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%

EXCHANGE RATES (RMB PER USD): 6.5

GROSS DOMESTIC PRODUCT (GDP): $23 trillion

EXPORTS: $2.7 trillion

UNEMPLOYMENT RATE: 3.64%

## Top Travel Motivators

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

## Source used in Destination selection for last leisure trip

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

## Advance Decision Time

- **59%** Less than a month
- **17%** 1 to 2 months
- **11%** 3 to 5 months
- **2%** 6 to 12 months
- **0%** More than 1 year

## Travel Outlook

- **60%** 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

## Budget available for international travel

- **$7,166**

## One Word that Describes the United States

CHINESE VISITATION TO ARIZONA

**Visitation Volume to Arizona**

<table>
<thead>
<tr>
<th>Year</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>63,900</td>
</tr>
<tr>
<td>2016</td>
<td>76,900</td>
</tr>
<tr>
<td>2017</td>
<td>81,400</td>
</tr>
<tr>
<td>2018</td>
<td>81,600</td>
</tr>
<tr>
<td>2019</td>
<td>77,100</td>
</tr>
<tr>
<td>2020</td>
<td>1,400</td>
</tr>
<tr>
<td>2021</td>
<td>11,800</td>
</tr>
</tbody>
</table>

**Visitor Characteristics**

- **Average Age**: 36 years
- **Average Household Income**: $69,410
- **Average Party Size**: 2.0 persons
- **Length of Stay**:
  - **Average Nights in Destination**: 8.4
  - **Average Nights in U.S.**: 28
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
  - **8%** Education
- **14%** Business
  - **8%** General Business
  - **6%** Convention/Conference/Trade Show

Transportation in U.S.

- **51%** Air Travel between U.S. Cities
- **46%** Rented Auto
- **38%** Auto, Private or Company
- **21%** City Subway/Tram/Bus
- **19%** Taxicab/Limousine

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: 72%
- West Coast: 1%
- Tucson & Southern: 20%
- North Central: 2%

Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2021 data.