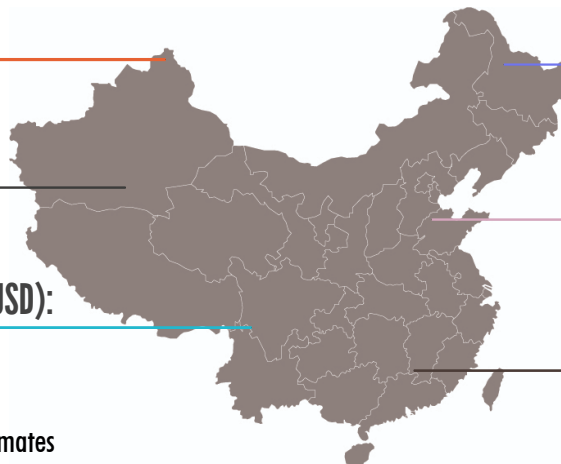


# China Market Profile

This summary provides the most up-to-date data available on China as it relates to their people and economy, travel related motivations and planning behavior and Chinese visitor profile specific to Arizona.

## GENERAL COUNTRY PROFILE



**POPULATION:**  
1.38 billion

**INFLATION RATE:**  
1.8%

**EXCHANGE RATES (RMB PER USD):**  
7.76

**GROSS DOMESTIC PRODUCT (GDP):**  
\$23.1 trillion (6.8% annual growth rate)

**EXPORTS:**  
\$2.16 trillion

**UNEMPLOYMENT RATE:**  
4%

Source:  
The World Factbook, reporting 2017 estimates

## TRAVEL MOTIVATION AND PLANNING



### Top Travel Motivators

- 68%** Ecotourism & Nature
- 65%** Urban Attractions/Nightlife
- 61%** Cultural/Historical Attractions



### Source used in Destination selection for last leisure trip

- 60%** Websites via computer or laptop
- 52%** Recommendation from family & friends
- 51%** Websites or applications via mobile phone
- 44%** Advice from travel professionals/travel agents



### Advance Decision Time

- 45%** Less than a month
- 33%** 1 to 2 months
- 17%** 3 to 5 months
- 4%** 6 to 12 months
- 1%** More than 1 year



### Lodging Reservation made before leaving home

- 74%** Yes
  - 48%** Internet Booking Service\*
  - 11%** Travel Agency/Tour Operator/Travel Club
  - 16%** The Lodging Establishment Directly
  - 8%** Other
- 26%** No

\* assume "Internet Booking Service" is an Online Travel Agency (OTA).



### How Air Reservations were Booked

- 43%** Internet Booking Service\*
- 24%** Directly with Airline
- 26%** Travel Agency/Tour Operator/Travel Club
- 11%** Corporate Travel Department

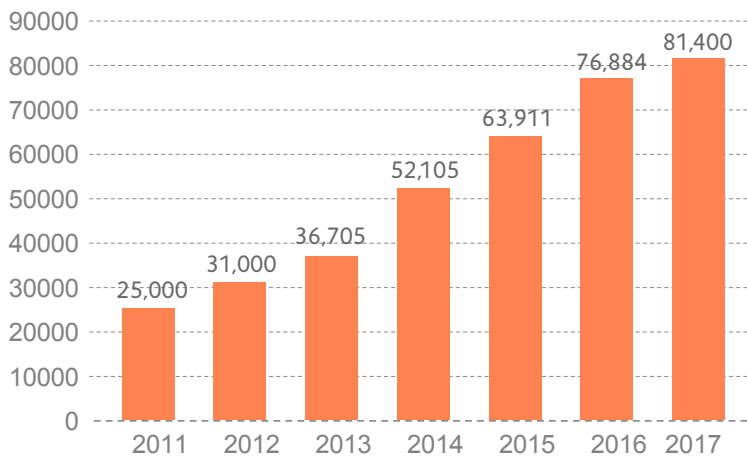
\* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source:  
Brand USA, reporting 2017 intercontinental traveler data  
U.S. Dept. of Commerce - NTTO, reporting 2013-16 aggregate data

# CHINESE VISITATION TO ARIZONA



## Visitation Volume to Arizona



## Port of Entry

- 45%** Los Angeles, CA
- 23%** San Francisco, CA
- 13%** Seattle, WA
- 4%** Chicago, IL
- 4%** New York, NY



## Transportation in U.S.

- 58%** Rented Auto
- 58%** Air Travel between U.S. cities
- 40%** Auto, private or company
- 25%** City Subway/Tram/Bus
- 17%** Taxicab/Limousine



## Accommodations\*

- 61%** Hotel/Motel
- 30%** Private Home
- 11%** Other

\* since this is collected through a survey, there is no indication if this is paid or non-paid.  
 Source:  
 Tourism Economics, reporting 2011-2017 data  
 VisaVUE Travel, reporting 2017 data  
 U.S. Dept. of Commerce - NTTO, reporting 2013-16 aggregate data



## Visitor Characteristics

- 38 years** Average Age
- \$80,532** Average Household Income
- 2.0 persons** Average Party Size



## Length of Stay

- 16.3** Nights in Destination
- 40.4** Nights in U.S.



## Main Purpose of Trip

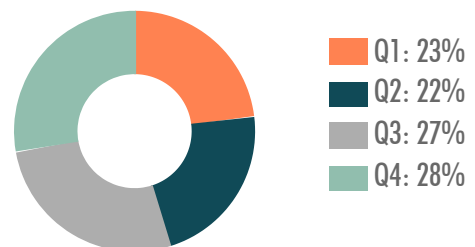
- 79%** Leisure
  - 47%** Vacation Holiday
  - 25%** Visit Friends/Relatives
  - 16%** Education
- 16%** Business
  - 8%** General Business
  - 4%** Convention/Conference/Trade Show



## Visa Credit Card Travel Spending

Chinese Visa Card Spending ranked #3 in 2017 with 6.3% of total International Travel Spending in Arizona.

### By Quarter



### By Arizona Region

