

## CHARACTERISTICS OF TRAVELERS FROM THAILAND TO CALIFORNIA - 2007

Thailand was one of California's overseas markets with approximately 34,000 visitors to California in 2007. Collectively visitors from Thailand spent approximately \$48 million in California.

Thailand visitors to California during 2007 reported spending \$125 per day during an 11.4 night average stay or approximately \$1,425 per visitor. The average spending for all overseas visitors to California was about \$1,166 (\$111 per day; 10.5 nights in California).

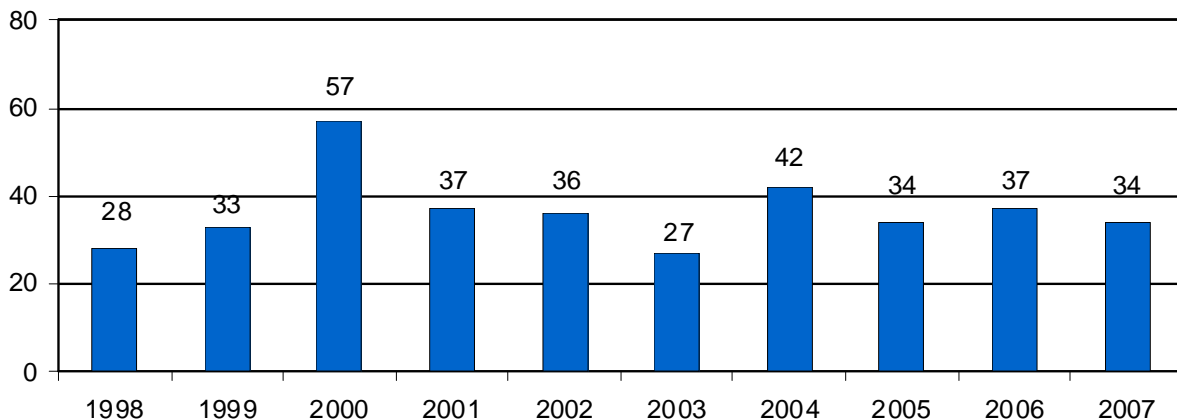
### Visitors From Thailand

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
1998	59,167	47.6%	28,000
1999	74,385	44.7%	33,000
2000	86,971	65.7%	57,000
2001	73,745	50.3%	37,000
2002	66,848	53.9%	36,000
2003	55,884	49.0%	27,000
2004	66,287	62.7%	42,000
2005	66,833	50.6%	34,000
2006	69,236	53.0%	37,000
2007	77,009	43.7%	34,000

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



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

Visitor volume from Thailand to California reached a high of 57,000 visitors in 2000. The number of visitors then dropped from 2001 through 2003 to a low of 27,000. For the last four years the number of overall visitors to the U.S. from Thailand has increased, but California's market share of these visitors has generally declined, resulting in about 35,000 visitors per year for the last three years.

### **Comparisons with Overseas Visitors**

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

- Travel to California to visit friends or relatives
- Get information from friends or relatives or a travel agent to plan their trip
- Have decidedly lower trip planning and advance airline booking horizons
- Book their air trip through a travel agent
- Select an airline due to airfare
- Mention schedule as a main factor in selecting an airline
- Fly in executive or business class
- Stay in a private home
- Visit Los Angeles as part of their trip
- 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 managerial or executive occupation
- Have a lower average annual household income

Conversely, visitors from Thailand 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
- Use a travel package
- Travel with a spouse
- Stay in a hotel or other paid lodging
- Visit cultural heritage sites or go on guided tours
- Have a professional or technical occupation

## Characteristics of Travelers from Thailand to California – 2007

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Thailand (n = 190)	Leisure Visitors from Thailand (n = 98)
<b>Primary Purpose of Trip</b>			
Leisure/Recreation/Holidays	37%	20%	36%
Visit Friends/Relatives	20	36	64
Business/Professional	31	27	-
Convention/Conference	8	12	-
Other Purpose	4	6	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Leisure/Recreation/Holidays	55%	56%	68%
Visit Friends/Relatives	38	58	81
Business/Professional	35	37	10
Convention/Conference	13	16	-
<b>Sources Used to Plan Trip**</b>			
Airlines Directly	19%	19%	17%
Corporate Travel Department	12	7	4
Personal Computer	36	32	31
Friends/Relatives	15	33	39
Newspapers/Magazines	3	7	9
State/City Travel Office	3	3	3
Tour Company	5	3	3
Travel Agency	48	62	61
Travel Guides	9	4	4
<b>Advance Planning for Trip</b>			
7 days or less	9%	12%	11%
8 - 30 days	36	48	42
31 - 60 days	20	22	21
61 - 90 days	11	11	15
More than 3 Months	25	6	11
Total	100%	100%	100%
Average Planning Time in Days	81	49	61
<b>Advance Airline Reservations</b>			
7 days or less	16%	24%	23%
8 - 30 days	43	57	46
31 - 60 days	16	13	21
61 - 90 days	8	4	8
91 - 120 days	6	1	2
121 - 180 days	6	1	1
6 Months or More	5	-	-
Total	100%	100%	100%
Average Booking in Days	55	27	34

