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: 1.410 billion
INFLATION RATE: 0.1 - 2.4%
INCOME: $23 trillion
GROSS DOMESTIC PRODUCT (GDP):
EXCHANGE RATES ($998 PER USD): 6.5
UNEMPLOYMENT RATE: 3.84%


CHINESE VISITATION TO ARIZONA

Visit Volume to Arizona

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</thead>
<tbody>
<tr>
<td>Visitation Volume</td>
<td>63,900</td>
<td>76,900</td>
<td>114,000</td>
<td>83,400</td>
<td>77,300</td>
<td>110,000</td>
<td>85,000</td>
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Visitor Characteristics

36 years Average Age
$69,410 Average Household Income
2.0 persons Average Party Size
8.4 Average Nights in Destination
28 Average Nights in U.S.

Main Purpose of Trip

84% Leisure
53% Vacation Holiday
23% Visit Friends/Relatives
8% Education
14% Business
6% Convention/Conference/Trade Show

Transportation in the U.S.

51% Air Travel between U.S. Cities
46% Rented Auto
38% Auto, Private or Company
21% City Subway/Train/Bus
19% Taxi/Cab/Limousine
8% Other

Accommodations*

70% Hotel/Motel
26% Private Home
8% Other
* *since this is collected through a survey, there is no indication if this is paid or non-paid.

Visa Credit Card Travel Spending

Chinese Visa Card Spending ranked #4 in 2021 with 3% of total International Travel Spending in Arizona.

By Quarter

Q1: 19%
Q2: 19%
Q3: 29%
Q4: 33%

By Arizona Region

Northern: 6%
Phoenix & Central: 21%
West Coast: 1%
Reno & Southern: 29%
North Central: 2%

Travel Outlook

Say international leisure travel is a high or extremely high spending priority
56% Expect to spend more on international travel
54% Expect to travel more internationally

$7,166 Budget available for international travel

One Word that Describes the United States


Travel Motivation and Planning

Top Travel Motivators

62% Urban attractions
56% Cultural/historical attractions
56% Ecotourism/hiking

Source used in Destination selection for last leisure trip

52% Websites or applications via mobile phone
47% Websites via computer
40% Advice from travel professional/travel agents
39% Recommendations from family and friends

Advance Decision Time

59% Less than a month
17% 1 to 2 months
11% 3 to 6 months
2% 6 to 12 months
0% More than a year

One World that Describes the United States


Revised 7/2022

Compiled by the Arizona Office of Tourism Research Division.
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:** 1.41 billion
- **Gross Domestic Product (GDP):** $2.3 trillion
- **Inflation Rate:** 0.1 - 2.4%
- **Unemployment Rate:** 3.84%
- **Exchange Rates (¥ to USD):** 6.5
- **Exports:** $2.7 trillion

**Sources:**
- Visa Credit Card Spending 2021

### Travel Motivation and Planning

- **Top Travel Motivators**
  - 62% Urban attractions
  - 56% Cultural/historical attractions
  - 56% Ecotourism/nature

### Chinese Visitaton to Arizona

- **Visitation Volume to Arizona**
  - 2019: 27,300
  - 2020: 11,000

- **Port of Entry**
  - 55% Los Angeles, CA
  - 21% San Francisco, CA
  - 6% Seattle, WA
  - 3% New York, NY
  - 2% Chicago, IL

- **Main Purpose of Trip**
  - 84% Leisure
  - 53% Vacation Holiday
  - 23% Visit Friends/Relatives

- **Visa Credit Card Spending**
  - Chinese Visa Card Spending ranked 4th in 2021 with 3% of total International Travel Spending in Arizona.

### Visitor Characteristics

- **Average Age:** 36 years
- **Average Household Income:** $69,410
- **Average Party Size:** 2.0 persons
- **Length of Stay:** 8.4 Average Nights in Destination
- **Main Business Purpose:**
  - 8% General Business
  - 6% Convention/Conference/Trade Show

### Transportation in U.S.

- **Air Travel between U.S. cities:** 51%
- **Rented Auto:** 46%
- **Auto, Private or Company:** 38%
- **City Subway/Train/Bus:** 21%
- **Taxi/Cab/Limousine:** 19%

### Accommodations

- **Hot/Motel:** 70%
- **Private Home:** 26%
- **Other:** 8%

### Top Travel Motivators

- **Urban attractions:** 62%
- **Cultural/historical attractions:** 56%
- **Ecotourism/nature:** 56%

**Source:**
- Compiled by the Arizona Office of Tourism Research Division
- Revised 7/2022

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

- **Visa Credit Card Spending**
  - Chinese Visa Card Spending ranked 4th in 2021 with 3% of total International Travel Spending in Arizona.