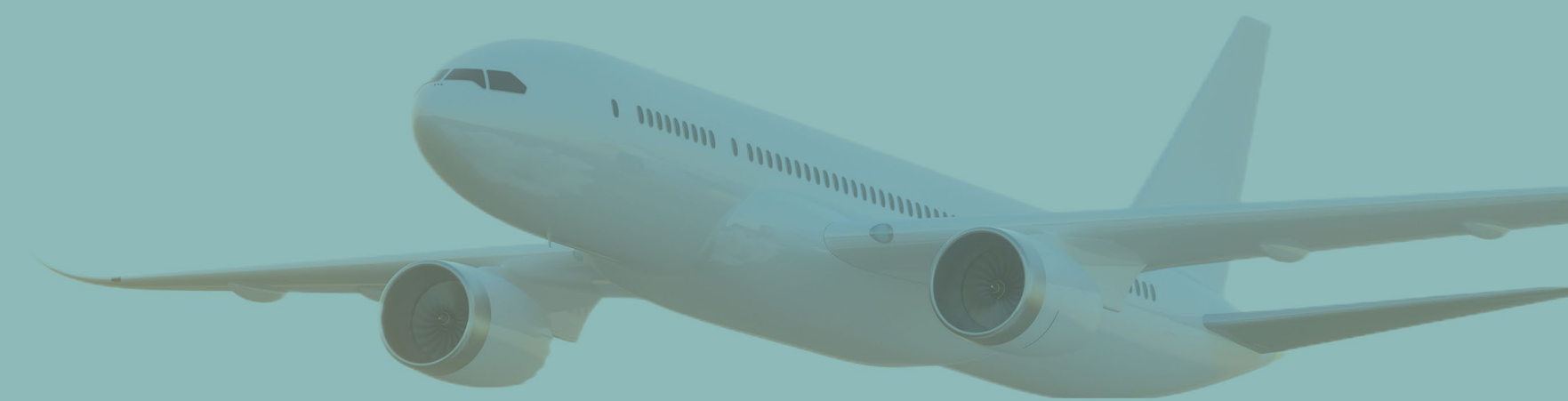




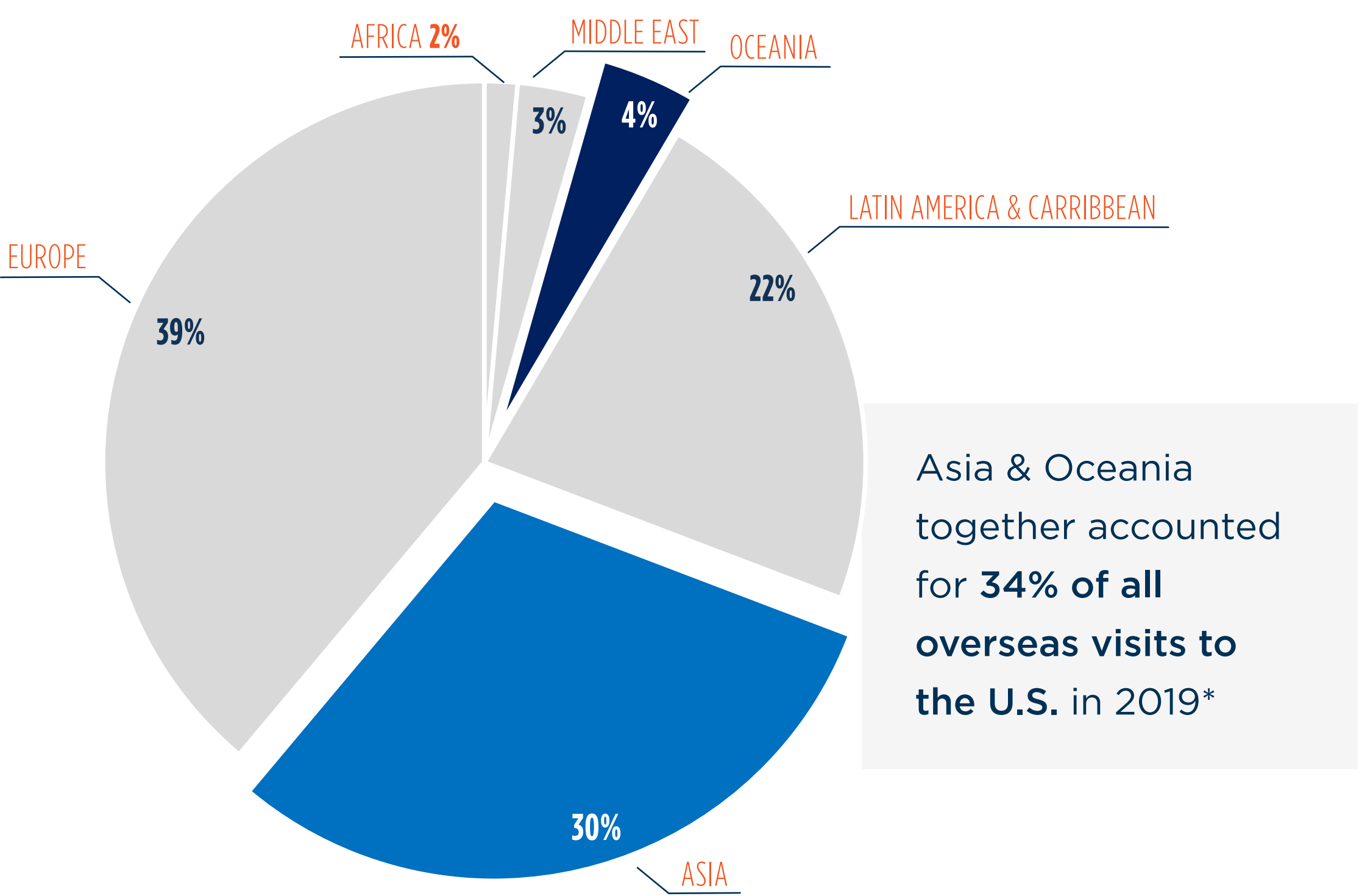
# INBOUND TRAVEL MARKET PROFILE:

## ASIA PACIFIC





# ASIA & OCEANIA TOGETHER ACCOUNTED FOR MORE THAN A THIRD OF OVERSEAS\* TRAVEL TO THE U.S. IN 2019



TOP 10 OVERSEAS MARKETS	VISITATIONS IN 2019, MILLIONS
United Kingdom	4.8
Japan	3.8
China	2.8
South Korea	2.3
Brazil	2.1
Germany	2.1
France	1.8
India	1.5
Australia	1.3
Italy	1.1

