

CHARACTERISTICS OF TRAVELERS FROM JAPAN TO CALIFORNIA - 2013

Japan was California's third largest overseas market with approximately 536,000 visitors to California in 2013. Collectively visitors from Japan spent approximately \$1.05 billion in California.

Japanese visitors to California during 2013 reported spending \$231 per day during an 8.5 night average stay or approximately \$1,964 per visitor. The average spending for all overseas visitors to California was about \$1,940 (\$159 per day; 12.2 nights in California).

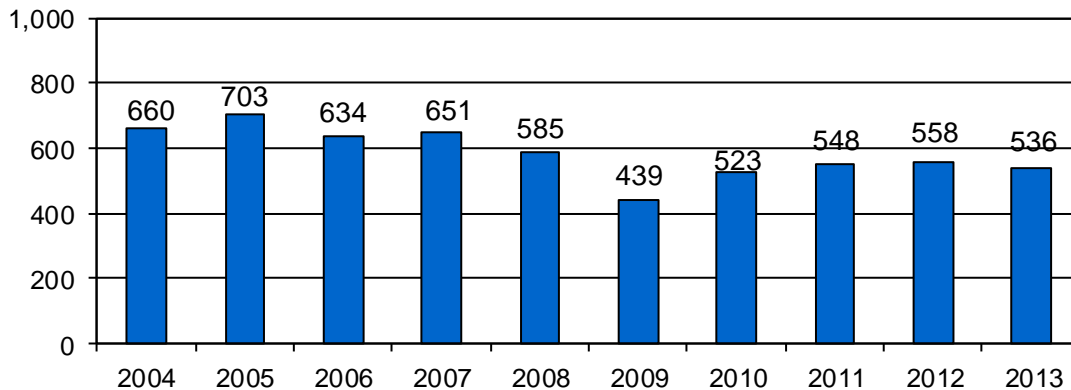
Visitors From Japan

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
2003	3,169,682	18.8%	596,000
2004	3,747,620	17.6%	660,000
2005	3,883,906	18.1%	703,000
2006	3,672,584	17.3%	634,000
2007	3,531,489	18.4%	651,000
2008	3,249,578	18.0%	585,000
2009	2,918,268	15.0%	439,000
2010	3,386,076	15.4%	523,000
2011	3,249,569	16.9%	548,000
2012	3,698,073	15.1%	558,000
2013	3,730,287	14.4%	536,000

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

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

Number of Visitors from Japan to California, 2004-2013 (in 000s)



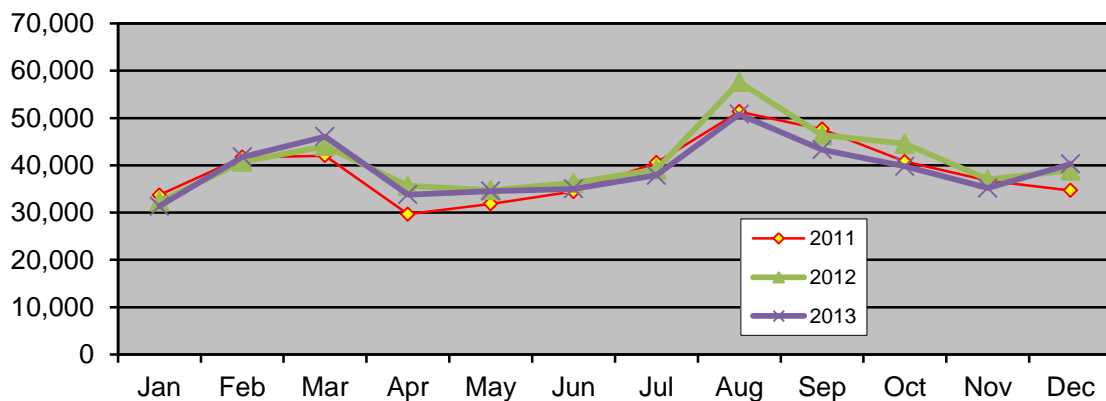
Source: U.S. Dept. of Commerce, National Travel and Tourism Office.

