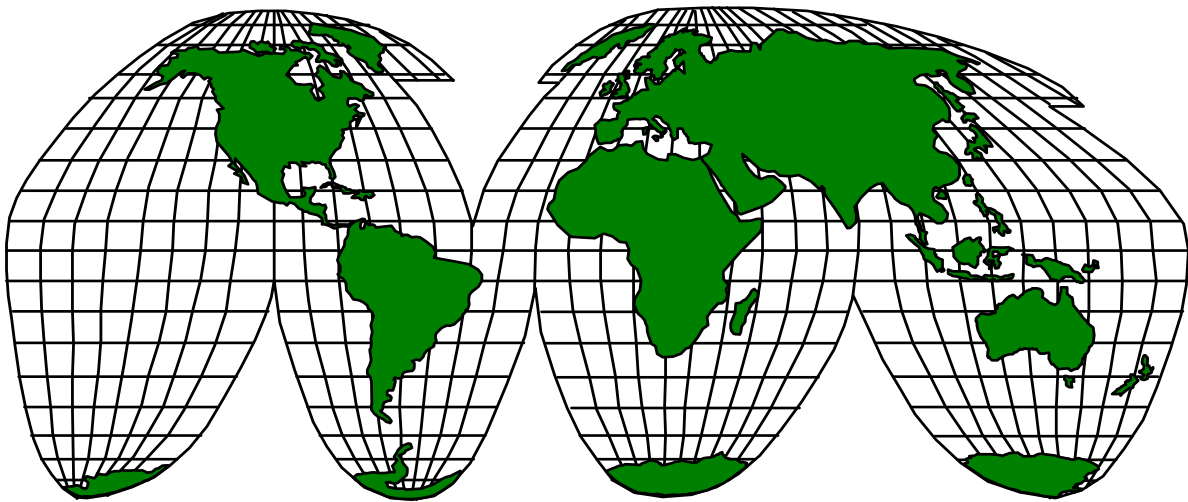


Overseas And Mexican Visitors To California

2009



A joint marketing venture of
the California Travel and Tourism Commission
and the California Business, Transportation and Housing Agency,
Division of Tourism

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**EXECUTIVE SUMMARY
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- **Total Overseas Market.** There were approximately 23.8 million overseas visitors to the U.S. in 2009, down 6.3% from 25.3 million in 2008. Approximately 4.8 million overseas visitors (18.9%) indicated California was a destination on their U.S. trip, down 12.8% from 5.5 million overseas visitors to California in 2008.
- **Mexican (Air).** There were approximately 1,511,000 Mexican travelers who arrived in the U.S. by air in 2009 (11.5% decrease from 2008). Approximately 343,000 (22.7%) of these Mexican travelers visited California during their U.S. trip (9.3% decrease from 2008).¹
- **Country of Origin.** California's top ten overseas visitor market countries were:

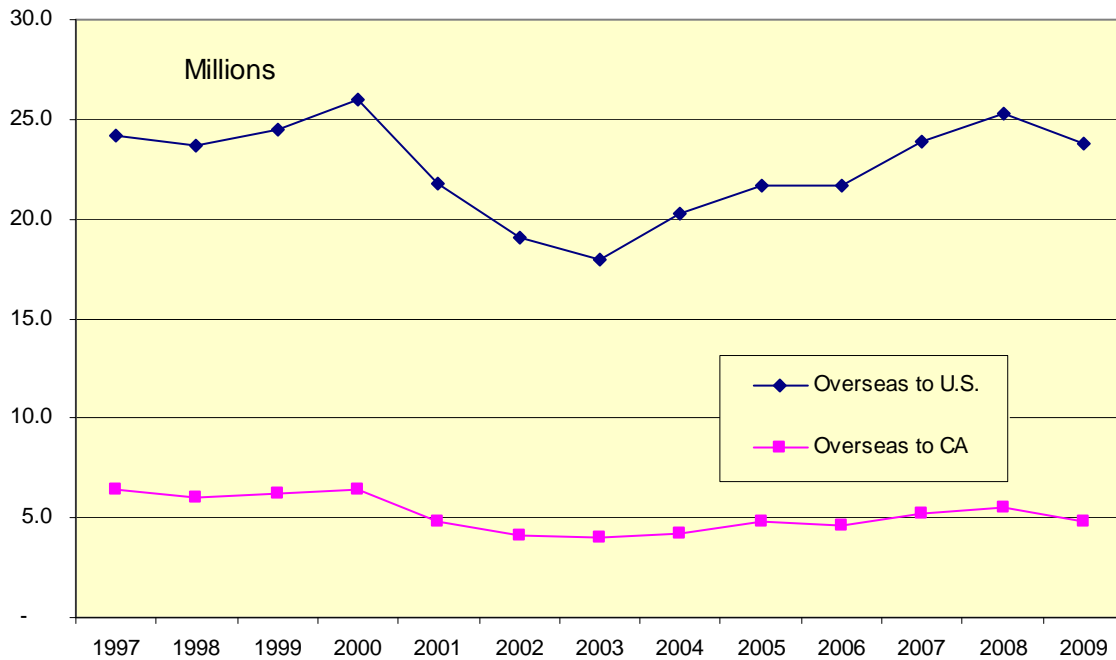
Overseas Visitors to California				
Rank	Country	2008	2009	Percentage Change
1)	United Kingdom	818,000	663,000	-18.9%
2)	Japan	629,000	462,000	-26.6%
3)	Australia	341,000	369,000	8.2%
4)	Germany	393,000	355,000	-9.7%
5)	South Korea	300,000	277,000	-7.7%
6)	France	301,000	275,000	-8.6%
7)	China (excl. Hong Kong)	273,000	271,000	-0.7%
8)	India	179,000	157,000	-12.3%
9)	Taiwan (ROC)	189,000	143,000	-24.3%
10)	Italy	140,000	129,000	-7.9%

In 2009, the U.K. and Japan combined generated slightly less than one-quarter of the overseas visitors to California. The number of U.K. visitors to California in 2009 decreased by 19% from 818,000 in 2008, to 663,000 in 2009. Japanese visitor volume to California decreased by 27% from 629,000 in 2008, to 462,000 in 2009. There was a decrease in the volume of overseas visitors to California for each of the top ten overseas visitor market countries with the exception of Australia (+8%). Visitors from Japan (-27%) and Taiwan (-4%), followed by the U.K. (-19%) and India (-12%) experienced the largest percentage decreases in visitor market volume for 2009.

¹ The majority of Mexican visitors to California in 2009 arrived by ground transportation through a U.S. border port of entry. Mexican visitors arriving in the U.S. by ground transportation are not included in the "Survey of International Air Travelers" and are not included in this study. Please note that Canadians, whether arriving by air or land, are not included in the "Survey of International Air Travelers" or this study.

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Overseas Visitors to the U.S. and California



- Market Share.** Among the ten largest overseas visitor markets, California's share of visitors from Australia increased, while the market share for all the other listed countries decreased in 2009.

California Market Share of U.S. Visitors from Selected Overseas Countries

Rank By Volume	Country	2008	2009
1)	United Kingdom	18%	17%
2)	Japan	19%	16%
3)	Australia	49%	51%
4)	Germany	22%	21%
5)	South Korea	40%	37%
6)	France	24%	23%
7)	China (excl. Hong Kong)	56%	52%
8)	India	30%	29%
9)	Taiwan (ROC)	64%	60%
10)	Italy	19%	17%

- Change in Overall Market Share Over Time.** California's market share of overseas visitors to the U.S. has recorded a general decline since the late 1990s. In 1997, California's market share of overseas visitors to the U.S. was at a high of 26.6%. By 2004, the market share was at a low of 20.7%, but has increased slightly in recent years and rose from 21.7% in 2008 to 22.7 in 2009.
- While California's Market Share of U.S. Visitors** for nine of the top ten countries decreased in 2009, there was an increase in the overall market share, indicating an increase in market share for the secondary countries.

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- **Main Destination.** Three-quarters (75%) of overseas visitors to California indicated that California was their main destination, similar to that reported in previous years.
- **California MSAs Visited.** Similar to last year's data, the most common Metropolitan Statistical Areas (MSAs) visited by overseas visitors to California included Los Angeles - Long Beach (56%) and San Francisco (49%), followed by San Diego (14%), Anaheim-Santa Ana (7%), and San Jose (6%).
- **Main Purpose of Trip.** The main purpose of trip among overseas travelers to California was vacation (47%), followed by business (22%), and visiting friends and relatives (21%).
- **Purpose of Trip.** Overseas travelers to California listed multiple reasons for their trip in addition to the main purpose. These included: vacation (65%), visiting friends/relatives (37%), and business (26%). Compared to other overseas travelers, visitors from Australia, France, and the U.K. reported the highest proportion of travelers on vacation/holiday (81%, 81%, and 79%, respectively), while visitors from India reported the highest proportion of those visiting friends and relatives (49%). Once again, visitors from China and India (49% and 46%, respectively) reported the highest proportion of business travelers.
- **Leisure/Recreation Activities.** Shopping (87%), dining (86%), and sightseeing (56%) were the most common leisure and recreation activities of overseas visitors to California in 2009. More than nine in ten visitors from China and Australia reported shopping as a recreation activity, while more than nine in ten visitors from the U.K. and Australia reported dining in restaurants.
- **Use of Travel Agents.** Travel agent usage has declined steadily over the last several years. Travel agents booked 46% of air trips in 2009, compared with 48% in 2008, and 54% in 2007. Visitors from Australia (68%) continue to report the highest dependence on travel agents to book their air trips (down from 71% in 2008). Only 26% of overseas travelers who pre-booked their lodging relied on travel agents to make lodging arrangements, 13% reported contacting the hotels/motels directly, and 7% reported that their company's travel department booked their lodging.
- **Accommodations.** Similar to 2008, more than three-quarters of overseas travelers to California in 2009 reported staying in hotels or motels at some time during their trip (76%). Visitors from India, South Korea and South America reported the lowest hotel usage (62%, 65%, and 67%, respectively), while visitors from France, the U.K., Australia and Japan reported the highest hotel usage (88%, 86%, 86%, and 83%, respectively).
- **Sex and Age.** Similar to results from previous years, approximately 60% of overseas travelers to California during 2009 were adult males and 40% were adult females. During 2009, the average age of traveling adult males (43 years old) was four years older than the average traveling adult female (39 years old).
- **Length of Stay.** During 2009, California's overseas visitors spent an average of 22 nights in the U.S. and 12 nights in California. In 2008, these numbers were 21 nights and 11 nights, respectively. Once again, visitors from India reported the highest number of nights stayed in the U.S. (43 nights) as well as in California (24 nights). Visitors from Mexico (air) and Japan reported the least amount of time spent in the U.S. (10 nights and 11 nights, respectively) as well as in California (6 nights and 7 nights, respectively).

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- **First International Trip.** Almost three in ten overseas visitors to California were traveling on their first international U.S. trip (38%).
- **Transportation Use.** Approximately four in ten overseas visitors to California made use of airlines, a taxi/cab/limousine or rental car (39%, 39%, and 38%, respectively) as a means of transportation within the U.S. These were followed by use of a company or private auto (29%), and the city subway/tram/bus (26%). Visitors from Australia and South America (55% respectively) were most likely to fly between U.S. cities, while visitors from Australia were most likely to make use of a taxi/cab/limousine (64%). Visitors from Italy were most likely to rent an auto (62%), and visitors from South Korea were most likely to make use of a company or private auto (47%).
- **Advance Trip Decision.** The average overseas visitor to California decides to travel a median of 60 days prior to the actual trip, the same as that reported in 2008. In 2009 visitors from France reported the longest trip planning time (median = 150 days).
- **Advance Ticket Purchase.** Overseas visitors to California purchased their airline ticket a median of 30 days prior to the actual trip, the same as that reported in 2008, 2007, and 2006. Visitors from China and Mexico (air) reported the shortest time frame from airline reservation to departure date (median = 15 days). On the other hand, visitors from Germany and France reported the longest time frame from airline reservation to departure (median = 90 days).
- **Travel Companions.** The highest proportion of overseas travelers to California (38%) were traveling alone, while 28% were traveling with their spouse, 25% with family/relatives and 8% with business associates.
- **Travel Party Size.** Consistent with results from previous years, the average travel party size for all overseas visitors to California during 2009 was 1.6 people. Visitors from France and Australia were the most likely to include children (14% respectively).
- **Prepaid Trip Package.** Package tours were used by 14% of all 2009 visitors to California, up 3% from that reported in 2008. During 2009, visitors to California who reported the highest use of inclusive tours were from France (29%).
- **Expenditures in the U.S. by Overseas and Mexican (air) Visitors to California.** Expenditures in the U.S. during 2009 decreased \$20 from 2008, averaging \$103 per person per day (average expenditure in 2008 was \$123 per person per day). In 2009, overseas visitors' total trip expenditures averaged \$4,239 compared with \$5,017 in 2008. Visitors to California from Japan (\$153) followed by visitors from Italy (\$135) and Australia (\$130) reported the highest average daily expenditures.
- **Expenditures in California.** In 2009, the total number of overseas visitors to California was 4,797,000, compared with 5,501,000 in 2008. These visitors reported spending \$103 per person per day and they stayed an average of 12 nights in California. Estimated spending per visitor in California was about \$1,205, down from \$1,353 in 2008. Due to the decrease in the total number of visitors to California, as well as the decrease in the reported average spending, the total estimated spending in California in 2009 decreased to approximately \$5.8 billion compared with \$7.4 billion in 2008.

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- **Expenditures in California - Mexican (air) visitors.** In 2009, the total number of Mexican (air) visitors to California was 343,000, down from 378,000 in 2008. These visitors reported spending \$85 per person per day and they stayed an average of 6.4 nights in California. Thus, each visitor from Mexico (air) to California was worth an average of about \$544. The total estimated spending by Mexican (air) visitors to California amounted to \$187 million in 2009, compared with \$264 million in 2008.

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OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA*
SELECTED HIGHLIGHTS
(2009)

	ALL OVERSEAS VISITORS	UNITED KINGDOM	GERMANY	FRANCE	ITALY	AUSTRALIA	CHINA W/O HK	INDIA	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR)
Estimated Travelers	4,797,000	663,000	355,000	275,000	129,000	369,000	271,000	157,000	462,000	277,000	258,000	343,000
Purpose: Business (% Change 2008/2009)	26% (-17%)	17% (-29%)	19% (-18%)	17% (-41%)	21% (-2%)	18% (+3%)	49% (-18%)	46% (-22%)	34% (-9%)	31% (-12%)	23% (-40%)	28% (+27%)
Purpose: Vacation (% Change 2008/2009)	65% (+3%)	79% (+9%)	72% (+2%)	81% (+39%)	71% (-3%)	81% (+6%)	46% (+5%)	34% (+18%)	50% (0.2%)	54% (-2%)	70% (+18%)	51% (+2%)
Adv. Trip Decision (mean days)	99.5	131.7	133.3	175.7	94.1	149.0	46.1	55.0	57.1	44.6	85.2	58.5
Adv. Air Decision (mean days)	67.2	102.6	93.9	97.3	67.4	97.8	23.7	30.7	34.9	24.8	53.8	24.9
Mean Travel Party Size	1.6	1.6	1.5	2.0	1.6	1.7	1.5	1.3	1.5	1.5	1.4	1.5
Median Male Age (years)	42	44	43	41	37	48	38	37	45	38	43	46
Median Female Age (years)	36	45	39	39	34	38	31	30	36	34	33	38
Mean Household Income (\$000)	\$95	\$102	\$98	\$93	\$85	\$100	\$71	\$66	\$109	\$88	\$82	\$77
Nights CA (mean)	11.7	9.5	12.2	8.6	11.0	8.9	16.9	23.6	7.1	14.0	11.1	6.4
Nights CA (median)	6.0	6.0	6.0	7.0	7.0	5.0	5.0	8.0	4.0	6.0	6.0	5.0
(Mean change 2008/2009)	(+0.7 nts)	(+0.9 nts)	(+2.3 nts)	(-1.4 nts)	(+2.9 nts)	(+0.1 nts)	(+5.5 nts)	(+0.9 nts)	(-1.3 nts)	(-4.4 nts)	(0 nts)	(-0.8 nts)
Hotel/Motel	76%	86%	80%	88%	83%	86%	77%	62%	83%	65%	67%	76%
Private Home	30%	22%	29%	21%	21%	19%	28%	52%	20%	44%	34%	27%
Rental Car	38%	38%	45%	56%	62%	25%	29%	29%	37%	30%	46%	47%
Mean Total Trip Exp. (Change in mean trip exp 2008/2009)	\$4,239 (-\$778)	\$3,461 (-\$668)	\$3,745 (-\$779)	\$4,115 (-\$46)	\$4,915 (-\$7)	\$5,610 (-\$797)	\$5,501 (+\$481)	\$4,777 (-\$785)	\$3,949 (-\$202)	\$3,683 (-\$680)	\$6,659 (-\$417)	\$2,316 (-\$462)
Mean Spending /day in CA	\$103	\$106	\$82	\$108	\$135	\$130	\$95	\$70	\$153	\$84	\$115	\$85
Spending /visitor in CA	\$1,205	\$1,007	\$1,000	\$929	\$1,485	\$1,157	\$1,606	\$1,652	\$1,086	\$1,176	\$1,277	\$544
Est. State Spending Impact	\$5,781 Mil.	\$668 Mil.	\$355 Mil.	\$255 Mil.	\$192 Mil.	\$427 Mil.	\$435 Mil.	\$259 Mil.	\$502 Mil.	\$326 Mil.	\$329 Mil.	\$187 Mil.

*Does not include Canadian visitors. Only Mexican visitors arriving in the U.S. by air were included in the study.

Source: ITA/OTTI, Survey of International Air Travelers, 2009, CIC Research, Inc., and the California Travel and Tourism Commission.

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OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA*
SELECTED HIGHLIGHTS
(2009)

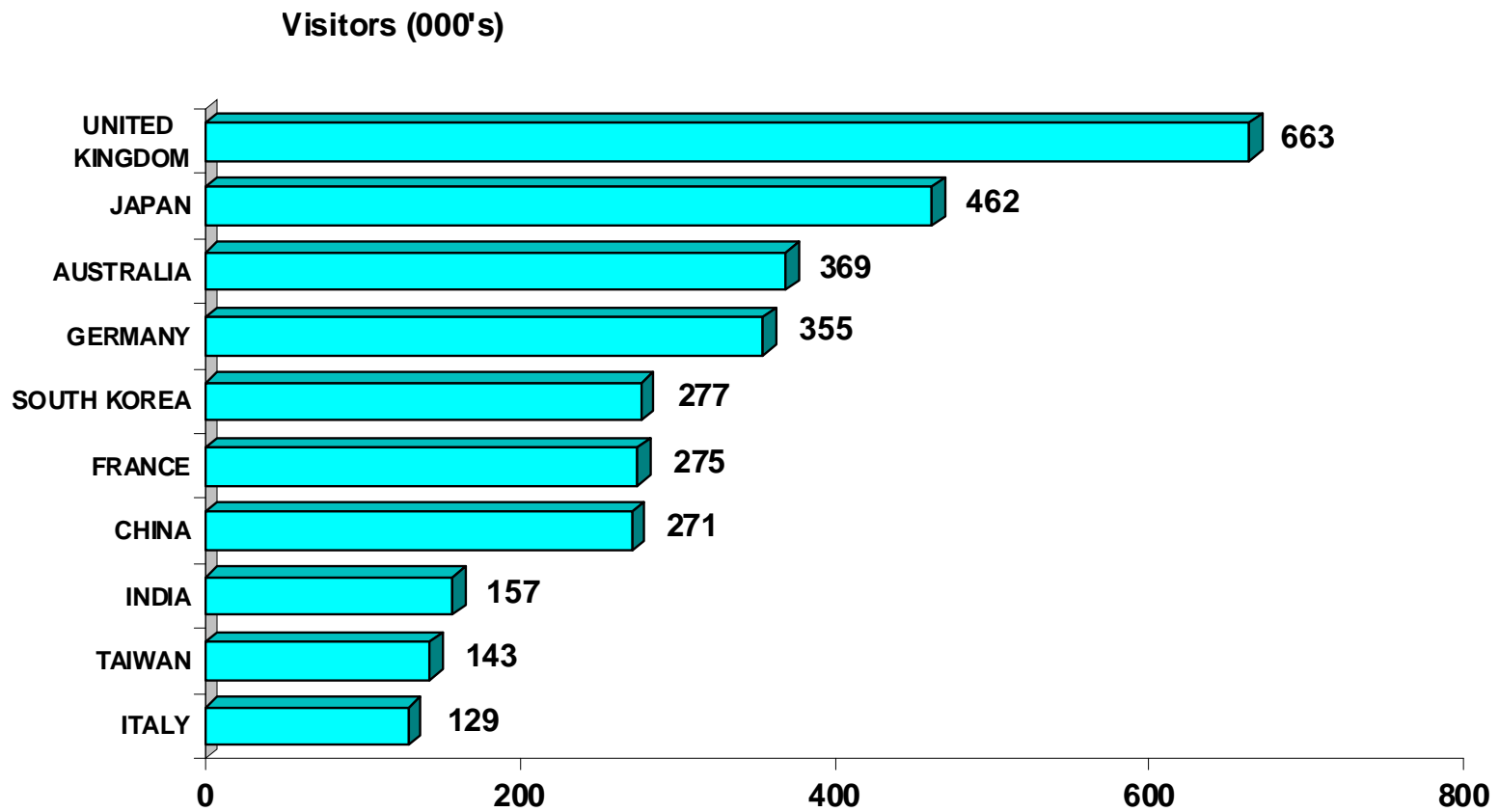
	ALL OVERSEAS VISITORS	UNITED KINGDOM	GERMANY	FRANCE	ITALY	AUSTRALIA	CHINA W/O HK	INDIA	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR)
Estimated Travelers	3,262,000	539,000	276,000	241,000	90,000	282,000	108,000	69,000	249,000	170,000	180,000	203,000
Purpose: Business	3%	2%	4%	1%	1%	3%	3%	2%	3%	5%	1%	2%
Purpose: Vacation	83%	91%	85%	94%	94%	92%	67%	53%	78%	74%	86%	70%
Adv. Trip Decision (mean days)	117.4	147.3	151.3	164.5	112.7	169.0	57.0	67.0	72.6	49.0	96.2	90.7
Adv. Air Decision (mean days)	84.0	116.6	112.1	98.5	82.4	117.7	32.2	43.3	44.8	28.3	60.1	35.8
Mean Travel Party Size	1.7	1.8	1.6	2.4	1.9	1.8	1.5	1.5	1.8	1.6	1.5	1.8
Median Male Age (years)	44	48	43	46	34	44	39	52	42	40	43	41
Median Female Age (years)	38	47	40	40	34	44	32	39	37	35	34	38
Mean Household Income (\$000)	\$91	\$96	\$91	\$101	\$89	\$90	\$58	\$65	\$93	\$85	\$80	\$70
Nights CA (mean)	10.6	8.8	10.0	7.9	7.6	8.6	20.6	25.0	6.4	15.0	8.5	8.6
Nights CA (median)	6	7	6	6	7	6	7	7	4	7	6	6
Hotel/Motel	74%	85%	79%	88%	87%	84%	62%	51%	75%	48%	66%	59%
Private Home	33%	23%	29%	20%	17%	20%	50%	66%	30%	61%	35%	44%
Rental Car	39%	39%	45%	51%	70%	24%	24%	25%	38%	20%	48%	43%
Mean Spending /day in CA	\$97	\$111	\$71	\$96	\$165	\$127	\$64	\$42	\$123	\$76	\$139	\$90
Spending /visitor in CA	\$1,028	\$977	\$710	\$758	\$1,254	\$1,092	\$1,318	\$1,050	\$787	\$1,140	\$1,182	\$774
Mean Total Trip Expenditure	\$3,630	\$3,242	\$2,771	\$3,602	\$4,702	\$5,569	\$4,468	\$3,616	\$2,885	\$2,794	\$3,523	\$2,699

*Does not include Canadian visitors. Only Mexican visitors arriving in the U.S. by air were included in the study.

Source: ITA/OTTI, Survey of International Air Travelers, 2009

CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 1
TOP TEN COUNTRIES OF RESIDENCE
OVERSEAS VISITORS TO CALIFORNIA
(2009)



Source: ITA "In-Flight" Survey, 2009
CIC Research, Inc.

Table 1
RESIDENCE OF VISITORS TO THE UNITED STATES AND CALIFORNIA
(2009)

RESIDENCE OF VISITORS	UNITED STATES		CALIFORNIA		
	NO. OF VISITORS TO THE U.S.	2008/2009 PERCENT CHANGE	ESTIMATED VISITORS TO CALIFORNIA	2008/2009 PERCENT CHANGE*	CA SHARE OF VISITORS FROM THIS COUNTRY
EUROPE	11,550,266	-9.6%	2,078,000	-14.5%	18.0%
W. EUROPE	10,978,668	-10.0%	1,992,000	-15.5%	18.1%
Austria	162,569	2.4%	30,000	n/a	18.5%
Belgium	245,710	-7.4%	33,000	-5.7%	13.3%
Denmark	245,623	-4.3%	58,000	28.9%	23.7%
France	1,204,490	-3.2%	275,000	-8.6%	22.8%
Germany	1,686,825	-5.4%	355,000	-9.7%	21.0%
Ireland	411,203	-22.6%	54,000	-29.9%	13.1%
Italy	753,310	-3.4%	129,000	-14.6%	17.1%
Netherlands	547,790	-9.9%	125,000	-18.3%	22.8%
Norway	193,318	-9.7%	31,000	3.3%	15.9%
Spain	596,766	-9.4%	89,000	-11.9%	14.9%
Sweden	324,417	-18.3%	43,000	-35.8%	13.2%
Switzerland	355,727	4.0%	76,000	2.7%	21.4%
United Kingdom	3,899,167	-14.6%	663,000	-18.9%	17.0%
Other Western Europe	351,753	-11.3%	31,000	-62.2%	8.8%
E. EUROPE	571,598	-2.2%	86,000	16.2%	15.0%
CARIBBEAN	1,206,068	0.4%	16,000	6.7%	1.3%
Bahamas	224,812	24.3%	--	--	0.1%
Dominican Rep	227,948	0.8%	--	--	0.0%
Jamaica	185,526	-9.5%	--	--	0.2%
Trinidad & Tobago	141,406	-4.2%	2,000	100.0%	1.4%
Other Caribbean	426,376	-3.4%	14,000	100.0%	3.3%

Note: "--" Represents an estimate of less than 500 visitors or a response of less than 0.05%.

* Large variances may occur due to small sample sizes.

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Table 1
RESIDENCE OF VISITORS TO THE UNITED STATES AND CALIFORNIA (Cont.)
(2009)

RESIDENCE OF VISITORS	UNITED STATES		CALIFORNIA		
	No. OF VISITORS TO THE U.S.	2008/2009 PERCENT CHANGE	ESTIMATED VISITORS TO CALIFORNIA	2008/2009 PERCENT CHANGE*	CA SHARE OF VISITORS FROM THIS COUNTRY
SOUTH AMERICA	2,741,535	7.3%	258,000	1.6%	9.4%
Argentina	356,428	12.0%	37,000	8.8%	10.4%
Brazil	892,611	16.0%	80,000	19.4%	9.0%
Chile	126,609	-3.2%	15,000	-6.3%	11.8%
Colombia	424,526	1.3%	35,000	12.9%	8.2%
Ecuador	168,432	10.7%	10,000	-47.4%	6.0%
Peru	160,474	-1.5%	11,000	-8.3%	6.9%
Venezuela	507,185	0.0%	17,000	-34.6%	3.4%
Other South America	105,270	9.7%	53,000	8.2%	50.3%
CENTRAL AMERICA (Excluding Mexico)	757,905	-2.3%	113,000	-22.1%	14.9%
Costa Rica	157,471	-4.7%	15,000	-6.3%	9.3%
Guatemala	189,455	0.7%	9,000	-67.9%	4.6%
Honduras	115,405	-1.3%	10,000	--	8.4%
Panama	109,968	6.9%	9,000	80.0%	8.3%
Other Central America	185,606	-8.3%	70,000	-27.1%	37.7%
AFRICA	293,765	-6.8%	38,000	-13.6%	12.9%
South Africa, Rep. of	78,934	-15.8%	15,000	-6.3%	18.8%
Other Africa	214,831	-3.0%	23,000	-17.9%	10.7%
OCEANIA	871,981	2.4%	453,000	3.2%	52.0%
Australia	723,576	4.9%	369,000	8.2%	51.0%
New Zealand	131,012	-9.8%	81,000	-10.0%	61.8%
Other Oceania	17,393	6.3%	3,000	-62.5%	17.2%

Note: "--" Represents an estimate of less than 500 visitors or a response of less than 0.05%.

* Large variances may occur due to small sample sizes.

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Table 1
RESIDENCE OF VISITORS TO THE UNITED STATES AND CALIFORNIA (Cont.)
(2009)

RESIDENCE OF VISITORS	UNITED STATES		CALIFORNIA		
	No. OF VISITORS TO THE U.S.	2008/2009 PERCENT CHANGE	ESTIMATED VISITORS TO CALIFORNIA	2008/2009 PERCENT CHANGE*	CA SHARE OF VISITORS FROM THIS COUNTRY
FAR EAST	5,668,721	-8.3%	1,581,000	-17.1%	27.9%
Hong Kong	116,023	-16.7%	64,000	-21.0%	55.2%
India	549,474	-8.3%	157,000	-12.3%	28.6%
Indonesia	50,243	1.8%	30,000	7.1%	59.3%
Japan	2,918,268	-10.2%	462,000	-26.6%	15.8%
Korea, South	743,846	-2.0%	277,000	-7.7%	37.2%
People's Republic of China	524,817	6.5%	271,000	-0.7%	51.6%
Philippines	171,680	-4.5%	104,000	-3.7%	60.6%
Republic of China	239,545	-18.8%	143,000	-24.3%	59.7%
Singapore	107,400	-24.1%	54,000	-29.9%	50.3%
Thailand	69,204	-9.9%	32,000	-20.0%	45.7%
MIDDLE EAST	665,910	-2.2%	127,000	-3.1%	19.1%
Egypt	36,044	3.4%	8,000	100.0%	22.4%
Israel	308,213	-7.2%	65,000	-13.3%	21.1%
Saudi Arabia	62,030	27.7%	16,000	23.1%	25.5%
Turkey	94,302	-12.3%	17,000	n/a	17.6%
Other Middle East	165,321	4.8%	21,000	-4.5%	12.7%
TOTAL OVERSEAS VISITORS	23,756,184	-6.3%	4,797,000	-12.8%	18.9%
(Number of Respondents)	(33,961)		(7,255)		
Mexico (Air Arrivals Only)	1,511,110	-11.5%	343,000	-9.3%	22.7%

Note: "--" Represents an estimate of less than 500 visitors or a response of less than 0.05%.

