13%	14%	23%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	9%	4%	5%
\$20,000 - \$39,999	14%	12%	21%
\$40,000 - \$59,999	14%	10%	13%
\$60,000 - \$79,999	13%	12%	14%
\$80,000 - \$99,999	11%	10%	8%
\$100,000 - \$119,999	9%	14%	11%
\$120,000 - \$139,999	6%	10%	5%
\$140,000 - \$159,999	5%	5%	3%
\$160,000 - \$179,999	3%	5%	4%
\$180,000 - \$199,999	3%	3%	4%
\$200,000 and over	12%	16%	12%
Total	100%	100%	100%
Average Annual Income	\$94,800	\$108,800	\$93,000

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