During the 1980s and 1990s Japan was California's top overseas market. However, travel from Japan declined to a 10-year low in 2003 following the 9-11 terrorist attacks and the SARS crisis. Japanese residents have increased short haul travel to other Asian countries in recent years, but travel to the U.S. has not recovered to the pre 9-11 level. In 2009, the number of overseas visitors from Japan to California dropped even lower than the 2003 level, to 439,000 visitors, and the lowest market share in 10 years (15.0%). The number of overseas visitors from Japan to California was 536,000 in 2013 with a further drop in market share to 14.4%. With this, Japan has dropped in rank to California's fourth largest overseas market.

Japanese Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Japan to California were similar in the months of 2013 as in 2012 and 2011. In general, Japanese resident arrivals at California ports-of-entry peaked in August. The lowest volumes were recorded in January and April.

**Residents of Japan
Monthly Port of Entry Arrivals to California
(2011-2013)**



U.S. Department of Homeland Security, I-94 Form; CIC Research, Inc.

Comparisons with Overseas Visitors

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

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

- Travel to California for business/professional purposes
- Make use of a travel agency office to plan and book their trip
- Have decidedly lower trip planning and advance airline booking horizons
- Select an airline due to the Mileage Bonus/Frequent Flyer Program
- Travel in executive or business class
- Travel with business associates
- Have a shorter stay in the U.S. and California
- Spend a greater proportion of their time in California
- Stay in a hotel/motel
- Use a taxicab/limousine for transportation while in the US
- Spend per visitor per day in California
- Spend a higher proportion of their money on accommodation and a lower proportion on entertainment as well as gifts/souvenirs
- Make use of credit card purchases to pay for expenses
- Work in the production, transportation & materials moving industry
- Have a higher average annual household income

Conversely, visitors from Japan are less likely to:

- Travel to California for vacation/holiday purposes
- Use an online travel agency or personal recommendation to plan their trip
- Use an internet booking service to book their trip
- Select an airline due to the airfare
- Travel in economy/tourist/coach class
- Travel with a spouse/partner
- Stay in a private home
- Be on their first trip to the U.S.
- Visit Los Angeles, Las Vegas, San Francisco, and New York City as part of their trip
- Experience all leisure-oriented activities
- Rent an auto and make use of air travel between U.S. cities for transportation while in the US

Characteristics of Travelers from Japan to California – 2013

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from Japan (n = 1,127)	Leisure Visitors from Japan (n = 375)
Primary Purpose of Trip			
Vacation/Holidays	52%	26%	67%
Visit Friends/Relatives	17%	13%	33%
Business	15%	38%	-
Convention/Conference	9%	16%	-
Other Purpose	8%	7%	-
Total	100%	100%	100%
Purpose of Trip**			
Vacation/Holidays	64%	35%	79%
Visit Friends/Relatives	32%	21%	44%
Business	20%	46%	4%
Convention/Conference	12%	20%	1%
Sources Used to Plan Trip**			
Airline	43%	43%	45%
Online Travel Agency	31%	14%	24%
Travel Agency Office	26%	35%	29%
Personal Recommendation	26%	13%	23%
Travel Guide	15%	14%	26%
Corporate Travel Department	14%	11%	7%
Tour Operator/Travel Club	9%	4%	6%
National/State/City Travel Office	8%	3%	5%
Advance Planning for Trip			
7 days or less	5%	7%	3%
8 - 30 days	27%	41%	19%
31 - 60 days	17%	23%	29%
61 - 90 days	14%	15%	25%
More than 3 Months	36%	14%	25%
Total	100%	100%	100%
Average Planning Time in Days	105 days	60 days	84 days
Advance Airline Reservations			
7 days or less	10%	14%	7%
8 - 30 days	35%	48%	27%
31 - 60 days	17%	21%	29%
61 - 90 days	13%	10%	20%
91 - 120 days	8%	3%	7%
121 - 180 days	9%	4%	9%
6 Months or More	7%	1%	2%
Total	100%	100%	100%
Average Booking in Days	72 days	42 days	66 days