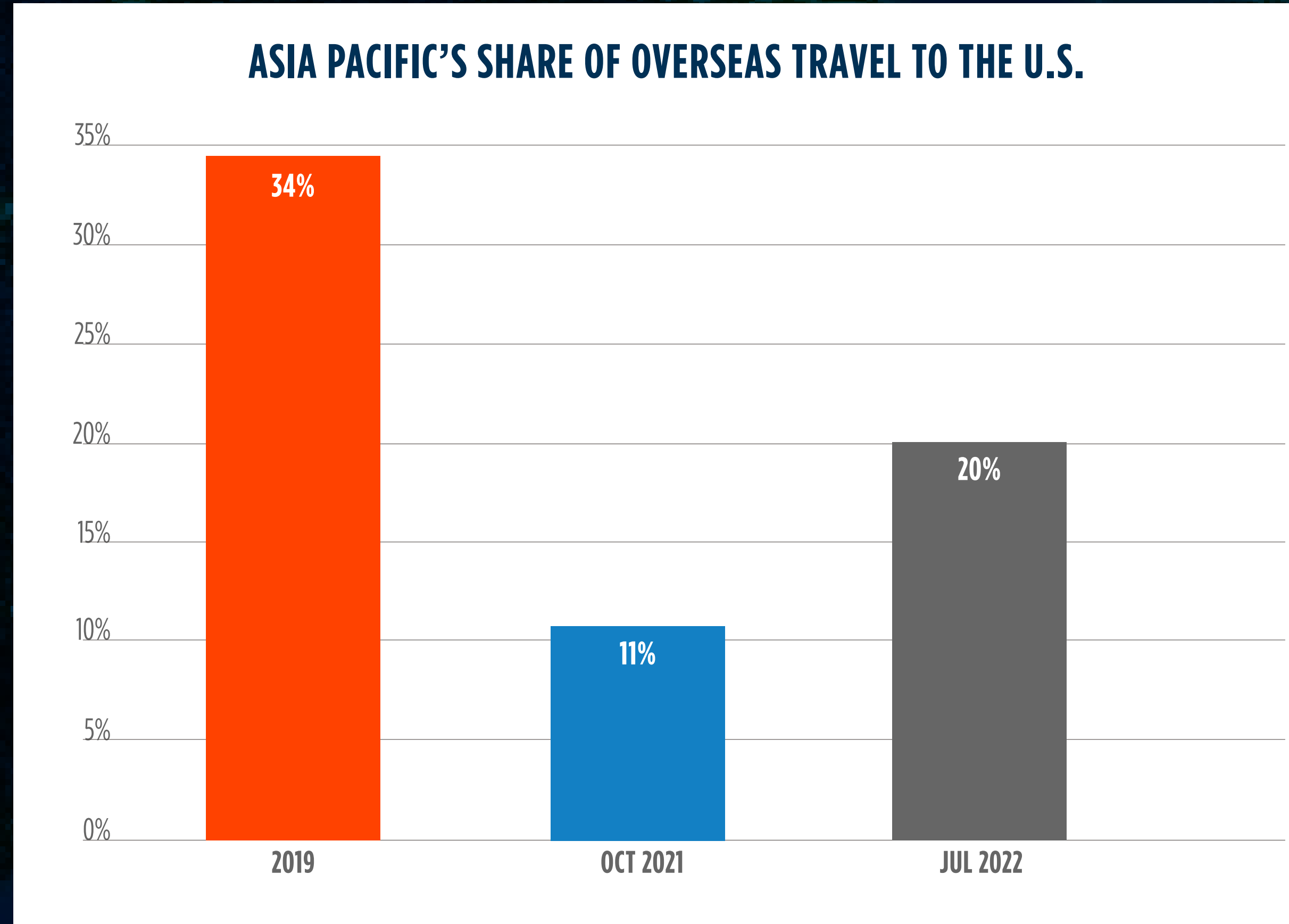
Five Asia Pacific countries—Japan, China, South Korea, India and Australia —ranked among our top 10 overseas markets

Source of all visitation data in this deck: NTTO  
\*Note: We are using NTTO’s definition of Asia and Oceania, which excludes countries in the Middle East. Given that all of the major inbound markets covered by NTTO’s definition of Asia and Oceania are in a region often referred to as Asia Pacific, we are using that term to define the combined region.

- Travel Exports from Asia Pacific totaled \$93.6 B (see [Appendix](#)).
- With travel imports (ie: spending by Asians in the U.S.) at \$36.5 B, the U.S. enjoyed a \$57.2 B travel trade *surplus*

\*Overseas travel to the U.S. includes travel from all countries EXCEPT Canada and Mexico