Countries and World Region visitor volumes are independently estimated and may not sum to total visitors.

* Large variances may occur due to small sample sizes.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 2
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
SHARE OF TOTAL U.S. MARKET BY COUNTRY AND VISITOR VOLUME ESTIMATE
(1997 - 2009)

California's Share of Overseas Visitors to the U.S. from Europe and Mexico (Air)

YEAR	ALL OVERSEAS	ALL EUROPE	GERMANY	UNITED KINGDOM	FRANCE	ITALY	NETHERLANDS	IRELAND	OTHER EUROPE	MEXICO (AIR)
1997	26.6%	26.0%	26.7%	21.9%	29.5%	33.0%	27.1%	35.1%	36.0%	23.3%
1998	25.2%	24.8%	26.5%	21.2%	34.3%	31.7%	27.4%	22.8%	30.9%	26.8%
1999	25.5%	24.1%	26.4%	19.2%	33.6%	30.3%	29.3%	25.2%	32.3%	22.0%
2000	24.5%	21.0%	22.1%	16.3%	30.4%	27.2%	25.1%	32.3%	30.2%	26.0%
2001	22.2%	18.2%	20.6%	15.4%	24.5%	24.9%	19.6%	15.3%	24.1%	30.6%
2002	21.2%	19.2%	19.8%	17.3%	25.9%	22.8%	22.1%	21.8%	26.1%	27.3%
2003	22.1%	20.3%	20.2%	17.6%	28.5%	18.3%	25.2%	23.9%	30.7%	32.3%
2004	20.7%	18.0%	20.8%	16.1%	27.7%	24.5%	27.0%	11.1%	21.7%	27.4%
2005	22.1%	20.0%	21.8%	17.9%	29.7%	19.5%	25.2%	26.2%	26.5%	29.7%
2006	21.3%	18.1%	17.4%	18.0%	23.5%	19.6%	21.7%	18.2%	23.1%	27.2%
2007	21.7%	18.1%	21.1%	17.0%	23.8%	19.6%	22.7%	13.2%	22.4%	22.8%
2008	21.7%	19.0%	22.1%	17.9%	24.2%	19.4%	25.1%	14.5%	23.5%	22.1%
2009	20.2%	18.0%	21.0%	17.0%	22.8%	17.1%	22.8%	13.1%	21.5%	22.7%

Estimated Volume of Visitors to California from Europe and Mexico (Air)

YEAR	ALL OVERSEAS	ALL EUROPE	GERMANY	UNITED KINGDOM	FRANCE	ITALY	NETHERLANDS	IRELAND	OTHER EUROPE	MEXICO (AIR)
1997	6,436,000	2,701,000	532,000	815,000	289,000	191,000	128,000	76,000	874,000	304,000
1998	5,972,000	2,647,000	504,000	843,000	348,000	194,000	134,000	53,000	758,000	381,000
1999	6,239,000	2,709,000	524,000	816,000	356,000	190,000	154,000	62,000	823,000	328,000
2000	6,364,000	2,435,000	395,000	767,000	330,000	167,000	139,000	92,000	776,000	452,000
2001	4,847,000	1,728,000	271,000	631,000	215,000	118,000	81,000	42,000	493,000	463,000
2002	4,053,000	1,652,000	236,000	660,000	190,000	93,000	85,000	57,000	473,000	392,000
2003	3,984,000	1,754,000	238,000	693,000	196,000	75,000	94,000	61,000	552,000	439,000
2004	4,207,000	1,743,000	275,000	693,000	215,000	115,000	115,000	38,000	445,000	409,000
2005	4,791,000	2,063,000	309,000	778,000	261,000	106,000	113,000	100,000	609,000	496,000
2006	4,615,000	1,835,000	241,000	752,000	186,000	104,000	97,000	75,000	552,000	466,000
2007	5,185,000	2,065,000	322,000	765,000	237,000	124,000	115,000	65,000	617,000	428,000
2008	5,501,000	2,431,000	393,000	818,000	301,000	151,000	153,000	77,000	768,000	378,000
2009	4,797,000	2,078,000	355,000	663,000	275,000	129,000	125,000	54,000	656,000	343,000

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**Table 2 - (Cont.)
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
SHARE OF TOTAL U.S. MARKET BY COUNTRY AND VISITOR VOLUME ESTIMATE
(1997 - 2009)**

California's Share of Overseas Visitors to the U.S. from Asia, Australia, and South America

YEAR	ASIA	JAPAN	SOUTH KOREA	HONG KONG	TAIWAN	INDIA	CHINA	OTHER FAR EAST	AUSTRALIA	SOUTH AMERICA
1997	32.1%	23.4%	39.0%	60.0%	65.3%	35.7%	N/A	77.3%	57.2%	15.1%
1998	31.6%	23.0%	52.0%	54.5%	66.2%	42.2%	N/A	77.4%	58.5%	15.1%
1999	31.9%	22.4%	61.5%	58.7%	60.0%	38.1%	N/A	64.6%	58.6%	13.2%
2000	33.2%	21.8%	63.3%	62.1%	59.6%	40.2%	59.6%	50.7%	60.7%	11.6%
2001	32.5%	20.8%	46.3%	60.8%	65.0%	44.0%	67.9%	52.1%	52.1%	11.5%
2002	29.1%	18.0%	44.7%	54.9%	63.9%	34.0%	53.0%	48.9%	49.0%	10.2%
2003	30.5%	18.6%	49.0%	56.3%	63.3%	40.0%	44.9%	54.9%	49.4%	9.7%
2004	27.7%	16.8%	43.5%	46.3%	59.6%	34.7%	49.8%	52.9%	49.8%	11.0%
2005	28.3%	18.6%	35.8%	59.8%	59.8%	28.4%	54.2%	48.9%	53.8%	8.8%
2006	29.1%	17.6%	41.1%	48.0%	59.2%	30.7%	61.6%	48.0%	47.4%	7.9%
2007	30.8%	19.1%	41.1%	59.3%	64.5%	31.0%	57.2%	43.4%	49.8%	11.0%
2008	30.9%	19.4%	39.5%	58.0%	64.2%	29.9%	55.5%	39.8%	49.4%	9.9%
2009	27.9%	15.8%	37.2%	55.2%	59.7%	28.6%	51.6%	35.9%	51.0%	9.4%

Estimated Volume of Visitors to California from Asia, Australia, and South America

YEAR	ASIA	JAPAN	SOUTH KOREA	HONG KONG	TAIWAN	INDIA	CHINA	OTHER FAR EAST	AUSTRALIA	SOUTH AMERICA
1997	2,490,000	1,256,000	291,000	133,000	289,000	62,000	N/A	459,000	286,000	427,000
1998	2,125,000	1,124,000	189,000	116,000	256,000	89,000	N/A	351,000	270,000	447,000
1999	2,212,000	1,081,000	307,000	113,000	272,000	87,000	N/A	352,000	283,000	361,000
2000	2,508,000	1,103,000	419,000	126,000	273,000	110,000	149,000	328,000	328,000	341,000
2001	2,053,000	849,000	286,000	104,000	232,000	119,000	158,000	305,000	222,000	291,000
2002	1,656,000	653,000	285,000	74,000	184,000	87,000	120,000	253,000	199,000	185,000
2003	1,526,000	590,000	303,000	64,000	151,000	109,000	71,000	238,000	200,000	148,000
2004	1,607,000	630,000	273,000	57,000	177,000	107,000	101,000	262,000	259,000	181,000
2005	1,754,000	722,000	252,000	81,000	191,000	98,000	146,000	264,000	313,000	160,000
2006	1,790,000	646,000	311,000	66,000	178,000	125,000	197,000	267,000	286,000	152,000
2007	1,964,000	675,000	331,000	84,000	201,000	176,000	227,000	270,000	333,000	250,000
2008	1,907,000	629,000	300,000	81,000	189,000	179,000	273,000	256,000	341,000	254,000
2009	1,581,000	462,000	277,000	64,000	143,000	157,000	271,000	207,000	369,000	258,000

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INTRODUCTION

This report on overseas visitors to California is based on data compiled from the 2009 Office of Travel & Tourism Industries (OTTI) "Survey of International Air Travelers." The survey is conducted by CIC Research, Inc. in cooperation with over 60 major airlines on a sample of their international flights departing from U.S. airports. The survey information is collected from passengers through questionnaires covering traveler demographics, trip activities, places visited and travel expenditures. This survey program was initiated in response to a growing need for information on the volume, characteristics, and travel patterns of international air travelers to and from the United States. The data from the survey are used by the public and private sectors to guide strategic planning and marketing to international air travelers².

Approximately 7,255 survey respondents reported a California visit in 2009. This is a very robust sample size, providing a unique opportunity to evaluate the characteristics of the international visitor market. However, since airline participation is voluntary and varies from quarter to quarter, country level data should be viewed cautiously. For example, if a major carrier for a particular country was unable to participate for a quarter, the data may not fully represent the market's international travel to California.

In order to increase the overall accuracy of the visitor profile for selected countries with small sample sizes, multiple years of survey data were combined for these individual countries. Countries with combined years are indicated at the top of each column for the crosstabulation tables appearing in the body of the report.

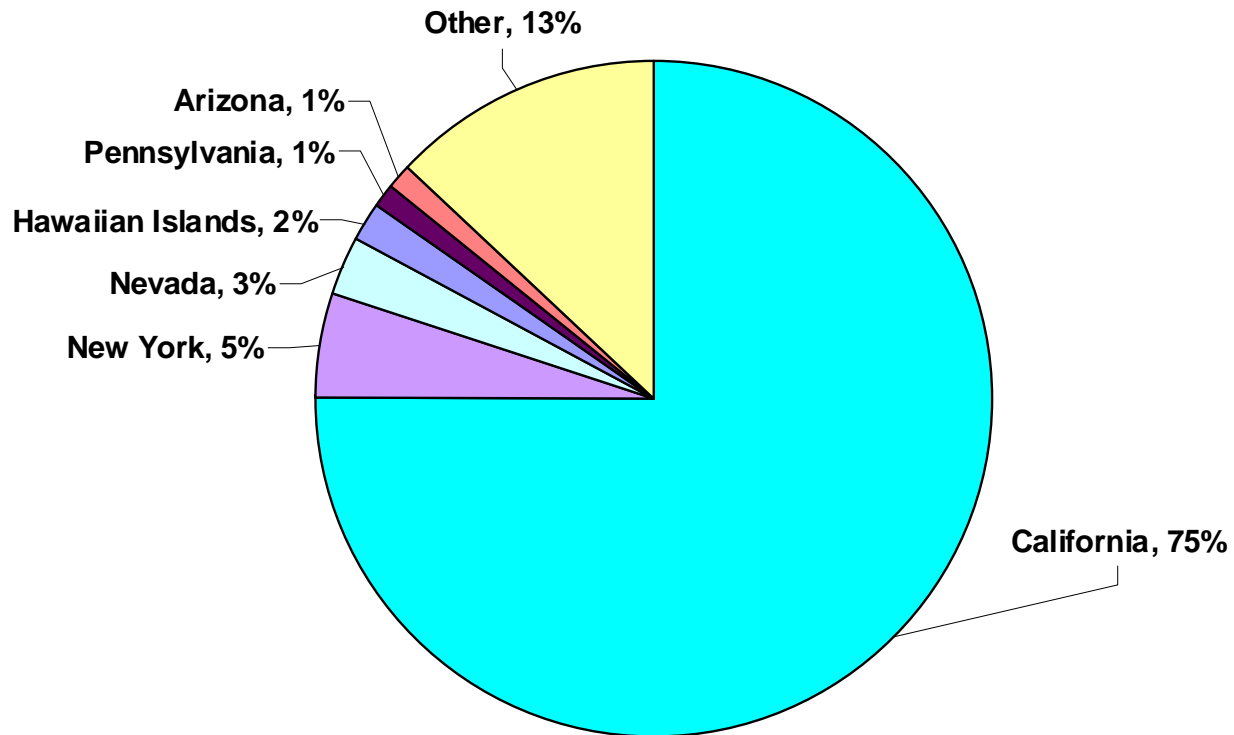
² The international visitor volume estimates appearing in this report were based on the U.S. Department of Commerce, "Survey of International Air Travelers" and then were adjusted by the CTTC to reflect additional market information regarding travel to California.

With the exception of the number of respondents, all the data in the tables are statistical estimates, based on responses to the survey and supplemented with data from the U.S. Department of Homeland Security. Passengers on most charter flights and passengers traveling by air between the U.S. and Canada are excluded. Travelers to the U.S. from Mexico arriving on an international flight have been included in the 2009 report. However, most travelers from Mexico to California arrive in the U.S. through a land port of entry. A more detailed explanation of the survey methodology appears in Appendix A and a copy of the survey questionnaire in Appendix B.



**OVERSEAS AND MEXICAN (AIR) VISITORS TO CALIFORNIA
(2009)**

Figure 2
MAIN STATE DESTINATION
OVERSEAS VISITORS TO CALIFORNIA
(2009)



Source: ITA "In-Flight" Survey, 2009
CIC Research, Inc.

Table 3

**MAIN DESTINATION BY STATE
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- Three in four (75%) overseas visitors to California in 2009 indicated that California was their main destination on their U.S. trip.
- Of all overseas visitors to California, French (90%), followed by South Korean visitors (87%) reported the highest proportion with California as their main state of destination in the U.S.

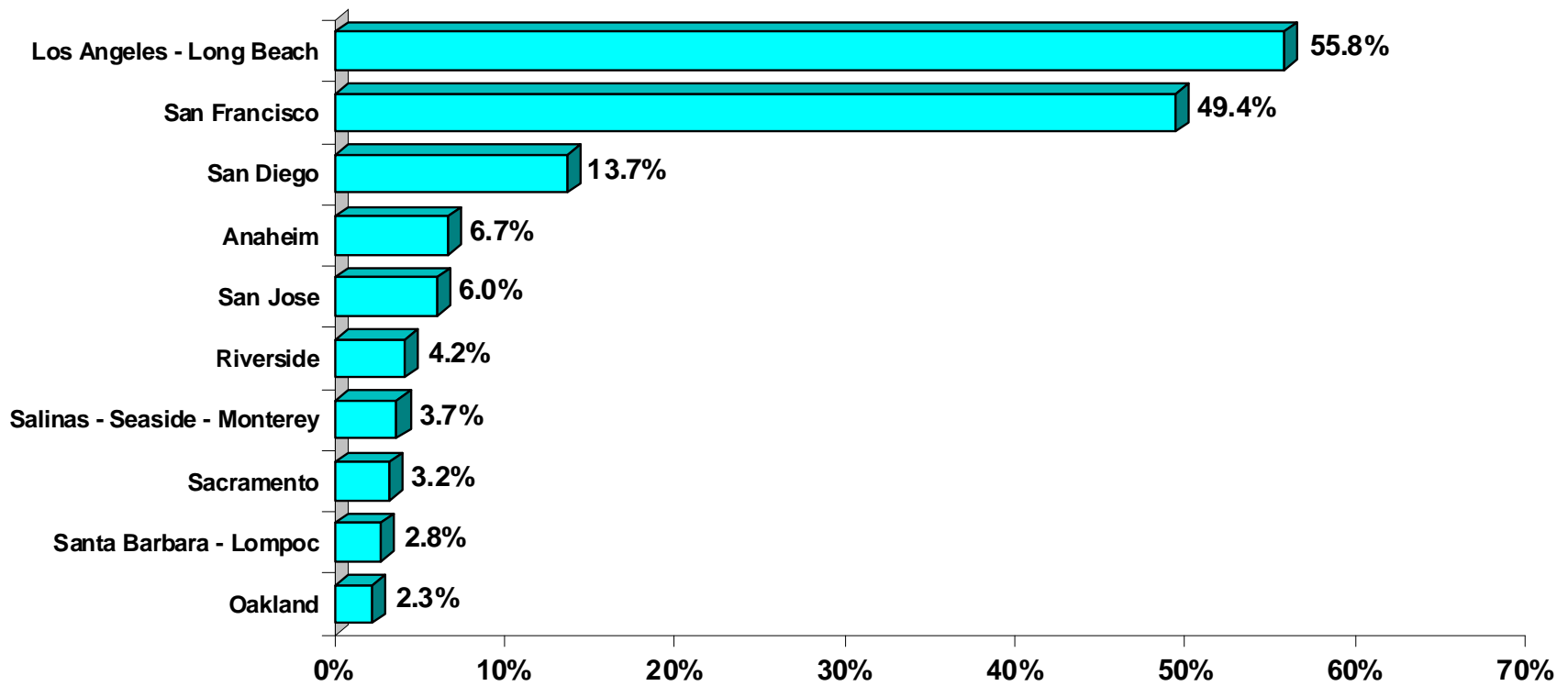
COUNTRY OF RESIDENCE OF VISITORS

MAIN DESTINATION*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	4,797,000	663,000	355,000	275,000	129,000	369,000	271,000	157,000	462,000	277,000	258,000	343,000
(Number of Respondents)	(5,380)	(584)	(238)	(127)	(175)	(261)	(220)	(286)	(943)	(491)	(156)	(207)
California	75.0%	77.2%	75.2%	89.6%	77.2%	37.5%	66.0%	78.3%	76.0%	87.4%	69.1%	76.1%
New York	4.9	1.2	2.7	2.6	9.5	31.5	5.0	2.1	1.3	0.8	5.9	0.1
Nevada	2.9	4.2	1.9	1.4	1.3	2.5	5.1	1.5	2.4	3.6	3.5	0.2
Hawaiian Islands	1.8	4.5	4.8	-	0.9	-	-	-	3.2	0.3	0.5	-
Pennsylvania	1.2	0.1	-	0.2	-	0.5	-	0.5	6.6	1.1	1.1	-
Arizona	1.1	0.3	5.4	0.5	-	-	-	1.4	2.3	0.3	0.3	-

*Visitors may report only one destination -- States with less than one percent response were not listed.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 3
TOP TEN MSA DESTINATIONS
OVERSEAS VISITORS TO CALIFORNIA
(2009)



Source: ITA "In-Flight" Survey, 2009
CIC Research, Inc.

Table 4

**CALIFORNIA MSAs VISITED
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA*
(2009)**

- The most common Metropolitan Statistical Areas (MSAs) visited by overseas visitors to California in 2009 were Los Angeles – Long Beach (56%) (up from 52% in 2007, and 54% in 2008), San Francisco (49%) (compared with 45% in 2007 and 50% in 2008), San Diego (14%) (up from 13% in 2008), Anaheim – Santa Ana (7%), and San Jose (6%).

COUNTRY OF RESIDENCE OF VISITORS

METROPOLITAN STATISTICAL AREA*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	4,797,000 (7,077)	663,000 (696)	355,000 (311)	275,000 (164)	129,000 (250)	369,000 (397)	271,000 (374)	157,000 (372)	462,000 (1,146)	277,000 (632)	258,000 (215)	343,000 (224)
Los Angeles-Long Beach MSA (Los Angeles County)	2,677,000 55.8%	298,000 44.9%	175,000 49.2%	174,000 63.4%	72,000 55.7%	259,000 70.2%	179,000 66.0%	68,000 43.2%	266,000 57.5%	173,000 62.3%	157,000 60.9%	224,000 65.3%
Universal Studios	14,000 0.3%	4,000 0.6%	- -	- -	- -	1,000 0.3%	1,000 0.4%	1,000 0.9%	2,000 0.5%	- -	- -	12,000 3.5%
Hollywood	43,000 0.9%	7,000 1.0%	2,000 0.7%	- -	1,000 1.1%	8,000 2.1%	1,000 0.2%	1,000 0.8%	4,000 0.9%	1,000 0.3%	4,000 1.4%	- -
San Francisco MSA (San Francisco-Marin-San Mateo Counties)	2,370,000 49.4%	385,000 58.0%	203,000 57.2%	211,000 76.6%	75,000 57.9%	152,000 41.3%	129,000 47.5%	79,000 50.1%	136,000 29.4%	105,000 37.8%	109,000 42.3%	60,000 17.5%
San Diego MSA (San Diego County)	657,000 13.7%	97,000 14.7%	47,000 13.2%	18,000 6.6%	23,000 17.5%	38,000 10.3%	22,000 8.2%	17,000 10.7%	80,000 17.4%	27,000 9.6%	41,000 16.0%	53,000 15.4%
Sea World	- -	- -	- -	- -	- -	- -	- -	1,000 0.6%	<1,000 0.1%	- -	1,000 0.2%	1,000 0.2%
Anaheim-Santa Ana MSA (Orange County)	321,000 6.7%	39,000 5.9%	23,000 6.4%	4,000 1.6%	3,000 2.0%	51,000 13.9%	7,000 2.7%	9,000 5.6%	44,000 9.5%	14,000 5.1%	19,000 7.4%	31,000 9.1%

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Table 4 (Cont.)

COUNTRY OF RESIDENCE OF VISITORS

METROPOLITAN STATISTICAL AREA*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (NUMBER OF RESPONDENTS)	4,797,000 (7,077)	663,000 (696)	355,000 (311)	275,000 (164)	129,000 (250)	369,000 (397)	271,000 (374)	157,000 (372)	462,000 (1,146)	277,000 (632)	258,000 (215)	343,000 (224)
Disneyland	48,000 1.0%	2,000 0.3%	3,000 0.8%	- -	- -	8,000 2.1%	1,000 0.2%	2,000 1.3%	6,000 1.2%	1,000 0.2%	6,000 2.5%	21,000 6.1%
San Jose MSA (Santa Clara County)	288,000 6.0%	20,000 3.0%	17,000 4.8%	31,000 11.3%	3,000 2.0%	7,000 1.8%	14,000 5.0%	25,000 16.0%	44,000 9.6%	21,000 7.6%	6,000 2.4%	6,000 1.8%
Riverside-San Bernardino MSA (Riverside-San Bernardino Counties)	201,000 4.2%	66,000 9.9%	18,000 5.2%	16,000 5.8%	8,000 6.2%	3,000 0.7%	5,000 1.8%	1,000 0.8%	12,000 2.6%	5,000 1.7%	10,000 3.9%	7,000 2.1%
Salinas-Seaside-Monterey MSA (Monterey County)	177,000 3.7%	30,000 4.5%	16,000 4.4%	20,000 7.4%	8,000 6.3%	4,000 1.2%	1,000 0.2%	3,000 1.6%	5,000 1.1%	3,000 1.1%	18,000 6.9%	1,000 0.4%
Sacramento MSA (El Dorado-Placer-Sacramento-Yolo Counties)	154,000 3.2%	36,000 5.4%	14,000 4.0%	4,000 1.3%	2,000 1.7%	4,000 1.2%	<1,000 0.1%	7,000 4.3%	8,000 1.7%	6,000 2.0%	18,000 6.8%	5,000 1.4%
Santa Barbara-Lompoc MSA (Santa Barbara County)	134,000 2.8%	30,000 4.5%	17,000 4.7%	9,000 3.3%	6,000 4.8%	6,000 1.6%	1,000 0.3%	<1,000 0.3%	2,000 0.4%	1,000 0.5%	9,000 3.5%	- -
Oakland MSA (Alameda-Contra Costa Counties)	110,000 2.3%	14,000 2.1%	10,000 2.9%	4,000 1.5%	5,000 3.9%	15,000 4.0%	4,000 1.4%	8,000 5.1%	11,000 2.4%	7,000 2.4%	2,000 0.6%	9,000 2.5%

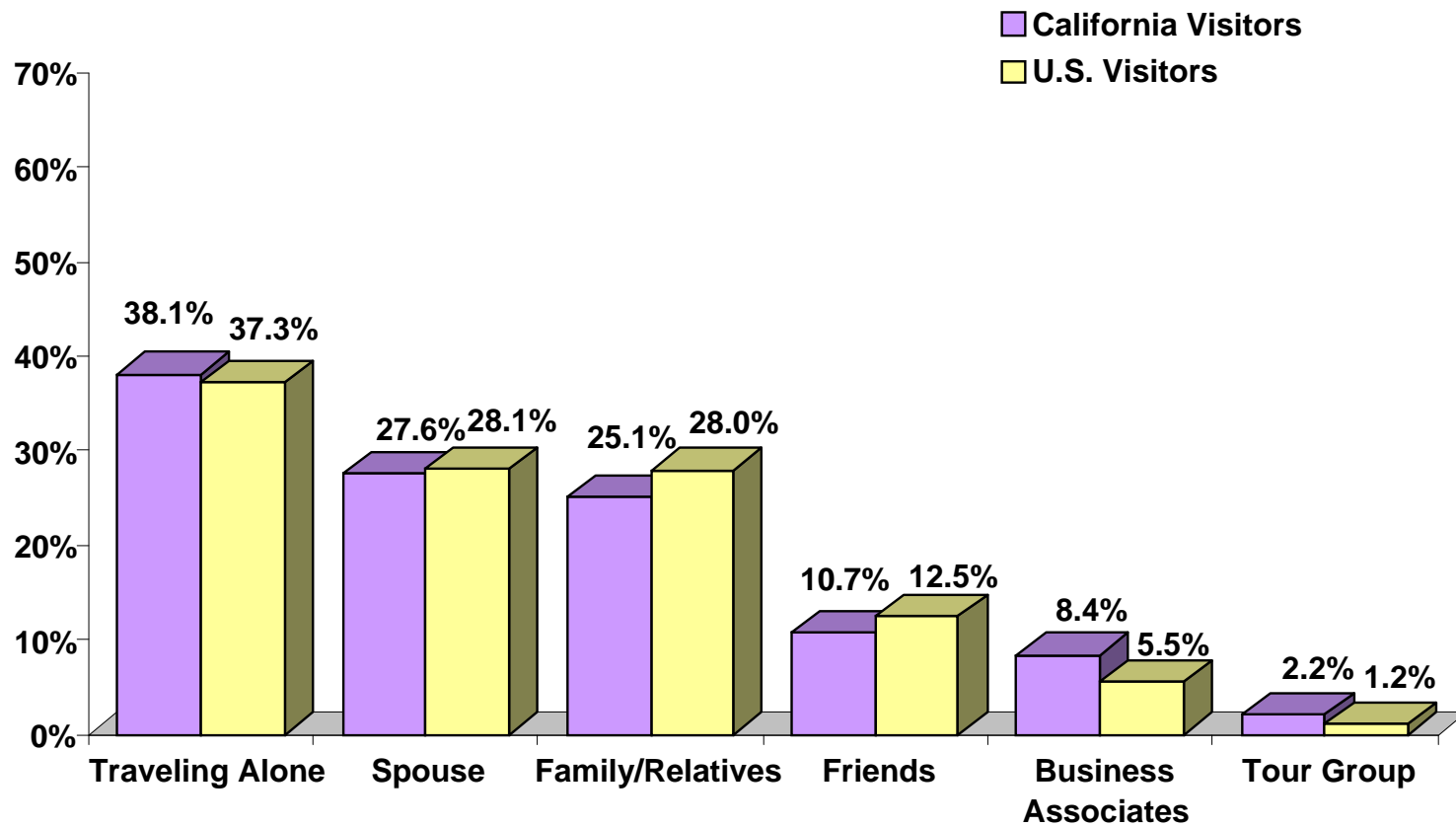
*Visitors may report multiple destinations -- percentages are read down the column. Counties with less than a two percent share of the California market were not listed.

Volume estimates by MSA were adjusted for non-response and will differ slightly from the estimates reported by ITA.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 4
TRAVEL COMPANIONS
 OVERSEAS VISITORS TO CALIFORNIA / U.S.
 (2009)



Source: ITA "In-Flight" Survey, 2009
 CIC Research, Inc.

**TRAVEL COMPANIONS
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- Almost four in ten overseas visitors to California (38%) were traveling alone, 28% were traveling with a spouse, and 25% were traveling with family or relatives.
- Visitors from India (61%) had the highest proportion of respondents who were traveling alone, while visitors from the U.K. (40%) and France (38%) had the highest proportion that was traveling with a spouse. Visitors from France (33%) and Australia (32%) had the highest proportion of respondents who were traveling with family/relatives, and visitors from China (24%) and South Korea (23%) followed by Japan (17%) had the highest proportion traveling with business associates.

