CHARACTERISTICS OF TRAVELERS FROM THE PHILIPPINES TO CALIFORNIA - 2007

The Philippines was one of California's large overseas markets with approximately 106,000 visitors to California in 2007. Collectively visitors from the Philippines spent approximately $121 million in California.

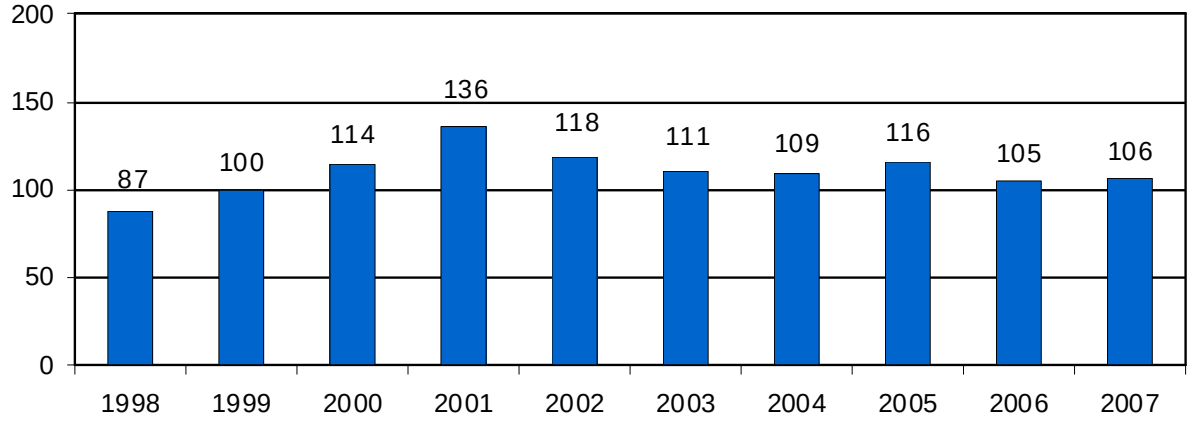
Philippines visitors to California during 2007 reported spending $58 per day during a 19.7 night average stay or approximately $1,143 per visitor. The average spending for all overseas visitors to California was about $1,166 ($111 per day; 10.5 nights in California).

Visitors From The Philippines

Year	Total U.S. Arrivals[1]	California Market Share[2]	Visitors to California (est.)
1997	132,285	75.4%	100,000
1998	117,116	74.3%	87,000
1999	144,678	69.1%	100,000
2000	168,053	67.8%	114,000
2001	180,549	75.3%	136,000
2002	173,203	68.1%	118,000
2003	134,338	82.6%	111,000
2004	143,962	75.7%	109,000
2005	153,821	75.4%	116,000
2006	153,887	68.5%	105,000
2007	171,829	61.7%	106,000

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 the Philippines to CA, 1998-2007 (in 000s)

