CHARACTERISTICS OF TRAVELERS FROM MALAYSIA TO CALIFORNIA - 2007

Malaysia was one of California's overseas markets with approximately 30,000 visitors to California in 2007. Collectively visitors from Malaysia spent approximately $43 million in California.

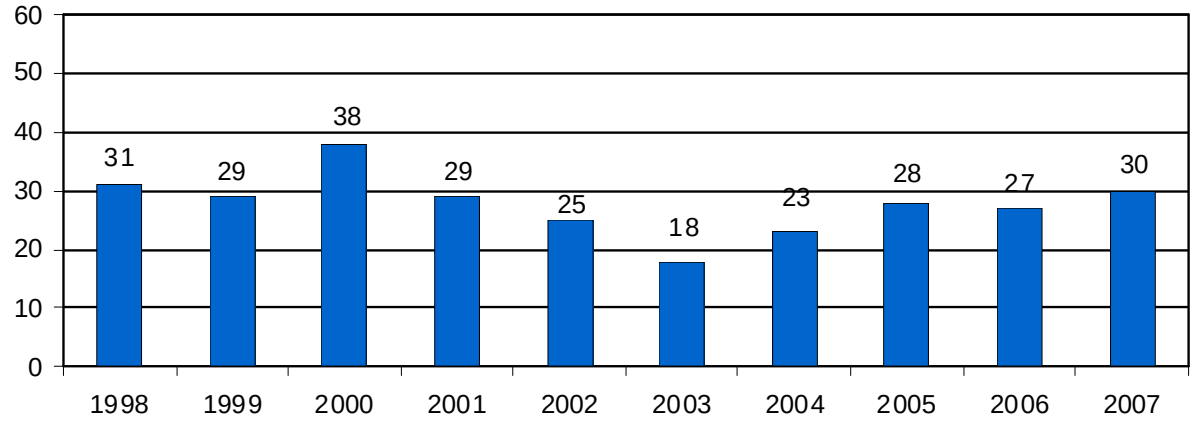
Malaysian visitors to California during 2007 reported spending $151 per day during a 9.5 night average stay or approximately $1,435 per visitor. The average spending for all overseas visitors to California was about $1,166 ($111 per day; 10.5 nights in California).

Visitors From Malaysia

Year	Total U.S. Arrivals[1]	California Market Share[2]	Visitors to California (est.)
1998	48,974	63.7%	31,000
1999	59,785	49.0%	29,000
2000	74,507	51.5%	38,000
2001	52,396	55.1%	29,000
2002	40,750	60.9%	25,000
2003	34,274	51.6%	18,000
2004	45,396	50.6%	23,000
2005	51,442	54.8%	28,000
2006	50,597	53.4%	27,000
2007	55,762	54.1%	30,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.
2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

Number of Visitors from Malaysia to CA, 1998-2007 (in 000s)



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

After reaching a peak of 38,000 visitors to California from Malaysia in 2000, visitor volume then dropped for the next three years to a low of just 18,000 in 2003. Since then, volumes have risen back to 30,000 visitors to California from Malaysia in 2007.

Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Malaysia 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 Malaysia are more likely to:

- Travel to California for business purposes
- Consult a travel agent when planning and booking their trip
- Have decidedly lower trip planning and advance airline booking horizons
- Select an airline due to employer policy
- Book their air trip through a travel agent
- Travel in executive or business class
- Travel with business associates
- Stay in a hotel or other form of paid lodging
- Visit Los Angeles as part of their trip
- Use a taxi or limousine for transportation in the U.S.
- Have a lower average annual household income

Conversely, visitors from Malaysia are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Use a personal computer to book their air trip
- Fly in economy/tourist/coach class
- Stay in a private home
- Visit San Francisco as part of their trip
- Experience activities that are more culture-oriented, such as visiting historical places, small towns, national parks, cultural heritage sites, and art galleries and museums

Characteristics of Travelers from Malaysia to California – 2007

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Malaysia (n = 376)	Leisure Visitors from Malaysia (n = 107)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	37%	19%	58%
Visit Friends/Relatives	20	14	42
Business/Professional	31	50	-
Convention/Conference	8	16	-
Other Purpose	4	1	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	55%	43%	73%
Visit Friends/Relatives	38	32	58
Business/Professional	35	54	6
Convention/Conference	13	23	2
Sources Used to Plan Trip**			
Airlines Directly	19%	22%	24%
Corporate Travel Department	12	17	1
Personal Computer	36	31	48
Friends/Relatives	15	17	32
Newspapers/Magazines	3	5	9
State/City Travel Office	3	3	2
Tour Company	5	5	7
Travel Agency	48	57	49
Travel Guides	9	9	12
Advance Planning for Trip			
7 days or less	9%	10%	6%
8 - 30 days	36	55	38
31 - 60 days	20	17	20
61 - 90 days	11	11	21
More than 3 Months	25	4	9
Total	100%	100%	100%
Average Planning Time in Days	81	43	65
Advance Airline Reservations			
7 days or less	16%	22%	17%
8 - 30 days	43	58	44
31 - 60 days	16	13	25
61 - 90 days	8	5	8
91 - 120 days	6	1	4
121 - 180 days	6	1	2
6 Months or More	5	-	-
Total	100%	100%	100%
Average Booking in Days	55	27	39

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.
** Multiple response question. Table may add to more than 100%.
Sources: International Trade Administration Office of Travel and Tourism Industries "Survey of International Air Travelers."

