

## CHARACTERISTICS OF TRAVELERS FROM SINGAPORE TO CALIFORNIA - 2007

Singapore was one of California's overseas markets with approximately 75,000 visitors to California in 2007. Collectively visitors from Singapore spent approximately \$142 million in California.

Singapore visitors to California during 2007 reported spending \$171 per day during an 11.1 night average stay or approximately \$1,898 per visitor. The average spending for all overseas visitors to California was about \$1,166 (\$111 per day; 10.5 nights in California).

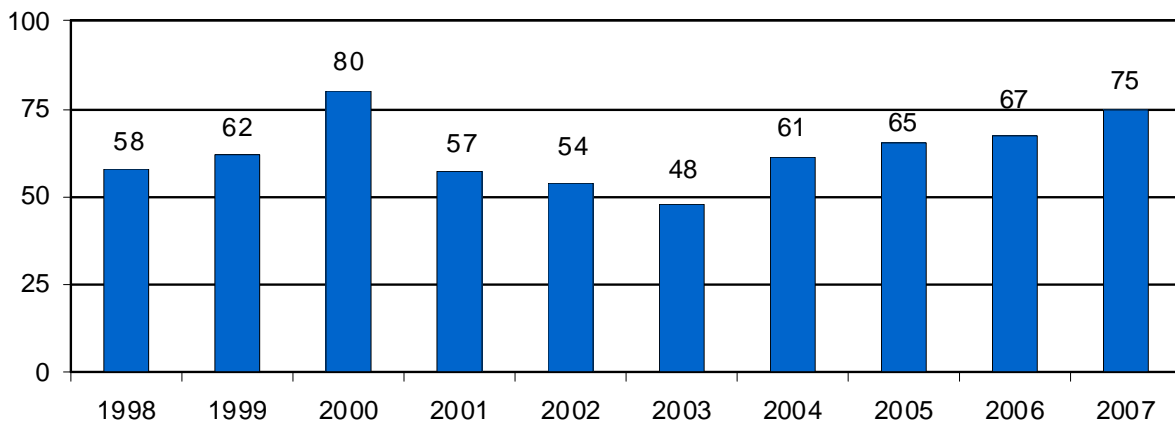
### Visitors From Singapore

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
1997	124,238	58.8%	33,000
1998	102,240	56.7%	58,000
1999	118,476	52.2%	62,000
2000	136,439	58.6%	80,000
2001	99,010	57.8%	57,000
2002	97,259	55.1%	54,000
2003	87,525	55.4%	48,000
2004	106,527	57.5%	61,000
2005	115,939	56.4%	65,000
2006	122,995	54.8%	67,000
2007	135,209	55.5%	75,000

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 Singapore to CA, 1998-2007 (in 000s)



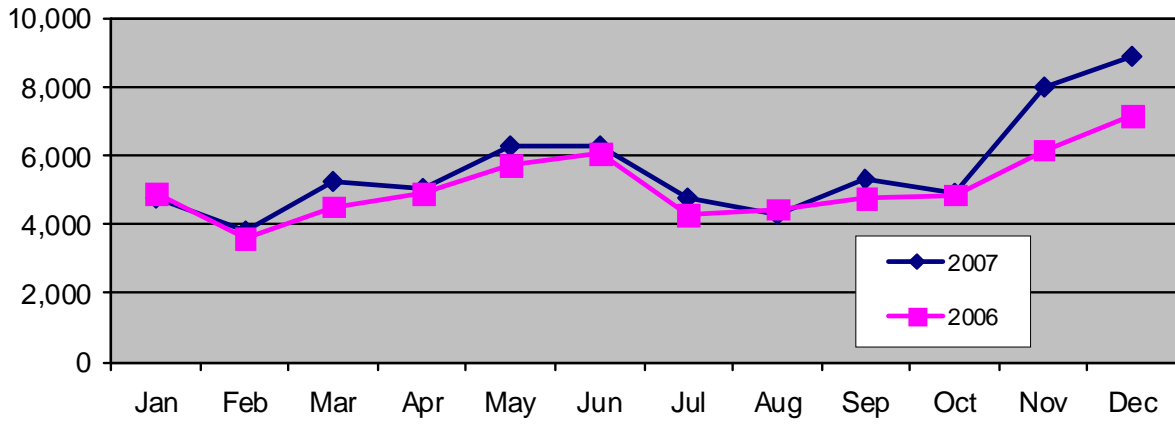
Source: International Trade Administration, Office of Travel and Tourism Industries.