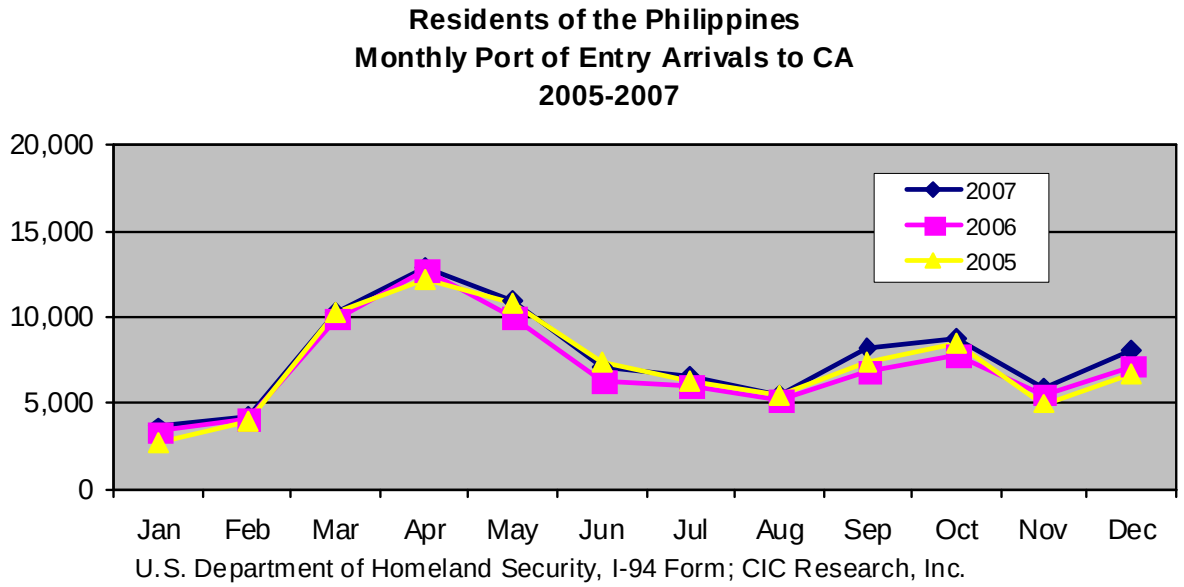


Source: International Trade Administration, Office of Travel and Tourism Industries.

The last 10 years have been fairly consistent in terms of visitors to California from the Philippines. Residents from the Philippines visiting California were at their lowest in 1998 (87,000) and at their peak in 2001 (136,000). It is unusual for a country to report peak visitation to the U.S. and to California in 2001 – the year of the 9-11 terrorist attacks. However, for most of the last decade visitation to California from the Philippines has remained just a little over the 100,000 visitor level.

Philippines Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from the Philippines to California were consistent in 2007 compared with 2005 and 2006. In general, Philippines resident arrivals at California ports-of-entry peaked in April of each year. The lowest volumes were recorded in January, and February.



Comparisons with Overseas Visitors

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

- Travel to California to visit friends or relatives
- Plan their trip using information directly from airlines and friends or relatives
- Have decidedly lower trip planning and advance airline booking horizons
- Book their air trip through a travel agent
- Select an airline due to airfare
- Travel with friends or relatives
- Stay in a private home
- Stay significantly longer in the U.S. and California
- Visit Los Angeles as part of their trip
- Experience activities that are more leisure-oriented, such as shopping, sightseeing in cities, visiting historical places, amusement/theme parks, national parks, and casinos
- Use a company or private auto for transportation while in the U.S.
- Spend a higher percentage of their travel dollar on gifts or souvenirs
- Spend a lower percentage of their travel dollar on lodging
- Use cash to pay for trip expenses
- Have a lower average annual household income

Conversely, visitors from the Philippines are less likely to:

- Travel to California for business purposes
- Use a personal computer for trip planning information or to book their air trip
- Mention a non-stop flight as a main factor in selecting an airline
- Use a travel package
- Stay in a hotel or other paid lodging
- Use a taxi/limousine rented auto for transportation while in the U.S.
- Use credit cards to pay for trip expenses

Characteristics of Travelers from the Philippines to California – 2007

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from the Philippines (n = 123)
Primary Purpose of Trip		
Leisure/Recreation/Holidays	37%	31%
Visit Friends/Relatives	20	44
Business/Professional	31	18
Convention/Conference	8	6
Other Purpose	4	3
Total	100%	100%
Purpose of Trip**		
Leisure/Recreation/Holidays	55%	72%
Visit Friends/Relatives	38	75
Business/Professional	35	20
Convention/Conference	13	6
Sources Used to Plan Trip**		
Airlines Directly	19%	31%
Corporate Travel Department	12	3
Personal Computer	36	19
Friends/Relatives	15	27
Newspapers/Magazines	3	6
State/City Travel Office	3	2
Tour Company	5	3
Travel Agency	48	56
Travel Guides	9	8
Advance Planning for Trip		
7 days or less	9%	9%
8 - 30 days	36	54
31 - 60 days	20	15
61 - 90 days	11	11
More than 3 Months	25	9
Total	100%	100%
Average Planning Time in Days	81	58
Advance Airline Reservations		
7 days or less	16%	24%
8 - 30 days	43	63
31 - 60 days	16	4
61 - 90 days	8	2
91 - 120 days	6	2
121 - 180 days	6	5
6 Months or More	5	1
Total	100%	100%
Average Booking in Days	55	32