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

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Thailand (n = 190)	Leisure Visitors from Thailand (n = 98)
<b>Means of Booking Air Trip</b>			
Airlines Directly	10%	5%	5%
Corporate Travel Department	12	7	4
Personal Computer	18	5	3
Travel Agent	54	79	82
Travel Club	-	-	-
Tour Operator	4	2	3
Other/Don't Know	2	2	3
Total	100%	100%	100%
<b>Main Factor in Selecting Airline</b>			
Airfare	24%	38%	41%
Schedule	16	26	25
Non-Stop Flight	12	4	1
Mileage Bonus/Frequent Flyer Program	11	11	10
Previous Good Experience	9	8	9
Safety Reputation	7	1	-
Airline Loyalty	5	0	-
In-flight Service	5	3	3
Employer policy	4	5	4
Other	6	5	7
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	78%	59%	64%
Executive/Business	19	35	33
First Class	4	6	3
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	13%	3%	4%
No	87	97	96
Total	100%	100%	100%
<b>Advance Package Booking</b>			
7 days or less	5%	53%	0%
8 - 30 days	32	47	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%	100%

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

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Thailand (n = 190)	Leisure Visitors from Thailand (n = 98)
<b>Travel Companions**</b>			
Business Associates	12%	8%	-
Family/Relatives	23	30	44%
Friends	9	7	5
Spouse	25	15	20
Tour Group	2	-	-
Traveling Alone	41	48	42
<b>Average Travel Party Size</b>	1.5	1.4	1.5
<b>Type of Lodging**</b>			
Hotel / Motel	78%	62%	52%
Private Home	29	48	62
Other	3	0	-
<b>Length of Stay</b>			
Mean Nights in the U.S.	19.2	22.7	20.1
Mean Nights in California	10.5	11.4	13.2
% of California Nights	55%	50%	66%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	21%	20%	18%
Average Trips to the U.S. in Past Year	2.0	1.8	1.5
Average Trips to the U.S. in Past 5 Years	6.6	5.8	5.0
<b>Average Number of States Visited</b>	2.0	1.8	1.8
<b>Average Number of Destinations Visited</b>	2.7	2.5	2.6
<b>Places Visited in the U.S.**</b>			
Los Angeles	51%	67%	59%
San Francisco	44	40	49
Las Vegas	23	22	25
New York City	15	7	5
San Diego	12	8	7
San Jose	8	4	3
Anaheim	8	3	4
Grand Canyon	4	2	-
Chicago	4	2	2
Yosemite	3	2	2
DC Metro Area	3	4	2
Seattle	3	5	3
Monterey	3	2	3
Sacramento	3	3	6
Riverside/San Bernardino	2	1	2
Oahu/Honolulu	2	-	-
Miami	2	1	1
Oakland	2	4	4

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

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Thailand (n = 190)	Leisure Visitors from Thailand (n = 98)
<b>Activities Experienced While in the U.S.**</b>			
Shopping	86%	89%	89%
Dining Out	86	79	81
Sightseeing in Cities	51	53	66
Historical Places	37	33	41
Amusement/Theme Parks	33	33	41
Visiting Small Towns	31	34	39
National Parks	30	26	30
Touring Countryside	27	27	28
Cultural Heritage Sites	24	14	15
Casinos/Gambling	23	26	30
Art Gallery/Museum	21	18	22
Guided Tours	21	10	13
<b>Transportation While in the U.S.**</b>			
Taxi/Limousine	41%	34%	25%
Airlines in U.S.	38	41	40
Rented Auto	36	30	30
Company or Private Auto	31	30	36
City Subway/Tram/Bus	21	15	13
Railroad between Cities	10	7	10
Bus between Cities	9	9	15
Motor Home/Camper	2	8	12
<b>Spending by Category (Per Visitor/Trip)</b>			
Lodging	\$657	\$365	\$163
Food/Beverages	399	495	467
Gifts/Souvenirs	364	676	698
Transportation in the U.S.	336	457	482
Entertainment	194	276	235
Expenses at the Airport	37	68	55
Other	148	504	113
<b>Total Spending Per Visitor/Trip</b>	<b>\$2,135</b>	<b>\$2,840</b>	<b>\$2,212</b>
<b>Visitor Spending in the U.S.</b>			
Per Travel Party Per Trip	\$3,235	\$4,045	\$3,356
Per Visitor/Trip	2,135	2,840	2,212
Per Person Per Day	111	125	110

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Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Thailand (n = 190)	Leisure Visitors from Thailand (n = 98)
<b>Payment Method for Trip Expenses</b>			
Credit Cards	54%	47%	41%
Cash	39	49	55
Debit Cards	5	4	5
Travelers Checks	3	0	0
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	43.3	45.6	49.0
Average Age - Females	39.6	35.8	35.8
<b>Occupation</b>			
Manager/Executive	37%	50%	47%
Professional/Technical	34	20	17
Student	7	9	10
Clerical/Sales	7	1	0
Retired	6	5	10
Other	10	15	17
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	8%	15%	17%
\$20,000 - \$39,999	11	19	16
\$40,000 - \$59,999	13	15	14
\$60,000 - \$79,999	13	12	14
\$80,000 - \$99,999	12	4	7
\$100,000 - \$119,999	10	8	7
\$120,000 - \$139,999	7	7	6
\$140,000 - \$159,999	5	3	3
\$160,000 - \$179,999	3	2	-
\$180,000 - \$199,999	3	2	2
\$200,000 and over	16	13	14
Total	100%	100%	100%
Average Annual Income	\$101,300	\$84,000	\$82,400

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