

## CHARACTERISTICS OF TRAVELERS FROM HONG KONG TO CALIFORNIA - 2015

Hong Kong generated approximately 65,000 visitors to California in 2015. Collectively visitors from Hong Kong spent approximately \$137 million in California (\$138 million in 2014).

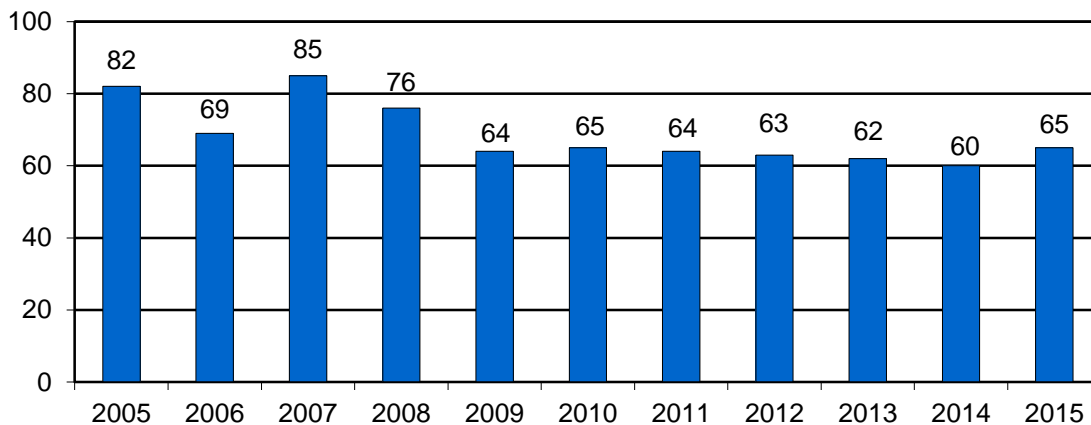
During 2015 visitors to California from Hong Kong reported spending \$124 per day during a 17.1 night average stay or approximately \$2,120 per visitor. The average spending for all overseas visitors to California was about \$1,979 (\$157 per day; 12.6 nights in California).

### Visitors From Hong Kong

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
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
2014 <sup>3</sup>	122,226	49.1%	60,000
2015 <sup>3</sup>	137,346	47.0%	65,000

- 1) U.S. Dept. of Homeland Security, Form I-94, Non-Resident Arrival Records.  
 2) U.S. Dept. of Commerce, NTTO, "Survey of International Air Travelers."  
 3) Sourced from Tourism Economics.

### Number of Visitors from Hong Kong to CA, 2005-2015 (in 000s)



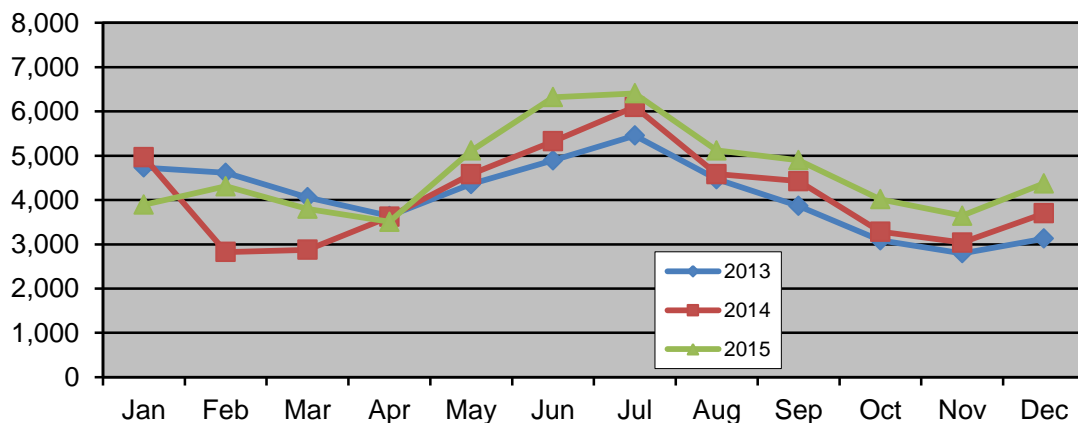
Sources: U.S. Dept. of Commerce, National Travel and Tourism Office, Survey of International Air Travelers, Revised by Tourism Economics for Visit California (October, 2015).