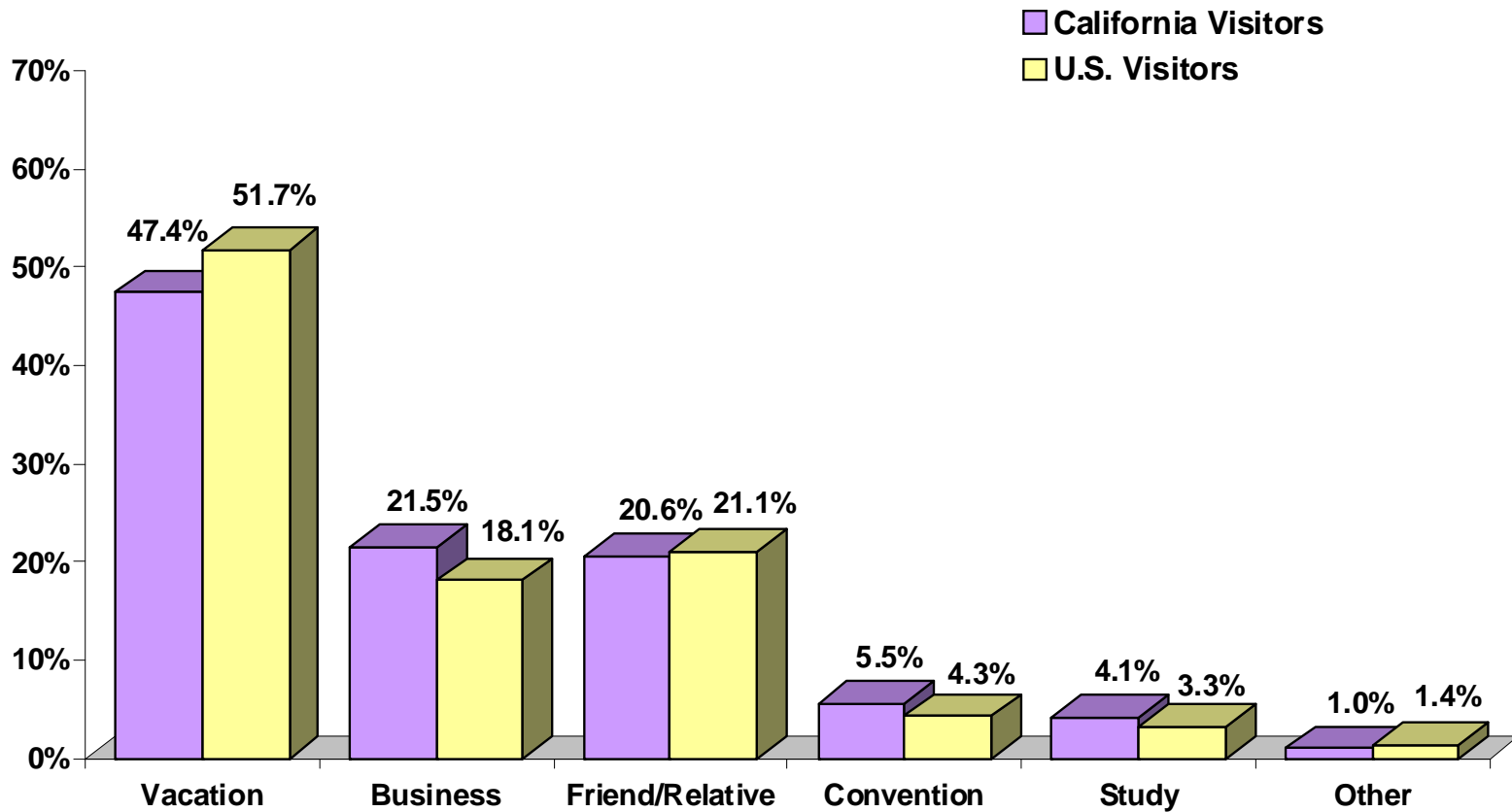
COUNTRY OF RESIDENCE OF VISITORS

TRAVEL COMPANIONS*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008- 2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008- 2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008- 2009)
ESTIMATED TRAVELERS	4,797,000	663,000	355,000	275,000	129,000	369,000	271,000	157,000	462,000	277,000	258,000	343,000
(Number of Respondents)	(7,083)	(702)	(322)	(164)	(248)	(393)	(377)	(375)	(1,142)	(634)	(215)	(221)
Traveling Alone	38.1%	31.7%	40.5%	23.3%	33.1%	30.2%	44.9%	61.2%	41.5%	36.5%	44.6%	47.3%
Spouse	27.6	39.9	28.8	38.4	32.2	31.7	10.2	21.9	22.4	16.2	33.0	34.9
Family/Relatives	25.1	20.6	24.8	32.8	24.4	32.3	19.0	15.5	20.0	23.9	19.1	23.5
Friends	10.7	13.0	12.7	14.2	19.8	10.6	7.7	3.9	10.8	4.2	11.0	6.2
Business Associates	8.4	2.2	5.0	3.5	3.4	7.5	23.5	4.2	17.0	23.3	3.2	3.8
Tour Group	2.2	3.1	0.2	11.8	1.8	1.2	-	-	3.3	3.1	1.1	-

*Column percentages may total more than 100% due to multiple responses.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 5
MAIN PURPOSE OF U.S. TRIP
 OVERSEAS VISITORS TO CALIFORNIA / U.S.
 (2009)



Source: ITA "In-Flight" Survey, 2009
 CIC Research, Inc.

Table 6

**MAIN PURPOSE OF TRIP
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

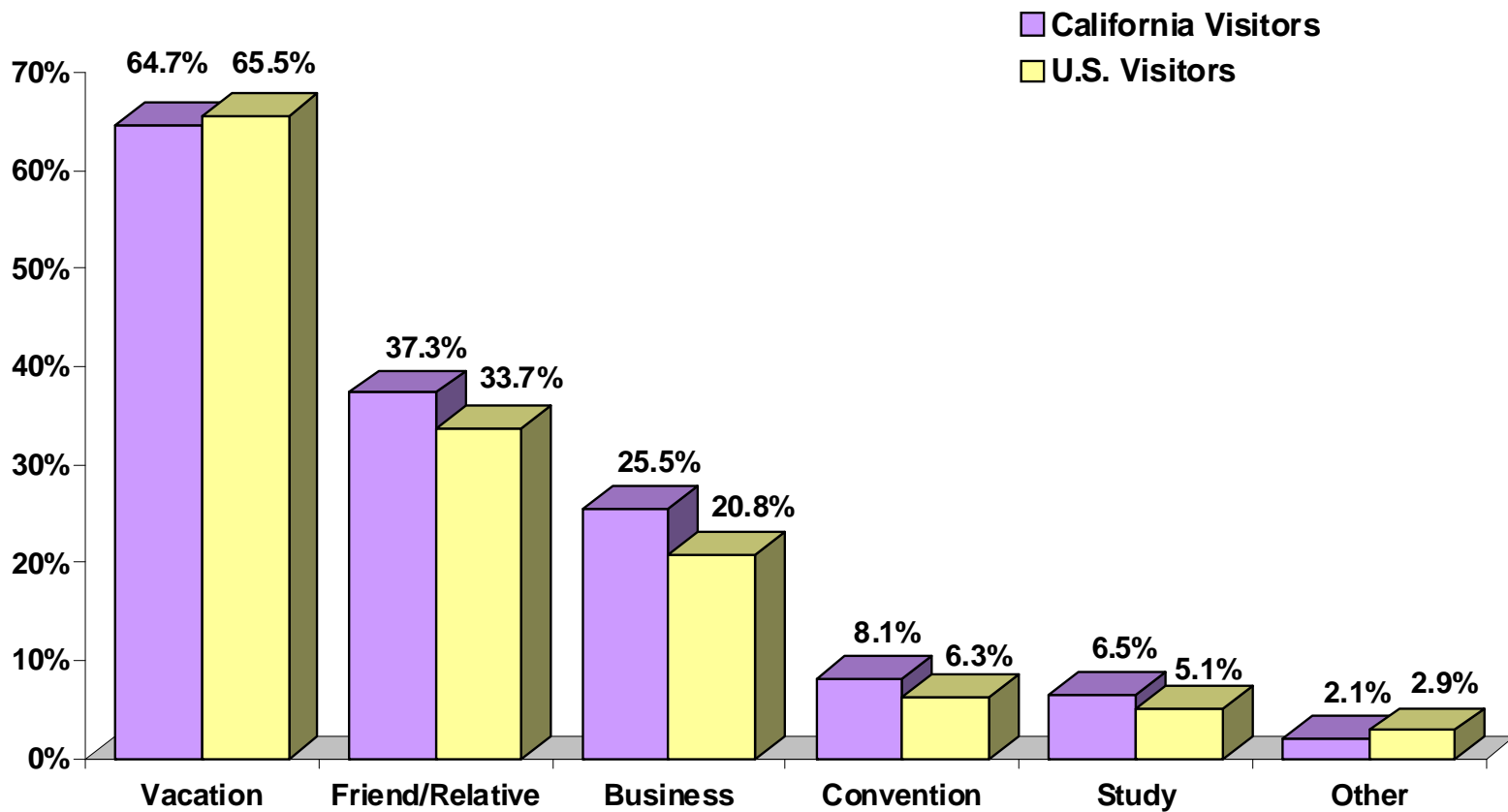
- The greatest proportion of overseas visitors to California reported the main purpose of their trip as vacation/holidays (47%). This was followed by those whose main purpose was business/professional (22%) and those visiting friends/relatives (21%).
- Visitors from France (78%), the U.K. (64%), and Italy (63%), had the highest proportion of visitors whose main purpose was vacation/holidays, while visitors from China (45%), and India (43%) had the highest proportion of visitors whose main purpose was business/professional. Visitors from South Korea (31%) and India (30%) had the highest proportion of visitors whose main purpose was visiting friends/relatives.

COUNTRY OF RESIDENCE OF VISITORS

MAIN PURPOSE OF TRIP	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	4,797,000	663,000	355,000	275,000	129,000	369,000	271,000	157,000	462,000	277,000	258,000	343,000
(Number of Respondents)	(6,823)	(693)	(304)	(151)	(246)	(378)	(361)	(352)	(1,132)	(620)	(198)	(212)
Vacation/Holidays	47.4%	64.4%	57.6%	77.7%	62.8%	58.3%	17.6%	14.3%	35.5%	30.3%	52.7%	34.2%
Business/Professional	21.5	12.9	14.2	9.1	17.0	15.8	45.3	43.4	31.6	27.1	16.9	25.9
Visit Friends/Relatives	20.6	16.8	20.1	10.1	6.6	18.0	22.2	29.7	18.4	30.9	17.0	25.0
Attend A Convention	5.5	3.4	3.5	1.2	3.3	4.6	7.4	6.2	9.6	2.9	7.7	2.9
Study/Teaching	4.1	1.4	4.4	1.9	8.4	2.6	6.5	3.3	3.0	8.0	4.8	3.5
Other	1.0	1.1	0.1	0.0	1.9	0.6	1.0	2.9	1.9	0.7	0.9	8.5

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 6
PURPOSE OF U.S. TRIP
OVERSEAS VISITORS TO CALIFORNIA / U.S.
(2009)



Source: ITA "In-Flight" Survey, 2009
CIC Research, Inc.

Table 7

**PURPOSE OF TRIP
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- Almost two-thirds (65%) of the overseas visitors to California reported visiting for vacation/holiday purposes, while 37 % were visiting friends/relatives and 26% were on business (In 2008 31% were on business). Visitors to California attending a convention accounted for 8%. Visitors were allowed to list more than one purpose of their trip.
- Visitors from Australia (81%), France (81%), and the U.K. (79%) indicated high proportions of vacationing during their U.S. trip, while visitors from India (49%), South Korea (44%), and China (40%) reported high proportions of visiting friends and relatives when compared with visitors from other countries.
- Visitors to California from China (49%), and India (46%) reported a high proportion of visiting for business purposes when compared with visitors from other countries, while visitors from the U.K. (17%), France (17%), Australia (18%), and Germany (19%) reported the lowest proportion visiting for this reason.

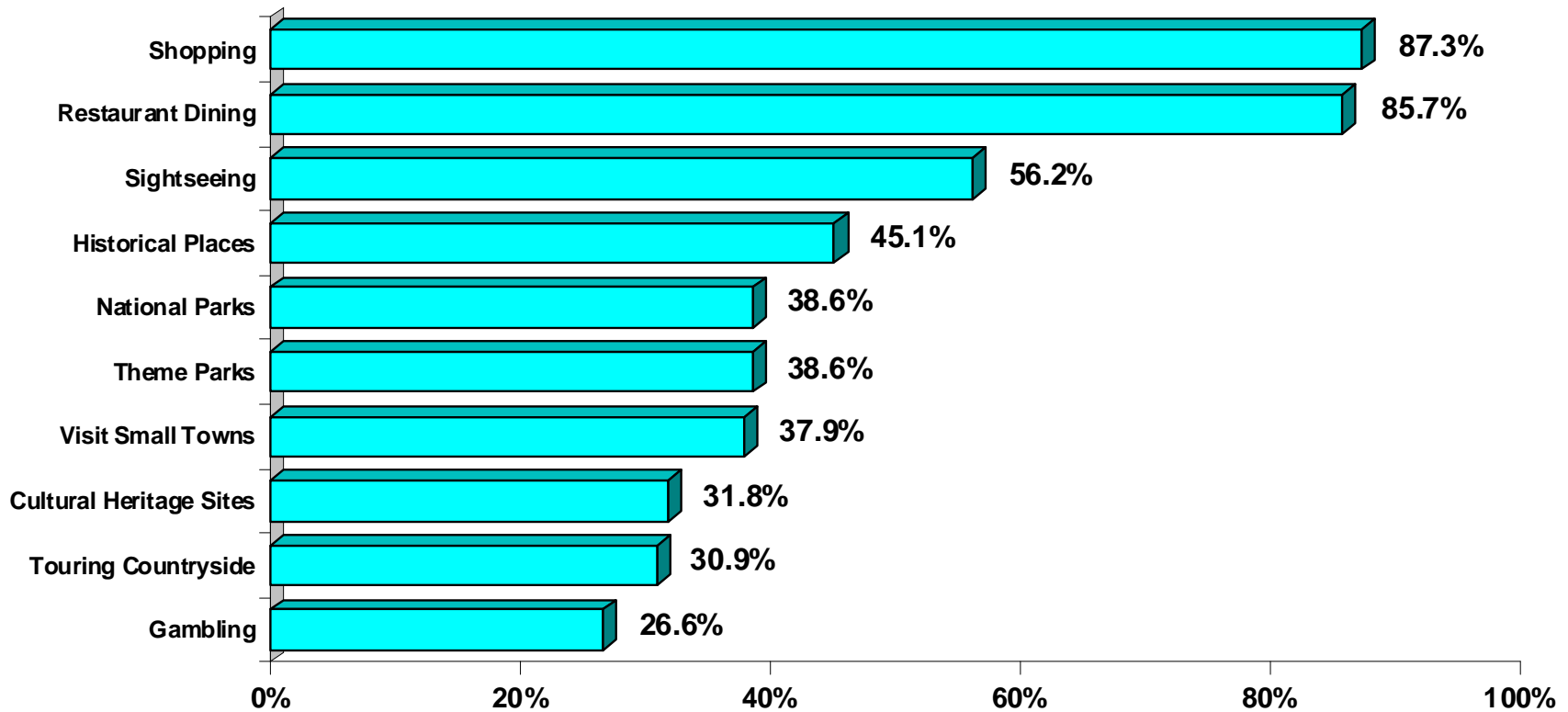
COUNTRY OF RESIDENCE OF VISITORS

PURPOSE OF TRIP*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	4,797,000	663,000	355,000	275,000	129,000	369,000	271,000	157,000	462,000	277,000	258,000	343,000
(Number of Respondents)	(7,217)	(716)	(325)	(167)	(254)	(403)	(384)	(387)	(1,162)	(635)	(218)	(225)
Vacation/Holidays	64.7%	78.7%	72.0%	81.0%	71.1%	81.3%	46.2%	34.1%	49.8%	54.1%	69.6%	50.6%
Visit Friends/Relatives	37.3	32.8	39.9	28.7	18.3	36.8	40.4	49.0	26.5	44.2	29.0	35.7
Business/Professional	25.5	16.9	19.4	17.2	21.2	17.5	48.7	46.2	33.8	31.0	22.6	28.2
Attend A Convention	8.1	4.8	5.6	2.1	7.1	7.2	14.5	12.0	12.9	8.6	8.5	9.0
Study/Teaching	6.5	2.6	5.3	4.0	10.3	3.5	9.3	6.5	7.8	11.3	8.0	4.8
Other	2.1	1.4	1.9	0.0	5.2	3.2	1.9	3.6	2.5	2.3	1.9	10.3

*Column percentages may total more than 100% due to multiple responses.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 7
LEISURE RECREATION ACTIVITIES
OVERSEAS VISITORS TO CALIFORNIA
(2009)



Source: ITA "In-Flight" Survey, 2009
CIC Research, Inc.

Table 8
LEISURE-RECREATION ACTIVITIES
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)

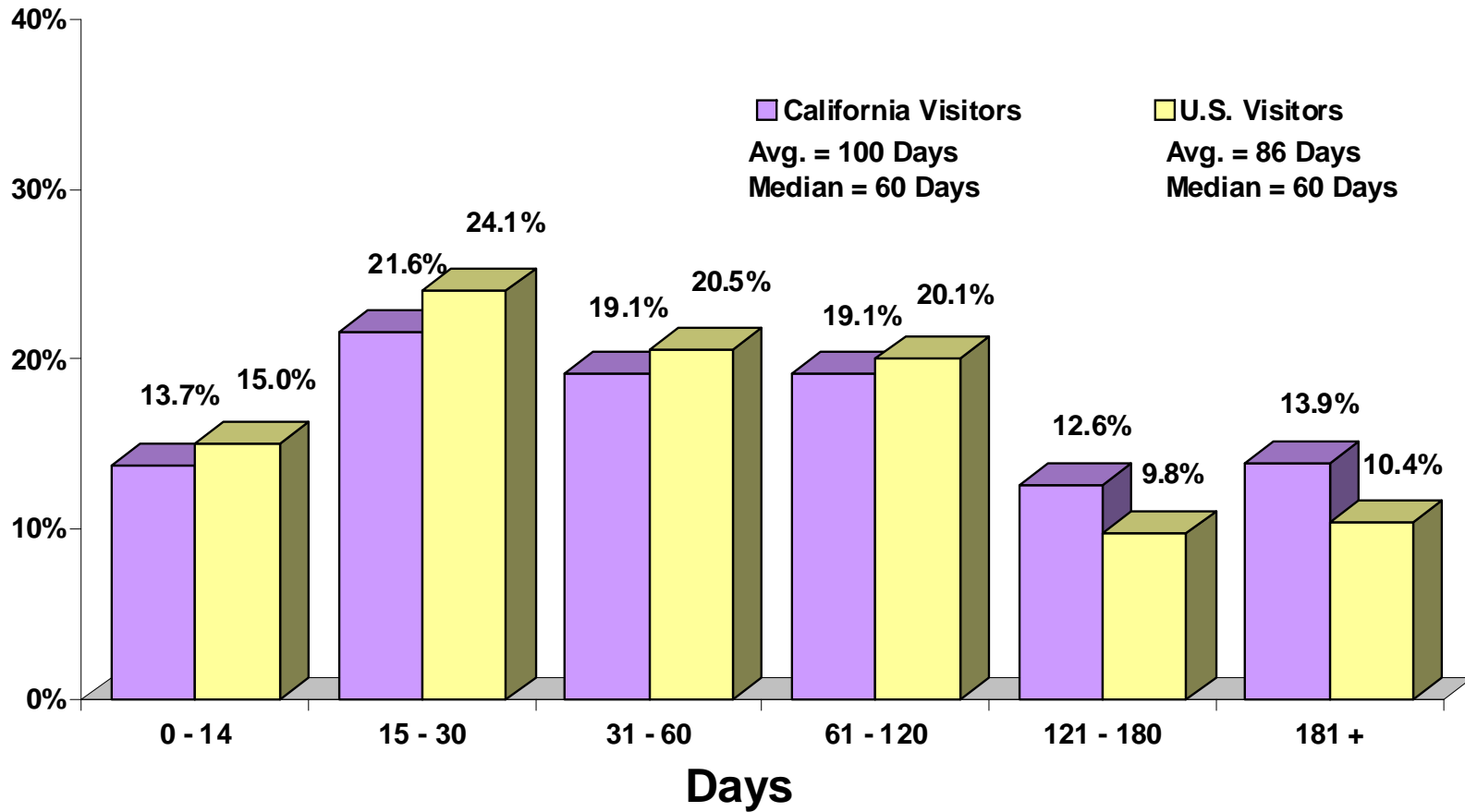
- Shopping (87%), dining in restaurants (86%), followed by sightseeing (56%) were the most common leisure and recreation activities of overseas visitors to California.
- Visitors from China (94%) and Australia (91%) had the highest proportion of respondents who mentioned shopping, while visitors from the U.K. (95%) followed by Australia (91%) had the highest proportion of respondents who mentioned dining in restaurants as one of their favorite activities. Sightseeing in cities was mentioned most frequently by visitors from France (76%).

LEISURE/RECREATION ACTIVITIES*	COUNTRY OF RESIDENCE OF VISITORS											
	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	4,797,000 (6,690)	663,000 (657)	355,000 (298)	275,000 (158)	129,000 (227)	369,000 (394)	271,000 (348)	157,000 (338)	462,000 (1,065)	277,000 (600)	258,000 (198)	343,000 (184)
Shopping	87.3%	86.1%	83.4%	82.7%	83.3%	91.2%	93.9%	85.5%	85.9%	87.2%	82.1%	76.9%
Dining in Restaurants	85.7	95.1	84.1	80.9	81.1	91.3	87.4	78.2	84.3	68.1	87.2	83.2
Sightseeing in Cities	56.2	62.7	50.5	76.1	47.8	65.1	60.8	52.7	46.2	41.2	51.5	35.8
Visit Historical Places	45.1	56.2	50.4	63.1	53.0	61.4	45.4	42.1	10.9	14.4	57.7	49.7
Amusement/Theme Parks	38.6	33.2	36.9	47.0	38.5	47.4	36.7	43.4	24.7	37.5	50.1	42.8
Visit National Parks	38.6	46.8	58.4	77.4	55.3	31.0	30.3	23.5	18.3	22.8	24.2	22.4
Visit Small Towns	37.9	44.6	43.5	54.5	48.9	37.4	22.6	19.6	30.8	14.9	45.5	33.4
Cultural Heritage Sites	31.8	40.1	49.2	51.6	26.7	35.0	29.1	18.7	11.5	27.9	31.5	21.0
Touring Countryside	30.9	44.7	49.8	35.3	26.9	32.9	13.1	24.8	12.9	20.8	18.1	21.7
Casinos/Gambling	26.6	29.0	26.2	57.6	21.4	28.1	33.1	24.7	10.8	20.5	19.7	6.3
Art Gallery/Museum	25.8	26.6	26.9	35.8	29.7	37.3	22.7	18.0	7.1	16.7	40.1	30.5
Guided Tours	23.8	35.7	21.9	37.0	17.8	42.0	17.5	15.5	13.3	14.3	8.0	12.4
Water Sports/Sunbathing	18.6	28.5	27.2	21.8	26.0	17.2	9.0	7.6	7.4	6.8	21.0	6.2
Concert/Play/Musical	18.3	20.5	18.6	22.0	10.1	27.0	11.1	12.1	7.1	11.8	25.0	25.0
Nightclubs/Dancing	14.7	16.1	15.3	16.6	12.7	21.3	14.7	13.4	4.3	5.5	19.6	12.1
Attend Sports Event	9.4	7.8	5.6	10.4	10.2	19.9	2.2	4.0	6.1	7.8	11.2	8.5
Camping/Hiking	9.2	12.0	19.7	24.0	8.0	5.0	3.8	4.1	1.9	1.9	3.7	11.6
Visit Am. Indian Comm.	8.6	10.2	14.9	21.9	21.4	8.1	5.3	11.0	2.6	2.5	1.6	-
Cruises	7.2	9.4	5.1	7.7	1.9	11.2	6.0	11.6	2.6	11.9	1.8	5.4
Ethnic Heritage Sites	6.2	8.7	4.9	16.3	5.3	4.6	5.3	8.0	1.4	4.3	3.2	11.5
Golfing/Tennis	5.8	6.7	2.7	6.1	4.4	2.8	7.8	3.0	6.7	13.6	2.6	1.0
Environ./Eco. Excursions	5.4	5.0	4.0	16.8	5.7	4.0	6.9	3.9	1.4	2.4	10.1	1.6
Snow Skiing	3.0	3.0	3.1	0.5	0.6	6.0	3.2	4.8	0.3	1.1	5.6	1.7
Ranch Vacations	1.9	0.8	2.8	2.8	1.4	2.4	1.5	1.3	1.0	1.5	0.2	10.2
Hunting/Fishing	1.3	1.9	1.6	1.1	1.0	1.0	3.1	0.6	0.4	1.1	-	1.1

*Multiple response. Only responses one percent or greater are detailed.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
 CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 8
ADVANCE TRIP DECISION
 OVERSEAS VISITORS TO CALIFORNIA / U.S.
 (2009)



Source: ITA "In-Flight" Survey, 2009
 CIC Research, Inc.

Table 9

**ADVANCE TRIP DECISION
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

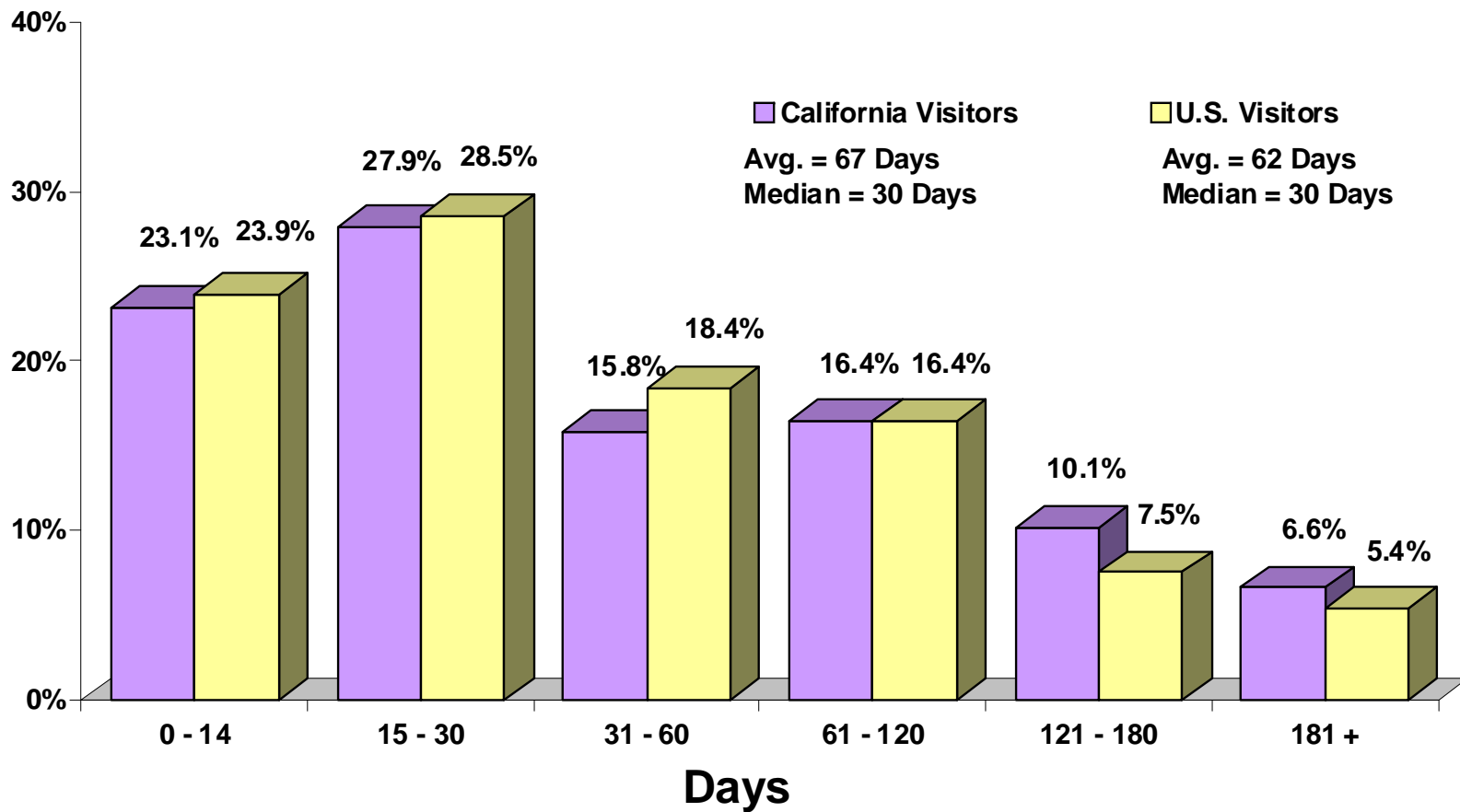
- The median time period for overseas visitors' decision to travel was 60 days before the actual trip. In 2008 this decision was also made a median of 60 days prior to the trip, as compared with 50 days in 2007.
- Respondents from France had the longest planning time frame with a median of 150 days, followed by respondents from Australia and Germany (100 days each respectively).

ADVANCE TRIP DECISION*	COUNTRY OF RESIDENCE OF VISITORS											
	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	4,797,000 (6,780)	663,000 (675)	355,000 (309)	275,000 (151)	129,000 (226)	369,000 (387)	271,000 (353)	157,000 (345)	462,000 (1,115)	277,000 (590)	258,000 (204)	343,000 (205)
14 Days or Less	13.7%	10.7%	11.2%	3.8%	5.9%	7.2%	17.2%	21.8%	21.6%	20.1%	9.0%	26.2%
15 - 30 Days	21.6	14.0	10.3	11.2	24.5	14.4	43.3	32.8	25.8	42.2	22.8	37.3
31 - 60 Days	19.1	16.5	13.7	9.0	23.1	13.6	24.3	22.2	30.5	23.9	15.0	8.0
61 - 120 Days	19.1	19.0	25.1	18.3	20.4	20.5	8.6	11.8	12.5	9.1	30.9	12.8
121 - 180 Days	12.6	15.0	18.7	26.4	14.3	15.1	6.2	10.0	6.8	3.3	20.2	11.1
181 or More Days	13.9	24.9	21.1	31.4	11.9	29.1	0.3	1.4	2.7	1.4	2.1	4.7
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average No. of Days	99.5	131.7	133.3	175.7	94.1	149.0	46.1	55.0	57.1	44.6	85.2	58.5
Median No. of Days	60.0	90.0	100.0	150.0	60.0	100.0	30.0	30.0	40.0	30.0	90.0	25.0

*Column percentages may not total 100% due to rounding.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 9
ADVANCE AIRLINE DECISION
OVERSEAS VISITORS TO CALIFORNIA / U.S.
(2009)



Source: ITA "In-Flight" Survey, 2009
 CIC Research, Inc.

Table 10

**ADVANCE TICKET PURCHASE
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- In 2009 as in 2008, an overseas visitor committed to an airline ticket purchase a median of 30 days prior to the actual trip. Almost seven percent of travelers booked their airline reservations six months or more in advance of their trip.
- Visitors from France and Germany booked their airline tickets a median of 3 months or more in advance. By contrast, visitors from China and Mexico (air) booked airline tickets a median of only 15 days in advance of their U.S. trip.

