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: 1.39 billion
- Inflation Rate: 1.6%
- Exchange Rates ($/NPR): 7.8
- Gross Domestic Product (GDP): $25.3 trillion (6.9% annual growth rate)
- Exports: $2.5 trillion
- Unemployment Rate: 3.9%

Source: The travel forecast, reporting 2017-19 aggregate data
VisaVUE Travel, reporting 2019 data
Tourism Economics, reporting 2013-2019 data

TRAVEL MOTIVATION AND PLANNING

Top Travel Motivators
- 69% Cultural/historical attractions
- 65% Ecotourism/nature
- 62% Urban attractions

Source used in Destination selection for last leisure trip
- 60% Websites via computer
- 57% Websites or applications via mobile phone
- 52% Recommendations from family and friends
- 43% Advice from travel professionals/travel agents

Advance Decision Time
- 42% Less than a month
- 34% 1 to 2 months
- 18% 3 to 6 months
- 4% 6 to 12 months
- 0% More than 1 year

Lodging Reservation made before leaving home
- 69% Yes
- 39% Internet Booking Service*
- 17% The Lodging Establishment Directly
- 12% Travel Agency/Tour Operator/Travel Club
- 10% Other

31% No

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

How Air Reservations were Booked
- 40% Internet Booking Service*
- 26% Directly with Airline
- 21% Travel Agency/Tour Operator/Travel Club
- 15% Corporate Travel Department

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

Source: Brand USA, reporting 2019 intercontinental traveler data; U.S. Dept. of Commerce - NTTO, reporting 2017-19 aggregate data

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