# BUT ASIA PACIFIC'S SHARE **FELL CONSIDERABLY** **AND IS YET TO RETURN**

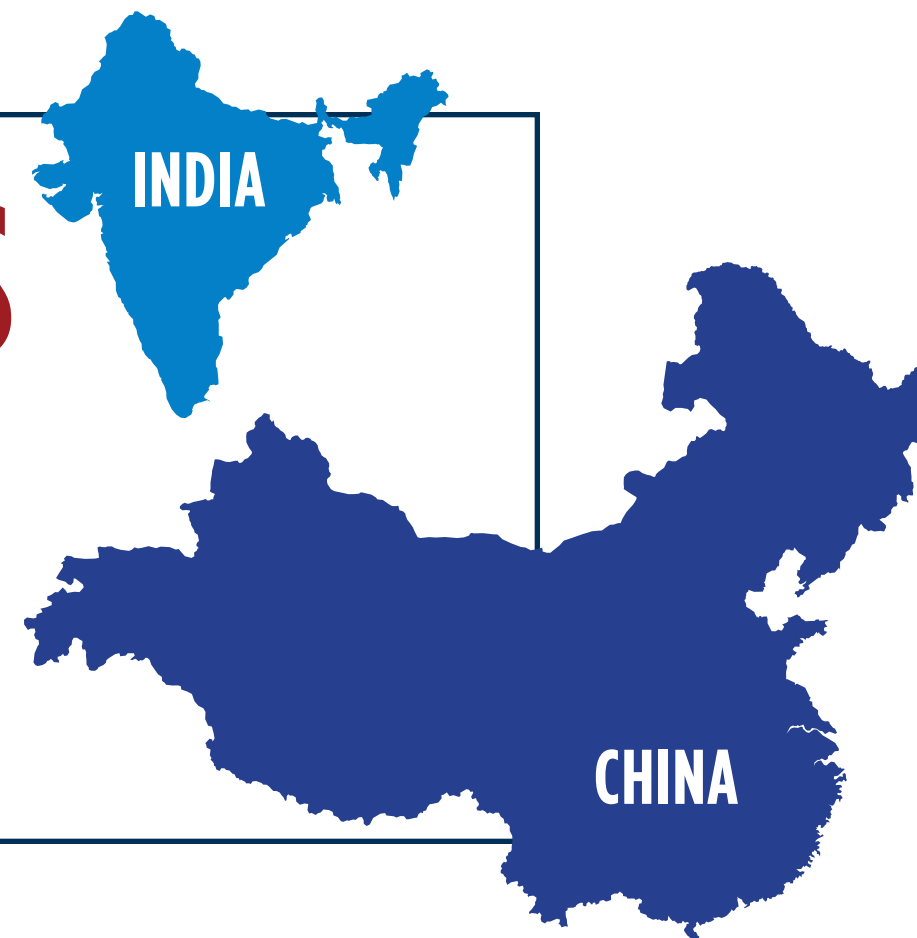




# LOCAL RESTRICTIONS LED TO STAGNATION

## 2 OUT OF 33 COUNTRIES

Out of the 33 countries that were banned by the U.S. in the wake of the pandemic, only two—China and India— were Asian countries, and none were in Oceania.



- Unlike Europe, the U.S. travel ban's effect was very minimal for travel from Asia. It did not have any practical effect on China (since China restricted virtually all outbound travel regardless) and only affected India.
- But travel from most of the region was nearly stagnate—and, in some cases, remains so—due to local restrictions on outbound, and return, travel.





