Revised 8/2017

ARIZONA
OFFICE OF TOURISM

China Market Profile

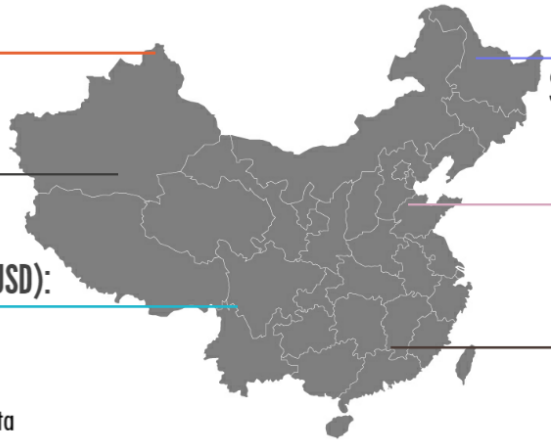
This summary provides the most up-to-date data available on China as it relates to their people and economy, travel related motivations and planning behavior and Chinese visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:
1.37 billion

INFLATION RATE:
2.3%

EXCHANGE RATES (RMB PER USD):
6.626



GROSS DOMESTIC PRODUCT (GDP):
$21.3 trillion (6.6% annual growth rate)

EXPORTS:
$2.01 trillion

UNEMPLOYMENT RATE:
4.2%

Source:
The World Fact Book, reporting 2016 data

TRAVEL MOTIVATION AND PLANNING

Top Travel Motivators

- **73%** Ecotourism & Nature
- **67%** Cultural Historical Attractions
- **61%** Beaches/Seaside Attractions

Source used in Destination Selection for Last Leisure Trip

- **64%** Websites via computer or laptop
- **55%** Recommendation from family & friends
- **47%** Advice from travel professionals/travel agents
- **42%** Websites/applications via tablet

Advance Decision Time

- **39%** Less than a month
- **33%** 1 to 2 months
- **21%** 3 to 5 months
- **6%** 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

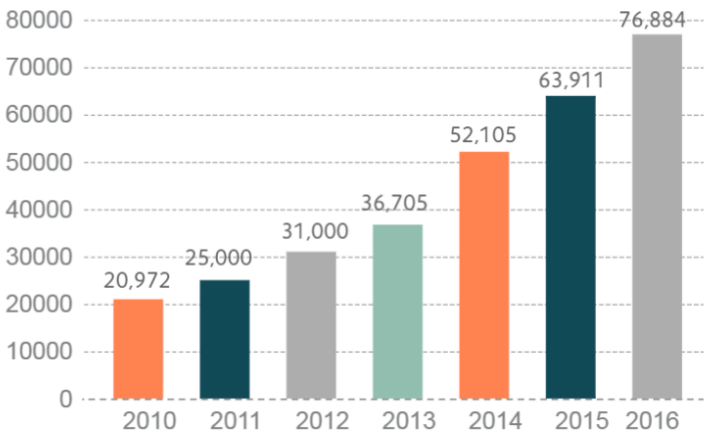
- **43%** Internet Booking Service*
- **24%** Directly with Airline
- **26%** Travel Agency/Tour Operator/Travel Club
- **11%** Corporate Travel Department

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

Source:
Brand USA, reporting 2014 data
U.S. Dept. of Commerce - NTTO, reporting 2013-16 aggregate data

CHINESE VISITATION TO ARIZONA

Visitation Volume to Arizona



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.

Port of Entry

45% Los Angeles, CA

23% San Francisco, CA

13% Seattle, WA

4% Chicago, IL

4% New York, NY

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

Transportation in U.S.

58% Rented Auto

58% Air Travel between U.S. cities

40% Auto, private or compamy

25% City Subway/Tram/Bus

17% Taxicab/Limousine

Accommodations*

61% Hotel/Motel

30% Private Home

11% Other

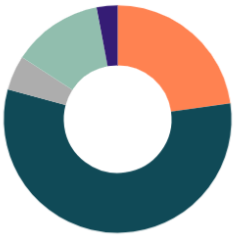
Visa Credit Card Travel Spending

Chinese Visa Card Spending ranked #3 in 2016 with 6.5% of total International Travel Spending in Arizona.

By Quarter

- Q1: 24%
- Q2: 22%
- Q3: 27%
- Q4: 27%

By Arizona Region



- Northern: 23%
- Phoenix & Central: 57%
- West Coast: 5%
- Tucson & Southern: 13%
- North Central: 3%

* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source:
Tourism Economics, reporting 2010-2016 data
VisaVUE Travel, reporting 2016 data
U.S. Dept. of Commerce - NTTO, reporting 2013-16 aggregate data