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

** Multiple response question. Table may add to more than 100%.

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

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

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from Japan (n = 1,127)	Leisure Visitors from Japan (n = 375)
Means of Booking Air Trip**			
Travel Agency Office	31%	40%	34%
Airlines Directly	28%	23%	36%
Internet Booking Service	24%	16%	24%
Corporate Travel Department	15%	18%	<1%
Tour Operator/Travel Club	9%	5%	8%
Other	2%	1%	1%
Main Factor in Selecting Airline			
Airfare	29%	10%	16%
Non-Stop Flights	17%	16%	15%
Convenient Schedule	15%	13%	13%
Mileage Bonus/Frequent Flyer Program	9%	23%	21%
Previous Good Experience	9%	9%	9%
Safety Reputation	6%	7%	8%
Loyalty to Carrier	4%	4%	4%
Employer policy	3%	7%	3%
In-flight Service Reputation	3%	6%	5%
On-time Reputation	2%	4%	5%
Other	4%	2%	2%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	79%	48%	60%
Executive/Business	10%	32%	23%
Premium Economy	10%	17%	15%
First Class	1%	3%	3%
Total	100%	100%	100%
Use of Package			
Yes	15%	16%	28%
No	85%	84%	72%
Total	100%	100%	100%
Travel Package Includes**			
Airfare and Accommodation Only	3%	5%	7%
Attractions/Events/Entertainment	7%	6%	11%
Bus/Coach	7%	5%	10%
Cruise	2%	2%	3%
Guided Tours	6%	6%	12%
Meals	6%	6%	13%
Recreation	1%	1%	2%
Rental Car	5%	1%	1%
Tour Guide for Entire Trip	4%	4%	8%

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

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

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from Japan (n = 1,127)	Leisure Visitors from Japan (n = 375)
Travel Companions**			
Traveling Alone	61%	66%	48%
Spouse/Partner	21%	10%	26%
Family/Relatives	13%	8%	20%
Friends	6%	4%	8%
Business Associates	4%	14%	1%
Tour Group	1%	1%	1%
Average Travel Party Size	1.6	1.5	1.7
Median Travel Party Size	1.0	1.0	2.0
Type of Lodging**			
Hotel / Motel	76%	88%	75%
Private Home	27%	15%	33%
Other	6%	3%	4%
Length of Stay			
Mean Nights in the U.S.	22.5 nights	10.4 nights	8.8 nights
Mean Nights in California	12.2 nights	8.5 nights	7.3 nights
% of California Nights	54%	82%	83%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	28%	10%	15%
Average Trips to the U.S. in Past Year	1.7 trips	2.5 trips	1.9 trips
Average Number of States Visited	2.0 states	1.4 states	1.4 states
Average Number of Destinations Visited	3.0 dest.	1.9 dest.	2.1 dest.
Places Visited in the U.S.**			
Los Angeles	59%	41%	49%
San Francisco	47%	30%	34%
Las Vegas	30%	9%	14%
New York City	16%	5%	3%
San Diego	13%	14%	13%
Anaheim-Santa Ana	8%	11%	16%
Flagstaff-Grand Canyon-Sedona	7%	2%	6%
San Jose	6%	12%	4%
DC Metro Area	4%	2%	-
Monterey-Salinas	4%	1%	2%
Oahu	4%	4%	10%
Santa Barbara	3%	2%	2%
Riverside/San Bernardino	3%	2%	2%
Chicago	3%	3%	1%
Seattle	3%	2%	<1%
Sacramento	3%	2%	3%
Miami	3%	1%	-