The annual volume of visitors to California from Hong Kong was over 100,000 in the 1990s 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 60,000 visitors to California from Hong Kong in 2014, but has increased again in 2015 to 65,000 visitors.

### Hong Kong Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Hong Kong to California were similar in 2015 compared with 2014 and 2013. In general, Hong Kong resident arrivals at California ports of entry peaked during the summer months. In 2015 the lowest volumes were recorded in April and November.

**Residents of Hong Kong  
Monthly Port of Entry Arrivals to CA  
2013-2015**



Sources: U.S. Department of Homeland Security, I-94 International Arrival Records, CIC Research, Inc., Visitor volume and spending estimates for California were prepared by Tourism Economics under a separate contract to Visit California.

## Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Hong Kong are provided in the table on the following pages. 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 their trip using information from the airlines
- Have decidedly lower trip planning and advance airline booking horizons
- Travel in executive/business class
- Travel alone
- Stay in a private home
- Stay in California for most of their time in the U.S.
- Experience fine dining
- Make use of an auto, private or company for transportation while in the U.S.
- Use cash from home/travelers checks to pay for trip expenses
- Have a higher average annual household income

Conversely, visitors from Hong Kong are less likely to:

- Travel to California for vacation/holiday purposes
- Book their air trip with an internet booking service
- Choose an airline based on non-stop flights
- Travel in economy/tourist/coach
- Stay in a hotel/motel
- Be on their first trip to the U.S.
- Visit Las Vegas or New York City as part of their U.S. trip
- Visit national parks/monuments, amusement/theme parks, or attend a concert/play/musical
- Make use of a rented auto or air travel between cities for transportation while in the U.S.
- Spend money per visitor per day
- Spend their money on accommodation
- Make use of a cash advance/withdrawal from a credit card or debit card to pay for trip expenses

## Characteristics of Travelers from Hong Kong to California, 2015

Trip & Traveler Characteristics	All Overseas Visitors to CA* (n = 8,348)	All Visitors from Hong Kong (n = 182)	Leisure Visitors from Hong Kong (n = 99)***
<b>Primary Purpose of Trip</b>			
Vacation/Holidays	54%	19%	31%
Visit Friends/Relatives	18%	43%	70%
Business	13%	20%	-
Convention/Conference	9%	8%	-
Other Purpose	6%	11%	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Vacation/Holidays	67%	44%	55%
Visit Friends/Relatives	34%	61%	83%
Business	17%	24%	2%
Convention/Conference	12%	11%	-
<b>Sources Used to Plan Trip**</b>			
Airline	43%	63%	70%
Online Travel Agency	34%	29%	32%
Personal Recommendation	29%	38%	48%
Travel Agency Office	23%	25%	22%
Travel Guide	15%	11%	16%
Corporate Travel Department	12%	11%	2%
Tour Operator/Travel Club	9%	4%	4%
National/State/City Travel Office	7%	10%	13%
<b>Advance Planning for Trip</b>			
7 days or less	5%	6%	4%
8 - 30 days	24%	27%	20%
31 - 60 days	19%	32%	33%
61 - 90 days	15%	14%	15%
More than 3 Months	38%	21%	29%
Total	100%	100%	100%
Average Planning Time in Days	108 days	71 days	84 days
<b>Advance Airline Reservations</b>			
7 days or less	8%	10%	5%
8 - 30 days	33%	45%	36%
31 - 60 days	20%	23%	30%
61 - 90 days	13%	12%	16%
91 - 120 days	9%	5%	5%
121 - 180 days	10%	5%	8%
6 Months or More	8%	<1%	1%
Total	100%	100%	100%
Average Booking in Days	76 days	49 days	59 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  
(2015 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors to CA* (n = 8,348)	All Visitors from Hong Kong (n = 182)	Leisure Visitors from Hong Kong (n = 99)***
<b>Means of Booking Air Trip**</b>			
Airlines Directly	31%	36%	42%
Internet Booking Service	29%	19%	23%
Travel Agency Office	26%	32%	35%
Corporate Travel Department	12%	16%	2%
Tour Operator/Travel Club	9%	2%	1%
Other	1%	-	-
<b>Main Factor in Selecting Airline</b>			
Airfare	29%	31%	34%
Non-Stop Flights	17%	6%	8%
Convenient Schedule	15%	16%	10%
Previous Good Experience	9%	17%	22%
Mileage Bonus/Frequent Flyer Program	8%	4%	3%
Safety Reputation	9%	11%	11%
Loyalty to Carrier	3%	-	-
In-flight Service Reputation	3%	7%	8%
Employer policy	3%	3%	-
On-time Reputation	2%	2%	2%
Other	3%	3%	1%
Total	100%	100%	100%
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	82%	73%	70%
Premium Economy	10%	7%	8%
Executive/Business	8%	17%	18%
First Class	1%	4%	4%
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	14%	8%	7%
No	86%	92%	94%
Total	100%	100%	100%
<b>Travel Package Includes**</b>			
Attractions/Events/Entertainment	6%	3%	2%
Meals	6%	1%	1%
Bus/Coach	6%	3%	1%
Guided Tours	6%	3%	2%
Rental Car	4%	2%	-
Tour Guide for Entire Trip	5%	1%	1%
Airfare and Accommodation Only	3%	2%	1%
Cruise	2%	5%	5%
Recreation	1%	<1%	1%