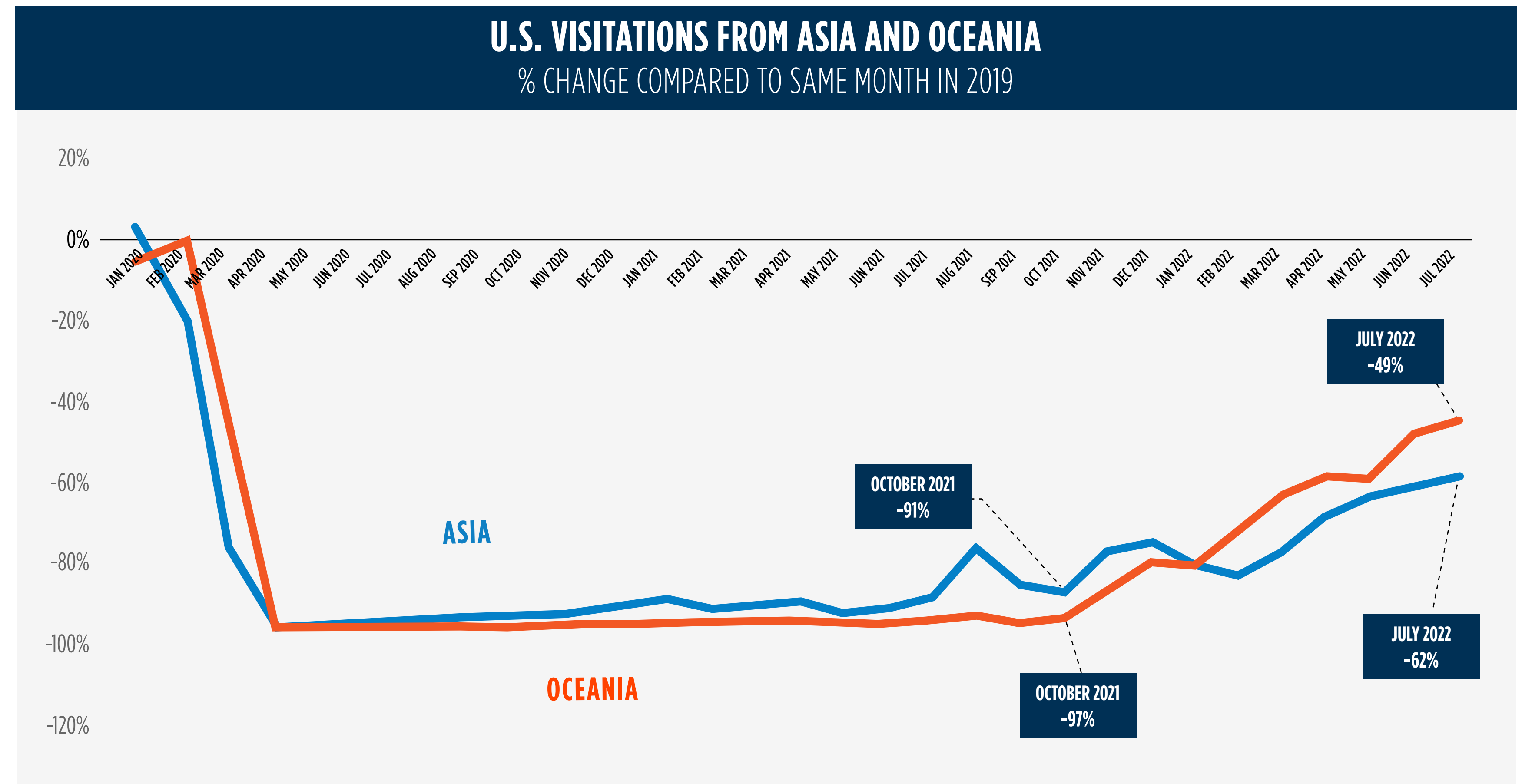
# TRAVEL FROM THE REGION TO THE U.S. WAS DOWN BY MORE THAN 90%

- Since April 2020, and through October 2021, inbound travel from Asia Pacific was down by more than 90% almost every month.
- In October 2021, travel from Asia was still 91% below 2019 levels while travel from Oceania was down by a staggering 97%. **There were strong declines from all of our major markets in these regions, ranging from -97% (Australia) to -78% (Philippines).**
- **The strongest declines can be attributed to those countries with the harshest travel restrictions** (and/or stiff quarantine requirements) that prevented or discouraged any outbound travel. **These markets include China, Hong Kong, Japan, Australia and New Zealand.**
- All Asia Pacific markets fell sharply in terms of their rankings among top overseas markets to the U.S.
- Notably, India, despite being included in the U.S. travel ban, experienced significantly lower declines (82% in October 2021). The reason? The U.S. travel ban allowed for some exemptions (including certain categories of students, academics, journalists), while India's restrictions on outbound travel were less strict than those in many other Asian markets.

