

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2012 Market Profile: China



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Arrivals	270	320	397	493	525	802	1,089	1,474	1,204
Percentage Change (%)	33	19	24	24	6	53	36	35	446

Spending Trends (Exports)

[Millions of U.S. Dollars]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Travel & Tourism Exports (1)	\$1,534	\$2,071	\$2,699	\$3,614	\$3,602	\$5,283	\$7,692	\$8,770	\$7,236
Travel Receipts	\$1,181	\$1,642	\$2,081	\$2,717	\$2,755	\$3,976	\$5,644	\$6,486	\$5,305
Passenger Fare Receipts	\$353	\$429	\$618	\$897	\$847	\$1,307	\$2,048	\$2,284	\$1,931
Change (%) in Total Exports	38	35	30	34	0	47	46	14	472

Information Sources Used for Trip Planning

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	25	39	14.2
	Corporate Travel Dept.	10	20	9.6
	Travel Guide(s)	3	10	7.2
2012	Personal Recommendation (Friends/Rel)		29	
2011	Friends/Relatives	15		
2012	National/State/City Travel Office		6	
2011	Nat'l Govt. Tourist Ofc.	4		
2011	State/City Travel Ofc.	1		
2012	Tour Operator/Travel Club		6	
2011	Tour Company	9		
2012	Online Travel Agency (OTA)		22	
2012	Travel Agency Office		16	
2011	Travel Agency	29		
2012	Other		5	
2011	TV/Radio	1		
2011	Personal Computer	35		
2011	In-flight Info. Systems	2		
2011	Newspapers/Magazines	1		

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Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	4	14	9.4
	Visit Friends/Relatives	24	20	-4.5
	Health Treatment	0.3	0.3	0.0
	Religion/Pilgrimages	0	0.1	0.1
2012	Business		19	
2011	Business/Professional	30		
2012	Vacation/Holiday		30	
2011	Leisure/Rec./Holidays/Sightseeing	27		
2012	Education		15	
2011	Study/Teaching	14		
	Other	1	2	1.5

All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	8	16	8.4
	Visit Friends/Relatives	40	32	-7.5
	Health Treatment	1	1	0.1
	Religion/Pilgrimages	1	1	-0.4
2012	Business		24	
2011	Business/Professional	33		
2012	Vacation/Holiday		42	
2011	Leisure/Rec./Holidays/Sightseeing	52		
2012	Education		17	
2011	Study/Teaching	17		
	Other	2	2	0.2
	NET PURPOSES OF TRIP:			
	Leisure & VFR	72	61	-11.1
	Business & Convention	37	36	-0.7

Transportation Used in the United States

	Transportation Types Used in United States	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines in U.S.	47	51	3.4
	Bus between Cities	10	18	7.3
	City Subway/Tram/Bus	22	31	8.9
	Company or Private Auto	34	49	15.1
	Railroad between Cities	13	9	-4.1
	Motor Home/Camper	1	1	-0.3
	Rented Auto	32	22	-9.9
	Taxi/Cab/Limousine	37	26	-10.9
2012	Cruise Ship/River Boat 1+ Nights		3	
2012	Ferry/River Taxi/Short Scenic Cruise		6	
2012	Rented Bicycle/Motorcycle/Moped		3	

Select Traveler Characteristics

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	65	70	4.5
Advance Trip Decision Time (median days)	40	60	20.0
Prepaid Package	19	23	4.1
First International Trip to the U.S.	55	46	-8.7
Length of Stay in U.S. (mean nights)	38.2	41.6	3.4
Length of Stay in U.S. (median nights)	11	13	2.0
Number of States Visited (% 1 state)	48	57	9.2
Average Number of States Visited	2.0	1.8	-0.2
Hotel/Motel (% 1+ nights)	76	70	-6.1
Average # of Nights in Hotel/Motel	9.5	15.5	6.0
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	62	60	-2.5
Household Income (mean average)	\$61,200	\$73,955	\$12,755
Household Income (median average)	\$41,600	\$40,000	-\$1,600
Average Age: Female	35	32	-2.5
Average Age: Male	37	35	-2.3

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Activity Participation While in the United States

	Activity Participation While in the U.S.	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	36	34	-1.6
	Art Gallery/Museum	25	33	7.4
	Sporting Event	6	13	7.2
	Camping/Hiking	6	6	-0.4
	Casino/Gambling	24	18	-6.1
	Concert/Play/Musical	10	18	7.8
	Environ./Eco. Excursions	8	11	3.6
	Golfing/Tennis	4	5	1.2
	Guided Tours	20	27	6.6
	Hunting/Fishing	3	6	3.1
	Nightclubs/Dancing	8	8	-0.2
	Shopping	87	87	0.0
	Visit American Indian Communities	6	11	4.5
2012	Cultural / Ethnic Heritage Sites		23	
2011	Cultural Heritage Sites	28		
2011	Ethnic Heritage Sites	5		
2012	Experience Fine Dining		47	
2011	Dining in Restaurants	78		
2012	Sightseeing		78	
2011	Sightseeing in Cities	54		
2012	Snow Sports		2	
2011	Snow Skiing	3		
2012	Small Towns/Countryside		36	
2011	Visit Small Towns/Villages	23		
2011	Touring Countryside	16		
2012	National Parks/Monuments		36	
2011	Visit National Parks	29		
2012	Water Sports		11	
2011	Water Sports/Sunbathing	12		
2012	Visit Historical Locations		23	
2011	Visit Historical Places	53		
2012	Other		1	
2011	Cruises	15		
2011	Ranch Vacations	4		

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
REGIONS				
Pacific	47.6	519	47.1	694
Middle Atlantic	46.4	505	35.5	523
STATES				
California	43.2	471	45.9	677
New York	43.7	476	31.4	463
CITY				
Los Angeles	31.1	339	31.2	460
New York City	39.0	425	29.4	433

(1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(**) Estimate not shown due to sample size fewer than 400 for this year.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 35 travel characteristics data in 2011 and the 37 items reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://tinet.ita.doc.gov/outreachpages/census_regions.html

Interested in data for your destination? OTTI sells custom reports. To learn more, go to: <http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the China traveler who visits the United States.

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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