

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2014 Market Profile: China



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## Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	397	493	525	802	1,089	1,474	1,807	2,188	1,791
Percentage Change (%)	24	24	6	53	36	35	23	21	451

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 <sup>p</sup>	Change 2014/2007
Total Travel and Tourism Exports <sup>1</sup>	\$4,774	\$6,086	\$6,869	\$10,249	\$13,925	\$18,152	\$21,115	\$23,770	\$18,996
Travel (all purposes including education)	\$4,156	\$5,189	\$6,022	\$8,942	\$11,877	\$15,864	\$18,694	\$21,135	\$16,979
Of which: Education Related	\$1,881	\$2,377	\$3,049	\$4,014	\$5,123	\$6,498	\$8,041	October	-
Of which: Other Business/ Personal Travel	\$2,068	\$2,594	\$2,926	\$4,874	\$6,696	\$9,306	\$10,586	October	-
Passenger Air Transportation <sup>2</sup>	\$618	\$897	\$847	\$1,307	\$2,048	\$2,288	\$2,421	\$2,635	\$2,017
Change (%) in Total Exports	22	27	13	49	36	30	16	13	398

<sup>(1)</sup> 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>

<sup>(2)</sup> The Bureau of Economic Analysis no longer publishes country-specific passenger fare estimates until October; therefore, an estimate was used for 2014.

<sup>(p)</sup> Preliminary, subject to future revisions. Education-related and other business/personal travel spending will be available in October 2015.

## Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change <sup>(2)</sup>
Airlines	39	40	0.9
Personal Recommendation	29	29	-0.4
Online Travel Agency	27	27	-0.8
Corporate Travel Dept.	19	17	-2.6
Travel Agency Office	13	13	-0.1
Travel Guides	12	11	-1.2
Tour Operator/Travel Club	8	8	0.5
National/State/City Travel Office	6	4	-1.2
Other	5	5	0.2

## Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change <sup>(2)</sup>
Vacation/Holiday	32	34	1.9
Visit Friends/Relatives	21	22	0.9
Business	16	16	0.4
Education	17	16	-1.0
Convention/Conference/Trade Show	11	10	-0.7
Health Treatment	0.3	0.3	0.0
Religion/Pilgrimages	2	0.3	-1.2
Other	2	2	-0.5

## All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change <sup>(2)</sup>
Vacation/Holiday	43	46	2.8
Visit Friends/Relatives	32	36	3.3
Business	21	23	1.9
Education	19	18	-0.7
Convention/Conference/Trade Show	14	15	0.5
Health Treatment	0.7	1	0.3
Religion/Pilgrimages	2	1	-1.3
Other	3	2	-1.5
<b>NET PURPOSES OF TRIP:</b>			
Leisure & VFR	63	67	3.9
Business & Convention	30	32	1.4

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change <sup>(2)</sup>
Shopping	85	89	3.6
Sightseeing	78	79	1.8
Experience Fine Dining	48	51	3.3
National Parks/Monuments	37	40	2.7
Small Towns/Countryside	34	39	4.9
Art Gallery/Museum	36	39	2.4
Amusement/Theme Parks	34	34	0.7
Historical Locations	26	25	-1.4
Guided Tours	22	22	-0.3
Cultural / Ethnic Heritage Sites	22	22	-0.9
Concert/Play/Musical	14	15	1.6
Casinos/Gamble	15	13	-1.2
Sporting Event	11	12	0.9
Water Sports	7	11	4.2
Environ./Eco. Excursions	11	11	0.6
American Indian Communities	6	8	1.5
Camping/Hiking	5	7	1.8
Nightclubbing/Dancing	7	6	-0.9
Golfing/Tennis	4	4	0.0
Hunting/Fishing	3	3	0.2
Snow Sports	3	2	-0.9
Other	1	1	0.2



## Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change <sup>(2)</sup>
Auto, Private or Company	38	44	6.3
Air Travel between U.S. Cities	45	43	-2.4
City Subway/Tram/Bus	31	31	-0.1
Rented Auto	26	30	3.9
Taxicab/Limousine	22	23	0.8
Bus between Cities	25	18	-6.5
Railroad between Cities	10	7	-2.5
Ferry/River Taxi/Srt Scenic Cruise	5	7	1.3
Cruise Ship/River Boat 1+ Nights	4	4	0.4
Rented Bicycle/Motorcycle/Moped	2	2	-0.1
Motor Home/Camper	0.3	0.3	0.0

## Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change <sup>(2)</sup>
Advance Trip Decision Time (mean days)	60	68	7.3
Advance Trip Decision Time (median days)	45	60	15.0
Prepaid Package	18	20	1.4
First International Trip to the U.S.	45	41	-4.1
Length of Stay in U.S. (mean nights)	39.3	41.4	2.1
Length of Stay in U.S. (median nights)	12	14	2.0
Number of States Visited (% 1 state)	61	60	-1.4
Average Number of States Visited	1.7	1.8	0.1
Hotel/Motel (% 1+ nights)	66	69	3.0
Average # of Nights in Hotel/Motel	14.1	17.5	3.4
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	51	51	-0.1
Household Income (mean average)	\$78,779	\$76,832	-\$1,947
Household Income (median average)	\$47,688	\$48,741	\$1,053
Average Age: Female (among adults)	35	33	-1.9
Average Age: Male (among adults)	35	36	0.3

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

Visitation to U.S. Destinations/Regions <sup>(3)</sup>	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
<b>Regions</b>				
Pacific	46.5	840	49.9	1,092
Middle Atlantic	38.9	703	32.5	711
<b>States</b>				
California	46.1	833	46.2	1,011
New York	32.5	587	**	**
<b>Cities</b>				
Los Angeles	**	**	33.1	724
New York City	31.4	567	**	**

- (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.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. 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](http://travel.trade.gov/outreachpages/census_regions.html)

Interested in data for your destination? The NTTTO 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

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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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international 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
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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
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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](mailto:ntto@trade.gov)

# <http://travel.trade.gov>