TOP ASIA PACIFIC INBOUND MARKET (RANKED BY VISITATIONS IN 2019)	% CHANGE IN VISITATIONS OCT. 2021 VS OCT. 2019	RANK AMONG ALL OVERSEAS INBOUND MARKETS IN 2019	RANK AMONG ALL OVERSEAS INBOUND MARKETS IN OCT. 2021
Japan	-96%	2	21
China	-96%	3	30
South Korea	-89%	4	10
India	-82%	8	15
Australia	-97%	9	43
Taiwan	-91%	16	38
Philippines	-78%	25	28
New Zealand	-96%	29	78
Singapore	-89%	41	55
Hong Kong	-95%	45	95

# TRAVEL FROM SOME ASIAN COUNTRIES PICKED UP IN RECENT MONTHS, BUT THE REGION REMAINS FAR BEHIND

- Travel from Asia to the U.S. has increased over the past couple of months, but remained 62% below 2019 levels in July 2022—lower than any other region.
- Oceania recovered more strongly—mostly thanks to the easing of restrictions in Australia—and improved from -97% in October 2021 to -49% in July 2022.
- A meaningful recovery for the region, however, will depend on the easing of restrictions in Japan and China since those two markets alone accounted for more than half of all Asian visitations to the U.S. prior to the pandemic.



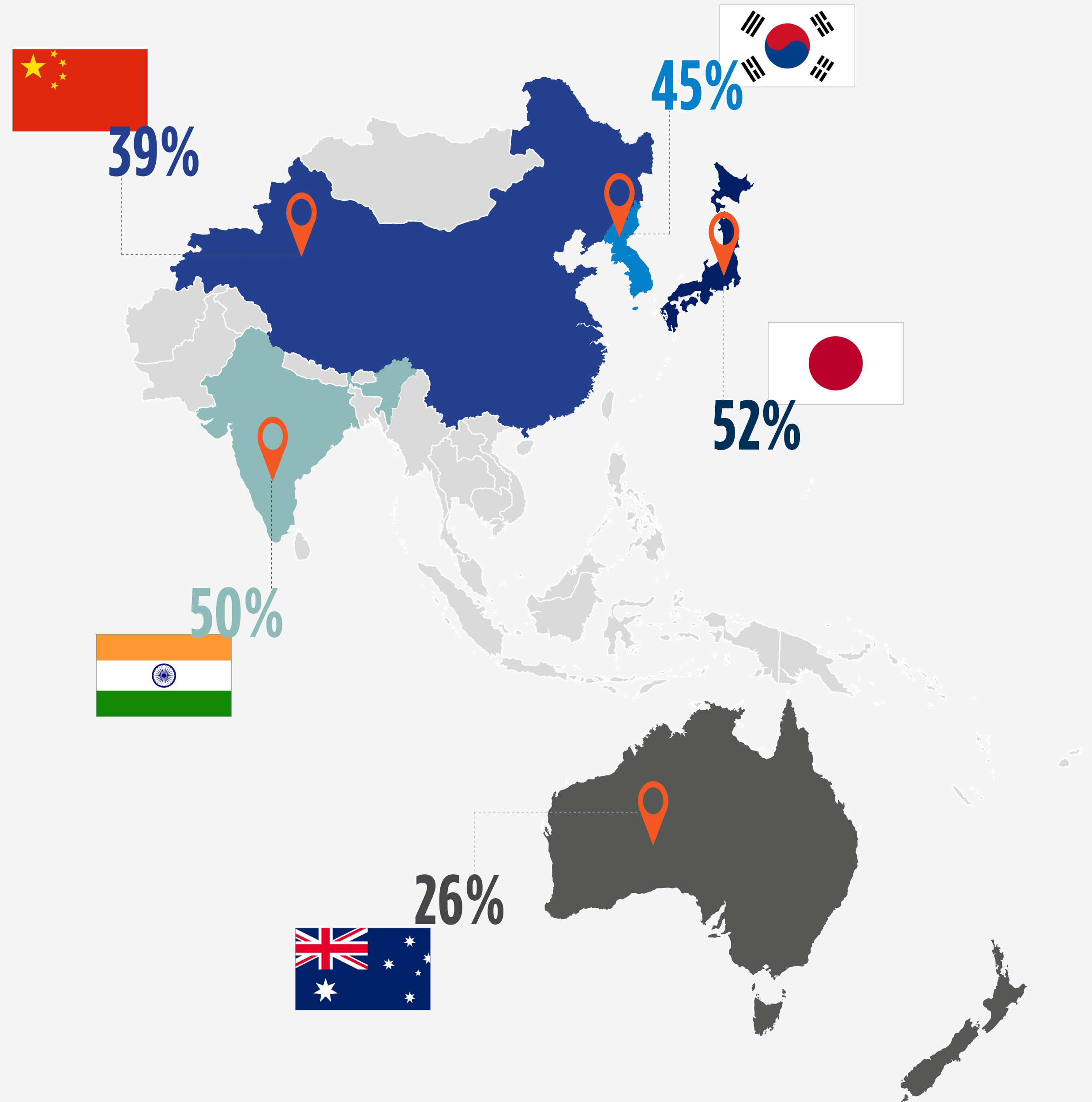
# THERE HAVE BEEN DIVERGING PATHS WITHIN THE REGION THROUGHOUT THE PANDEMIC, AND INTO THE RECOVERY