COUNTRY OF RESIDENCE OF VISITORS

ADVANCE AIRLINE RESERVATIONS*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	4,797,000 (6,531)	663,000 (650)	355,000 (297)	275,000 (152)	129,000 (216)	369,000 (378)	271,000 (343)	157,000 (327)	462,000 (1,055)	277,000 (567)	258,000 (186)	343,000 (199)
14 Days or less	23.1%	15.9%	17.2%	7.1%	13.4%	12.3%	44.9%	34.4%	33.5%	38.5%	19.8%	38.6%
15 - 30 Days	27.9	19.0	17.4	21.1	32.8	18.3	37.1	42.2	37.2	46.8	30.3	37.4
31 - 60 Days	15.8	14.3	10.6	15.0	20.2	16.9	14.1	15.4	19.1	10.3	16.1	19.6
61 - 120 Days	16.4	18.6	28.1	26.9	17.6	22.1	3.1	4.8	6.8	0.4	29.4	3.4
121 - 180 Days	10.1	15.9	14.8	21.4	12.0	18.3	0.6	3.2	2.7	0.9	4.2	0.4
181 or More Days	6.6	16.4	12.0	8.5	4.1	12.0	0.1	-	0.7	0.2	0.2	0.6
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average No. of Days	67.2	102.6	93.9	97.3	67.4	97.8	23.7	30.7	34.9	24.8	53.8	24.9
Median No. of Days	30.0	80.0	90.0	90.0	45.0	83.0	15.0	20.0	23.0	20.0	30.0	15.0

*Column percentages may not total 100% due to rounding.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 11

**MEANS OF BOOKING AIR TRIP AND LODGING
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- In 2009, 46% of overseas visitors to California used a travel agent to make airline reservations, as compared with 48% in 2008. In comparison, approximately one-quarter (26%) of visitors used a travel agent to make lodging arrangements in 2009. Visitors from Australia, India and China reported the highest use of travel agents in booking their air trip (68%, 58% and 54% respectively). Visitors from Australia and Italy reported the highest use of travel agents in booking their lodging (40% and 33% respectively).
- One in four visitors to California (25%) reported using a personal computer in booking their air trip. Visitors from Mexico (air) followed by visitors from Italy and the U.K. reported the highest use of a personal computer for this purpose (36%, 34%, and 34% respectively). Visitors from South America reported the highest proportion who booked with the airline directly (25%), and visitors from India reported the highest use of a company travel dept. (25%).

COUNTRY OF RESIDENCE OF VISITORS

MEANS OF BOOKING AIR TRIP*	TOTAL OVERSEAS	COUNTRY OF RESIDENCE OF VISITORS									MEXICO (AIR) (2008-2009)	
		U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA		SOUTH AMERICA
ESTIMATED TRAVELERS (Number of Respondents)	4,797,000 (7,033)	663,000 (698)	355,000 (313)	275,000 (163)	129,000 (249)	369,000 (386)	271,000 (362)	157,000 (379)	462,000 (1,148)	277,000 (632)	258,000 (210)	343,000 (217)
Travel Agent	46.2%	29.4%	43.8%	47.3%	43.9%	68.2%	53.8%	57.8%	48.4%	49.8%	34.5%	36.4%
Personal Computer	24.7	33.7	28.1	27.6	34.2	17.4	13.4	7.4	15.1	19.4	26.4	36.0
Airline Directly	13.0	14.5	13.6	10.6	7.0	6.7	6.6	7.5	15.2	15.2	24.8	14.6
Company Travel Dept.	8.7	8.3	7.7	7.2	4.2	5.2	16.8	25.2	12.5	12.2	7.8	12.4
Tour Operator	4.6	10.0	4.4	3.9	9.1	1.5	3.9	0.8	6.2	1.3	3.8	0.5
Travel Club	0.7	0.1	0.2	3.4	0.3	-	0.5	-	0.2	0.6	2.1	-
Don't Know/Other	2.2	3.9	2.2	0.0	1.2	1.0	5.0	1.3	2.3	1.6	0.5	0.1
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MEANS OF BOOKING LODGING												
(Number of Respondents)	(7,074)	(704)	(317)	(164)	(242)	(399)	(379)	(379)	(1,113)	(628)	(209)	(212)
Yes, Booked by**	66.0%	70.1%	63.8%	61.9%	68.4%	67.3%	60.0%	50.6%	82.6%	71.4%	68.3%	53.7%
Travel Agent	25.5%	21.0%	28.3%	25.3%	32.9%	39.6%	28.6%	10.2%	29.8%	28.3%	23.4%	23.2%
Hotel/Motel Directly	12.6	16.9	10.6	20.6	8.1	13.2	5.3	7.0	14.6	3.7	20.4	6.5
Other	12.5	11.5	14.1	8.7	17.0	14.5	3.3	6.6	11.7	15.2	17.2	7.9
Company Travel Dept.	7.2	8.9	3.7	3.5	3.4	2.5	10.8	20.3	9.3	10.9	6.2	9.2
Friend or Relative	5.3	4.1	7.5	2.0	3.9	4.1	5.9	6.5	7.3	7.8	7.2	2.2
Tour Operator	4.7	11.5	7.4	4.7	5.5	2.3	1.5	0.5	6.3	1.9	3.0	0.6
Business Associate	3.4	1.4	2.0	0.5	2.1	1.1	5.5	2.7	8.0	5.5	1.4	1.2
Airline Staff	0.9	1.5	1.6	0.4	0.4	-	1.9	0.6	0.6	1.9	-	3.8
No	34.0%	29.9%	36.2%	38.1%	31.6%	32.7%	40.0%	49.4%	17.4%	28.6%	31.7%	46.3%

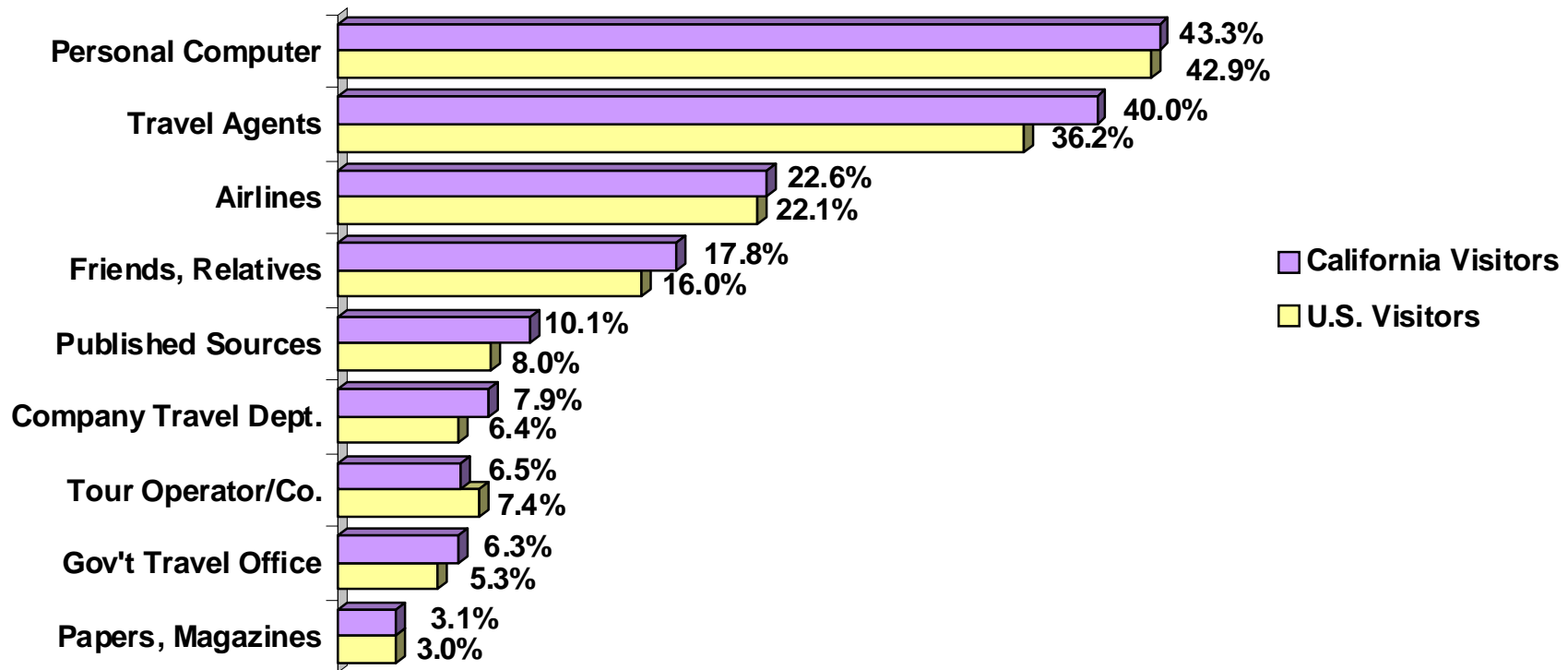
*Column percentages may not total to 100% due to rounding.

** Multiple Response. Percentages based on total number of respondents.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 10
TRAVEL INFORMATION SOURCES
 OVERSEAS VISITORS TO CALIFORNIA / U.S.
 (2009)



Source: ITA "In-Flight" Survey, 2009
 CIC Research, Inc.

Table 12

**U.S. TRIP INFORMATION SOURCES
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- Continuing the downward trend toward reduced use of information from travel agencies, four in ten overseas travelers to California (40%) used information from this source to plan their trip (use of information from travel agencies was 43% in 2008 and 48% in 2007). On the other hand, use of a personal computer (i.e., the Internet) (43%) has remained at a similar level to that from 2008 (42%), which was an increase from 2007 and 2006 (36% and 35% respectively). Travelers who called the airlines directly (23%), those who relied on friends/relatives (18%), and those who used travel guides (10%) rounded out the top five information sources.
- Use of a personal computer is now the highest source of information for overseas travelers. Travelers from Germany and the U. K. (48% and 47% respectively) reported the highest computer usage. The highest use of travel agencies as an information source was indicated by visitors from Australia (66% in 2009 compared with 64% in 2008.)

COUNTRY OF RESIDENCE OF VISITORS

INFORMATION SOURCES*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	4,797,000 (7,146)	663,000 (712)	355,000 (324)	275,000 (166)	129,000 (252)	369,000 (396)	271,000 (369)	157,000 (382)	462,000 (1,148)	277,000 (635)	258,000 (213)	343,000 (221)
Personal Computer	43.3%	47.2%	48.4%	40.1%	43.5%	40.9%	31.3%	21.9%	45.3%	42.6%	44.9%	37.4%
Travel Agency	40.0	30.7	28.0	41.4	44.7	66.2	34.3	42.3	41.6	35.8	44.2	33.7
Airlines Directly	22.6	26.4	29.2	16.6	16.0	14.6	24.4	14.6	21.8	16.6	25.5	32.2
Friends/Relatives	17.8	17.5	19.4	12.2	12.5	22.9	10.0	19.9	19.9	16.4	20.9	5.3
Travel Guides	10.1	8.1	19.7	12.3	8.5	10.6	6.3	2.5	15.4	7.3	8.8	4.6
Corporate Travel Dept.	7.9	6.6	6.1	7.8	4.5	6.1	13.9	24.5	13.6	10.4	5.0	6.9
Tour Company	6.5	11.0	5.7	10.1	2.4	7.2	8.5	2.4	10.8	3.9	3.0	3.4
Government Sources	6.3	3.6	25.2	1.8	5.7	6.0	4.6	4.9	4.6	4.3	2.7	4.7
Newspapers/Magazines	3.1	2.1	3.3	1.6	5.8	4.1	1.6	0.8	3.5	3.4	5.1	0.4
In-flight Info. Systems	1.4	1.0	2.1	-	0.9	0.2	0.5	1.7	0.8	1.4	3.4	1.1
TV/Radio	1.1	0.6	0.4	-	3.8	1.7	1.5	-	0.7	2.8	0.1	-

*Column percentages may total more than 100% due to multiple responses.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 13

**AIRLINE TICKET CLASS AND PREPAID TRIP PACKAGE
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- Three-quarters (76%) of overseas visitors to California used an economy/tourist ticket, while 14% used a business class ticket. French, Indian, Mexico (air) and South American travelers reported the highest use of economy/tourist tickets (89%, 85%, 83% and 80% respectively). Japanese travelers reported the highest use of executive/business class tickets (26%).
- Fourteen percent (14%) of overseas travelers to California traveled with an inclusive tour package, where airfare, lodging, ground transportation, or other items were prepaid prior to departure. Visitors from France (29%) and the U.K. (21%) took the greatest advantage of inclusive tour packages. On the other hand, the fewest visitors from India (5%) and South America (7%) used packages.

COUNTRY OF RESIDENCE OF VISITORS

TYPE OF AIRLINE TICKET*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	4,797,000	663,000	355,000	275,000	129,000	369,000	271,000	157,000	462,000	277,000	258,000	343,000
(Number of Respondents)	(6,860)	(675)	(309)	(156)	(234)	(388)	(353)	(361)	(1,110)	(608)	(205)	(199)
Economy/Tourist/Coach	75.6%	78.4%	75.6%	89.3%	76.8%	71.5%	74.7%	84.9%	62.1%	77.1%	80.1%	83.0%
Executive/Business	13.7	12.2	11.3	4.6	12.3	15.1	14.4	11.1	26.4	14.5	7.2	8.3
Frequent Flyer Award	4.3	2.4	5.9	3.2	8.0	1.8	2.5	1.5	8.5	1.5	11.6	7.6
Discount/Group Fare	2.0	1.4	2.4	2.8	0.5	3.6	3.1	0.3	3.3	2.9	0.8	-
Frequent Flyer Upgrade	1.9	0.7	1.9	-	2.5	0.6	0.6	0.4	3.6	5.3	-	1.6
First Class	1.9	2.1	1.9	2.4	0.3	1.1	0.6	0.1	3.3	1.1	2.5	0.4
Non-Revenue	1.7	1.3	2.9	-	1.6	0.6	0.8	1.6	0.6	0.2	-	0.9
Don't Know	2.7	2.9	3.8	-	-	6.1	5.9	0.6	4.1	0.9	-	-
USE OF PREPAID PACKAGE												
(Number of Respondents)	(7,004)	(702)	(312)	(161)	(244)	(400)	(347)	(360)	(1,147)	(619)	(209)	(212)
YES**	13.6%	20.5%	15.9%	29.3%	15.9%	14.9%	10.2%	5.1%	14.0%	10.8%	7.1%	13.7%
Air/Lodging	9.7	14.6	13.1	24.5	10.7	10.0	4.2	2.3	10.9	6.7	5.1	9.9
Guided Tour	6.5	7.1	10.5	15.1	9.1	6.4	5.6	1.6	8.4	8.1	3.6	4.8
Air/Lodging/Tour	4.1	3.0	9.7	10.9	5.6	2.8	2.7	0.3	5.4	5.2	2.8	1.2
Air/Rent Car	3.8	4.9	3.1	10.4	6.0	2.2	4.8	1.5	1.4	3.0	1.9	0.1
Air/Lodging/Bus	3.1	1.8	9.5	9.4	4.3	2.9	2.4	0.7	3.5	3.4	0.5	1.2
Air/Lodging/Rent Car	3.0	3.7	2.5	10.4	5.4	1.9	3.0	0.5	1.3	2.0	0.7	-
Air/Lodging/Bus/Tour	2.7	1.6	8.6	9.4	4.3	1.3	2.4	0.3	3.2	3.0	0.3	1.2
Cruise	1.2	0.3	0.4	1.3	-	2.6	3.5	1.5	0.4	3.1	1.7	4.6
NO	86.4%	79.5%	84.1%	70.7%	84.1%	85.1%	89.8%	94.9%	86.0%	89.2%	92.9%	86.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

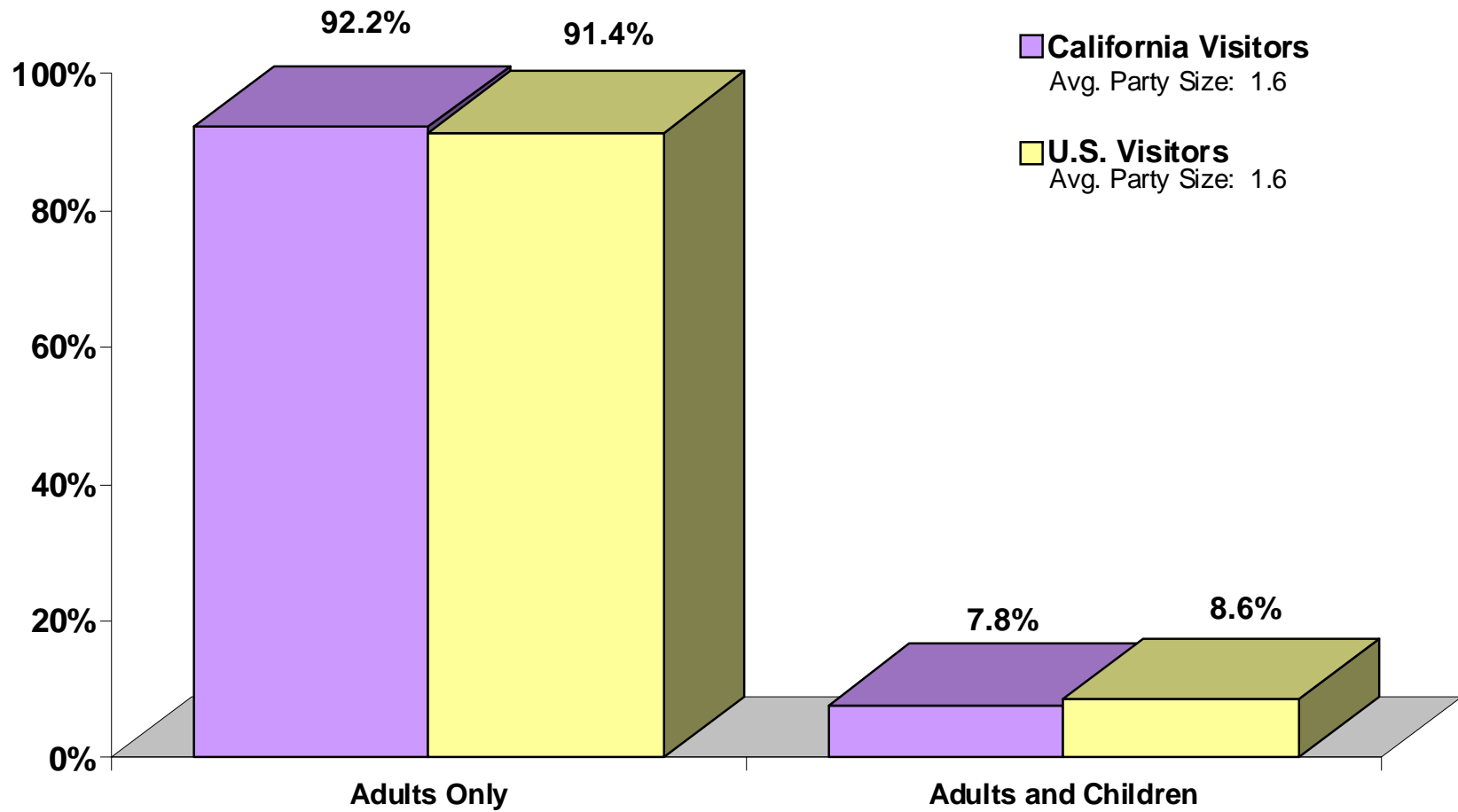
*Column percentages may not total 100% due to multiple response.

**Multiple response. Includes all package combinations. Each category not mutually exclusive.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 11
TRAVEL PARTY SIZE
 OVERSEAS VISITORS TO CALIFORNIA / U.S.
 (2009)



Source: ITA "In-Flight" Survey, 2009
 CIC Research, Inc.

Table 14

**TRAVEL PARTY SIZE
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

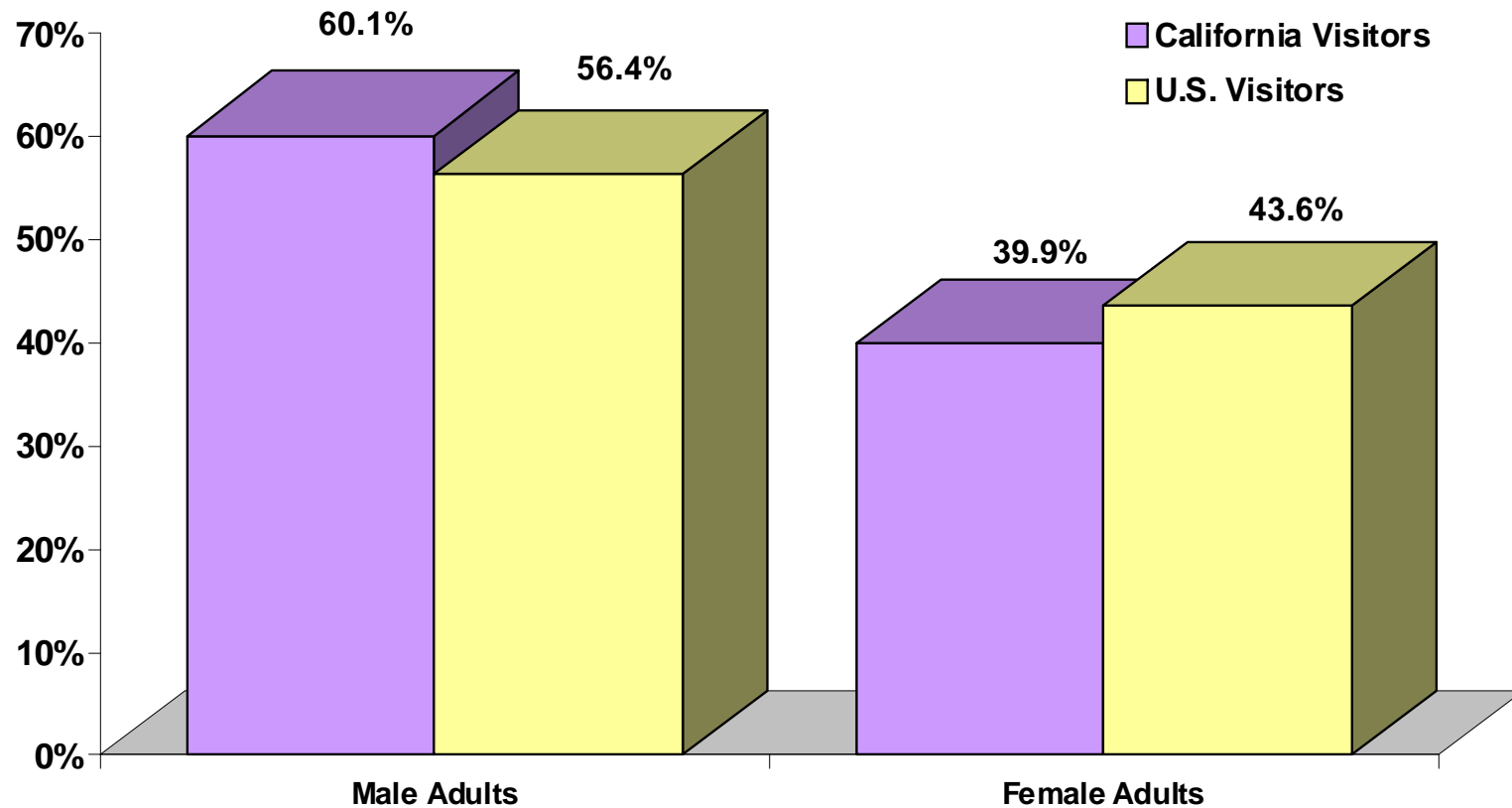
- The mean total party size for all overseas travelers was 1.6 persons. Overall, 92% of overseas travel parties were adults only and eight percent were adults traveling with children. The greatest proportion of visitors who reported traveling with children, were from France and Australia (14% respectively).

TRAVEL PARTY SIZE	COUNTRY OF RESIDENCE OF VISITORS											
	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	4,797,000 (7,206)	663,000 (715)	355,000 (326)	275,000 (166)	129,000 (254)	369,000 (402)	271,000 (382)	157,000 (388)	462,000 (1,165)	277,000 (634)	258,000 (216)	343,000 (226)
Adults Only	92.2%	93.2%	92.6%	86.2%	94.1%	86.3%	93.7%	95.6%	93.6%	91.9%	96.9%	93.4%
Adults and Children	7.8	6.8	7.4	13.8	5.9	13.7	6.3	4.4	6.4	8.1	3.1	6.6
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average Total Party Size	1.6	1.6	1.5	2.0	1.6	1.7	1.5	1.3	1.5	1.5	1.4	1.5
Median Total Party Size	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
ADULTS ONLY												
(Number of Respondents)	(6,474)	(654)	(299)	(130)	(228)	(327)	(361)	(364)	(1,108)	(575)	(199)	(199)
Average Adult Party Size	1.4	1.5	1.4	1.6	1.5	1.4	1.4	1.2	1.4	1.4	1.3	1.3
Median Adult Party Size	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
ADULTS AND CHILDREN												
(Number of Respondents)	(732)	(61)*	(27)*	(36)*	(26)*	(75)*	(21)*	(24)*	(57)*	(59)*	(17)*	(27)*
Average Party Size	3.5	3.4	3.1	4.5	4.2	3.8	2.6	3.4	3.6	3.1	3.5	4.1
Median Party Size	3.0	3.0	3.0	4.0	4.0	4.0	2.0	3.0	4.0	3.0	4.0	4.0

*Caution - Small sample size.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 12
GENDER OF OVERSEAS VISITORS
OVERSEAS VISITORS TO CALIFORNIA / U.S.
(2009)



Source: ITA "In-Flight" Survey, 2009
CIC Research, Inc.

Table 15
GENDER AND AGE
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)

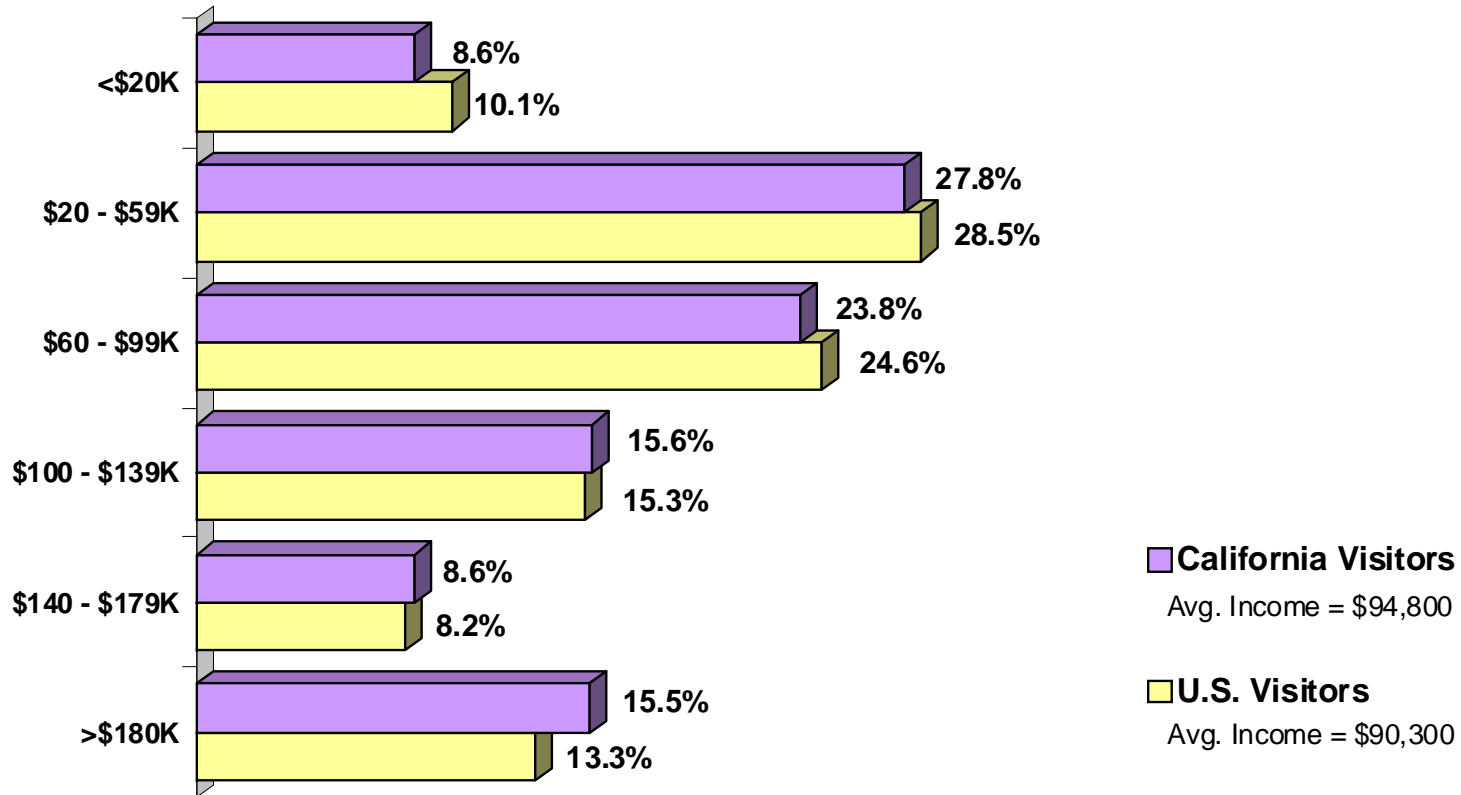
- Six in ten (60%) overseas travelers to California were adult males, and four in ten (40%) were adult females. The average age of traveling adult males was 43 years, versus 39 years for traveling adult females.

