

# 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:

1.6%

### EXCHANGE RATES (RMB PER USD):

7.76

### GROSS DOMESTIC PRODUCT (GDP):

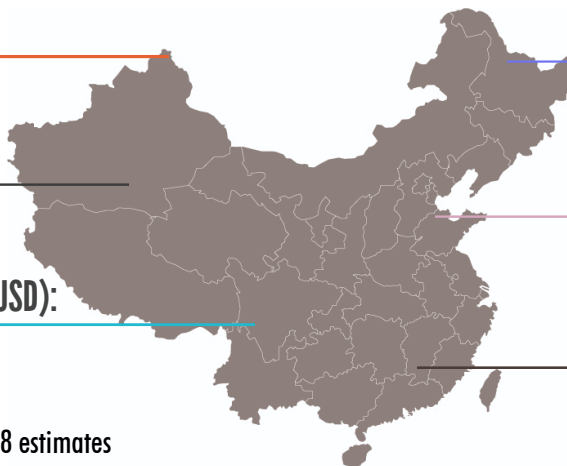
\$23.2 trillion (6.9% annual growth rate)

### EXPORTS:

\$2.2 trillion

### UNEMPLOYMENT RATE:

3.9%



Source:  
The World Factbook, reporting 2017/2018 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

**72%** Yes

**42%** Internet Booking Service\*

**19%** The Lodging Establishment Directly

**13%** Travel Agency/Tour Operator/Travel Club

**10%** Other

**28%** No

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



### How Air Reservations were Booked

**41%** Internet Booking Service\*

**28%** Travel Agency/Tour Operator/Travel Club

**24%** Directly with Airline

**11%** Corporate Travel Department

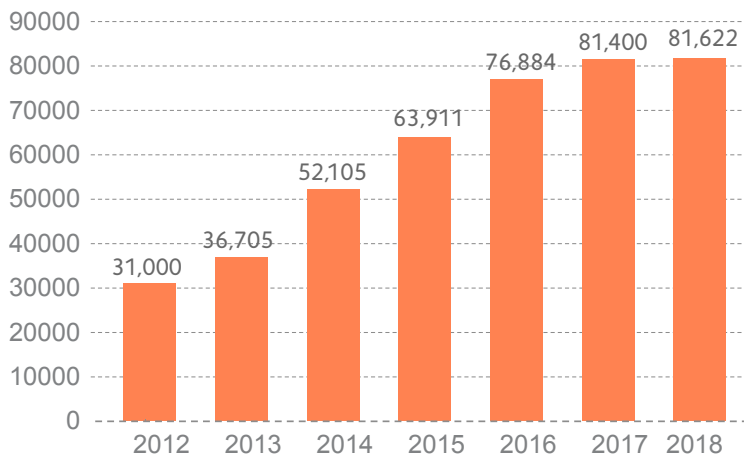
\* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source: Brand USA, reporting 2017 intercontinental traveler data  
U.S. Dept. of Commerce - NTTO, reporting 2017-18 aggregate data

# CHINESE VISITATION TO ARIZONA



## Visitation Volume to Arizona



## Visitor Characteristics

**36 years** Average Age

**\$77,230** Average Household Income

**1.7 persons** Average Party Size



## Length of Stay

**12.8** Average Nights in Destination

**29** Average Nights in U.S.



## Port of Entry

**50%** Los Angeles, CA

**23%** San Francisco, CA

**5%** New York, NY

**5%** Seattle, WA

**1%** Newark, NJ



## Main Purpose of Trip

**88%** Leisure

**54%** Vacation Holiday

**25%** Visit Friends/Relatives

**9%** Education

**13%** Business

**7%** General Business

**6%** Convention/Conference/Trade Show



## Transportation in U.S.

**57%** Air Travel between U.S. Cities

**45%** Rented Auto

**40%** Auto, Private or Company

**20%** Taxicab/Limousine

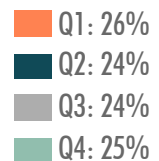
**19%** City Subway/Tram/Bus



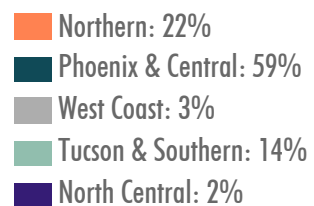
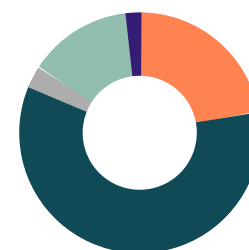
## Visa Credit Card Travel Spending

Chinese Visa Card Spending ranked #3 in 2018 with 5% of total International Travel Spending in Arizona.

### By Quarter



### By Arizona Region



## Accommodations\*

**68%** Hotel/Motel

**23%** Private Home

**12%** 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 2018 data

U.S. Dept. of Commerce - NTTO, reporting 2017-18 aggregate data