- The suspension of the U.S. travel ban in November 2021 did not have the same effect on travel from Asia as it did from Europe. As mentioned above, the ban only affected two markets in this region, China and India.
- With the continuing strict travel restrictions in China, the cessation of the ban did not have a major impact on visitations from China. But it had a major effect on visitations from India, which recovered from -82% in October 2021 to -28% in March 2022 and -10% in July 2022.
- In fact, India, which ranked as our tenth-largest inbound market prior to the pandemic, is now our “most recovered” market among those top 10.
- The country with the least improvement was China, which remained at -89% in July 2022 due to stiff local restrictions. Japan was next at -79%.
- Those with the most significant recovery among top markets (other than India) were the Philippines (-30%) and Singapore (-27%).

	TOP ASIA PACIFIC INBOUND MARKETS, 2019 (THE TOP 6 RANK AMONG THE TOP 20 OF ALL OVERSEAS INBOUND MARKETS)	% CHANGE IN VISITATIONS	
		OCTOBER 2021 VS OCTOBER 2019	JULY 2022 VS JULY 2019
1	Japan	-96%	-79%
2	China	-96%	-89%
3	South Korea	-89%	-48%
4	India	-82%	-10%
5	Australia	-97%	-48%
6	Taiwan	-91%	-70%
7	Phillippines	-78%	-30%
8	New Zealand	-96%	-54%
9	Singapore	-89%	-27%
10	Hong Kong	-95%	-75%

# ASIANS REMAIN VERY INTERESTED IN TRAVEL TO THE U.S.

**52% Japanese** travelers, **50% of Indians**, **45% of Koreans**, **39% of Chinese** and **26% of Australians** recently mentioned the **U.S. as a TOP-3 desired destination**