* 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 the Philippines to California (2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from the Philippines (n = 123)
Means of Booking Air Trip		
Airlines Directly	10%	15%
Corporate Travel Department	12	7
Personal Computer	18	5
Travel Agent	54	71
Travel Club	-	3
Tour Operator	4	-
Other/Don't Know	2	0
Total	100%	100%
Main Factor in Selecting Airline		
Airfare	24%	43%
Schedule	16	12
Non-Stop Flight	12	1
Mileage Bonus/Frequent Flyer Program	11	6
Previous Good Experience	9	17
Safety Reputation	7	2
Airline Loyalty	5	2
In-flight Service	5	5
Employer policy	4	3
Other	6	8
Airline Seating Area		
Economy/Tourist/Coach	78%	80%
Executive/Business	19	17
First Class	4	3
Total	100%	100%
Use of Package		
Yes	13%	3%
No	87	97
Total	100%	100%
Advance Package Booking		
7 days or less	5%	-
8 - 30 days	32	100%
31 - 60 days	18	-
61 - 90 days	11	-
91 - 120 days	11	-
121 - 180 days	8	-
6 Months or More	15	-
Total	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 the Philippines to California (2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from the Philippines (n = 123)
Travel Companions**		
Business Associates	12%	3%
Family/Relatives	23	42
Friends	9	2
Spouse	25	31
Tour Group	2	-
Traveling Alone	41	42
Average Travel Party Size	1.5	1.6
Type of Lodging**		
Hotel / Motel	78%	55%
Private Home	29	72
Other	3	-
Length of Stay		
Mean Nights in the U.S.	19.2	37.9
Mean Nights in California	10.5	19.7
% of California Nights	55%	52%
Prior Visitation to the U.S.		
First Trip to the U.S. (% Yes)	21%	18%
Average Trips to the U.S. in Past Year	2.0	1.5
Average Trips to the U.S. in Past 5 Years	6.6	4.2
Average Number of States Visited	2.0	2.2
Average Number of Destinations Visited	2.7	3.1
Places Visited in the U.S.**		
Los Angeles	51%	64%
San Francisco	44	46
Las Vegas	23	32
New York City	15	10
San Diego	12	9
San Jose	8	6
Anaheim	8	11
Grand Canyon	4	3
Chicago	4	10
Yosemite	3	-
DC Metro Area	3	3
Seattle	3	2
Monterey	3	2
Sacramento	3	6
Riverside/San Bernardino	2	2
Oahu/Honolulu	2	0
Miami	2	2
Oakland	2	7

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** 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 the Philippines to California (2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from the Philippines (n = 123)
Activities Experienced While in the U.S.**		
Shopping	86%	97%
Dining Out	86	93
Sightseeing in Cities	51	73
Historical Places	37	49
Amusement/Theme Parks	33	57
Visiting Small Towns	31	37
National Parks	30	40
Touring Countryside	27	34
Cultural Heritage Sites	24	19
Casinos/Gambling	23	37
Art Gallery/Museum	21	27
Guided Tours	21	15
Transportation While in the U.S.**		
Taxi/Limousine	41%	19%
Airlines in U.S.	38	46
Rented Auto	36	22
Company or Private Auto	31	57
City Subway/Tram/Bus	21	23
Railroad between Cities	10	4
Bus between Cities	9	12
Motor Home/Camper	2	9
Spending by Category (Per Visitor/Trip)		
Lodging	$657	$350
Food/Beverages	399	384
Gifts/Souvenirs	364	649
Transportation in the U.S.	336	368
Entertainment	194	225
Expenses at the Airport	37	14
Other	148	194
Total Spending Per Visitor/Trip	**$2,135**	**$2,183**
Visitor Spending in the U.S.		
Per Travel Party Per Trip	$3,235	$3,410
Per Visitor/Trip	2,135	2,183
Per Person Per Day	111	58

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** 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 the Philippines to California (2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from the Philippines (n = 123)
Payment Method for Trip Expenses		
Credit Cards	54%	29%
Cash	39	65
Debit Cards	5	4
Travelers Checks	3	2
Total	100%	100%
Age		
Average Age - Males	43.3	44.7
Average Age - Females	39.6	38.1
Occupation		
Manager/Executive	37%	49%
Professional/Technical	34	29
Student	7	10
Clerical/Sales	7	1
Retired	6	4
Other	10	7
Total	100%	100%
Annual Household Income		
Under $20,000	8%	16%
$20,000 - $39,999	11	28
$40,000 - $59,999	13	11
$60,000 - $79,999	13	12
$80,000 - $99,999	12	10
$100,000 - $119,999	10	3
$120,000 - $139,999	7	2
$140,000 - $159,999	5	2
$160,000 - $179,999	3	6
$180,000 - $199,999	3	-
$200,000 and over	16	10
Total	100%	100%
Average Annual Income	$101,300	$73,400

* 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."