

CHARACTERISTICS OF TRAVELERS FROM HONG KONG TO CALIFORNIA - 2013

Hong Kong was one of California's smaller overseas markets with approximately 62,000 visitors to California in 2013. Collectively visitors from Hong Kong spent approximately \$138 million in California.

During 2013 visitors to California from Hong Kong reported spending \$126 per day during a 17.7 night average stay or approximately \$2,237 per visitor. The average spending for all overseas visitors to California was about \$1,940 (\$159 per day; 12.2 nights in California).

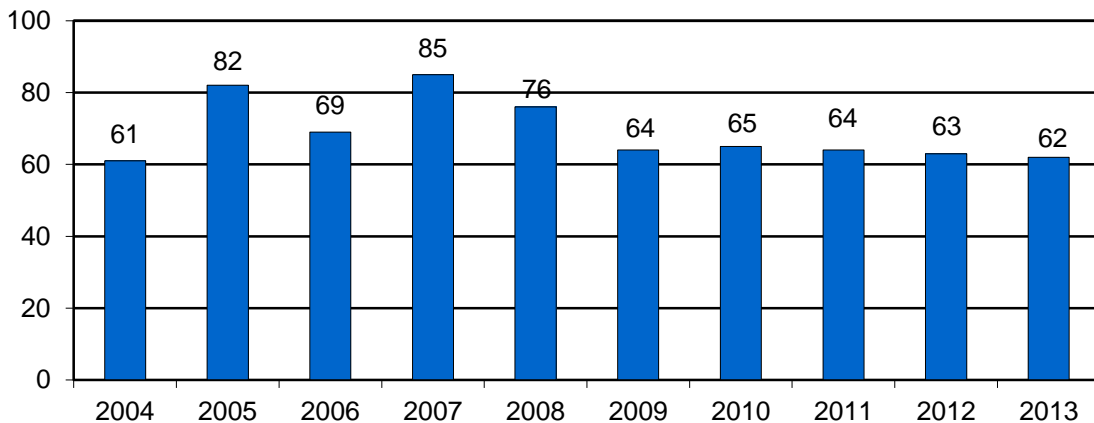
Visitors From Hong Kong

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
2003	114,112	57.8%	66,000
2004	123,335	49.5%	61,000
2005	135,108	60.7%	82,000
2006	137,278	50.3%	69,000
2007	142,419	59.7%	85,000
2008	139,159	54.5%	76,000
2009	116,023	55.2%	64,000
2010	131,712	49.4%	65,000
2011	128,512	49.8%	64,000
2012	133,104	47.3%	63,000
2013	122,134	50.8%	62,000

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

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

Number of Visitors from Hong Kong to CA, 2004-2013 (in 000s)



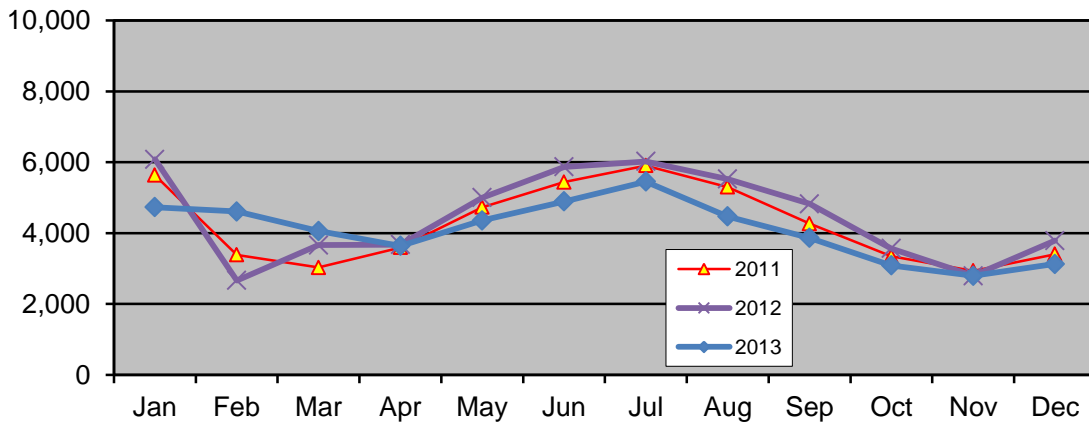
Source: U.S. Dept. of Commerce, National Travel and Tourism Office, Survey of International Air Travelers.