# APPENDIX 1: VISITATION, SPENDING AND TRAVEL TRADE BALANCE FOR TOP ASIA PACIFIC INBOUND MARKETS IN 2019 AND 2021

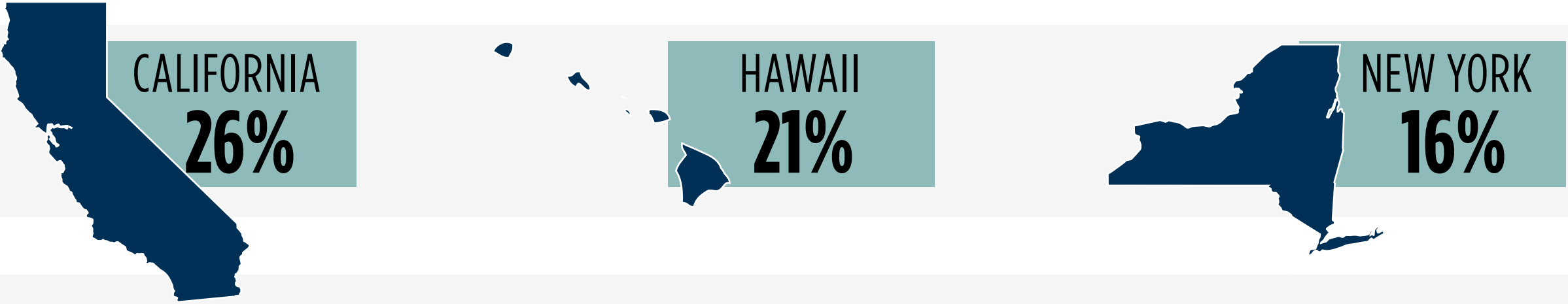
TOP 10 ASIA PACIFIC MARKETS, 2019	2019			2021		
	VISITATIONS 2019 (MILLIONS)	TRAVEL EXPORTS, 2019 (\$ BILLIONS)	TRAVEL TRADE BALANCE, 2019 (\$ BILLIONS)	VISITATIONS 2021 (MILLIONS)	TRAVEL EXPORTS, 2021 (\$ BILLIONS)	TRAVEL TRADE BALANCE, 2021 (\$ BILLIONS)
Japan	3.8	13.0	6.1	0.1	1.2	0.1
China	2.8	33.2	28.4	0.2	11.2	10.9
South korea	2.3	9.2	6.3	0.2	2.7	1.9
India	1.5	14.2	11	0.4	8.2	7.0
Australia	1.3	8.0	4.6	0.1	0.6	0.4
Taiwan	0.5	3.0	1.0	0.1	1.0	0.8
Philippines	0.3	1.5	-0.9	0.1	0.6	0.2
New Zealand	0.3	1.5	-0.4	0.0	0.1	0.0
Singapore	0.2	1.3	0.2	0.0	0.3	0.1
Hong Kong	0.2	1.3	-0.8	0.0	0.3	0.2
<b>ASIA PACIFIC TOTAL</b>	<b>13.9</b>	<b>93.6</b>	<b>57.2</b>	<b>1.4</b>	<b>29.7</b>	<b>23.7</b>

SOURCE: Bureau of Economic Analysis (BEA)



# APPENDIX 2: TRAVEL CHARACTERISTICS OF ASIAN VISITORS PRIOR TO THE PANDEMIC

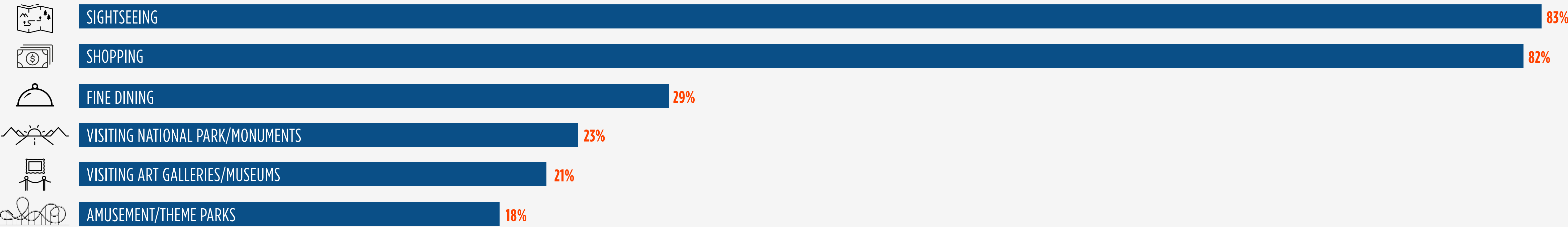
## TOP STATES VISITED BY ASIANS



## MAIN PURPOSE OF TRIP



## PREFERRED ACTIVITIES



Source: [NTTO SIAT Survey](#)