\* 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  
(2015 - cont.)**

<b>Trip &amp; Traveler Characteristics</b>	<b>All Overseas Visitors to CA* (n = 8,348)</b>	<b>All Visitors from Hong Kong (n = 182)</b>	<b>Leisure Visitors from Hong Kong (n = 99)***</b>
<b>Travel Companions**</b>			
Traveling Alone	59%	70%	63%
Spouse/Partner	22%	18%	23%
Family/Relatives	15%	9%	14%
Friends	6%	5%	6%
Business Associates	4%	2%	-
Tour Group	1%	1%	1%
<b>Average Travel Party Size</b>	1.7	1.5	1.6
<b>Median Travel Party Size</b>	1.0	1.0	1.0
<b>Type of Lodging**</b>			
Hotel / Motel	73%	55%	48%
Private Home	32%	60%	74%
Other	6%	5%	8%
<b>Length of Stay</b>			
Mean Nights in the U.S.	22.6 nights	21.4 nights	20.8 nights
Mean Nights in California	12.6 nights	17.1 nights	16.1 nights
% of California Nights	52%	80%	77%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	28%	18%	18%
Average Trips to the U.S. in Past Year	1.7 trips	1.8 trips	1.9 trips
<b>Average Number of States Visited</b>	2.0 states	1.7 states	1.6 states
<b>Average Number of Destinations Visited</b>	3.1 dest.	2.3 dest.	2.5 dest.
<b>Places Visited in the U.S.**</b>			
Los Angeles	60%	56%	60%
San Francisco	45%	47%	53%
Las Vegas	30%	20%	21%
New York City	15%	5%	4%
San Diego	14%	7%	5%
Anaheim-Santa Ana	8%	5%	5%
Flagstaff-Grand Canyon-Sedona	7%	4%	4%
San Jose	6%	9%	9%
DC Metro Area	5%	1%	-
Monterey-Salinas	5%	1%	1%
Santa Barbara	4%	-	-
Riverside/San Bernardino	4%	3%	5%
Oahu	3%	-	-
Seattle	3%	7%	8%
Chicago	3%	3%	-
Miami	2%	1%	1%
Sacramento	2%	1%	1%