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

** Multiple response question. Table may add to more than 100%.

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

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

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from Japan (n = 1,127)	Leisure Visitors from Japan (n = 375)
Activities Experienced While in the U.S.**			
Shopping	88%	81%	84%
Sightseeing	84%	74%	88%
National Parks/Monuments	49%	23%	33%
Experience Fine Dining	43%	39%	41%
Small Towns/Countryside	41%	15%	19%
Amusement/Theme Parks	38%	19%	30%
Historical Locations	37%	16%	23%
Guided Tours	33%	15%	26%
Art Gallery/Museums	30%	14%	18%
Casino/Gamble	25%	11%	12%
Cultural/Ethnic Heritage Sites	21%	9%	11%
Concert/Play/Musical	20%	10%	11%
Transportation While in the U.S.**			
Air Travel between U.S. Cities	46%	33%	31%
Rented Auto	43%	32%	28%
Auto, Private or Company	37%	32%	35%
City Subway/Tram/Bus	33%	27%	33%
Taxicab/Limousine	33%	48%	36%
Bus between Cities	18%	18%	25%
Ferry/River Taxi/Srt. Scenic Cruise	12%	4%	5%
Railroad between Cities	8%	9%	13%
Rented Bicycle/Motorcycle/Moped	5%	3%	4%
Cruise Ship/River Boat 1+ Nights	4%	1%	1%
Motor Home/Camper	2%	<1%	-
Visitor Spending***			
CA Visitor Spending in the U.S. per Visitor	\$3,577	\$2,403	\$1,602
Per Visitor Per Day (CA)	\$159	\$231	\$182
Per Visitor/Trip (California)	\$1,940	\$1,964	\$1,329
Spending by Category (Per Visitor/Trip)			
Accommodations	29.1%	48.4%	27.0%
Air Transportation in the U.S.	6.9%	4.3%	3.4%
Entertainment	12.2%	7.1%	13.4%
Food/Beverages	17.8%	17.8%	20.1%
Gifts/Souvenirs	21.9%	13.2%	25.3%
Ground Transportation in the U.S.	5.6%	5.7%	6.4%
Other	6.3%	3.3%	4.7%

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

** Multiple response question. Table may add to more than 100%.

*** 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 Japan to California
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from Japan (n = 1,127)	Leisure Visitors from Japan (n = 375)
Payment Method for Trip Expenses			
Purchases Using Credit Card	44%	54%	46%
Cash from Home/Travelers Checks	26%	26%	36%
Cash Adv./Withdrawal Using Credit Card	18%	18%	14%
Cash Adv./Withdrawal Using Debit Card	7%	2%	3%
Purchases Using Debit Card	6%	1%	1%
Total	100%	100%	100%
Age			
Average Age - Males	42 years	46 years	45 years
Average Age - Females	39 years	41 years	43 years
Occupation			
Mgmt., Business, Science, & Arts	44%	41%	24%
Service Occupations	11%	9%	14%
Student	11%	6%	9%
Sales and Office	10%	14%	14%
Retired	8%	5%	10%
Homemaker	5%	7%	19%
Prod., Trans., & Material Moving	4%	14%	5%
Military/Government	4%	1%	2%
Nat. Res., Const., & Maintenance	3%	2%	2%
Other	2%	1%	2%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	15%	5%	4%
\$20,000 - \$39,999	14%	6%	12%
\$40,000 - \$59,999	14%	9%	16%
\$60,000 - \$79,999	12%	11%	15%
\$80,000 - \$99,999	10%	14%	12%
\$100,000 - \$119,999	8%	17%	13%
\$120,000 - \$139,999	6%	7%	3%
\$140,000 - \$159,999	5%	6%	4%
\$160,000 - \$179,999	3%	4%	2%
\$180,000 - \$199,999	3%	3%	1%
\$200,000 and over	12%	20%	19%
Total	100%	100%	100%
Average Annual Income	\$100,889	\$135,054	\$132,464

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

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