In the past 10 years, the volume of visitors to California from Singapore peaked at its highest level at 80,000 visitors in the year 2000. The volume of visitors then dropped precipitously to 48,000 in 2003 and has risen slowly, but consistently since then to the 2007 level of 75,000 visitors.

### Singapore Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Singapore to California were at times higher in 2007 compared with 2006. In general, Singapore resident arrivals at California ports-of-entry peaked in November and December. The lowest volumes were recorded in February and July of each year.

**Residents of Singapore  
Monthly Port of Entry Arrivals to CA  
2006-2007**



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

## Comparisons with Overseas Visitors

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

- Travel to California for business purposes
- Use information directly from airlines to plan their trip
- Have decidedly lower trip planning and advance airline booking horizons
- Select an airline due to its safety reputation
- Mention in-flight service as a main factor in selecting an airline
- Fly in executive or business class
- Visit amusement or theme parks
- Use a taxi/limousine for transportation while in the U.S.
- Be in a managerial or executive position
- Have a higher average annual household income

Conversely, visitors from Singapore are less likely to:

- Travel to California to visit friends or relatives
- Mention airfare, schedule, or a non-stop flight as a main factor in selecting an airline
- Fly in economy/tourist/coach class
- Experience activities that are more culture-oriented, such as visiting small towns, cultural heritage sites, and art galleries and museums
- Use a company or private auto for transportation while in the U.S.

## Characteristics of Travelers from Singapore to California – 2007

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Singapore (n = 335)	Leisure Visitors from Singapore (n = 115)
<b>Primary Purpose of Trip</b>			
Leisure/Recreation/Holidays	37%	35%	77%
Visit Friends/Relatives	20	10	23
Business/Professional	31	43	-
Convention/Conference	8	9	-
Other Purpose	4	4	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Leisure/Recreation/Holidays	55%	60%	85%
Visit Friends/Relatives	38	32	43
Business/Professional	35	49	8
Convention/Conference	13	16	3
<b>Sources Used to Plan Trip**</b>			
Airlines Directly	19%	31%	41%
Corporate Travel Department	12	19	1
Personal Computer	36	37	43
Friends/Relatives	15	15	25
Newspapers/Magazines	3	6	13
State/City Travel Office	3	3	1
Tour Company	5	8	13
Travel Agency	48	47	35
Travel Guides	9	9	12
<b>Advance Planning for Trip</b>			
7 days or less	9%	9%	6%
8 - 30 days	36	44	34
31 - 60 days	20	26	33
61 - 90 days	11	8	9
More than 3 Months	25	9	14
Total	100%	100%	100%
Average Planning Time in Days	81	60	77
<b>Advance Airline Reservations</b>			
7 days or less	16%	16%	9%
8 - 30 days	43	59	60
31 - 60 days	16	15	16
61 - 90 days	8	5	4
91 - 120 days	6	2	3
121 - 180 days	6	4	8
6 Months or More	5	1	-
Total	100%	100%	100%
Average Booking in Days	55	36	43

\* 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 Singapore to California  
(2007 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Singapore (n = 335)	Leisure Visitors from Singapore (n = 115)
<b>Means of Booking Air Trip</b>			
Airlines Directly	10%	15%	28%
Corporate Travel Department	12	20	8
Personal Computer	18	11	18
Travel Agent	54	49	36
Travel Club	-	-	-
Tour Operator	4	4	9
Other/Don't Know	2	2	1
Total	100%	100%	100%
<b>Main Factor in Selecting Airline</b>			
Airfare	24%	4%	7%
Schedule	16	6	1
Non-Stop Flight	12	2	1
Mileage Bonus/Frequent Flyer Program	11	6	6
Previous Good Experience	9	17	14
Safety Reputation	7	32	32
Airline Loyalty	5	7	11
In-flight Service	5	17	19
Employer policy	4	6	4
Other	6	3	5
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	78%	62%	74%
Executive/Business	19	33	21
First Class	4	5	5
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	13%	12%	18%
No	87	88	82
Total	100%	100%	100%
<b>Advance Package Booking</b>			
7 days or less	5%	7%	4%
8 - 30 days	32	49	39
31 - 60 days	18	21	26
61 - 90 days	11	13	17
91 - 120 days	11	6	9
121 - 180 days	8	2	-
6 Months or More	15	3	5
Total	100%	100%	100%

\* 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."