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**Characteristics of Travelers from Hong Kong to California  
(2015 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors to CA* (n = 8,348)	All Visitors from Hong Kong (n = 182)	Leisure Visitors from Hong Kong (n = 99)***
<b>Activities Experienced While in the U.S.**</b>			
Shopping	87%	87%	92%
Sightseeing	83%	80%	84%
National Parks/Monuments	51%	36%	44%
Small Towns/Countryside	42%	39%	45%
Experience Fine Dining	40%	52%	56%
Amusement/Theme Parks	39%	29%	32%
Historical Locations	34%	31%	35%
Guided Tours	31%	22%	28%
Art Gallery/Museums	33%	26%	27%
Casino/Gamble	24%	27%	30%
Cultural/Ethnic Heritage Sites	20%	20%	24%
Concert/Play/Musical	20%	6%	8%
<b>Transportation While in the U.S.**</b>			
Rented Auto	44%	29%	23%
Air Travel between U.S. Cities	44%	38%	33%
Auto, Private or Company	37%	54%	55%
City Subway/Tram/Bus	31%	37%	31%
Taxicab/Limousine	31%	28%	23%
Bus between Cities	19%	16%	16%
Ferry/River Taxi/Srt. Scenic Cruise	10%	14%	11%
Railroad between Cities	7%	13%	12%
Rented Bicycle/Motorcycle/Moped	5%	9%	2%
Cruise Ship/River Boat 1+ Nights	4%	6%	10%
Motor Home/Camper	2%	6%	5%
<b>Visitor Spending***</b>			
CA Visitor Spending in the U.S. per Visitor	\$3,401	\$3,359	\$2,740
Per Visitor Per Day (CA)	\$157	\$124	\$132
Per Visitor/Trip (California)	\$1,979	\$2,120	\$2,121
<b>Spending by Category (Per Visitor/Trip)</b>			
Accommodations	31.5%	25.2%	11.2%
Air Transportation in the U.S.	5.9%	4.3%	3.7%
Entertainment	12.9%	12.9%	12.1%
Food/Beverages	19.9%	23.0%	21.8%
Gifts/Souvenirs	19.2%	20.7%	19.5%
Ground Transportation in the U.S.	6.3%	9.4%	7.8%
Other	4.2%	4.4%	23.8%

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

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\*\*\*\* 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  
(2015 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors to CA* (n = 8,348)	All Visitors from Hong Kong (n = 182)	Leisure Visitors from Hong Kong (n = 99)**
<b>Payment Method for Trip Expenses</b>			
Purchases Using Credit Card	43%	44%	41%
Cash from Home/Travelers Checks	27%	43%	45%
Cash Adv./Withdrawal Using Credit Card	18%	6%	2%
Cash Adv./Withdrawal Using Debit Card	6%	1%	1%
Purchases Using Debit Card	6%	6%	10%
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	41 years	46 years	52 years
Average Age - Females	38 years	39 years	40 years
<b>Occupation</b>			
Mgmt., Business, Science & Arts	46%	49%	40%
Service Occupations	11%	6%	10%
Student	12%	14%	11%
Sales and Office	11%	6%	4%
Retired	8%	13%	21%
Homemaker	4%	7%	8%
Prod., Trans., & Material Moving	3%	2%	2%
Military/Government	3%	3%	3%
Nat. Res., Const., & Maintenance	3%	1%	<1%
Other	1%	-	-
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	15%	13%	10%
\$20,000 - \$39,999	15%	6%	7%
\$40,000 - \$59,999	15%	11%	6%
\$60,000 - \$79,999	14%	18%	25%
\$80,000 - \$99,999	10%	4%	5%
\$100,000 - \$119,999	10%	11%	4%
\$120,000 - \$139,999	4%	3%	3%
\$140,000 - \$159,999	4%	8%	13%
\$160,000 - \$179,999	3%	3%	-
\$180,000 - \$199,999	1%	-	-
\$200,000 and over	10%	23%	26%
Total	100%	100%	100%
Average Annual Income	\$89,309	\$137,743	\$140,164

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