The volume of visitors to California from Hong Kong tended to be over 100,000 from the 1990's through 2001. The volume of visitors peaked in 1996 with 141,000 visitors to California from Hong Kong. Since then, the volume has slowly decreased to a low of 61,000 visitors to California from Hong Kong in 2004, increased to a high of 85,000 in 2007, and has since slowly decreased again to 62,000 in 2013.

Hong Kong Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Hong Kong to California were similar in 2013 compared with 2012 and 2011. In general, Hong Kong resident arrivals at California ports-of-entry peaked in January and during the summer months. In 2013, the lowest volumes were recorded in October, November, and December.

**Residents of Hong Kong
Monthly Port of Entry Arrivals to CA
2011-2013**



Source: U.S. Department of Homeland Security, I-94 International Arrival Records.
CIC Research, Inc.

Comparisons with Overseas Visitors

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

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

- Travel to California to visit friends or relatives, or for business reasons
- Plan and book their trip with information from a travel agency office
- Have decidedly lower trip planning and advance airline booking horizons
- Mention airfare as the main factor in selecting an airline
- Travel alone
- Stay in a private home
- Stay in California for most of their time in the U.S.
- Visit San Francisco or San Jose as part of their U.S. trip
- Use cash from home/travelers checks to pay for trip expenses
- Be slightly older in age
- Work in a management, business, science, or the arts occupation
- Have a higher average annual household income

Conversely, visitors from Hong Kong are less likely to:

- Travel to California for vacation/holiday purposes
- Plan their trip with information from an online travel agency
- Book their air trip with an internet booking service
- Choose an airline based on non-stop flights
- Use a travel package
- Travel with a spouse/partner or family/relatives
- Stay in a hotel/motel
- Be on their first trip to the U.S.
- Visit Los Angeles, Las Vegas or New York City as part of their U.S. trip
- Experience many of the listed leisure activities
- Make use of a cash advance/withdrawal from a credit card to pay for trip expenses

Characteristics of Travelers from Hong Kong to California, 2013

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from Hong Kong (n = 130)	Leisure Visitors from Hong Kong (n = 67)***
Primary Purpose of Trip			
Vacation/Holidays	52%	17%	32%
Visit Friends/Relatives	17%	35%	68%
Business	15%	30%	-
Convention/Conference	9%	10%	-
Other Purpose	8%	8%	-
Total	100%	100%	100%
Purpose of Trip**			
Vacation/Holidays	64%	43%	57%
Visit Friends/Relatives	32%	65%	87%
Business	20%	33%	-
Convention/Conference	12%	13%	-
Sources Used to Plan Trip**			
Airline	43%	41%	48%
Online Travel Agency	31%	16%	14%
Travel Agency Office	26%	50%	46%
Personal Recommendation	26%	28%	41%
Travel Guide	15%	10%	15%
Corporate Travel Department	14%	11%	2%
Tour Operator/Travel Club	9%	6%	8%
National/State/City Travel Office	8%	8%	9%
Advance Planning for Trip			
7 days or less	5%	6%	6%
8 - 30 days	27%	36%	22%
31 - 60 days	17%	29%	31%
61 - 90 days	14%	11%	13%
More than 3 Months	36%	18%	27%
Total	100%	100%	100%
Average Planning Time in Days	105 days	68 days	91 days
Advance Airline Reservations			
7 days or less	10%	12%	7%
8 - 30 days	35%	49%	32%
31 - 60 days	17%	20%	29%
61 - 90 days	13%	11%	20%
91 - 120 days	8%	4%	2%
121 - 180 days	9%	4%	7%
6 Months or More	7%	1%	2%
Total	100%	100%	100%
Average Booking in Days	72 days	47 days	62 days