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

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Singapore (n = 335)	Leisure Visitors from Singapore (n = 115)
<b>Travel Companions**</b>			
Business Associates	12%	11%	-
Family/Relatives	23	30	65%
Friends	9	5	8
Spouse	25	20	38
Tour Group	2	2	3
Traveling Alone	41	44	15
<b>Average Travel Party Size</b>	1.5	1.6	2.4
<b>Type of Lodging**</b>			
Hotel / Motel	78%	85%	81%
Private Home	29	20	29
Other	3	1	1
<b>Length of Stay</b>			
Mean Nights in the U.S.	19.2	17.2	19.8
Mean Nights in California	10.5	11.1	12.9
% of California Nights	55%	65%	65%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	21%	22%	26%
Average Trips to the U.S. in Past Year	2.0	2.0	1.7
Average Trips to the U.S. in Past 5 Years	6.6	6.3	4.8
<b>Average Number of States Visited</b>	2.0	1.9	1.8
<b>Average Number of Destinations Visited</b>	2.7	2.7	3.0
<b>Places Visited in the U.S.**</b>			
Los Angeles	51%	49%	66%
San Francisco	44	52	49
Las Vegas	23	26	42
New York City	15	8	6
San Diego	12	10	9
San Jose	8	13	10
Anaheim	8	13	21
Grand Canyon	4	4	8
Chicago	4	6	2
Yosemite	3	2	2
DC Metro Area	3	1	-
Seattle	3	3	2
Monterey	3	2	3
Sacramento	3	4	7
Riverside/San Bernardino	2	2	4
Oahu/Honolulu	2	2	5
Miami	2	2	2
Oakland	2	4	2

\* 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 Singapore to California  
(2007 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Singapore (n = 335)	Leisure Visitors from Singapore (n = 115)
<b>Activities Experienced While in the U.S.**</b>			
Shopping	86%	93%	98%
Dining Out	86	89	84
Sightseeing in Cities	51	47	63
Historical Places	37	33	41
Amusement/Theme Parks	33	43	69
Visiting Small Towns	31	22	30
National Parks	30	24	37
Touring Countryside	27	20	27
Cultural Heritage Sites	24	11	15
Casinos/Gambling	23	20	32
Art Gallery/Museum	21	10	9
Guided Tours	21	16	27
<b>Transportation While in the U.S.**</b>			
Taxi/Limousine	41%	52%	41%
Airlines in U.S.	38	36	34
Rented Auto	36	41	50
Company or Private Auto	31	19	23
City Subway/Tram/Bus	21	16	17
Railroad between Cities	10	6	7
Bus between Cities	9	9	13
Motor Home/Camper	2	2	3
<b>Spending by Category (Per Visitor/Trip)</b>			
Lodging	\$657	\$997	\$487
Food/Beverages	399	461	372
Gifts/Souvenirs	364	528	644
Transportation in the U.S.	336	564	280
Entertainment	194	215	223
Expenses at the Airport	37	42	32
Other	148	123	217
<b>Total Spending Per Visitor/Trip</b>	<b>\$2,135</b>	<b>\$2,930</b>	<b>\$2,254</b>
<b>Visitor Spending in the U.S.</b>			
Per Travel Party Per Trip	\$3,235	\$4,625	\$5,394
Per Visitor/Trip	2,135	2,930	2,254
Per Person Per Day	111	171	114

\* 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 Singapore to California  
(2007 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Singapore (n = 335)	Leisure Visitors from Singapore (n = 115)
<b>Payment Method for Trip Expenses</b>			
Credit Cards	54%	60%	48%
Cash	39	38	51
Debit Cards	5	2	1
Travelers Checks	3	0	0
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	43.3	41.3	42.8
Average Age - Females	39.6	39.3	38.6
<b>Occupation</b>			
Manager/Executive	37%	58%	42%
Professional/Technical	34	28	35
Student	7	4	4
Clerical/Sales	7	2	3
Retired	6	2	4
Other	10	7	12
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	8%	3%	3%
\$20,000 - \$39,999	11	10	11
\$40,000 - \$59,999	13	9	11
\$60,000 - \$79,999	13	11	16
\$80,000 - \$99,999	12	13	13
\$100,000 - \$119,999	10	9	9
\$120,000 - \$139,999	7	8	4
\$140,000 - \$159,999	5	4	1
\$160,000 - \$179,999	3	3	5
\$180,000 - \$199,999	3	3	2
\$200,000 and over	16	27	26
Total	100%	100%	100%
Average Annual Income	\$101,300	\$121,000	\$113,800

\* 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."