SEX AND AGE OF VISITOR*	COUNTRY OF RESIDENCE OF VISITORS											
	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE)	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	4,797,000 (6,045)	663,000 (540)	355,000 (262)	275,000 (150)	129,000 (216)	369,000 (288)	271,000 (330)	157,000 (345)	462,000 (1,069)	277,000 (565)	258,000 (194)	343,000 (196)
MALE ADULTS	60.1%	53.2%	61.4%	67.3%	66.8%	43.2%	67.0%	89.0%	68.7%	54.1%	60.3%	64.5%
18-24 Years	4.7	3.6	5.8	4.5	4.1	3.5	5.3	5.5	4.1	3.0	3.3	0.9
25 - 34 Years	13.8	11.3	15.5	19.3	22.4	7.5	20.5	34.3	11.1	17.3	12.4	19.7
35 - 54 Years	29.3	24.7	28.7	26.9	25.3	22.2	33.9	31.2	39.0	28.1	32.4	31.0
55 + Years	12.3	13.6	11.4	16.5	15.1	10.1	7.4	18.0	14.6	5.7	12.3	12.8
Average Male Age	42.7	44.5	41.9	43.3	40.9	45.4	38.7	40.4	44.8	39.0	43.0	43.8
Median Male Age	42.0	44.0	43.0	41.0	37.0	48.0	38.0	37.0	45.0	38.0	43.0	46.0
FEMALE ADULTS	39.9%	46.8%	38.6%	32.7%	33.2%	56.8%	33.0%	11.0%	31.3%	45.9%	39.7%	35.5%
18-24 Years	5.7	4.9	6.9	4.9	5.1	8.4	5.1	1.9	3.9	4.3	1.6	8.4
25 - 34 Years	12.1	8.9	10.1	9.7	12.1	9.3	15.0	4.1	10.9	19.4	20.9	5.2
35 - 54 Years	15.4	20.1	14.0	8.2	13.5	24.4	7.6	3.6	11.4	20.0	14.0	13.9
55 + Years	6.7	12.8	7.7	10.0	2.5	14.7	5.4	1.3	5.3	2.3	3.4	7.9
Average Female Age	38.9	43.8	39.0	40.7	35.6	41.3	35.7	36.0	39.9	35.3	36.6	39.7
Median Female Age	36.0	45.0	39.0	39.0	34.0	38.0	31.0	30.0	36.0	34.0	33.0	38.0

*Column percentages may not total to 100% due to rounding.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
 CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 13
INCOME PROFILE OF OVERSEAS VISITORS
 OVERSEAS VISITORS TO CALIFORNIA / U.S.
 (2009)



Source: ITA "In-Flight" Survey, 2009
 CIC Research, Inc.

Table 16

**ANNUAL HOUSEHOLD INCOME
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- The mean household income for overseas visitors to California in 2009 was \$94,800, down from \$107,200 in 2008 and \$101,300 in 2007, but similar to the \$94,400 in 2006. During 2009, visitors from Japan (\$108,800), the U.K. (\$101,500), and Australia (\$100,300), reported the highest annual average income. Visitors from India (\$65,500) followed by China (\$71,000) reported the lowest annual household income.

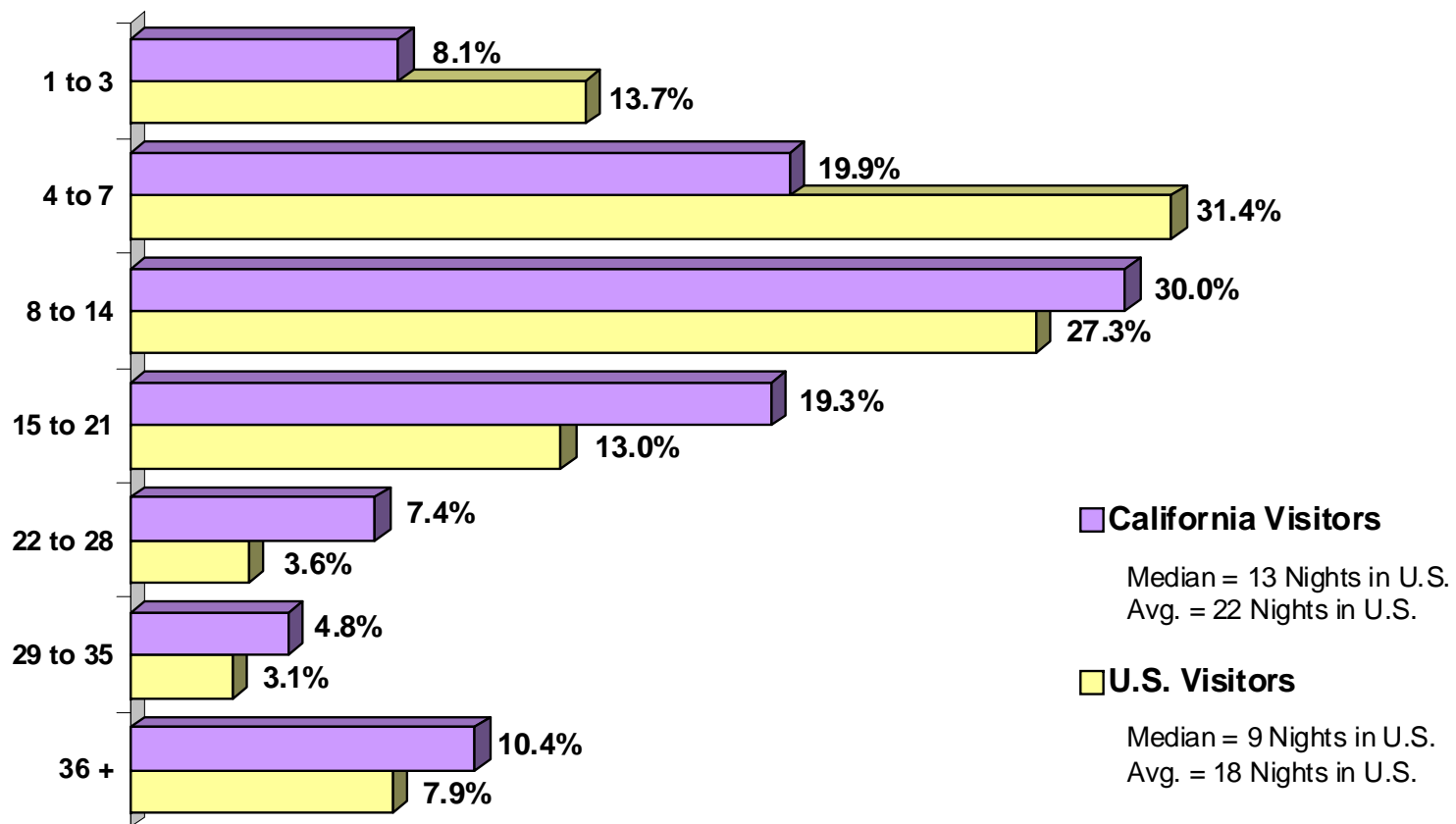
COUNTRY OF RESIDENCE OF VISITORS

ANNUAL HOUSEHOLD INCOME*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (NUMBER OF RESPONDENTS)	4,797,000 (5,842)	663,000 (561)	355,000 (208)	275,000 (119)	129,000 (169)	369,000 (344)	271,000 (310)	157,000 (304)	462,000 (939)	277,000 (525)	258,000 (168)	343,000 (173)
Under \$20,000	8.6%	3.5%	8.2%	4.0%	12.2%	5.2%	20.2%	26.4%	3.7%	6.4%	15.1%	17.2%
\$20,000 - \$59,999	27.8	27.0	16.2	34.2	30.2	23.1	38.3	33.2	22.3	30.2	34.6	24.1
\$60,000 - \$99,999	23.8	28.6	32.8	24.6	22.5	25.9	16.3	17.7	21.7	30.6	19.4	30.1
\$100,000 - \$139,999	15.6	14.6	24.0	16.4	11.2	18.7	10.0	9.2	23.4	17.0	11.5	15.0
\$140,000 - \$179,999	8.6	9.8	7.6	8.2	12.0	13.1	3.6	4.9	9.8	4.6	3.6	6.1
\$180,000 and over	15.5	16.6	11.1	12.6	11.8	14.0	11.7	8.5	18.9	11.3	15.7	7.4
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average Annual Income	\$94,800	\$101,500	\$97,800	\$92,900	\$85,000	\$100,300	\$71,000	\$65,500	\$108,800	\$87,500	\$81,800	\$77,200
Median Annual Income	\$81,300	\$86,600	\$93,000	\$73,100	\$71,100	\$93,600	\$48,800	\$46,600	\$103,200	\$74,500	\$60,500	\$75,600

*Column percentages may not total to 100% due to rounding.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 14
TOTAL NIGHTS IN THE U.S.
OVERSEAS VISITORS TO CALIFORNIA / U.S.
(2009)



Source: ITA "In-Flight" Survey, 2009
 CIC Research, Inc.

Table 17

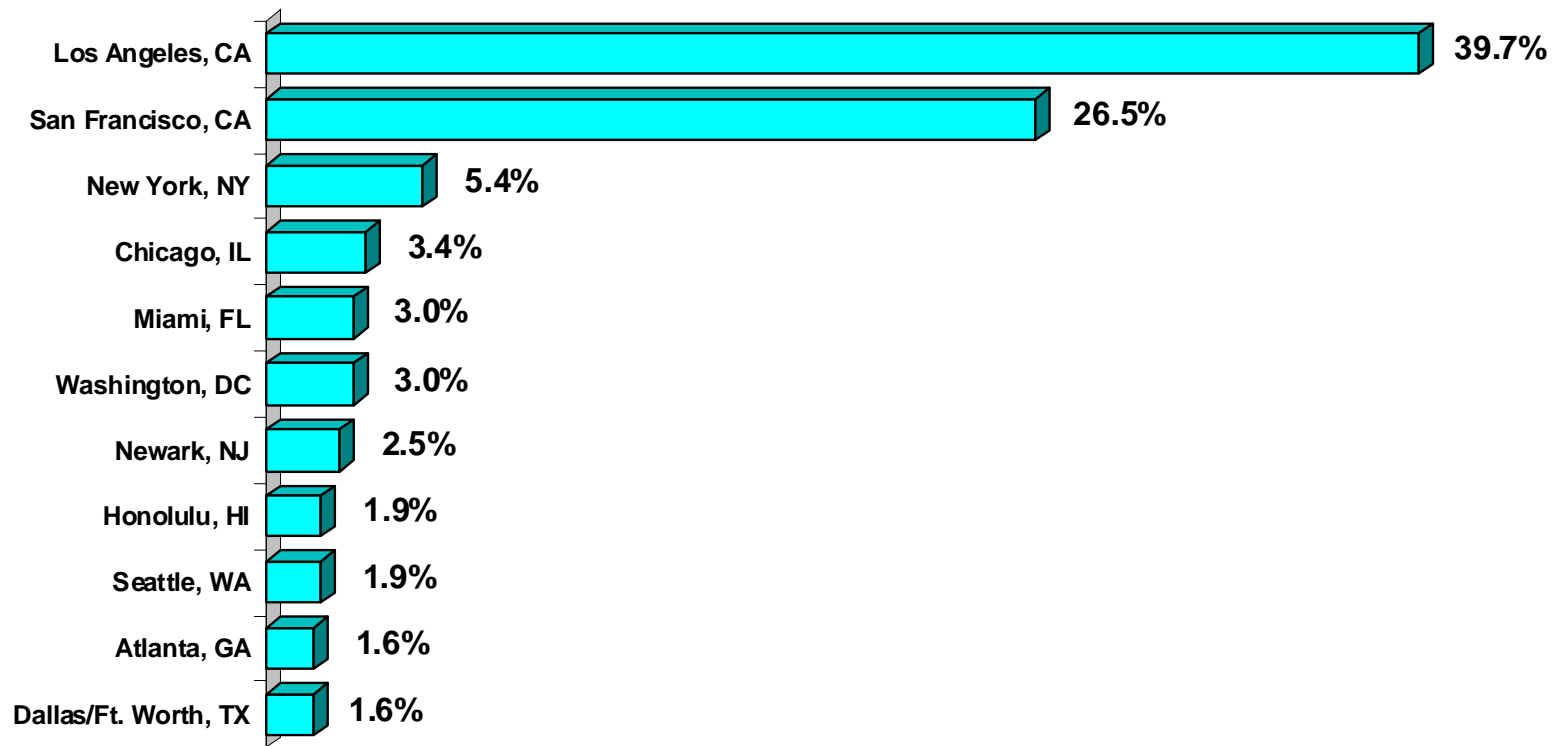
**NIGHTS AWAY FROM HOME / FIRST INTERNATIONAL TRIP
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- Overseas visitors to California stayed an average of 22 nights in the U.S. and 12 nights in California. Nationalities varied in their average length of U.S. trip. Visitors from Mexico (air) and Japan spent the least amount of time in the U.S. (10 nights and 11 nights respectively) as well as in California (6 nights and 7 nights respectively). Visitors from India and China spent the most time in the U.S. (43 nights and 37 nights respectively) as well as in California (24 nights and 17 nights respectively).
- More than one in four (28%) overseas visitors to California was on their first international trip. Visitors from Australia (49%), followed by those from China and France (43% respectively) had the highest proportion traveling internationally for the first time.

COUNTRY OF RESIDENCE OF VISITORS												
NIGHTS IN U.S.	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	4,797,000	663,000	355,000	275,000	129,000	369,000	271,000	157,000	462,000	277,000	258,000	343,000
(Number of Respondents)	(7,201)	(714)	(323)	(164)	(253)	(402)	(381)	(379)	(1,166)	(637)	(215)	(219)
Average No. Nights	22.4	17.6	23.8	17.8	20.8	22.7	36.8	42.7	10.6	24.7	20.2	9.9
Median No. Nights	13.0	13.0	17.0	13.0	15.0	17.0	14.0	22.0	6.0	7.0	12.0	6.0
NIGHTS IN CALIFORNIA												
(Number of Respondents)	(6,230)	(641)	(272)	(141)	(223)	(380)	(301)	(306)	(1,066)	(527)	(192)	(171)
Average Nts. in Dest.	11.7	9.5	12.2	8.6	11.0	8.9	16.9	23.6	7.1	14.0	11.1	6.4
Median Nts. in Dest.	6.0	6.0	6.0	7.0	7.0	5.0	5.0	8.0	4.0	6.0	6.0	5.0
FIRST INTERNATIONAL TRIP												
(Number of Respondents)	(6,000)	(626)	(264)	(141)	(194)	(352)	(302)	(324)	(941)	(516)	(180)	(164)
Yes	27.8	19.6	29.7	43.2	26.5	48.8	43.3	38.9	16.5	26.6	22.7	13.3
No	72.2	80.4	70.3	56.8	73.5	51.2	56.7	61.1	83.5	73.4	77.3	86.7

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 15
PORT OF ENTRY OF OVERSEAS VISITORS
OVERSEAS VISITORS TO CALIFORNIA
(2009)



Source: ITA "In-Flight" Survey, 2009
CIC Research, Inc.

Table 18

**PORT OF ENTRY
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- A high ratio of California ports of entry is expected for overseas visitors to the State. Similar to results from 2008, California visitors in 2009 (67% each respectively) reported U.S. entry either through Los Angeles (40%) or San Francisco (27%). These results were higher than in 2007 (61%) or 2006 (62%).

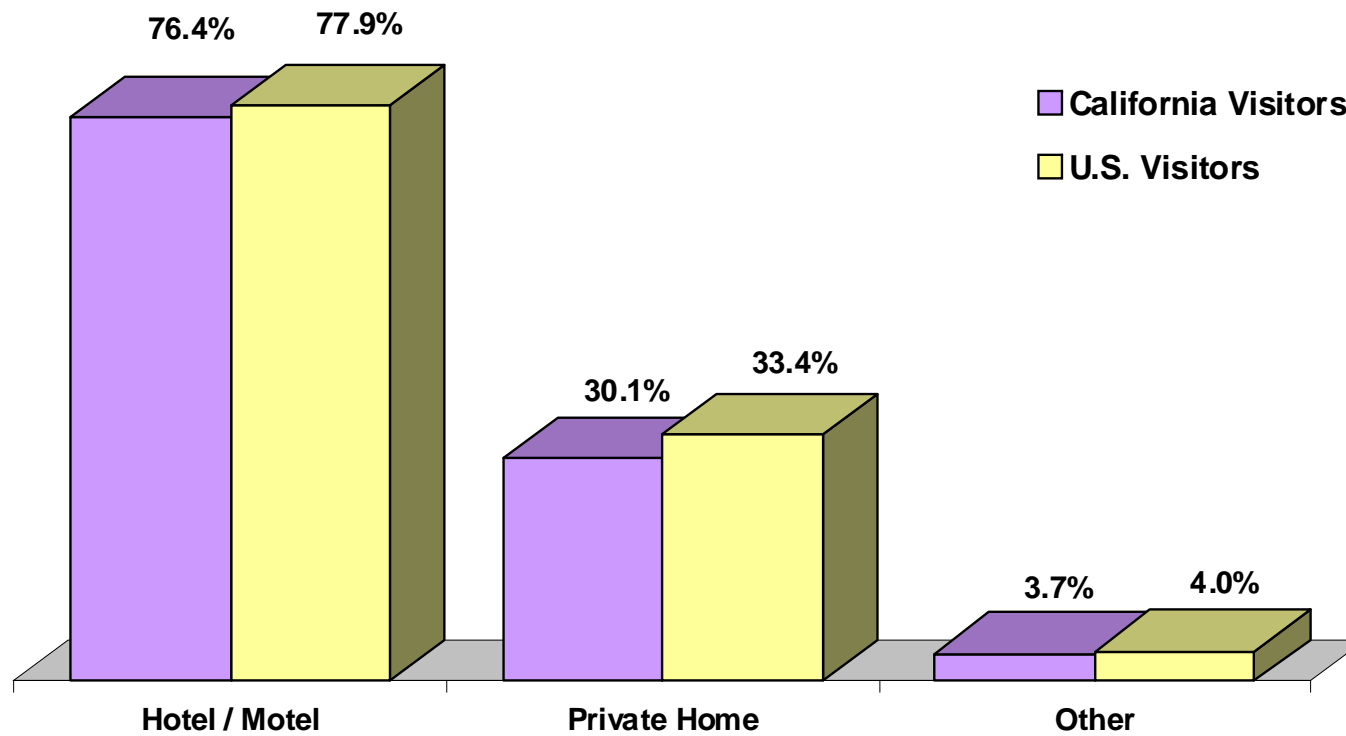
COUNTRY OF RESIDENCE OF VISITORS

PORT OF ENTRY*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	4,797,000	663,000	355,000	275,000	129,000	369,000	271,000	157,000	462,000	277,000	258,000	343,000
(Number of Respondents)	(7,255)	(717)	(326)	(167)	(254)	(403)	(385)	(389)	(1,172)	(640)	(218)	(228)
Atlanta, GA	1.6%	0.6%	2.7%	0.2%	5.3%	-	0.1%	1.3%	-	-	5.4%	0.2%
Boston, MA	0.7	0.1	-	2.9	-	0.2%	-	1.7	-	-	-	-
Chicago, IL	3.4	2.2	7.7	3.1	1.8	0.5	2.9	8.3	1.2%	3.2%	1.2	0.1
Dallas/Ft. Worth, TX	1.6	0.5	0.5	1.6	0.1	-	0.3	0.7	0.1	0.5	17.5	2.1
Detroit, MI	0.9	-	0.5	-	-	-	-	-	6.6	-	-	-
Honolulu, HI	1.9	0.6	-	0.1	-	13.9	4.4	-	4.0	-	-	-
Houston, TX	1.2	0.9	1.1	0.3	0.6	0.4	-	-	0.5	0.4	5.4	4.8
Los Angeles, CA	39.7	36.0	30.6	47.1	33.8	57.6	37.9	22.3	48.5	55.9	15.2	63.5
Miami, FL	3.0	0.8	1.1	0.7	0.4	1.4	-	0.1	-	-	41.0	-
Minn./St. Paul, MN	0.6	1.2	1.2	2.3	0.7	-	-	0.2	-	-	-	-
New York, NY	5.4	2.6	4.0	6.3	20.1	2.0	7.7	10.8	0.9	1.1	4.8	0.2
Newark, NJ	2.5	2.1	3.1	1.2	5.6	0.3	2.9	7.3	0.3	-	0.5	0.1
Orlando, FL	0.3	0.2	0.1	-	-	-	-	-	-	-	3.7	0.2
Philadelphia, PA	1.4	1.4	3.0	1.5	5.1	0.2	-	0.1	-	-	-	-
Portland, OR	0.1	-	1.0	-	0.2	-	-	0.1	-	-	-	-
San Francisco, CA	26.5	27.6	32.9	25.6	21.0	20.2	38.4	41.1	32.5	29.1	0.6	14.8
Seattle, WA	1.9	0.6	2.0	0.8	0.9	0.7	1.3	2.9	0.4	-	3.4	-
Washington, DC	3.0	4.4	7.0	4.1	3.6	2.4	1.8	1.5	2.1	3.6	0.6	7.2
Other	4.5	18.2	2.5	2.3	0.9	0.4	2.4	1.7	2.9	6.3	0.5	6.8
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Column percentages may not total to 100% due to rounding.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 16
OVERNIGHT ACCOMMODATIONS
OVERSEAS VISITORS TO CALIFORNIA / U.S.
(2009)



Source: ITA "In-Flight" Survey, 2009
CIC Research, Inc.

Table 19

**OVERNIGHT ACCOMMODATIONS
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

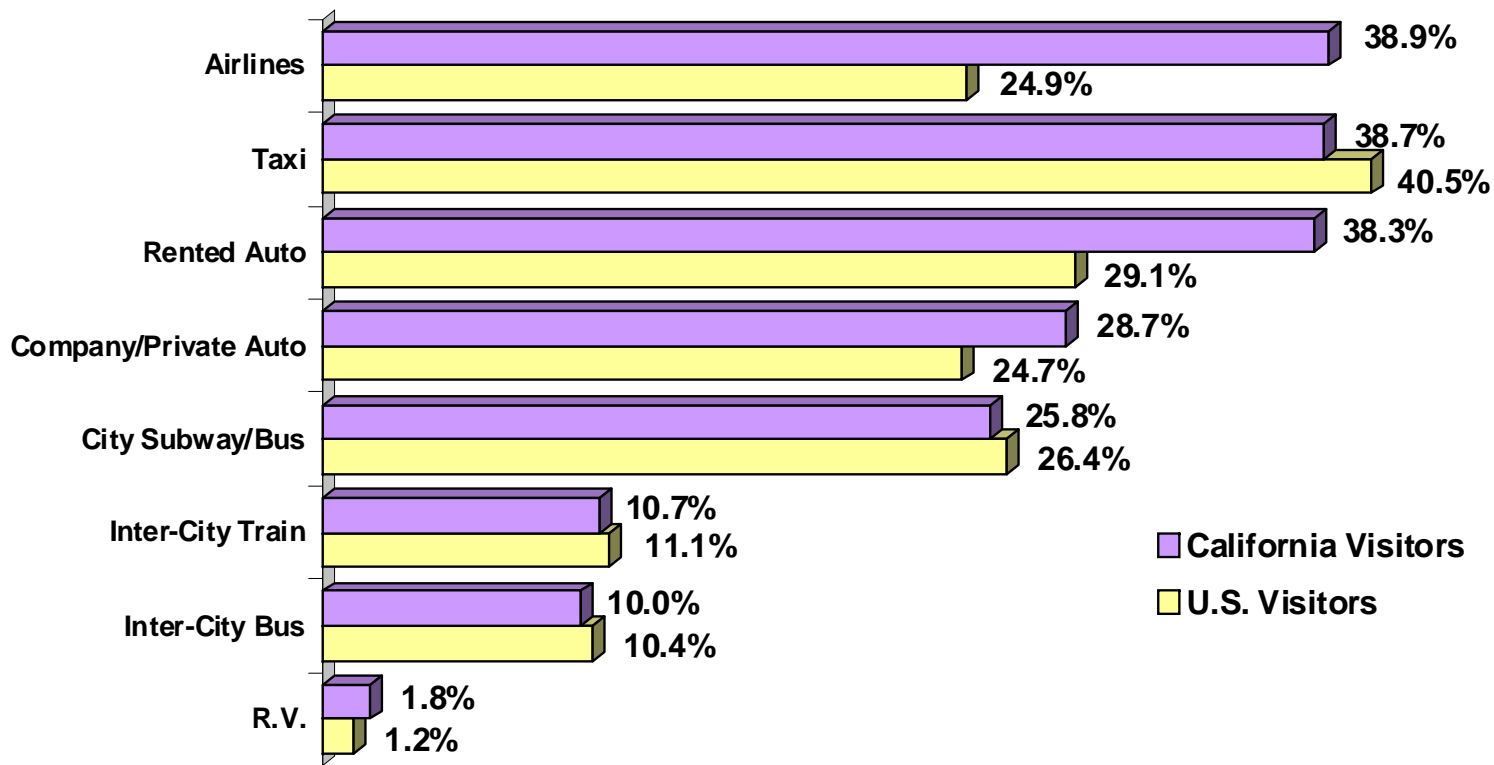
- Approximately three-quarters (76%) of California visitors chose to stay in a hotel/motel during their stay this year, compared with 78% in 2008. Visitors from France (88%), the U.K. (86%), and Australia (86%), reported the highest use of hotels, followed by visitors from Japan and Italy (83% respectively). Visitors from India, South Korea and South America reported the lowest hotel usage (62%, 65% and 67% respectively). The highest use of private homes was found among visitors from India (52%) followed by South Korea and South America (44% and 34% respectively).

COUNTRY OF RESIDENCE OF VISITORS												
TYPE OF ACCOMMODATIONS*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	4,797,000 (5,761)	663,000 (614)	355,000 (236)	275,000 (127)	129,000 (207)	369,000 (348)	271,000 (258)	157,000 (280)	462,000 (993)	277,000 (491)	258,000 (180)	343,000 (161)
Hotel / Motel	76.4%	85.7%	79.5%	87.7%	82.9%	85.9%	76.8%	61.5%	83.2%	64.6%	67.4%	75.9%
Average Nights in Dest.	6.6	6.7	6.9	6.4	7.3	5.9	8.6	17.4	5.0	6.2	6.1	4.2
Median Nights in Dest.	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	4.0	4.0	5.0	3.0
Private Home	30.1%	21.7%	28.9%	20.8%	20.8%	18.6%	28.2%	51.8%	19.5%	44.4%	34.2%	27.3%
Average Nights in Dest.	20.8	15.6	19.2	11.6	22.6	20.8	37.7	25.3	14.2	22.3	17.3	11.0
Median Nights in Dest.	10.0	10.0	9.0	9.0	11.0	10.0	14.0	8.0	7.0	9.0	10.0	7.0
Other	3.7%	4.4%	4.0%	5.7%	3.8%	3.4%	2.6%	1.4%	1.8%	0.9%	5.6%	1.1%

*Column percentages may not total to 100% due to multiple responses.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 17
TRANSPORTATION IN THE U.S.
OVERSEAS VISITORS TO CALIFORNIA / U.S.
(2009)



Source: ITA "In-Flight" Survey, 2009
 CIC Research, Inc.

Table 20

**TRANSPORTATION IN THE U.S.
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- Transportation in the U.S. used by visitors to California in 2009 was predominantly airlines (39%), taxi/cab/limousine (39%), and rented autos (38%). Use of these means of transportation was followed by use of company/private auto (29%) and city subway/tram/bus (26%).
- Visitors to California from Australia and South America made the highest use of airlines to travel around the U.S. (55% respectively), while visitors from Australia made the highest use of a taxi/cab/limousine service (64%). Use of a rented auto was highest among visitors from Italy (62%), and use of a company or private auto was highest among visitors from South Korea (47%) followed by China (37%).

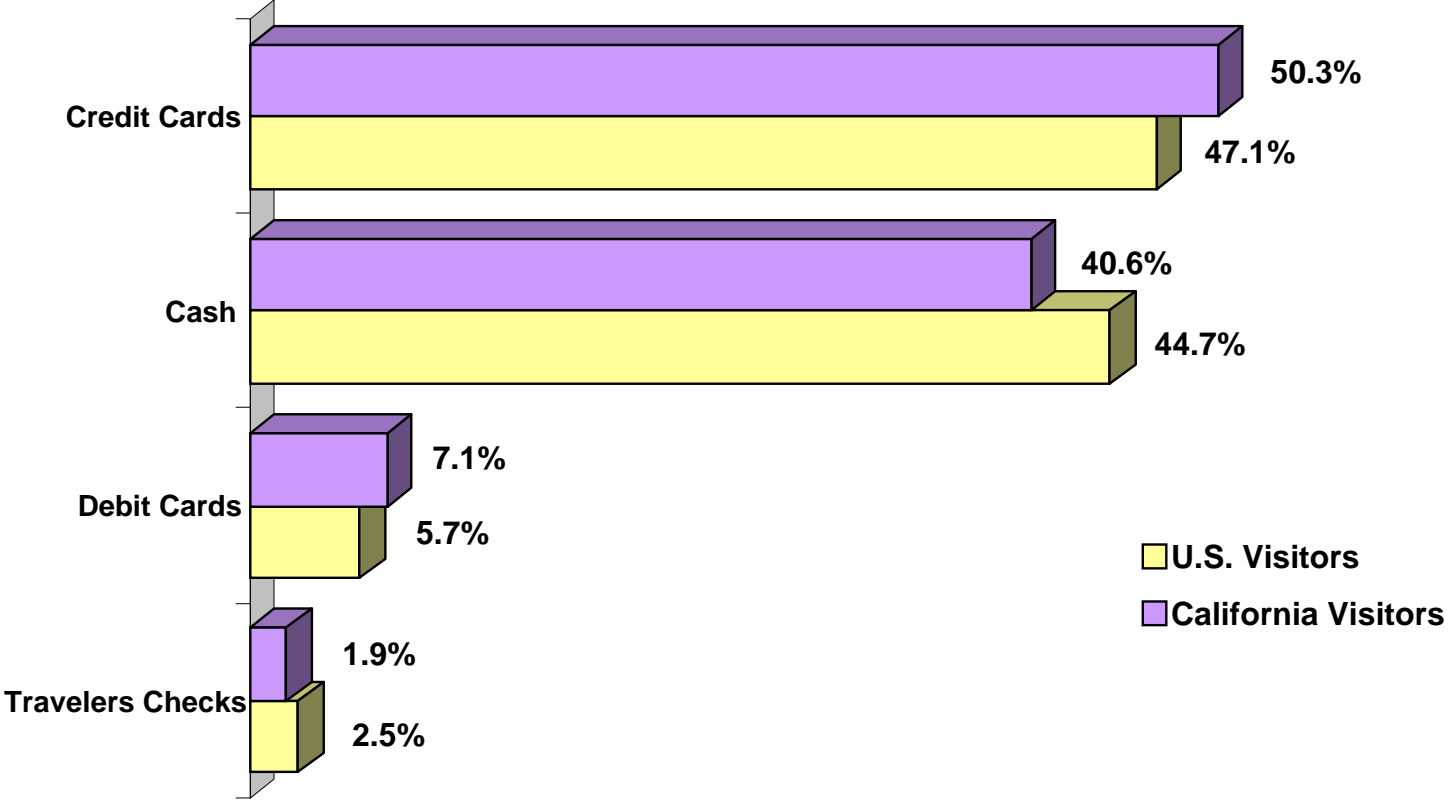
COUNTRY OF RESIDENCE OF VISITORS

TRANSPORTATION IN U.S.*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008- 2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008- 2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008- 2009)
ESTIMATED TRAVELERS	4,797,000	663,000	355,000	275,000	129,000	369,000	271,000	157,000	462,000	277,000	258,000	343,000
(Number of Respondents)	(6,573)	(649)	(294)	(149)	(222)	(369)	(335)	(328)	(1,110)	(601)	(189)	(185)
Airlines in U.S.	38.9%	30.7%	33.8%	37.5%	40.9%	55.4%	49.7%	39.3%	36.1%	21.2%	55.1%	28.4%
Taxi/Cab/Limousine	38.7	45.0	26.4	34.4	34.0	63.8	36.8	46.2	36.0	26.4	31.7	23.8
Rented Auto	38.3	38.4	45.1	55.5	62.2	24.5	29.0	29.0	36.8	29.5	45.8	46.6
Company or Private Auto	28.7	25.3	25.3	14.0	15.4	22.9	37.0	20.5	37.7	47.4	29.2	21.5
City Subway/Tram/Bus	25.8	26.3	29.9	38.2	32.9	41.1	21.6	20.5	16.7	16.5	29.0	15.9
Railroad between Cities	10.7	9.8	16.5	14.4	5.5	18.7	8.7	17.8	6.4	5.4	11.4	13.2
Bus between Cities	10.0	10.9	8.1	12.9	9.4	13.9	8.4	13.5	7.5	8.3	8.0	15.9
Motor Home/Camper	1.8	1.3	6.9	2.7	0.8	0.8	0.9	5.9	0.2	0.8	-	-

*Column percentages may not total to 100% due to multiple responses.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 18
PAYMENT METHODS FOR TRIP EXPENSES
 OVERSEAS VISITORS TO CALIFORNIA / U.S.
 (2009)



Source: ITA "In-Flight" Survey, 2009
 CIC Research, Inc.