Characteristics of Travelers from Malaysia to California (2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Malaysia (n = 376)	Leisure Visitors from Malaysia (n = 107)
Means of Booking Air Trip			
Airlines Directly	10%	13%	27%
Corporate Travel Department	12	19	3
Personal Computer	18	4	8
Travel Agent	54	63	61
Travel Club	-	-	-
Tour Operator	4	0	-
Other/Don't Know	2	2	1
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	24%	19%	27%
Schedule	16	10	12
Non-Stop Flight	12	4	8
Mileage Bonus/Frequent Flyer Program	11	10	8
Previous Good Experience	9	10	7
Safety Reputation	7	11	12
Airline Loyalty	5	5	10
In-flight Service	5	11	8
Employer policy	4	14	3
Other	6	6	6
Airline Seating Area			
Economy/Tourist/Coach	78%	50%	73%
Executive/Business	19	40	15
First Class	4	10	12
Total	100%	100%	100%
Use of Package			
Yes	13%	8%	9%
No	87	93	91
Total	100%	100%	100%
Advance Package Booking			
7 days or less	5%	16%	12%
8 - 30 days	32	67	47
31 - 60 days	18	6	17
61 - 90 days	11	4	12
91 - 120 days	11	-	-
121 - 180 days	8	8	13
6 Months or More	15	-	-
Total	100%	100%	100%

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Sources: International Trade Administration Office of Travel and Tourism Industries "Survey of International Air Travelers."

Characteristics of Travelers from Malaysia to California
(2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Malaysia (n = 376)	Leisure Visitors from Malaysia (n = 107)
Travel Companions**			
Business Associates	12%	23%	1%
Family/Relatives	23	23	58
Friends	9	6	6
Spouse	25	20	42
Tour Group	2	0	1
Traveling Alone	41	42	24
Average Travel Party Size	1.5	1.5	2.1
Type of Lodging**			
Hotel / Motel	78%	86%	78%
Private Home	29	20	37
Other	3	4	5
Length of Stay			
Mean Nights in the U.S.	19.2	19.2	20.4
Mean Nights in California	10.5	9.5	12.5
% of California Nights	55%	49%	61%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	21%	24%	22%
Average Trips to the U.S. in Past Year	2.0	1.7	1.4
Average Trips to the U.S. in Past 5 Years	6.6	4.6	3.8
Average Number of States Visited	2.0	2.0	1.9
Average Number of Destinations Visited	2.7	2.7	3.1
Places Visited in the U.S.**			
Los Angeles	51%	67%	78%
San Francisco	44	25	36
Las Vegas	23	20	35
New York City	15	9	10
San Diego	12	12	19
San Jose	8	12	4
Anaheim	8	10	21
Grand Canyon	4	4	7
Chicago	4	5	1
Yosemite	3	1	1
DC Metro Area	3	3	1
Seattle	3	3	3
Monterey	3	2	3
Sacramento	3	4	5
Riverside/San Bernardino	2	2	3
Oahu/Honolulu	2	1	3
Miami	2	1	1
Oakland	2	2	1

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Characteristics of Travelers from Malaysia to California
(2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Malaysia (n = 376)	Leisure Visitors from Malaysia (n = 107)
Activities Experienced While in the U.S.**			
Shopping	86%	91%	95%
Dining Out	86	83	78
Sightseeing in Cities	51	52	63
Historical Places	37	29	40
Amusement/Theme Parks	33	41	69
Visiting Small Towns	31	21	28
National Parks	30	14	21
Touring Countryside	27	23	25
Cultural Heritage Sites	24	11	13
Casinos/Gambling	23	16	30
Art Gallery/Museum	21	11	11
Guided Tours	21	15	19
Transportation While in the U.S.**			
Taxi/Limousine	41%	55%	43%
Airlines in U.S.	38	45	37
Rented Auto	36	41	42
Company or Private Auto	31	23	34
City Subway/Tram/Bus	21	15	19
Railroad between Cities	10	7	8
Bus between Cities	9	7	9
Motor Home/Camper	2	1	2
Spending by Category (Per Visitor/Trip)			
Lodging	$657	$894	$477
Food/Beverages	399	477	568
Gifts/Souvenirs	364	569	696
Transportation in the U.S.	336	463	354
Entertainment	194	252	388
Expenses at the Airport	37	38	30
Other	148	202	183
Total Spending Per Visitor/Trip	**$2,135**	**$2,894**	**$2,696**
Visitor Spending in the U.S.			
Per Travel Party Per Trip	$3,235	$4,364	$5,570
Per Visitor/Trip	2,135	2,894	2,696
Per Person Per Day	111	151	132

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Sources: International Trade Administration Office of Travel and Tourism Industries "Survey of International Air Travelers."

Characteristics of Travelers from Malaysia to California (2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Malaysia (n = 376)	Leisure Visitors from Malaysia (n = 107)
Payment Method for Trip Expenses			
Credit Cards	54%	53%	36%
Cash	39	43	61
Debit Cards	5	2	1
Travelers Checks	3	3	1
Total	100%	100%	100%
Age			
Average Age - Males	43.3	42.2	45.5
Average Age - Females	39.6	40.0	42.8
Occupation			
Manager/Executive	37%	50%	39%
Professional/Technical	34	34	27
Student	7	1	3
Clerical/Sales	7	1	0
Retired	6	4	10
Other	10	10	22
Total	100%	100%	100%
Annual Household Income			
Under $20,000	8%	13%	12%
$20,000 - $39,999	11	19	18
$40,000 - $59,999	13	17	12
$60,000 - $79,999	13	9	12
$80,000 - $99,999	12	8	7
$100,000 - $119,999	10	13	15
$120,000 - $139,999	7	6	7
$140,000 - $159,999	5	2	1
$160,000 - $179,999	3	1	1
$180,000 - $199,999	3	1	1
$200,000 and over	16	11	15
Total	100%	100%	100%
Average Annual Income	$101,300	$80,800	$89,300

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.
Sources: International Trade Administration Office of Travel and Tourism Industries "Survey of International Air Travelers."