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

** Multiple response question. The column may sum to more than 100%.

*** Caution – Small sample size

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from Hong Kong to California
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from Hong Kong (n = 130)	Leisure Visitors from Hong Kong (n = 67)***
Means of Booking Air Trip**			
Travel Agency Office	31%	45%	52%
Airlines Directly	28%	32%	41%
Internet Booking Service	24%	8%	14%
Corporate Travel Department	15%	21%	-
Tour Operator/Travel Club	9%	1%	3%
Other	2%	-	-
Main Factor in Selecting Airline			
Airfare	29%	39%	54%
Non-Stop Flights	17%	5%	5%
Convenient Schedule	15%	19%	6%
Mileage Bonus/Frequent Flyer Program	9%	3%	4%
Previous Good Experience	9%	11%	14%
Safety Reputation	6%	8%	10%
Loyalty to Carrier	4%	2%	-
Other	4%	3%	2%
Employer policy	3%	4%	-
In-flight Service Reputation	3%	4%	5%
On-time Reputation	2%	2%	2%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	79%	71%	68%
Executive/Business	10%	19%	19%
Premium Economy	10%	8%	13%
First Class	1%	2%	-
Total	100%	100%	100%
Use of Package			
Yes	15%	3%	4%
No	85%	97%	96%
Total	100%	100%	100%
Travel Package Includes**			
Airfare and Accommodation Only	3%	2%	1%
Attractions/Events/Entertainment	7%	1%	3%
Bus/Coach	7%	1%	3%
Cruise	2%	1%	3%
Guided Tours	6%	1%	3%
Meals	6%	1%	3%
Recreation	1%	-	-
Rental Car	5%	-	-
Tour Guide for Entire Trip	4%	1%	3%

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

** Multiple response question. Travel package must include airfare and accommodation and may include others.

*** Caution – Small sample size

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from Hong Kong to California
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from Hong Kong (n = 130)	Leisure Visitors from Hong Kong (n = 67)***
Travel Companions**			
Traveling Alone	61%	77%	74%
Spouse/Partner	21%	13%	12%
Family/Relatives	13%	6%	12%
Friends	6%	4%	6%
Business Associates	4%	2%	-
Tour Group	1%	1%	1%
Average Travel Party Size	1.6	1.3	1.4
Median Travel Party Size	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	76%	61%	51%
Private Home	27%	50%	69%
Other	6%	1%	3%
Length of Stay			
Mean Nights in the U.S.	22.5 nights	20.8 nights	16.7 nights
Mean Nights in California	12.2 nights	17.7 nights	14.6 nights
% of California Nights	54%	85%	87%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	28%	17%	20%
Average Trips to the U.S. in Past Year	1.7 trips	1.7 trips	1.7 trips
Average Number of States Visited	2.0 states	1.6 states	1.5 states
Average Number of Destinations Visited	3.0 dest.	2.2 dest.	2.3 dest.
Places Visited in the U.S.**			
Los Angeles	59%	49%	62%
San Francisco	47%	53%	53%
Las Vegas	30%	21%	22%
New York City	16%	5%	2%
San Diego	13%	8%	5%
Anaheim-Santa Ana	8%	4%	4%
Flagstaff-Grand Canyon-Sedona	7%	3%	5%
San Jose	6%	14%	8%
DC Metro Area	4%	-	-
Monterey-Salinas	4%	1%	2%
Oahu	4%	-	-
Santa Barbara	3%	-	-
Riverside/San Bernardino	3%	1%	2%
Chicago	3%	1%	-
Seattle	3%	8%	5%
Sacramento	3%	-	-
Miami	3%	1%	2%