Table 21

**PAYMENT METHODS FOR TRIP EXPENSES
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- The payment methods for trip expenses used by visitors to California in 2009 were predominantly a credit card (50%), followed by cash (41%). The percentage of visitors using a credit card (53%) has decreased slightly and the percentage using cash (37%) has increased slightly since 2008. Debit cards and travelers checks were each used by less than eight percent of travelers respectively.
- Visitors to California in 2009 from Japan, Germany and Italy were most likely to use a credit card as a payment method (62% each respectively). On the other hand, cash was most likely to be used by visitors from South Korea (54%), followed by visitors from Mexico (air), U.K., and South America (46%, 45%, and 45%, respectively). Visitors from Australia had the highest propensity to use debit cards (19%), whereas visitors from India had the highest propensity to use travelers checks (8%).

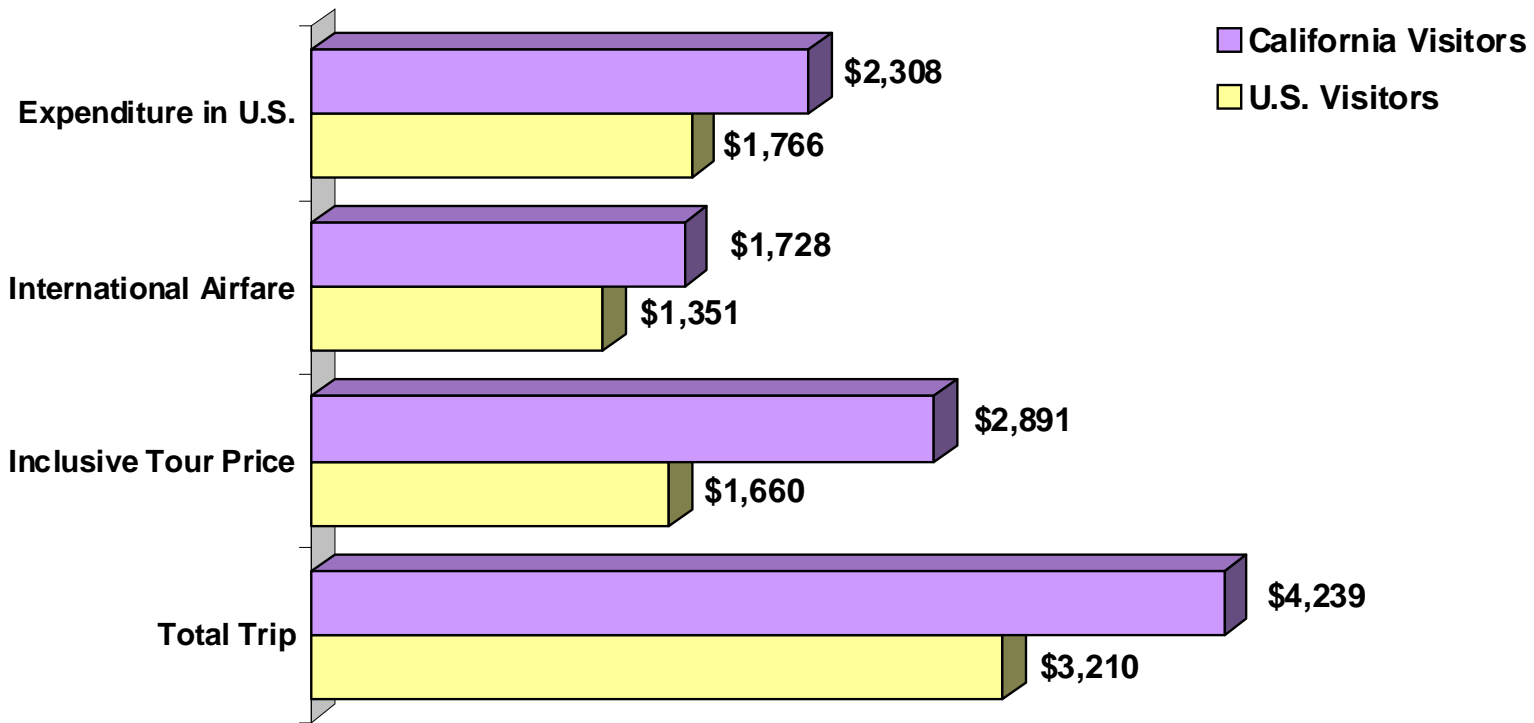
COUNTRY OF RESIDENCE OF VISITORS

TRIP EXPENSES PAYMENT METHOD*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	4,797,000	663,000	355,000	275,000	129,000	369,000	271,000	157,000	462,000	277,000	258,000	343,000
(Number of Respondents)	(6,197)	(596)	(266)	(133)	(208)	(359)	(317)	(293)	(1,047)	(552)	(175)	(178)
Credit Cards	50.3%	40.9%	61.8%	52.4%	61.5%	41.9%	54.6%	42.6%	62.4%	41.2%	44.9%	47.2%
Cash	40.6	44.5	30.6	42.1	34.0	37.4	41.2	39.4	33.4	54.2	45.3	45.5
Debit Cards	7.1	11.0	3.1	4.8	4.2	19.2	4.1	10.5	3.0	2.8	8.9	6.8
Travelers Checks	1.9	3.7	4.4	0.7	0.4	1.5	0.1	7.6	1.2	1.9	0.9	0.5

*Column percentages may not total to 100% due to rounding.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

Figure 19
TRIP EXPENDITURES
OVERSEAS VISITORS TO CALIFORNIA / U.S.
(2009)



Source: ITA "In-Flight" Survey, 2009
CIC Research, Inc.

Table 22

**TRIP EXPENDITURES
OVERSEAS AND MEXICAN VISITORS TO CALIFORNIA
(2009)**

- Overseas visitors to California reported spending approximately \$4,239 per capita on their entire trip away from home, down 16% from \$5,017 in 2008. Visitors from Australia and China recorded the highest total trip spending (\$5,610 and \$5,501 respectively).

COUNTRY OF RESIDENCE OF VISITORS												
AVERAGE PER VISITOR TRIP EXPENDITURES	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK)	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	4,797,000	663,000	355,000	275,000	129,000	369,000	271,000	157,000	462,000	277,000	258,000	343,000
TOTAL TRIP	\$4,239	\$3,461	\$3,745	\$4,115	\$4,915	\$5,610	\$5,501	\$4,777	\$3,949	\$3,683	\$3,963	\$2,609
(Number of Respondents)	(3,634)	(365)	(159)	(81)	(122)	(255)	(157)	(163)	(645)	(249)	(82)	(107)
INCLUSIVE TOUR PRICE	\$2,891	\$2,312	\$2,541	\$2,676	\$5,568	\$3,530	\$2,393	\$3,482	\$2,834	\$1,980	\$6,659	\$2,316
(Number of Respondents)	(618)	(108)	(30)*	(22)*	(32)*	(48)*	(26)*	(18)*	(107)	(51)*	(10)*	(6)*
INTERNATIONAL AIRFARE	\$1,728	\$1,402	\$1,547	\$1,575	\$1,893	\$2,392	\$2,100	\$1,969	\$2,247	\$1,396	\$1,241	\$1,378
(Number of Respondents)	(4,500)	(433)	(209)	(102)	(153)	(311)	(230)	(223)	(705)	(298)	(121)	(157)
EXPENDITURE IN U.S.*	\$2,308	\$1,865	\$1,943	\$1,923	\$2,811	\$2,960	\$3,491	\$2,976	\$1,619	\$2,078	\$2,324	\$847
(Per Day)	\$103	\$106	\$82	\$108	\$135	\$130	\$95	\$70	\$153	\$84	\$115	\$85
(Number of Respondents)	(4,608)	(439)	(182)	96*	(137)	(281)	(203)	(219)	(823)	(404)	(123)	(121)
MEAN ITEMIZED EXPENDITURES IN U.S.*												
(Number of Respondents)	(4,608)	(439)	(182)	(96)*	(137)	(281)	(203)	(219)	(823)	(404)	(123)	(121)
TRANSPORT IN U.S.	\$348	\$255	\$300	\$428	\$483	\$425	\$558	\$510	\$237	\$262	\$284	\$114
LODGING IN U.S.	\$660	\$621	\$646	\$596	\$935	\$901	\$859	\$1079	\$575	\$488	\$459	\$211
FOOD, BEVERAGES	\$463	\$426	\$483	\$427	\$684	\$505	\$505	\$527	\$297	\$364	\$417	\$178
GIFTS, SOUVENIRS	\$395	\$185	\$270	\$265	\$339	\$448	\$918	\$506	\$253	\$451	\$675	\$231
ENTERTAINMENT	\$234	\$244	\$164	\$148	\$265	\$515	\$259	\$163	\$135	\$155	\$218	\$87
OTHER	\$174	\$108	\$55	\$40	\$88	\$141	\$305	\$167	\$80	\$296	\$239	\$6
AVERAGE NIGHTS IN U.S.	22.4	17.6	23.8	17.8	20.8	22.7	36.8	42.7	10.6	24.7	20.2	9.9
AVERAGE NIGHTS IN CALIF.	11.7	9.5	12.2	8.6	11.0	8.9	16.9	23.6	7.1	14.0	11.1	6.4
MEDIAN NIGHTS IN CALIFORNIA	6.0	6.0	6.0	7.0	7.0	5.0	5.0	8.0	4.0	6.0	6.0	5.0
SPENDING /VISITOR IN CA (est.)	\$1,205	\$1,007	\$1,000	\$929	\$1,485	\$1,157	\$1,606	\$1,652	\$1,086	\$1,176	\$1,277	\$544
TOTAL SPENDING IN CA (est.)	\$5,781 Mil	\$668 Mil	\$355 Mil	\$255 Mil	\$192 Mil	\$427 Mil	\$435 Mil	\$259 Mil	\$502 Mil	\$326 Mil	\$329 Mil	\$187 Mil

*Overseas visitors on exclusive tour packages were excluded.

**Caution - Small sample size.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 23

**EXPENDITURES
OVERSEAS AND MEXICAN VISITORS WHO REPORTED ONLY CALIFORNIA DESTINATIONS*
(2009)**

- More than four in ten (42%) overseas visitors to California in 2009 did not visit any other state in the U.S. Visitors who only visited California during their U.S. trip reported spending \$3,652 per capita on their entire trip away from home, down 14% from \$4,224 per visitor in 2008. More than half of their total trip expenditures were in California (\$1,834).
- Average daily California expenses for California-only visitors were \$108 per day, down four percent from \$113 per day in 2008. Average daily expenditures for all overseas visitors to California and to the U.S. were \$103 and \$100 respectively.

<u>AVERAGE PER VISITOR TRIP EXPENDITURES</u>	<u>OVERSEAS TRAVELERS WHO ONLY VISITED CALIFORNIA ON THEIR U.S. TRIP</u>	<u>ALL OVERSEAS VISITORS TO CALIFORNIA</u>	<u>ALL OVERSEAS VISITORS TO THE U.S.</u>
TOTAL TRIP	\$3,652	\$4,239	\$3,210
(NUMBER OF RESPONDENTS)	(1,679)	(3,634)	(16,432)
INCLUSIVE TOUR PRICE	\$3,198	\$2,891	\$1,660
(NUMBER OF RESPONDENTS)	(175)	(618)	(3,650)
INTERNATIONAL AIRFARE	\$1,696	\$1,728	\$1,351
(NUMBER OF RESPONDENTS)	(2,117)	(4,500)	(20,839)
EXPENDITURE IN CALIFORNIA	\$1,834	\$1,205	\$1,766**
PER DAY	\$108	\$103	\$100**
(NUMBER OF RESPONDENTS)	(2,278)	(4,608)	(20,350)
<u>AVERAGE ITEMIZED EXPENDITURES IN CA</u>			
(NUMBER OF RESPONDENTS)	(2,278)	(4,608)	(20,350)
TRANSPORT IN U.S.	\$237	\$348	\$224
LODGING	\$530	\$660	\$465
FOOD, BEVERAGES	\$362	\$463	\$356
GIFTS, SOUVENIRS	\$354	\$395	\$371
ENTERTAINMENT	\$147	\$234	\$181
OTHER	\$168	\$174	\$138
<u>AVERAGE NIGHTS IN CALIFORNIA</u>	16.9	11.7	17.7**

*Overseas visitors could report up to seven U.S. destinations.

**Total expenditure in the U.S./ Average nights in the U.S.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

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**OVERSEAS AND MEXICAN LEISURE VISITORS
TO CALIFORNIA³
(2009)**

³ Leisure visitors were defined as those visitors whose main purpose of trip was vacation/holidays or visiting friends and relatives.

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Table 24
RESIDENCE OF OVERSEAS AND MEXICAN LEISURE VISITORS TO THE UNITED STATES AND CALIFORNIA
(2009)

RESIDENCE OF VISITORS	UNITED STATES		CALIFORNIA		
	ESTIMATED LEISURE VISITORS TO THE U.S.	2008/2009 PERCENT CHANGE	ESTIMATED LEISURE VISITORS TO CALIFORNIA	2008/2009 PERCENT CHANGE*	CALIFORNIA SHARE OF VISITORS FROM THIS COUNTRY
EUROPE	8,824,000	-3.1%	1,621,000	-1.7%	18.4%
W. EUROPE	8,421,000	-3.6%	1,568,000	-3.6%	18.6%
Austria	124,000	-3.9%	--	--	--
Belgium	166,000	3.1%	--	--	--
Denmark	176,000	7.3%	--	--	--
France	953,000	10.8%	241,000	32.4%	25.3%
Germany	1,267,000	6.8%	276,000	-5.2%	21.8%
Ireland	337,000	-26.4%	45,000	-31.8%	13.4%
Italy	549,000	2.4%	90,000	-16.7%	16.4%
Netherlands	397,000	3.4%	108,000	14.9%	27.2%
Norway	136,000	9.7%	--	--	--
Spain	474,000	-12.7%	65,000	-20.7%	13.7%
Sweden	230,000	-8.0%	--	--	--
Switzerland	236,000	6.3%	53,000	15.2%	22.5%
United Kingdom	3,115,000	-8.9%	539,000	-9.0%	17.3%
Other Western Europe	261,000	-12.7%	--	--	--
E. EUROPE	369,000	9.5%	53,000	35.9%	14.4%
CARIBBEAN	757,000	-1.7%	2,000	-84.6%	0.3%

Note: "--" Represents a sample size of less than 50 visitors to California who gave a main purpose of trip. Countries and World Region visitor volumes are independently estimated and may not sum to total visitors.

* Large variances may occur due to small sample sizes.

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Table 24 (Cont.)

RESIDENCE OF VISITORS	UNITED STATES		CALIFORNIA		
	ESTIMATED LEISURE VISITORS TO THE U.S.	2008/2009 PERCENT CHANGE	ESTIMATED LEISURE VISITORS TO CALIFORNIA	2008/2009 PERCENT CHANGE*	CALIFORNIA SHARE OF VISITORS FROM THIS COUNTRY
SOUTH AMERICA	2,021,000	11.6%	180,000	22.4%	8.9%
Argentina	271,000	2.7%	--	--	--
Brazil	641,000	31.6%	52,000	40.5%	8.1%
Chile	57,000	-28.8%	--	--	--
Colombia	315,000	5.7%	--	--	--
Ecuador	131,000	27.2%	--	--	--
Peru	125,000	4.2%	--	--	--
Venezuela	417,000	2.2%	--	--	--
Other South America	64,000	25.5%	--	--	--
CENTRAL AMERICA (Excluding Mexico)	416,000	-20.6%	--	--	--
Costa Rica	65,000	-52.2%	--	--	--
Guatemala	116,000	4.5%	--	--	--
Panama	57,000	-5.0%	--	--	--
Other Central America	178,000	N.A.	--	--	--
AFRICA	173,000	16.1%	21,000	-4.5%	12.1%
South Africa, Rep. of	40,000	5.3%	8,000	n/a	20.0%
Other Africa	133,000	19.8%	13,000	-7.1%	9.8%
OCEANIA	678,000	5.1%	337,000	-3.7%	49.7%
Australia	580,000	8.4%	282,000	0.4%	48.6%
New Zealand	83,000	-14.4%	54,000	-15.6%	65.1%
Other Oceania	15,000	15.4%	1,000	-80.0%	6.7%

Note: "--" Represents a sample size of less than 50 visitors to California who gave a main purpose of trip. Countries and World Region visitor volumes are independently estimated and may not sum to total visitors.

* Large variances may occur due to small sample sizes.

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Table 24 (Cont.)

RESIDENCE OF VISITORS	UNITED STATES		CALIFORNIA		
	ESTIMATED LEISURE VISITORS TO THE U.S.	2008/2009 PERCENT CHANGE	ESTIMATED LEISURE VISITORS TO CALIFORNIA	2008/2009 PERCENT CHANGE*	CALIFORNIA SHARE OF VISITORS FROM THIS COUNTRY
FAR EAST	3,923,000	-1.2%	858,000	-8.0%	21.9%
Hong Kong	73,000	-7.6%	47,000	-17.5%	64.4%
India	236,000	24.2%	69,000	16.9%	29.2%
Indonesia	29,000	16.0%	19,000	11.8%	65.5%
Japan	2,425,000	-4.8%	249,000	-19.4%	10.3%
Korea, South	452,000	15.0%	170,000	16.4%	37.6%
Malaysia	17,000	0.0%	10,000	n/a	58.8%
People's Republic of China	207,000	36.2%	108,000	21.3%	52.2%
Philippines	118,000	35.6%	--	--	--
Republic of China	119,000	-20.7%	68,000	-23.6%	57.1%
Singapore	48,000	-20.0%	25,000	-32.4%	52.1%
Thailand	41,000	-2.4%	--	--	--
Other Far East	158,000	-30.7%	--	--	--
MIDDLE EAST	413,000	7.3%	73,000	-6.4%	17.7%
Israel	211,000	4.5%	38,000	-29.6%	18.0%
Saudi Arabia	32,000	39.1%	--	--	--
Turkey	50,000	2.0%	--	--	--
Other Middle East	120,000	8.1%	--	--	--
Total Overseas Leisure Visitors (Number of Respondents)	17,318,000 (23,751)	0.0%	3,262,000 (4,025)	0.2%	18.8%
Mexico (Air Travelers Only)	895,000	-17.7%	203,000	-16.5%	22.7%

Note: "--" Represents a sample size of less than 50 visitors to California who gave a main purpose of trip. Countries and World Region visitor volumes are independently estimated and may not sum to total visitors.
* Large variances may occur due to small sample sizes.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

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Table 25

**MAIN DESTINATION BY STATE
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- California was the main U.S. state destination for almost three-quarters (73%) of overseas leisure travelers to California in 2009, similar to the proportion from previous years. The highest proportion of leisure travelers, whose main destination was California, was from South Korea (91%) and France (89%). Once again Australia reported the lowest proportion of leisure travelers with California as their main destination (34%).

MAIN DESTINATION*	COUNTRY OF RESIDENCE OF VISITORS											
	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	3,262,000 (2,941)	539,000 (421)	276,000 (153)	241,000 (85)**	90,000 (115)	282,000 (196)	108,000 (66)**	69,000 (109)	249,000 (420)	170,000 (273)	180,000 (92)**	203,000 (135)
California	72.9%	75.6%	74.2%	89.3%	73.6%	33.5%	64.4%	72.6%	71.8%	91.4%	58.8%	83.1%
New York	5.9	0.9	2.9	3.2	14.9	37.5	6.8	1.1	0.5	0.7	7.5	0.2
Nevada	3.8	5.2	2.5	2.1	2.1	3.3	4.0	1.3	3.3	2.5	4.3	0.4
Hawaiian Islands	2.7	5.3	7.0	-	1.5	-	-	-	4.9	0.5	0.8	-
Pennsylvania	1.4	0.1	-	0.3	-	0.1	-	0.6	12.4	-	-	-

*Visitors may report only one destination -- States with less than one percent response were not listed.

**Caution-Small sample size

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
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Table 26

**TRAVEL COMPANIONS
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- The highest proportion of Overseas and Mexican leisure visitors to California were traveling with a spouse (37%), followed by 34% traveling with family/relatives, and 27% traveling alone.
- Visitors from France (48%, the U.K. (47%), and Mexico (air) (45%), had the highest proportion of respondents who were traveling with a spouse. Visitors from China (44%) and Mexico (air) (42%) had the highest proportion of respondents who were traveling with family/relatives, while visitors traveling alone were most likely to come from India or China (42% and 38% respectively).

COUNTRY OF RESIDENCE OF VISITORS

TRAVEL COMPANIONS*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008- 2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008- 2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008- 2009)
ESTIMATED TRAVELERS	3,262,000	539,000	276,000	241,000	90,000	282,000	108,000	69,000	249,000	170,000	180,000	203,000
(Number of Respondents)	(3,962)	(521)	(222)	(119)	(179)	(297)	(110)	(148)	(524)	(362)	(134)	(147)
Spouse	37.3%	47.0%	36.1%	47.6%	40.4%	36.1%	19.9%	35.3%	39.0%	22.5%	44.3%	45.2%
Family/Relatives	33.9	23.6	30.0	38.9	28.1	38.6	44.4	30.5	35.2	37.4	21.4	41.8
Traveling Alone	27.1	22.3	32.2	10.9	19.3	25.0	38.1	42.0	27.8	35.0	32.8	32.9
Friends	13.9	15.4	16.5	18.2	28.4	13.7	4.4	2.4	17.4	4.3	14.5	6.7
Tour Group	2.8	3.7	0.3	15.6	1.2	1.3	-	-	3.2	2.9	1.8	-
Business Associates	1.2	0.3	-	-	-	0.4	0.6	-	2.9	8.1	2.6	1.0

*Column percentages may total more than 100% due to multiple responses.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 27

**MAIN PURPOSE OF TRIP
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Overseas leisure visitors to California reported the main purpose of their trip as predominantly vacation/holidays (70%) and, to a lesser extent, visiting friends/relatives (30%).
- Leisure visitors from Italy (91%) and France (89%) had the highest proportion of visitors whose main purpose was vacation/ holidays, while visitors from India and China (67% and 56% respectively) had the highest proportion of visitors whose main purpose was visiting friends/relatives.

COUNTRY OF RESIDENCE OF VISITORS

MAIN PURPOSE OF TRIP	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008- 2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008- 2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008- 2009)
ESTIMATED TRAVELERS	3,262,000	539,000	276,000	241,000	90,000	282,000	108,000	69,000	249,000	170,000	180,000	203,000
(Number of Respondents)	(4,025)	(531)	(223)	(119)	(182)	(304)	(111)	(152)	(532)	(365)	(135)	(149)
Vacation/ Holidays	69.7%	79.3%	74.1%	88.5%	90.5%	76.4%	44.2%	32.6%	65.8%	49.6%	75.6%	57.8%
Visit Friends/Relatives	30.3	20.7	25.9	11.5	9.5	23.6	55.8	67.4	34.2	50.4	24.4	42.2

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 28

**PURPOSE OF TRIP
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- More than eight in ten (83%) overseas leisure travelers to California reported they were on vacation/holiday, while 44% reported visiting friends or relatives. This is similar to results from previous years. Leisure travelers from France (94%), Italy (94%), Australia (92%), and the U.K. (91%) recorded the highest proportion of travelers on vacation/holiday in 2009.
- A large proportion of visitors from India (82%) followed by China (76%) reported coming to California to visit friends and relatives, while only 18% of travelers from France and 22% from Italy reported their purpose was to visit friends and relatives.

COUNTRY OF RESIDENCE OF VISITORS

PURPOSE OF TRIP*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	3,262,000	539,000	276,000	241,000	90,000	282,000	108,000	69,000	249,000	170,000	180,000	203,000
(Number of Respondents)	(4,025)	(531)	(223)	(119)	(182)	(304)	(111)	(152)	(532)	(365)	(135)	(149)
Vacation/ Holidays	83.0%	90.5%	85.2%	93.6%	93.5%	92.0%	67.1%	53.3%	78.1%	73.9%	86.0%	70.0%
Visit Friends/Relatives	43.9	35.9	40.6	18.4	22.3	41.0	76.2	82.1	42.4	63.7	36.3	50.7
Business	2.9	2.0	4.1	0.9	1.3	2.5	3.0	2.1	2.5	4.9	0.5	2.4
Study	2.2	0.9	0.7	1.4	1.7	0.4	2.2	1.6	7.3	2.7	1.4	1.6
Attend Convention	0.8	0.4	0.2	-	2.0	1.0	2.4	0.3	0.7	1.7	0.3	-
Other	0.8	0.0	0.5	0.0	0.8	2.9	-	-	0.6	2.3	0.0	0.1

*Column percentages may total more than 100% due to multiple responses.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
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Table 29

**LEISURE-RECREATION ACTIVITIES
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Once again, overseas leisure visitors reported a greater participation rate in almost all activities, compared with all overseas visitors to California (Table 6). Shopping and dining followed by sightseeing in cities were the most common leisure and recreation activities of overseas leisure visitors to California.

LEISURE/RECREATION ACTIVITIES*	COUNTRY OF RESIDENCE OF VISITORS											
	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008- 2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008- 2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008- 2009)
ESTIMATED (Number of	3,262,000 (3,769)	539,000 (492)	276,000 (206)	241,000 (114)	90,000 (163)	282,000 (298)	108,000 (99)**	69,000 (132)	249,000 (508)	170,000 (343)	180,000 (121)	203,000 (125)
Shopping	88.6%	89.9%	84.0%	81.3%	84.5%	92.8%	92.8%	84.3%	92.2%	88.5%	78.9%	82.2%
Dining in Restaurants	85.9	95.1	87.2	75.7	76.6	90.8	88.7	77.1	80.2	71.5	88.7	74.6
Sightseeing in Cities	64.9	70.2	57.7	76.2	60.1	74.2	73.9	69.2	62.3	47.9	59.2	48.8
Visit Historical Places	52.2	61.8	56.8	63.6	65.6	66.8	56.4	58.5	14.6	17.0	62.9	62.5
Visit National Parks	47.4	54.7	67.1	82.9	69.6	35.8	43.6	27.7	28.4	26.4	23.0	30.1
Amusement/Theme	46.3	37.3	41.0	48.8	47.8	57.4	45.2	58.8	38.1	47.2	57.7	62.4
Visit Small Towns	45.7	50.2	47.1	56.8	63.7	43.9	22.0	25.7	43.0	16.1	53.2	40.9
Cultural Heritage Sites	38.0	44.6	56.5	49.1	31.9	39.6	43.2	23.6	16.1	28.9	35.8	34.0
Touring Countryside	37.6	51.0	54.0	38.5	31.2	37.7	17.9	35.1	19.1	23.2	19.8	33.9
Casinos/Gambling	32.0	34.0	29.8	56.9	29.9	34.2	40.8	32.9	15.7	25.0	18.5	8.2
Guided Tours	29.8	42.6	27.3	32.1	24.6	53.1	20.3	14.5	18.4	18.1	8.2	18.2
Art Gallery/Museum	28.6	28.7	28.6	28.7	34.6	41.1	31.7	25.5	7.3	18.0	41.3	40.6
Water	22.6	32.1	28.1	25.2	27.6	20.3	10.6	9.9	12.7	8.1	18.6	8.2
Concert/Play/Musical	20.2	21.7	16.8	13.4	13.1	33.1	10.9	12.9	9.5	13.1	24.4	34.3
Nightclubs/Dancing	14.4	16.4	14.7	5.9	13.3	24.7	19.4	11.3	4.6	2.6	18.2	14.5
Visit Am. Indian Comm.	10.7	12.4	16.7	25.7	30.5	8.5	5.1	12.8	3.9	3.3	0.6	-
Camping/Hiking	10.7	12.9	22.5	25.7	9.3	5.4	4.9	6.6	3.1	1.9	2.2	17.9
Attend Sports Event	9.0	7.3	4.0	11.3	6.4	23.9	0.8	1.2	5.0	4.9	8.3	10.6
Cruises	8.5	11.5	6.2	7.3	2.0	13.9	9.9	10.6	3.8	14.4	2.8	9.5
Ethnic Heritage Sites	7.0	9.4	5.7	17.2	5.6	5.0	6.8	9.2	1.8	4.8	2.8	20.3
Golfing/Tennis	6.2	7.7	2.7	7.7	5.1	1.8	6.3	1.5	7.3	15.7	1.2	1.8
Environ./Eco. Excursions	5.8	5.1	3.5	16.7	7.8	4.5	9.9	5.0	1.0	2.3	10.3	2.5
Snow Skiing	2.9	2.9	2.7	-	-	6.8	1.1	0.5	0.2	0.8	2.8	3.0
Ranch Vacations	2.5	1.0	3.1	3.7	2.1	3.3	1.1	2.4	1.8	2.1	0.4	18.0
Hunting/Fishing	1.5	2.1	1.2	1.5	1.0	1.4	5.4	0.6	0.7	0.2	-	1.9

*Multiple response. Only responses greater than one percent are detailed.

