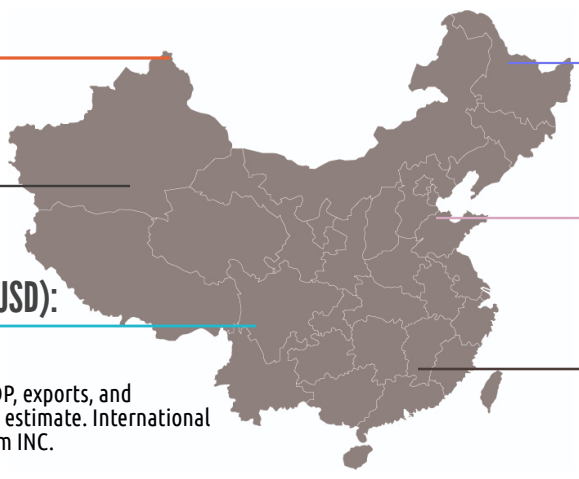
ARIZONA OFFICE OF TOURISM

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: 1.413 billion

GROSS DOMESTIC PRODUCT (GDP): $24.8 trillion

INFLATION RATE: 0.7%

EXPORTS: $3.5 trillion

EXCHANGE RATES (RMB PER USD): 7.18

UNEMPLOYMENT RATE: 4.8%

Sources: The World Factbook reporting 2021 GDP, exports, and unemployment estimates; and 2023 population estimate. International Monetary Fund 2023 inflation estimates. XE.com INC. 2023 exchange rates.

TRAVEL MOTIVATION AND PLANNING

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

71% 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

53% Say international leisure travel is a high or extremely high spending priority

53% Expect to spend more on international travel

55% Expect to travel more internationally

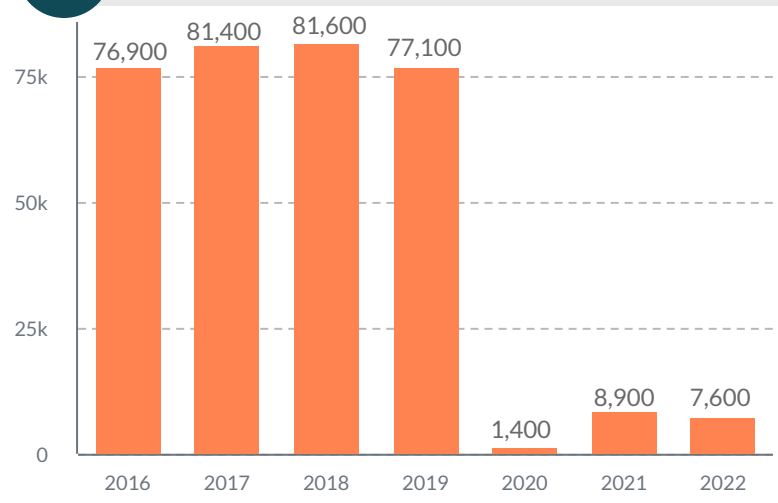
$5,699 Budget available for international travel

One Word that Describes the United Sates

Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2023).

CHINESE VISITATION TO ARIZONA

Visitation Volume to Arizona



Visitor Characteristics

36 years Average Age

$69,410 Average Household Income

2.0 persons Average Party Size

Length of Stay

8.4 Average Nights in Destination

28 Average Nights in U.S.

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 Compamy

21% City Subway/Tram/Bus

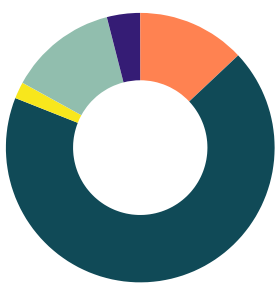
19% Taxicab/Limousine

Visa Credit Card Travel Spending

Chinese Visa Card Spending ranked #9 in 2022 with 1.1% of total International Travel Spending in Arizona.

By Quarter

By Arizona Region



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.

Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2022 data; VisaVUE Travel, reporting 2022 data.