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**Characteristics of Travelers from Hong Kong to California
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from Hong Kong (n = 130)	Leisure Visitors from Hong Kong (n = 67)***
Activities Experienced While in the U.S.**			
Shopping	88%	79%	85%
Sightseeing	84%	43%	45%
National Parks/Monuments	49%	18%	22%
Experience Fine Dining	43%	33%	36%
Small Towns/Countryside	41%	22%	30%
Amusement/Theme Parks	38%	25%	34%
Historical Locations	37%	20%	22%
Guided Tours	33%	11%	13%
Art Gallery/Museums	30%	24%	26%
Casino/Gamble	25%	25%	27%
Cultural/Ethnic Heritage Sites	21%	15%	21%
Concert/Play/Musical	20%	4%	4%
Transportation While in the U.S.**			
Air Travel between U.S. Cities	46%	39%	28%
Rented Auto	43%	42%	34%
Auto, Private or Company	37%	37%	41%
City Subway/Tram/Bus	33%	30%	21%
Taxicab/Limousine	33%	37%	36%
Bus between Cities	18%	9%	10%
Ferry/River Taxi/Srt. Scenic Cruise	12%	11%	6%
Railroad between Cities	8%	12%	10%
Rented Bicycle/Motorcycle/Moped	5%	7%	--%
Cruise Ship/River Boat 1+ Nights	4%	1%	2%
Motor Home/Camper	2%	5%	5%
Visitor Spending in the U.S. ****			
CA Visitor Spending in the U.S. per Visitor	\$3,577	\$3,544	\$2,435
Per Visitor Per Day (CA)	\$159	\$126	\$146
Per Visitor/Trip (California)	\$1,940	\$2,237	\$2,129
Spending by Category (Per Visitor/Trip)			
Accommodations	29.1%	30.3%	15.1%
Air Transportation in the U.S.	6.9%	6.0%	8.6%
Entertainment	12.2%	10.9%	12.9%
Food/Beverages	17.8%	21.2%	28.2%
Gifts/Souvenirs	21.9%	19.1%	23.0%
Ground Transportation in the U.S.	5.6%	8.6%	7.7%
Other	6.3%	3.8%	4.4%

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** Multiple response question. The column may sum to more than 100%

***Caution- Small sample size

**** Spending estimates were based on the SIAT data and revised by Tourism Economics for Visit California.

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."
CIC Research, Inc. and Tourism Economics

**Characteristics of Travelers from Hong Kong to California
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from Hong Kong (n = 130)	Leisure Visitors from Hong Kong (n = 67)**
Payment Method for Trip Expenses			
Purchases Using Credit Card	44%	47%	48%
Cash from Home/Travelers Checks	26%	41%	42%
Cash Adv./Withdrawal Using Credit Card	18%	8%	1%
Cash Adv./Withdrawal Using Debit Card	7%	1%	1%
Purchases Using Debit Card	6%	3%	7%
Total	100%	100%	100%
Age			
Average Age - Males	42 years	48 years	54 years
Average Age - Females	39 years	43 years	47 years
Occupation			
Mgmt., Business, Science, & Arts	44%	60%	47%
Service Occupations	11%	6%	13%
Student	11%	9%	8%
Sales and Office	10%	6%	3%
Retired	8%	8%	16%
Homemaker	5%	2%	4%
Prod., Trans., & Material Moving	4%	4%	5%
Military/Government	4%	4%	4%
Nat. Res., Const., & Maintenance	3%	2%	-
Other	2%	-	-
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	15%	12%	10%
\$20,000 - \$39,999	14%	8%	11%
\$40,000 - \$59,999	14%	8%	-
\$60,000 - \$79,999	12%	14%	19%
\$80,000 - \$99,999	10%	4%	10%
\$100,000 - \$119,999	8%	13%	7%
\$120,000 - \$139,999	6%	5%	6%
\$140,000 - \$159,999	5%	9%	19%
\$160,000 - \$179,999	3%	5%	-
\$180,000 - \$199,999	3%	-	<1%
\$200,000 and over	12%	24%	20%
Total	100%	100%	100%
Average Annual Income	\$100,889	\$152,034	\$136,377

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