**Caution – Small sample size.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 30

**ADVANCE TRIP DECISION
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Overseas leisure visitors to California reported a median advance trip decision period of 90 days, 30 days longer than the 60 days for all overseas visitors to California (Table 7). The median advance airline ticket reservation period for leisure visitors was 60 days in 2009, as well as in 2008, compared with a median of 30 days for all overseas visitors to California (Table 7).
- In 2009 leisure visitors from South Korea had the shortest advance trip decision period (30 days) as well as the shortest advance airline ticket reservation time (20 days). Leisure visitors from Australia and France reported the longest advance trip decision period (150 days respectively), as well as the longest advance airline ticket reservation time, together with the U.K. and Germany (90 days respectively), compared to visitors from other countries.

COUNTRY OF RESIDENCE OF VISITORS

	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008- 2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008- 2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008- 2009)
ADVANCE TRIP DECISION*												
ESTIMATED TRAVELERS (Number of Respondents)	3,262,000 (3,764)	539,000 (500)	276,000 (211)	241,000 (105)	90,000 (161)	282,000 (288)	108,000 (105)	69,000 (138)	249,000 (506)	170,000 (338)	180,000 (127)	203,000 (135)
14 Days or Less	7.8%	8.0%	5.7%	2.7%	2.3%	2.8%	12.2%	9.5%	10.2%	12.7%	3.8%	8.3%
15 - 60 Days	36.2	25.7	19.3	19.0	38.6	22.1	65.8	61.2	60.3	70.6	35.5	43.7
61 - 120 Days	22.8	20.4	28.3	20.8	24.0	23.1	14.1	14.5	15.8	12.5	35.9	19.4
121 - 180 Days	15.8	17.4	22.2	33.0	19.9	18.7	7.6	12.3	9.7	2.9	21.7	20.3
181 Days or More	17.3	28.4	24.6	24.4	15.2	33.3	0.3	2.3	4.0	1.4	3.2	8.5
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average No. of Days	117.4	147.3	151.3	164.5	112.7	169.0	57.0	67.0	72.6	49.0	96.2	90.7
Median No. of Days	90.0	120.0	120.0	150.0	90.0	150.0	50.0	45.0	60.0	30.0	90.0	60.0
ADVANCE AIRLINE RESERVATIONS*												
ESTIMATED TRAVELERS (Number of Respondents)	3,262,000 (3,584)	539,000 (477)	276,000 (201)	241,000 (105)	87,000 (155)	282,000 (281)	108,000 (100)	90,000 (130)	249,000 (464)	170,000 (323)	180,000 (112)	203,000 (132)
14 Days or less	14.6%	11.6%	9.5%	5.5%	5.7%	7.5%	32.9%	16.5%	17.5%	29.6%	11.2%	22.9%
15 - 60 Days	42.1	29.9	24.0	37.1	48.8	28.0	60.6	69.9	68.1	64.9	49.0	70.4
61 - 120 Days	21.1	21.1	32.5	30.2	24.2	25.5	5.1	6.9	2.2	0.6	35.6	4.7
121 - 180 Days	12.4	17.9	17.4	15.2	16.0	23.4	1.4	6.7	4.8	1.2	3.9	0.8
181 Days or More	9.9	19.6	16.6	11.9	5.2	15.8	-	0.1	0.7	0.3	0.3	1.2
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Mean No. of Days	84.0	116.6	112.1	98.5	82.4	117.7	32.2	43.3	44.8	28.3	60.1	35.8
Median No. of Days	60.0	90.0	90.0	90.0	60.0	90.0	30.0	30.0	30.0	20.0	45.0	25.0

*Column percentages may not total to 100% due to rounding.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 31

**MEANS OF BOOKING AIR TRIP AND LODGING
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Travel agents booked 45% of airline ticket reservations for overseas leisure travelers to California in 2009, compared with 48% in 2008 and 54% in 2007. The proportion of travel agent air bookings ranged from a low of 29% for leisure travelers from South America, to a high of 72% for leisure travelers from Australia.
- A personal computer (i.e., Internet) was the second most common method used by overseas leisure visitors to book air trips (29%). This result has increased consistently from 20% in 2006, 25 % in 2007, to 27% in 2008. Booking with the airline directly was the next most common method used to book air trips by leisure visitors to California (16%).
- Travel agents played a less significant role in booking U.S. lodging reservations (25%) than in booking airline reservations (45%) for all overseas leisure travelers to California in 2009.

COUNTRY OF RESIDENCE OF VISITORS

MEANS OF BOOKING AIR TRIP*	TOTAL OVERSEAS	COUNTRY OF RESIDENCE OF VISITORS										MEXICO (AIR) (2008-2009)
		U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	
ESTIMATED TRAVELERS (Number of Respondents)	3,262,000 (3,909)	539,000 (515)	276,000 (215)	241,000 (116)	90,000 (179)	282,000 (294)	108,000 (103)	69,000 (152)	249,000 (521)	170,000 (362)	180,000 (129)	203,000 (145)
Travel Agent	45.0%	30.4%	44.2%	45.8%	39.5%	72.1%	61.6%	68.4%	41.5%	52.8%	29.2%	40.4%
Personal Computer	28.5	35.6	28.6	31.3	38.1	17.5	18.4	13.0	20.8	21.9	28.2	47.0
Airline Directly	15.8	15.7	15.4	9.6	9.5	7.4	5.9	13.4	24.0	17.7	31.3	11.4
Tour Operator	5.6	12.1	5.8	3.2	11.1	1.3	5.6	0.5	9.8	0.9	3.2	1.0
Company Travel Dept.	2.5	2.6	4.0	5.5	0.1	0.4	3.3	3.5	1.4	4.4	4.7	0.1
Travel Club	0.9	0.1	0.2	4.5	-	-	0.6	-	-	0.7	3.0	-
Other/Don't Know	1.7	3.4	1.7	0.0	1.8	1.3	4.7	1.0	2.5	1.6	0.4	0.1
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MEANS OF BOOKING LODGING**												
(Number of Respondents)	(3,897)	(519)	(219)	(117)	(176)	(300)	(110)	(151)	(483)	(355)	(128)	(137)
Yes, Booked by:	62.4%	69.9%	63.0%	66.1%	70.2%	64.4%	40.9%	30.0%	75.9%	62.8%	62.3%	39.7%
Travel Agent	27.4	24.1	32.1	32.6	34.6	39.3	27.6	12.3	33.6	33.0	17.0	15.5
Hotel/Motel Directly	13.5	17.9	10.3	20.1	10.4	12.8	4.3	3.4	15.8	5.0	22.8	5.9
Tour Operator	6.3	14.1	9.4	4.8	7.1	2.6	-	1.0	10.5	2.0	2.3	1.0
Friend or Relative	5.5	4.3	7.2	1.8	4.3	5.3	6.3	7.1	9.4	11.3	6.8	3.3
Company Travel Dept.	1.6	3.5	0.6	0.1	0.1	0.9	0.5	0.8	1.0	2.8	3.4	0.1
Airline Staff	1.0	1.7	2.0	0.6	-	-	1.6	1.6	0.8	1.5	-	4.7
Business Associate	0.7	0.2	-	-	-	0.2	2.8	0.9	1.3	0.6	0.1	0.4
Other	12.5	11.0	14.3	9.6	18.3	14.6	0.8	5.4	8.2	10.8	17.5	10.5
No	37.6%	30.1%	37.0%	33.9%	29.8%	35.6%	59.1%	70.0%	24.1%	37.2%	37.7%	60.3%

*Column percentages may not total to 100% due to rounding.

** Multiple Response. Percentages based on total number of respondents.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 32

**U.S. TRIP INFORMATION SOURCES
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Use of a personal computer as a key source of trip information and travel planning, has remained the same in 2009 compared with 2008 (48% respectively), which was a slight increase from 2007 (44%). On the other hand, use of a travel agent has continued to decrease in 2009 (38%) from 2008 (41%) and 2007 (47%). Referring directly to the airlines, or use of friends/relatives as an information source (23% each respectively) were the next most frequently mentioned trip information sources among leisure travelers to California.
- Use of a personal computer was highest among leisure visitors from Japan (59%), and lowest among leisure visitors from India (24%). Use of a personal computer among leisure visitors from India has increased from 14% in 2008 to 24% in 2009. Use of a travel agency was highest among leisure visitors from Australia (68%) and lowest among leisure visitors from Mexico (air) (20%) and Germany (24%).

COUNTRY OF RESIDENCE OF VISITORS

INFORMATION SOURCES*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	3,262,000 (3,978)	539,000 (529)	276,000 (222)	241,000 (118)	90,000 (181)	282,000 (297)	108,000 (108)	69,000 (151)	249,000 (522)	170,000 (362)	180,000 (133)	203,000 (146)
Personal Computer	48.3%	48.9%	51.1%	41.3%	45.7%	45.3%	39.5%	24.0%	58.9%	44.7%	50.4%	44.9%
Travel Agency	37.5	31.2	24.2	35.9	43.7	68.0	39.3	43.3	34.0	37.0	39.6	20.4
Airlines Directly	23.2	26.4	27.7	12.9	16.0	14.6	21.4	14.0	29.2	19.4	30.4	38.2
Friends/Relatives	22.5	20.4	23.9	11.3	15.2	26.9	16.0	29.9	31.1	23.4	22.4	4.3
Published Sources	12.4	9.2	24.4	12.6	11.7	10.1	3.8	3.6	25.0	7.7	12.0	8.2
Tour Company	8.1	13.3	7.8	10.3	3.6	9.1	12.4	2.5	16.1	2.6	2.2	4.0
Government Sources	6.9	4.2	28.7	1.7	6.4	5.8	0.5	4.0	5.8	2.7	0.4	5.7
Newspapers/Magazines	3.5	2.7	3.4	2.1	3.2	4.9	3.3	0.6	5.9	3.1	7.0	0.8
Corporate Travel Dept.	1.9	0.9	3.3	8.4	-	1.1	3.2	1.7	3.1	1.7	0.7	0.1
In-flight Info. Systems	1.3	1.0	0.8	-	1.3	0.3	-	3.3	0.5	2.1	3.5	0.3
TV/Radio Ads	0.8	0.6	0.5	-	0.4	2.3	0.5	0.1	1.1	1.3	0.2	-

*Column percentages may not total to 100% due to multiple responses.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 33

**AIRLINE TICKET CLASS AND PREPAID TRIP PACKAGE
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Most of the overseas leisure travelers to California (79%) purchased a coach class ticket, particularly visitors from France (90%) and India (87%).
- More than 18% of overseas leisure travelers to California used a prepaid package, up from 15% in 2008.

COUNTRY OF RESIDENCE OF VISITORS

TYPE OF AIRLINE TICKET	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008- 2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008- 2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008- 2009)
ESTIMATED TRAVELERS (Number of Respondents)	3,262,000 (3,796)	539,000 (498)	276,000 (208)	241,000 (112)	90,000 (169)	282,000 (292)	108,000 (101)	69,000 (138)	249,000 (500)	170,000 (345)	180,000 (128)	203,000 (133)
Economy/Tourist/Coach	78.7%	80.8%	79.6%	90.0%	81.7%	77.6%	83.3%	87.4%	68.3%	76.0%	78.1%	83.4%
Executive/Business	9.3	8.7	7.3	1.7	9.7	7.2	4.1	8.3	20.4	13.8	7.3	1.8
Frequent Flyer Award	5.2	2.7	6.0	4.3	4.3	1.7	2.1	2.2	15.2	1.4	14.2	14.3
Discount/Group Fare	2.3	1.4	3.3	3.8	-	4.6	2.9	0.9	4.1	4.1	-	-
Non-revenue	2.0	1.6	4.1	-	2.3	0.5	-	0.6	0.9	-	-	0.1
First Class	1.8	1.7	0.8	3.2	0.4	1.5	-	-	1.3	1.2	3.1	0.8
Frequent Flyer Upgrade	1.4	0.7	0.1	-	1.9	0.6	0.4	0.7	2.2	6.5	-	3.0
Don't Know	3.0	3.1	3.6	-	-	6.7	10.0	-	5.3	1.3	-	-
USE OF PREPAID PACKAGE												
(Number of Respondents)	(4,031)	(650)	(215)	(142)	(177)	(405)	(133)	(137)	(667)	(280)	(198)	(204)
Yes***	18.4%	25.2%	20.8%	39.0%	19.4%	15.8%	6.7%	7.6%	20.7%	13.6%	9.7%	12.4%
Air/Lodging	13.6%	18.5%	17.0%	32.4%	11.8%	9.8%	1.2%	2.3%	16.9%	7.9%	7.8%	5.6%
Guided Tour	8.8	8.7	14.3	20.4	11.7	8.0	1.7	3.3	11.5	11.6	4.4	8.7
Air/Lodging/Tour	5.8	3.9	13.2	14.6	6.6	3.8	0.6	0.7	7.7	7.3	4.4	2.1
Air/Rent Car	5.3	6.3	3.3	14.0	6.0	3.0	1.2	2.7	1.9	4.4	2.7	0.2
Air/Lodging/Rent Car	4.3	4.7	2.6	13.9	5.1	2.6	1.2	1.0	1.9	2.9	0.9	-
Air/Lodging/Bus	4.3	2.3	12.9	12.7	4.6	4.0	0.6	1.3	4.5	4.7	0.5	2.1
Air/Lodging/Bus/Tour	3.9	2.0	11.7	12.7	4.6	1.7	0.6	0.7	4.2	4.1	0.5	2.1
Cruise	1.5	0.4	0.6	1.7	-	3.7	4.8	3.4	0.5	5.2	2.7	8.3
No	81.6%	74.8%	79.2%	61.0%	80.6%	84.2%	93.3%	92.4%	79.3%	86.4%	90.3%	87.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

***Multiple response. Includes all package combinations. Each category not mutually exclusive.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 34

**TRAVEL PARTY SIZE
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Almost nine in ten (88%) of all leisure travel groups to California consisted of adults only, while 12% were adults traveling with children. The mean total party size for leisure travelers was 1.7 persons. These results are very similar to those from previous years.

COUNTRY OF RESIDENCE OF VISITORS

TRAVEL PARTY SIZE*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	3,262,000	539,000	276,000	241,000	90,000	282,000	108,000	69,000	249,000	170,000	180,000	203,000
(Number of Respondents)	(4,005)	(530)	(223)	(118)	(182)	(303)	(111)	(152)	(528)	(360)	(135)	(149)
Adults Only	88.0%	91.0%	90.3%	78.2%	90.8%	85.5%	84.2%	90.5%	86.9%	87.0%	97.1%	86.8%
Adults and Children	12.0	9.0	9.7	21.8	9.2	14.5	15.8	9.5	13.1	13.0	2.9	13.2
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Mean Total Party Size	1.7	1.8	1.6	2.4	1.9	1.8	1.5	1.5	1.8	1.6	1.5	1.8
Median Total Party Size	1.0	2.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
ADULTS ONLY												
(Number of Respondents)	(3,382)	(472)	(201)	(84)**	(159)	(240)	(97)**	(135)	(478)	(307)	(122)	(124)
Mean Adult Party Size	1.5	1.6	1.5	1.8	1.7	1.5	1.4	1.3	1.5	1.3	1.4	1.4
Median Adult Party Size	1.0	2.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
ADULTS AND CHILDREN												
(Number of Respondents)	(623)	(58)**	(22)**	(34)**	(23)**	(63)**	(14)**	(17)**	(50)**	(53)**	(13)**	(25)**
Mean Party Size	3.5	3.4	2.9	4.5	4.1	3.6	2.5	3.4	3.6	3.1	3.9	4.2
Median Party Size	3.0	3.0	3.0	4.0	4.0	4.0	2.0	3.0	4.0	3.0	4.0	4.0

*Column percentages may total more than 100% due to rounding.

**Caution - Small sample size.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 35
GENDER AND AGE
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)

- Similar to previous years, 52% of overseas leisure travelers to California in 2009 were male and 48% female. The median age for males in 2009 was 44 years, versus 38 years for females. These results were similar to those from 2008 (42 years and 38 years respectively).

COUNTRY OF RESIDENCE OF VISITORS												
SEX AND AGE OF VISITOR*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008- 2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008- 2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008- 2009)
ESTIMATED TRAVELERS (Number of Respondents)	3,262,000 (3,290)	539,000 (399)	276,000 (178)	241,000 (105)	90,000 (157)	282,000 (213)	108,000 (97)**	69,000 (130)	249,000 (474)	170,000 (315)	180,000 (119)	203,000 (130)
MALE ADULTS	52.3%	51.3%	54.4%	64.1%	59.3%	39.4%	56.0%	82.4%	52.6%	40.6%	52.4%	48.0%
18-24 Years	4.7	3.2	4.3	3.0	5.1	3.6	7.1	4.6	7.0	1.5	1.8	1.6
25 - 34 Years	11.4	11.3	13.6	7.6	26.0	6.9	9.5	12.9	11.3	9.9	12.2	17.8
35 - 54 Years	22.6	22.0	25.3	31.3	18.3	18.1	23.7	28.6	21.2	22.5	23.3	16.8
55 + Years	13.6	14.9	11.2	22.1	9.8	10.8	15.7	36.3	13.0	6.7	15.2	11.8
Average Male Age	44.2	45.6	43.0	48.8	38.9	45.6	43.0	48.9	43.4	42.1	45.3	42.8
Median Male Age	44.0	48.0	43.0	46.0	34.0	44.0	39.0	52.0	42.0	40.0	43.0	41.0
FEMALE ADULTS	47.7%	48.7%	45.6%	35.9%	40.7%	60.6%	44.0%	17.6%	47.4%	59.4%	47.6%	52.0%
18-24 Years	6.0	4.1	8.4	4.3	4.4	10.2	5.1	3.3	5.4	5.1	0.2	8.1
25 - 34 Years	13.8	8.1	10.4	10.9	16.4	10.8	17.9	3.4	16.8	24.6	24.5	6.0
35 - 54 Years	18.0	21.1	16.0	9.4	16.2	20.6	6.4	8.0	15.8	25.8	17.7	23.8
55 + Years	9.8	15.3	10.7	11.4	3.7	18.9	14.6	2.8	9.3	4.0	5.2	14.1
Average Female Age	40.3	45.3	40.0	41.3	36.3	42.5	40.8	39.0	40.5	36.3	38.2	42.3
Median Female Age	38.0	47.0	40.0	40.0	34.0	44.0	32.0	39.0	37.0	35.0	34.0	38.0

*Column percentages may not total to 100% due to rounding.

**Caution – Small sample size.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 36

**ANNUAL HOUSEHOLD INCOME
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Overseas leisure travelers to California in 2009 had a median household income of \$77,500. This is a decrease of 15% from \$91,000 in 2008. The median household income for all overseas travelers to California in 2009 (Table 14) was \$81,300.
- Overseas leisure visitors from Germany reported the highest median household income (\$87,400). Leisure visitors from India (\$39,700) and China (\$40,000) reported the lowest median household income.

ANNUAL HOUSEHOLD INCOME*	COUNTRY OF RESIDENCE OF VISITORS											
	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (NUMBER OF RESPONDENTS)	3,262,000 (3,155)	539,000 (410)	276,000 (136)	241,000 (87)**	90,000 (122)	282,000 (260)	108,000 (81)**	69,000 (107)	249,000 (405)	170,000 (293)	180,000 (98)**	203,000 (115)
Under \$20,000	8.4%	4.0%	9.7%	4.3%	6.7%	5.4%	25.2%	36.8%	5.1%	7.6%	15.1%	29.6%
\$20,000 - \$59,000	29.2	27.1	19.3	24.8	33.3	28.6	41.6	26.0	33.4	32.6	34.3	20.5
\$60,000 - \$99,999	25.3	31.7	35.4	25.9	24.8	27.6	11.4	12.5	22.3	28.0	21.7	17.4
\$100,000 - \$139,999	15.3	15.1	20.8	21.0	10.7	21.2	13.2	8.5	16.5	15.8	11.0	20.3
\$140,000 - \$179,999	7.8	10.2	4.6	8.3	9.7	8.0	4.6	6.3	7.3	4.9	3.3	5.3
\$180,000 and over	13.9	12.0	10.3	15.7	14.9	9.2	4.0	10.0	15.4	11.1	14.6	7.0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average Annual Income	\$91,400	\$95,900	\$91,300	\$100,800	\$89,400	\$89,500	\$57,900	\$65,400	\$93,000	\$85,100	\$80,400	\$69,800
Median Annual Income	\$77,500	\$83,500	\$87,400	\$83,700	\$72,400	\$82,800	\$40,000	\$39,700	\$76,300	\$70,900	\$61,400	\$59,900

*Column percentages may not total to 100% due to rounding.

**Caution - Small sample size.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 37

**NIGHTS AWAY FROM HOME / FIRST INTERNATIONAL TRIP
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Overseas leisure visitors to California in 2009 had an average U.S. trip stay of 21 nights and an average stay in California of 11 nights. Japanese leisure travelers reported the shortest trip stays in the U.S. (10 nights), as well as in California (6 nights). On the other hand, leisure travelers from China and India reported the longest stay in the U.S. (51 nights and 47 nights respectively), as well as in California (21 nights and 25 nights respectively).
- Almost one-third (32%) of overseas leisure visitors to California were on their first international trip. Leisure visitors from Australia (57%) and France (52%) had the highest proportion traveling internationally for the first time.

COUNTRY OF RESIDENCE OF VISITORS

NIGHTS IN U.S.	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008- 2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008- 2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008- 2009)
ESTIMATED TRAVELERS (Number of Respondents)	3,262,000 (3,997)	539,000 (529)	276,000 (221)	241,000 (117)	90,000 (182)	282,000 (304)	108,000 (108)	69,000 (147)	249,000 (530)	170,000 (364)	180,000 (133)	203,000 (142)
Mean No. Nights	20.7	16.5	19.8	16.8	16.0	23.1	51.3	46.5	10.4	21.9	16.3	11.5
Median No. Nights	14.0	14.0	17.0	15.0	15.0	19.0	20.0	30.0	6.0	9.0	15.0	8.0
NIGHTS IN CALIFORNIA												
(Number of Respondents)	(3,445)	(471)	(182)	(99)**	(157)	(288)	(80)**	(121)	(478)	(290)	(118)	(113)
Mean Nts. in Dest.	10.6	8.8	10.0	7.9	7.6	8.6	20.6	25.0	6.4	15.0	8.5	8.6
Median Nts. in Dest.	6.0	7.0	6.0	6.0	7.0	6.0	7.0	7.0	4.0	7.0	6.0	6.0
FIRST INTERNATIONAL TRIP												
(Number of Respondents)	(3,267)	(458)	(173)	(99)**	(136)	(262)	(83)**	(119)	(412)	(287)	(109)	(110)
Yes	31.6	20.7	31.8	51.7	36.7	57.4	42.5	40.6	19.4	28.3	25.8	24.1
No	68.4	79.3	68.2	48.3	63.3	42.6	57.5	59.4	80.6	71.7	74.2	75.9

**Caution – Small sample size.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 38

**PORT OF ENTRY
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Once again, Los Angeles was the major port of entry for all leisure travelers to California (40%) followed by San Francisco (24%).

PORT OF ENTRY*	COUNTRY OF RESIDENCE OF VISITORS											
	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	3,262,000	539,000	276,000	241,000	90,000	282,000	108,000	69,000	249,000	170,000	180,000	203,000
(Number of Respondents)	(4,025)	(531)	(223)	(119)	(182)	(304)	(111)	(152)	(532)	(365)	(135)	(149)
Atlanta, GA	1.6%	0.4%	2.9%	0.3%	2.4%	-	-	3.2%	-	-	7.0%	0.3%
Boston, MA	0.7	-	-	3.9	-	0.3%	-	0.5	-	-	-	-
Chicago, IL	3.3	2.1	8.9	3.3	2.6	0.6	3.7%	7.1	0.3%	2.1%	1.6	-
Cincinnati, OH	0.1	-	0.5	-	-	-	-	0.3	-	-	-	-
Dallas/Ft. Worth, TX	1.4	0.2	0.2	2.1	0.2	-	-	0.8	0.3	-	15.2	2.3
Detroit, MI	1.0	-	-	-	-	-	-	-	10.1	-	-	-
Honolulu, HI	0.8	0.7	-	0.3	0.8	0.1	-	-	0.5	0.3	3.0	2.7
Houston, TX	4.5	22.4	-	0.2	-	0.1	-	-	0.4	1.3	-	-
Las Vegas, NV	40.7	35.7	27.7	49.4	32.5	64.6	25.0	23.9	49.3	67.2	13.4	66.9
Los Angeles, CA	3.1	0.6	1.5	0.9	0.6	1.0	-	-	-	-	43.2	-
Miami, FL	0.9	1.5	1.6	3.1	1.0	-	-	0.4	-	-	-	-
Minn./St. Paul, MN	5.6	2.4	4.0	5.7	25.9	2.1	8.1	15.6	0.3	0.3	4.8	0.3
New York, NY	2.6	2.1	3.0	1.1	5.3	0.2	6.7	10.2	0.7	-	0.1	-
Newark, NJ	0.4	0.2	-	-	-	-	-	-	-	-	5.9	0.3
Philadelphia, PA	0.1	-	1.4	-	0.3	-	-	0.1	-	-	-	-
San Francisco, CA	-	0.1	-	-	-	-	-	-	-	-	-	-
Seattle, WA	3.1	3.6	7.8	5.0	3.8	2.6	1.3	1.4	2.0	3.4	0.7	7.4
Washington, DC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Port	30.0	28.0	40.4	24.6	24.4	28.4	55.2	36.7	36.3	25.4	5.1	19.8
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Column percentages may not total to 100% due to rounding.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 39

**OVERNIGHT ACCOMMODATIONS
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Almost three-quarters (74%) of overseas leisure travelers to California reported staying in hotels or motels at some time during their trip, and 33% reported staying in private homes. Hotel usage was highest among visitors from France, Italy, U.K. and Australia (88%, 87%, 85%, and 84% respectively). Hotel usage was lowest among visitors from South Korea (48%) and India (51%). A high proportion of Indian (66%), South Korean (61%), and Chinese (50%) leisure travelers stayed in private homes.

TYPE OF ACCOMMODATIONS*	COUNTRY OF RESIDENCE OF VISITORS											
	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	3,262,000 (3,174)	539,000 (451)	276,000 (157)	241,000 (89)**	90,000 (143)	282,000 (260)	108,000 (71)**	69,000 (111)	249,000 (440)	170,000 (263)	180,000 (110)	203,000 (108)
Hotel / Motel	73.6%	84.5%	78.7%	88.0%	87.2%	83.7%	62.4%	50.7%	74.5%	48.2%	66.1%	58.9%
Mean Nights in Dest.	6.0	6.2	5.9	5.8	5.9	6.1	6.9	8.4	4.3	4.6	6.3	5.8
Median Nights in Dest.	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	4.0	3.0	5.0	7.0
Private Home	33.0%	23.3%	29.0%	19.9%	17.2%	20.3%	49.5%	66.1%	29.6%	60.8%	34.8%	44.0%
Mean Nights in Dest.	17.6	14.2	10.9	11.5	10.8	18.1	36.0	32.2	10.3	21.3	12.4	12.6
Median Nights in Dest.	10.0	10.0	11.0	9.0	10.0	10.0	16.0	10.0	6.0	10.0	10.0	8.0
Other	4.2%	4.9%	4.1%	5.0%	4.7%	3.9%	1.3%	1.5%	1.2%	0.4%	4.9%	2.2%

*Column percentages may not total to 100% due to multiple responses.

**Caution - Small sample size.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 40

**TRANSPORTATION IN THE U.S.
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Leisure travelers relied upon a variety of transportation means within the U.S. including rental cars (39%), domestic flights (37%), taxis/limousines (35%), private or company autos (29%), and subways/trams/buses (27%). The proportion of leisure visitors to California who made use of a rental car in 2009 (39%), has decreased 11% from 44% in 2008.
- Rental car use was highest among Italian (70%) followed by French, South American, and German leisure visitors and (51%, 48%, and 45% respectively). Leisure visitors from South America and Australia relied heavily on domestic airline travel (59% and 55% respectively), and the Australians had the highest use of taxi/cab/limousines (60%). Leisure visitors from South Korea relied heavily on a company or private auto (59%).

COUNTRY OF RESIDENCE OF VISITORS

TRANSPORTATION IN U.S.*	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	3,262,000	539,000	276,000	241,000	90,000	282,000	108,000	69,000	249,000	170,000	180,000	203,000
(Number of Respondents)	(3,620)	(477)	(199)	(107)	(162)	(277)	(93)**	(124)	(504)	(337)	(115)	(126)
Rented Auto	38.8%	39.3%	44.9%	50.8%	69.5%	23.9%	24.1%	24.8%	38.1%	19.5%	48.3%	43.1%
Airlines in U.S.	37.4	32.0	32.2	28.4	39.5	55.1	45.9	42.6	35.2	21.7	59.2	34.1
Taxi/Cab/Limousine	35.0	43.4	25.0	24.1	33.9	60.2	32.5	31.5	24.9	22.8	33.2	11.6
Company or Private Auto	29.2	26.3	24.6	15.3	10.2	24.2	33.6	21.7	36.5	58.8	28.7	27.2
City Subway/Tram/Bus	27.5	28.4	29.2	28.1	38.4	41.9	23.3	21.8	19.6	17.3	31.8	20.9
Bus between Cities	11.9	11.3	9.7	15.9	10.9	16.0	14.5	22.1	9.6	9.8	8.6	12.9
Railroad between Cities	11.4	9.8	16.5	12.7	7.5	21.8	12.8	21.0	6.5	6.3	11.1	11.1
Motor Home/Camper	2.4	1.6	8.5	3.3	1.2	0.5	1.4	8.0	0.3	0.8	-	-

*Column percentages may not total to 100% due to multiple responses.

