

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: China



2013 Market Profile: China

Visitation Trends (Arrivals)

[Thousands of China Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	320	397	493	525	802	1,089	1,474	1,807	1,486
Percentage Change (%)	19	24	24	6	53	36	35	23	464

Spending Trends (Exports)*

[Millions of U.S. Dollars]	2006 ^r	2007 ^r	2008 ^r	2009 ^r	2010 ^r	2011 ^r	2012 ^r	2013 ^r	Change 2013/2006
Total Travel and Tourism Exports ¹	\$3,919	\$4,774	\$6,086	\$6,869	\$10,249	\$13,925	\$18,152	\$21,115	\$17,196
Travel (all purposes including education)	\$3,490	\$4,156	\$5,189	\$6,022	\$8,942	\$11,877	\$15,864	\$18,694	\$15,204
Of which: Education Related	\$1,627	\$1,881	\$2,377	\$3,049	\$4,014	\$5,123	\$6,498	\$8,041	\$6,414
Of which: Other Business/ Personal Travel	\$1,667	\$2,068	\$2,594	\$2,926	\$4,874	\$6,696	\$9,306	\$10,586	\$8,919
Passenger Air Transportation	\$429	\$618	\$897	\$847	\$1,307	\$2,048	\$2,288	\$2,421	\$1,992
Change (%) in Total Exports	18	22	27	13	49	36	30	16	439

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(r) Revised (December 2014).

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	39	39	-0.2
Personal Recommendation	29	29	0.4
Online Travel Agency	22	27	5.5
Corporate Travel Dept.	20	19	-0.7
Travel Agency Office	16	13	-2.9
Travel Guides	10	12	1.5

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	30	32	1.5
Visit Friends/Relatives	20	21	1.6
Education	15	17	1.3
Business	19	16	-2.7

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	42	43	1.0
Visit Friends/Relatives	32	32	0.1
Business	24	21	-3.4
Education	17	19	2.1
NET PURPOSES OF TRIP:			
Leisure & VFR	61	63	2.3
Business & Convention	36	30	-5.9

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Air Travel between U.S. Cities	51	45	-5.7
Auto, Private or Company	49	38	-11.5
City Subway/Tram/Bus	31	31	-0.5
Rented Auto	22	26	3.4
Bus between Cities	18	25	6.8
Taxicab/Limousine	26	22	-3.8

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	87	85	-1.5
Sightseeing	78	78	-0.6
Experience Fine Dining	47	48	0.4
National Parks/Monuments	36	37	0.9
Art Gallery/Museum	33	36	3.4
Small Towns/Countryside	36	34	-1.5
Amusement/Theme Parks	34	34	-0.7
Historical Locations	23	26	3.5
Cultural / Ethnic Heritage Sites	23	22	-0.9
Guided Tours	27	22	-4.4

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	70	60	-9.5
Advance Trip Decision Time (median days)	60	45	-15.0
Prepaid Package	23	18	-4.5
First International Trip to the U.S.	46	45	-1.3
Length of Stay in U.S. (mean nights)	41.6	39.3	-2.3
Length of Stay in U.S. (median nights)	13	12	-1.0
Number of States Visited (% 1 state)	57	61	4.2
Average Number of States Visited	1.8	1.7	-0.1
Hotel/Motel (% 1+ nights)	70	66	-4.1
Average # of Nights in Hotel/Motel	15.5	14.1	-1.4
Travel Party Size (mean # of persons)	1.8	1.6	-0.2
Gender: % Male (among adults)	60	51	-8.6
Household Income (mean average)	\$73,955	\$78,779	\$4,824
Household Income (median average)	\$40,000	\$47,688	\$7,688
Average Age: Female (among adults)	32	35	2.4
Average Age: Male (among adults)	35	35	0.6

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Pacific	47.1	694	46.5	840
Middle Atlantic	35.5	523	38.9	703
States				
California	45.9	677	46.1	833
New York	31.4	463	32.5	587
Cities				
New York City	29.4	433	31.4	567
Los Angeles	31.2	460	**	**

- (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: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

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

Publication Date: June 2014

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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Chinese traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, inclusive tour package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

U.S. Department of Commerce

International Trade Administration
Industry & Analysis
National Travel and Tourism Office
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
ntto@trade.gov

<http://travel.trade.gov>