**Caution – Small sample size.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.

CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 41

**PAYMENT METHODS FOR TRIP EXPENSES
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Leisure travelers to California predominantly used credit cards as well as cash (45% respectively) as a method of payment for their trip expenses. Leisure visitors from Germany (58%), Italy (56%), Japan (54%), and China (51%) had the highest use of credit cards, while leisure visitors from South Korea (61%), India (56%), and Mexico (air) (55%) had the highest use of cash.

TRIP EXPENSES PAYMENT METHOD*	COUNTRY OF RESIDENCE OF VISITORS											
	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS (Number of Respondents)	3,262,000 (3,380)	539,000 (433)	276,000 (175)	241,000 (96)**	90,000 (153)	282,000 (270)	108,000 (86)**	69,000 (102)	249,000 (475)	170,000 (307)	180,000 (106)	203,000 (115)
Credit Cards	45.2%	36.6%	58.0%	49.7%	55.8%	35.7%	50.7%	31.7%	53.6%	35.5%	43.0%	43.4%
Cash	44.7	47.6	33.3	45.1	38.6	38.8	46.9	55.9	42.4	60.9	48.4	54.5
Debit Cards	7.9	11.8	2.9	4.5	5.0	23.8	2.2	4.6	2.4	1.2	8.3	1.5
Travelers Checks	2.2	4.0	5.7	0.6	0.5	1.7	0.2	7.8	1.5	2.4	0.3	0.6

*Column percentages may not total to 100% due to rounding.

**Caution – Small sample size.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009. CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 42

**TRIP EXPENDITURES
OVERSEAS AND MEXICAN LEISURE VISITORS TO CALIFORNIA
(2009)**

- Overseas leisure travelers in 2009 reported total expenditures in the U.S. of \$2,010, nine percent lower than that reported in 2008 (\$2,206). The 2009 mean daily expenditure was \$97 per visitor, down 13 % from \$112 per day in 2008. As a comparison, all overseas travelers to California reported U.S. expenditures of \$2,308 or \$103 per day (Table 20).
- Leisure visitors from Australia reported the highest international airfare per visitor per trip in 2009 (\$2,205), compared with \$2,880 in 2008. On the other hand, Mexican (air) travelers reported the least expensive international airfare in 2009 (\$792), compared with \$1,051 in 2008.

AVERAGE PER VISITOR TRIP EXPENDITURES	COUNTRY OF RESIDENCE OF VISITORS											
	TOTAL OVERSEAS	U.K.	GERMANY	FRANCE	ITALY (2008-2009)	AUSTRALIA	CHINA w/o HK	INDIA (2008-2009)	JAPAN	SOUTH KOREA	SOUTH AMERICA	MEXICO (AIR) (2008-2009)
ESTIMATED TRAVELERS	3,262,000	539,000	276,000	241,000	90,000	282,000	108,000	69,000	249,000	170,000	180,000	203,000
TOTAL TRIP	\$3,630	\$3,242	\$2,771	\$3,602	\$4,702	\$5,569	\$4,468	\$3,616	\$2,885	\$2,794	\$3,523	\$2,699
(Number of Respondents)	(1,993)	(259)	(100)	(55)**	(82)**	(181)	(42)**	(55)**	(296)	(142)	(43)**	(70)**
INCLUSIVE TOUR PRICE	\$2,883	\$2,325	\$2,605	\$2,678	\$5,599	\$4,384	\$2,238	\$3,406	\$2,626	\$1,892	\$6,006	\$4,467
(Number of Respondents)	(501)	(106)	(27)**	(20)**	(29)**	(44)**	(4)**	(10)**	(88)**	(40)**	(8)**	(5)**
INTERNATIONAL AIRFARE	\$1,400	\$1,195	\$1,158	\$1,157	\$1,558	\$2,205	\$1,511	\$1,759	\$1,460	\$1,182	\$1,194	\$782
(Number of Respondents)	(2,446)	(300)	(135)	(67)**	(108)	(226)	(69)**	(88)**	(303)	(164)	(68)**	(103)
EXPENDITURE IN U.S.*	\$2,010	\$1,829	\$1,402	\$1,618	\$2,639	\$2,920	\$3,267	\$1,938	\$1,284	\$1,662	\$2,273	\$1,027
(Per Day)	\$97	\$111	\$71	\$96	\$165	\$127	\$64	\$42	\$123	\$76	\$139	\$90
(Number of Respondents)	(2,450)	(314)	(114)	(67)**	(90)**	(203)	(50)**	(67)**	(367)	(221)	(70)**	(77)**
MEAN ITEMIZED EXPENDITURES IN U.S.*												
(NUMBER OF RESPONDENTS)	(2,450)	(314)	(114)	(67)**	(90)**	(203)	(50)**	(67)**	(367)	(221)	(70)**	(77)**
TRANSPORT IN U.S.	\$292	\$265	\$266	\$347	\$455	\$396	\$422	\$320	\$166	\$141	\$258	\$147
LODGING IN U.S.	\$475	\$524	\$351	\$362	\$819	\$780	\$605	\$318	\$312	\$231	\$510	\$235
FOOD, BEVERAGES	\$432	\$455	\$361	\$398	\$633	\$486	\$566	\$340	\$269	\$294	\$403	\$211
GIFTS, SOUVENIRS	\$391	\$185	\$187	\$304	\$356	\$504	\$943	\$691	\$286	\$471	\$777	\$261
ENTERTAINMENT	\$278	\$284	\$165	\$160	\$337	\$643	\$383	\$172	\$179	\$154	\$213	\$152
OTHER	\$115	\$92	\$53	\$33	\$26	\$85	\$304	\$81	\$34	\$313	\$89	\$3
AVERAGE NIGHTS IN U.S.	20.7	16.5	19.8	16.8	16.0	23.1	51.3	46.5	10.4	21.9	16.3	11.5
AVERAGE NIGHTS IN CALIF.	10.6	8.8	10.0	7.9	7.6	8.6	20.6	25.0	6.4	15.0	8.5	8.6
MEDIAN NIGHTS IN	6.0	7.0	6.0	6.0	7.0	6.0	7.0	7.0	4.0	7.0	6.0	6.0
SPENDING /VISITOR IN CA (est.)	\$1,028	\$977	\$710	\$758	\$1,254	\$1,092	\$1,318	\$1,050	\$787	\$1,140	\$1,182	\$774
TOTAL SPENDING IN CA (est.)	\$3,349 Mil	\$578	\$207 Mil	\$138 Mil	\$135 Mil	\$307 Mil	\$117 Mil	\$62 Mil	\$243 Mil	\$166 Mil	\$105 Mil	\$188 Mil

*Overseas visitors on exclusive tour packages were excluded.

**Caution - Small sample size.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

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Table 43

**EXPENDITURES
OVERSEAS AND MEXICAN LEISURE VISITORS WHO REPORTED ONLY CALIFORNIA DESTINATIONS*
(2009)**

- Similar to the 2008 result, approximately 37% of overseas leisure visitors to California in 2009 did not visit any other state in the U.S. These California-only leisure visitors reported spending \$2,906 per capita on their entire trip, 15% less than the \$3,398 spent in 2008. More than half of their total trip expenditures were in California (\$1,507).
- Average daily California expenses for California-only leisure visitors were \$86, down 16% from the \$102 per day reported in 2008. In comparison, average daily expenses were \$97 and \$101 for all overseas visitors to California and to the U.S. respectively.

AVERAGE PER VISITOR TRIP EXPENDITURES	OVERSEAS TRAVELERS WHO ONLY VISITED CALIFORNIA ON THEIR U.S. TRIP	ALL OVERSEAS VISITORS TO CALIFORNIA	ALL OVERSEAS VISITORS TO THE U.S.
TOTAL TRIP	\$2,906	\$3,630	\$2,937
(NUMBER OF RESPONDENTS)	(852)	(1,993)	(12,853)
INCLUSIVE TOUR PRICE	\$3,093	\$2,883	\$1,625
(NUMBER OF RESPONDENTS)	(131)	(501)	(3,468)
INTERNATIONAL AIRFARE	\$1,316	\$1,400	\$1,139
(NUMBER OF RESPONDENTS)	(1,106)	(2,446)	(16,222)
EXPENDITURE IN CALIFORNIA	\$1,507	\$1,028	1,689**
PER DAY	\$86	\$97	\$101**
(NUMBER OF RESPONDENTS)	(1,124)	(2,450)	(15,478)
AVERAGE ITEMIZED EXPENDITURES IN CA			
(NUMBER OF RESPONDENTS)	(1,124)	(2,450)	(15,478)
TRANSPORT IN U.S.	\$176	\$292	\$209
LODGING	\$300	\$475	\$374
FOOD, BEVERAGES	\$334	\$432	\$352
GIFTS, SOUVENIRS	\$383	\$391	\$398
ENTERTAINMENT	\$192	\$278	\$200
OTHER	\$92	\$115	\$128
AVERAGE NIGHTS IN CALIFORNIA	17.5	10.6	16.8**

*Overseas visitors could report up to seven U.S. destinations.

**Total expenditure in the U.S./ Average nights in the U.S.

Sources: U.S. Department of Commerce, ITA, Survey of International Air Travelers, 2009.
CIC Research, Inc., and the California Travel and Tourism Commission.

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APPENDIX A

SURVEY BACKGROUND

Introduction

This report on overseas visitors to California is based on data compiled from the Office of Travel & Tourism Industries (ITA – OTTI), Survey of International Air Travelers. The survey information is collected from passengers through questionnaires covering the traveler, the air trip, activities and places visited, and air travel expenditures.

The survey is conducted voluntarily by selected major airlines on a sample of their international flights departing from U.S. airports. This survey program was initiated in response to a growing need for information on the volume, characteristics, and travel patterns of international air travelers to and from the United States. The data from the survey are used to guide planning oriented toward the activities of international air travelers for both the public and private sectors.

Questionnaire Content

The survey questionnaire is designed to obtain responses from U.S. as well as non-U.S. residents. The questionnaire contains questions about the travelers (e.g., age, sex, family income, country and city of residence, previous travel experience, etc.). It also contains many basic questions about the current trip (e.g., type of air ticket, travel party composition, nights away from home, trip purpose, etc.).

The distinguishing features of this questionnaire are the complete trip itinerary and the trip expenditure data items. These items collect more complete data on these areas than are available elsewhere. Every major destination visited is covered, as is the length of stay and the type of accommodations utilized. Travel expenditures are also covered by type of expenditure. The entire questionnaire is reproduced in Appendix B.

Survey Operations

Data are collected monthly through in-flight passenger surveys conducted on a sample of the participating airlines' scheduled international flights that depart from United States airports during the seven days beginning with the third Monday of the month. Participating airlines receive advance listings of the flights to be surveyed, followed by a survey kit for each sample flight. The kits each contain instructions and questionnaires in the appropriate language. (The questionnaire is available in English, French, German, Italian, Japanese, Spanish, Korean and Chinese).

Airline cabin personnel distribute the self-administered questionnaires to all adult passengers and collect the completed forms prior to debarkation.

Sample Design

The sample is designed around the geographic detail desired for the resulting estimates and the specific airlines willing to participate in the survey. The design is a stratified, two-stage cluster sample, where scheduled flights are randomly selected from strata defined by airline and foreign destination in the first stage of the sample. When the survey is conducted on a selected flight, those passengers who respond are considered to represent all passengers on that flight.

Understanding the Estimates

Since airline participation is voluntary and changes from quarter to quarter, country level data should be viewed cautiously. For example, if a major carrier for a particular country was unable to participate for a quarter, the data for that country may not fully represent the country's international travel.

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With the exception of the number of respondents, all the data in the tables are statistical estimates, based on responses to the survey and supplemented with data from the Immigration and Naturalization Service. Passengers on charter flights and persons traveling by air between the U.S. and Canada are excluded.

The estimates are subject to a certain amount of error resulting from the sampling, data collection, and estimation processes. Because of the complicated nature of the sample design and the resulting computational burden, sampling variability has not been calculated for the estimates. Instead, an indication of the reliability of a set of related estimates is given by the number of respondents to the relevant questionnaire items. The reader must exercise judgment in determining the amount of confidence to place in an estimate and in its proper use. For example, an estimate based on 500 respondents is more reliable than one based on 200 respondents. Several kinds of estimates appear in the tables. The majority are in the form of percent distributions of the responses to questionnaire items. Distributions for items allowing only one choice of response will total to 100%. Those allowing more than one choice may total to more than 100%. Where the symbol "--" appears, this means that no or limited data is available for that response.

In addition to estimates of percents, estimates of means and medians are shown for travel party size, age, annual family income, number of nights stayed and by type of accommodations.

Definitions

Notes of explanation for selected variables appearing in the row headings of the tables are given below.

Residence of Visitors: In the overseas tables the major traffic-generating countries are listed by world regions, as described in Appendix C. Countries not listed are combined by region into the "Other Region X" categories.

Type and Size of Travel Party: A travel party can fall into only one of these categories: traveling alone; family group; business group; and mixed business, family, and other. These four categories total 100%. A party is classified as mixed if the party is a combination of two or more of the other categories. Mean and median party size are computed from the distribution of frequencies of parties of different sizes (for example, three passengers traveling together are counted as a single party in the frequency distribution from which mean and median party size are computed).

Air Expenditures: The amounts shown for mean international airfare and mean expenditures while in the United States on this trip are those amounts spent over and above any inclusive tour expenditures paid prior to beginning the trip. The categories are mutually exclusive.

Mean: The mean is the sum of all responses divided by the number of responses.

Median: The median is that value for which 50% of the values lie below it and 50% are above it.

Leisure Visitors: Are defined as those visitors whose main purpose of trip is vacation/holidays or visiting friends/relatives.

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**APPENDIX B
QUESTIONNAIRE**

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**UNITED STATES DEPARTMENT OF COMMERCE
United States International Trade Administration**

**SURVEY OF
INTERNATIONAL
AIR TRAVELERS**

DEPARTING THE UNITED STATES

Dear International Traveler:

Please help the travel industry improve the services they offer you. The information collected in this survey is used by airlines, travel agents, hotels, government travel offices, and other travel planners and providers to understand you, the international traveler, and thereby take steps to improve your next international trip.

This questionnaire is designed to be completed by both non-U.S. residents who have visited the country and U.S. residents traveling abroad. If you are 18 years of age or older, please complete this voluntary survey. **ONLY ONE RESPONSE PER FAMILY GROUP, PLEASE.**

Upon completing this survey, please return it to the person who provided it to you. The estimated average time to complete this questionnaire is 15 minutes. Should you have any comments regarding this survey, please send them to Tourism Industries, ITA, Washington DC 20230, or Office of Information and Regulatory Affairs, OMB, Project 0605-0007, Washington, DC 20503.

Thank you for your cooperation on this important survey.

This survey also available in Japanese, French, German, Spanish, Chinese, Korean, Polish, Portuguese, Russian, Italian.

OMB CLEARANCE NO. 0605-0007

ONLY ONE RESPONSE PER FAMILY, PLEASE

- 1a. Date
- b. Name of Airline
- c. Flight Number

d. Please rate your general impression of this airline.

Mark (X) ONE

- Excellent
- Good
- Average
- Fair
- Poor

2a. What are your City, State, ZIP (postal) Code, and Country of Residence? - Specify

NON-US Residents – Skip to question 2c

b. If this flight is part of an outbound journey from your home, what will be the main destination on your trip? - Specify

c. For NON-US Residents ONLY
If this flight is part of the return journey to your home, what was the main destination that you visited since you left home? – Specify

3a. What is your country of CITIZENSHIP? – Specify

b. What is your country of BIRTH?

US Residents – SKIP to question 4b

4a. For Non-US Residents ONLY
At what city or airport did you pass through U.S. Customs/Immigration? – Specify

Non-US Residents – SKIP to question 5a

4b. If you are a US resident, at what city or airport will you pass through U.S. Customs/immigration when

you return?

--- Specify

5a. At what airport did or will you board this aircraft today?

--- Specify

b. Did you make a connecting flight?

- No
- Yes – From which airport? – Specify

c. At which airport will you leave this aircraft? – Specify

d. Once there, are you making a connecting flight?

- No
- Yes – To which City? --Specify

6. How did you obtain information used to plan your trip?

- Mark (X) ALL that apply
- Airlines directly
 - In-flight information systems
 - National government tourist office
 - State/City travel office
 - Friends or relatives
 - Travel agency
 - Travel guides
 - Tour company
 - Corporate travel department
 - Newspaper/Magazine
 - TV/Radio
 - Personal computer

7. How long before you departed on this trip did you –

Decide to travel?

Make airline reservation?

8. How were your AIRLINE reservations for this trip made?

Mark (X) ONE

- A travel agent
- Travel club
- The Airline directly
- The company's travel department
- Tour operator
- Personal computer
- Don't know
- Other

9a. Were commercial **LODGING** reservations made for this trip before you left home?

Mark (X) ONE

- Yes – Go to question 9b
- No – SKIP to question 10a

b. These reservations were made through.....

Mark (X) ALL that apply

- A travel agent
- The hotel/motel staff directly
- The company's travel department
- A tour operator
- Airline staff
- A friend or relative
- Business associate
- Other

10a. What is/was the **MAIN** purpose of your trip?

Mark (X) ONE

- Business/Professional
- Convention/Conference/Trade show
- Leisure/Recreation/Holidays/Sightseeing
- Visit friends/Relatives
- Government affairs/Military
- Study/Teaching
- Religion/Pilgrimages
- Health treatment
- Other – Specify --

10b. Does this trip have any other purposes?

Mark (X) ALL that apply

- Business/Professional
- Convention/Conference/Trade show
- Leisure/Recreation/Holidays/Sightseeing
- Visit friends/Relatives
- Government affairs/Military
- Study/Teaching
- Religion/Pilgrimages
- Health treatment
- Other – Specify --

11. With whom are you traveling now?

Mark (X) ALL that apply

- Spouse
- Family/Relatives
- Business associate(s)
- Friend(s)
- Tour group
- Traveling alone

12. **Altogether, how many adults and/or children are in your travel party?** Exclude your tour group members unless you knew them and planned to travel with them prior to booking the tour.

Number of adults

Number of children

Under 18 years old

13. How many nights away from home will you spend or have you spent on this trip?

Number of nights in the USA
(including U.S. territories)

Number of nights outside the USA

CONTINUE WITH QUESTION 10B

14. **IN ORDER OF VISIT, list the principal places visited or to be visited on this trip. and indicate the number of nights at each place.** Under number nights, if you did not or will not stay overnight at a place visited, enter "0". Under the section for type of lodging, indicate the lodging company name, or check the appropriate space

Destinations (Cities/Attractions) <i>Enter ONLY ONE destination per line</i>	State or Country	Number of Nights	Type of Lodging <i>Select ONE per line</i>		
			Hotel/Motel Specify name of company	<i>Mark (X)</i>	
				Private Home	Other
1.					
2.					
3.					
4.					
5.					
6.					
7.					

15a. **Is this trip part of a package?** Mark (X) ONE

No --- SKIP to question 16

Yes --- **Which of the following does your package include?**

Mark (X) ALL that apply

- Airfare
- Rental car
- Tour escort for entire trip
- Cruise
- Intercity bus/Coach transportation
- Commercial guided tours
- Commercial lodging – **How many nights lodging are included?**

b. **How many days prior to departure was this package booked?**
---Specify

c. **What is the approximate cost of your prepaid package?**
Please give your answer in U.S. dollars or your own country's currency.

IF OTHER THAN U.S. CURRENCY
Specify country of currency used.

16. **About your trip expenditures... please estimate the amount of money spent, or expected to be spent for the following items.** Please remember your name is not on this form. Your cooperation in completing this important question is appreciated.

a. **Please estimate how much money you spent, or will spend, outside your own country.** Do not include those items which were covered in the package mentioned in 15c above. --- Specify

b. **Country of currency used for estimate** ---Specify

c. **How many people are covered by this expenditure estimate?**
Specify total number of people.

d. **What was the total cost of your international air travel tickets?** –
Specify
 Mark (X) here if you do NOT know cost of tickets.

e. **Are these ONE WAY tickets?**
Mark (X) ONE
 Yes
 No

f. **How much did you spend at the airport of your USA departure?** –
Specify

U.S. Residents – SKIP to question 17.

For Non-U.S. Residents ONLY

g. Of the total expenditure given in 16a,
Please estimate how much was spent in the USA. --- Specify

h. Of the total expenditure given in 16g above, **please estimate how much was for---**

1. **Transportation**

2. **Lodging**

3. **Foods and beverages**

4. **Gifts, souvenirs and other purchases**

5. **Entertainment and recreation**

6. **Other spending (if any)**

17. Please tell us about how you did, or will, pay for your expenses on this trip--

Type of payment	Percentage paid For expenses	Company(ies) of issue
Credit card(s)	%	
Travelers check(s)	%	
Debit card(s)	%	
Cash	%	
TOTAL	100%	

18. What types of transportation did you, or will you, use when reaching your destination on this trip?

Mark (X) ALL that apply

- Airlines within the USA
- Airlines outside the USA
- Railroad between cities
- Rented auto --- Specify company name

- Taxi/Cab/Limousine
- City subway/Tram/Bus
- Bus between cities
- Company or private auto
- Motor home/Camper

19. Which of the following leisure activities did you, or will you, spend time on during this trip?

Mark (X) ALL that apply

- Shopping
- Dining in restaurants
- Amusement/Theme parks
- Visiting historical places
- Visiting casinos/Gambling
- Commercial guided tours
- Visiting small towns and villages
- Cultural heritage sights/Activities
- Touring the countryside
- Water sports/Sunbathing
- Ranch vacations
- Cruises
- Hunting/Fishing
- Snow skiing
- Golfing/Tennis
- Environmental/Ecological excursions
- Visiting national parks
- Visiting American Indian communities
- Attending sports event
- Concert/Play/Musical
- Art gallery/Museum
- Sightseeing in cities
- Nightclubs/Dancing
- Ethnic heritage sights/Activities

20. Please rate this airline for this trip on each of the following attributes.

	Excellent	Good	Average Did Not Use	Fair	Poor	
a. Convenient schedule 0 <input type="checkbox"/>	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	
b. Ticket price	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
c. Reservation service	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
d. Check-in waiting time	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
e. Check-in personnel	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
f. Airline club/lounge	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
g. On-time departure	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
h. Food/Beverage quality	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
i. Flight attendant service	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
j. Audio/Video	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
k. Cabin cleanliness	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
l. Cabin noise level	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
m. Seat comfort	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
n. Cabin layout	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
o. Carry-on storage space	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
p. Overall evaluation of aircraft	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
q. Overall evaluation of flight	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>

21. Would you choose or recommend this airline for your next trip on this route?

Mark (X) ONE

- Definitely would
- Probably would
- Probably would not
- Definitely would not
- Not sure

22. What were your three main reasons for flying on THIS AIRLINE? Indicate by marking "1" for the most important reasons, "2" for the next most important reason, and "3" for the third most important reason. DO NOT indicate more than three reasons.

<input type="checkbox"/>	Airfare	<input type="checkbox"/>	On-time reputation
<input type="checkbox"/>	Convenient schedule	<input type="checkbox"/>	Previous good experience
<input type="checkbox"/>	Non-stop flights	<input type="checkbox"/>	Mileage bonus/Frequent flyer program
<input type="checkbox"/>	Employer policy	<input type="checkbox"/>	In-flight service reputation
<input type="checkbox"/>	Safety reputation	<input type="checkbox"/>	Not involved in choice of carrier
<input type="checkbox"/>	Loyalty to carrier	<input type="checkbox"/>	Other ----- Specify

23a. Where are you sitting today?

Mark (X) ONE

- First class
- Executive/Business class
- Economy/Tourist/Coach

b. What type of airline ticket do you have?

Mark (X) ALL that apply

- First class
- Executive/Business class
- Economy/Tourist/Coach
- Frequent flyer free ticket
- Frequent flyer upgrade
- Discount/Group fare
- Non-revenue
- Don't know

24. Please rate the following attributes of the AIRPORT from which you have just departed (or are currently waiting to depart) the United States.

Mark (X) ONE rating for each

	Excellent	Good	Average Did Not Use	Fair	Poor	
a. Airport access	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
b. Ground transportation	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
c. Airport terminal convenience	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
d. Airport terminal cleanliness	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
e. Concession goods/Services	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
f. Concession prices	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
g. Terminal seating availability	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
h. International Traveler facilities	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
i. Security measures	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
j. Overall airport evaluation	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>

U.S. residents --- SKIP to question 26a

25 a. For Non-U.S. Residents Only:

When entering the USA, please rate your Immigration and Naturalization Service/Passport Control and U.S. Customs experience at the airport where you entered the USA.

Mark (X) ONE rating for each

	Excellent	Good	Average	Fair	Poor	
<hr/>						
	Don't Know					
a. Passport Control						
(1) Processing time	5	4	3	2	1	0
(2) Staff courtesy	5	4	3	2	1	0
b. Customs baggage clearance						
(1) Processing time	5	4	3	2	1	0
(2) Staff courtesy	5	4	3	2	1	0

b. About how long did it take you to clear Passport Control and Customs when entering the United States?

Specify in minutes

Baggage delivery waiting time

Mark (X) ONE rating

- Excellent
- Good
- Average
- Fair
- Poor
- Don't know

26a. Did you have personal safety concerns before you started your international trip?

Mark (X) ONE

- Yes
- No

b. Did your concerns cause you to change your travel plans?

Mark (X) ONE

- Yes
- No

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26c. For Non-U.S. Residents ONLY

Was your personal safety actually endangered while in the USA?

Mark (X) ONE

No – Go to question 27

Yes – Indicate the city(ies) where incidents(s) took place and mark (X) the appropriate category(ies) below.

City	Incidents – Mark (X)					
	Harassment/ Arguments	Assault/ Physical Harm	Burglary/ Theft	Transportation accident	Health Problem	Other -- Specify

27a. Is this your first trip by air to/from the United States?

Mark (X) ONE

Yes – SKIP to question 28

No – Go to question 27b

b. Altogether, how many round trips by air have you made to/from the United States ---

In the past 12 months?

In the past 5 years?

28. Please give us some information about yourself.

a. What is your occupation?

Mark (X) ONE

Manager/Executive

Professional/Technical

Clerical/Sales

Craftsman/Mechanic/Factory worker

Government/Military

Homemaker/

Retired

Student

Other -- Specify

b. Age

c. Gender ---Mark (X) ONE

Female

Male

29. What is the total combined yearly income of all members of your household? Give your answer either in USA dollars or in your own country's currency. Please specify the country of currency if NOT USA dollars.

In USA dollars ---

OR

In currency other than USA dollars –

Specify

Mark (X) ONE

Under \$20,000

\$20,000 - \$39,999

\$40,000 - \$59,999

\$60,000 - \$79,999

\$80,000 - \$99,999

\$100,000 – \$119,999

\$120,000 – \$139,999

\$140,000 -- \$159,999

\$160,000 -- \$179,999

\$180,000 -- \$199,999

\$200,000 and above

Total annual household income

Country of currency

**THANK YOU FOR COMPLETING THIS QUESTIONNAIRE.
WE HOPE YOUR TRIP WAS OR WILL BE AN ENJOYABLE ONE.**

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APPENDIX C

WORLD BY REGION AND COUNTRY OR TERRITORY

Mexico

Mexico City
Guadalajara
Monterey
Acapulco
Other Mexico

Central America

Belize
Costa Rica
El Salvador
Guatemala
Honduras
Nicaragua
Panama Republic
San Andres Island

South America

Argentina
Bolivia
Brazil
Chile
Columbia
Ecuador
French Guiana
Guyana
Paraguay
Peru
Surinam
Uruguay
Venezuela

Caribbean

Anguilla Island
Antigua
Bahama Island
Barbados
Bermuda
Cuba
Dominica
Dominican Republic
Grand Cayman
Grenada
Guadeloupe
Haiti
Jamaica
Martinique
Montserrat Island
Neth. Antilles
Nevis
Providential Islands
St. Barthelemy
St. Kitts
St. Lucia
St. Vincent
Trinidad/Tobago
Turks/Calcos
Virgin Islands/UK

Europe

Austria
Belgium
Bosnia-Herzegovina
Bulgaria
Byelarus (Belarus)
Croatia
Czech Republic
Denmark
Finland
France
Georgia
Germany
Greece
Holy See
Hungary
Iceland
Ireland
Italy
Kazakhstan
Kyrgyzstan
Lithuania
Luxembourg
Malta
Netherlands
Norway
Poland
Portugal
Romania
Russia
Slovakia
Slovenia
Spain
Sweden
Switzerland
Tajikistan
Turkmenistan
Ukraine
United Kingdom
Uzbekistan
Yugoslavia

Africa

Algeria
Cameroon
Canary Islands
Cape Verde Island
Ethiopia
Gabon
Ghana
Guinea
Ivory Coast
Kenya
Liberia
Morocco
Nigeria
SW Africa/S. Africa
Senegal
Tanzania
Togo
Tunisia
Zambia
Zimbabwe

Middle East

Egypt
Bahrain
Cyprus
Iran
Iraq
Israel
Jordan
Kuwait
Lebanon
Qatar
Saudi Arabia
Syria
Turkey
United Arab Emirates

Far East

Bangladesh
Brunei
China/Mainland
China/Taiwan
Hong Kong
India
Indonesia
Japan
Korea-South
Malaysia
Okinawa/Ry Island
Pakistan
Philippines
Singapore
Thailand

Oceania

Australia
Cook Islands
Fiji Islands
French Polynesia
Kiribati
Micronesia
Nauru Republic
New Zealand
Papua/New Guinea
Tonga

