

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# **2015** Market Profile: China



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## Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015/2008
Total Arrivals	493	525	802	1,089	1,474	1,807	2,190	2,591	2,098
Percentage Change (%)	24	6	53	36	35	23	21	18	426

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 <sup>r</sup>	2014 <sup>r</sup>	2015 <sup>r</sup>	Change 2015/2008
Total Travel and Tourism Exports <sup>2</sup>	\$6,086	\$6,869	\$10,249	\$13,925	\$18,152	\$21,624	\$26,317	\$30,178	\$24,092
Travel Receipts	\$5,189	\$6,022	\$8,942	\$11,877	\$15,864	\$19,244	\$23,725	\$27,728	\$22,539
Education Receipts	\$2,377	\$3,049	\$4,014	\$5,123	\$6,498	\$8,076	\$9,734	\$11,429	\$9,052
Other Business/Personal	\$2,594	\$2,926	\$4,874	\$6,696	\$9,306	\$11,093	\$13,906	\$16,209	\$13,615
Health/Border/Seasonal	\$218	\$47	\$54	\$58	\$60	\$75	\$85	\$90	-\$128
Passenger Fare Receipts	\$897	\$847	\$1,307	\$2,048	\$2,288	\$2,380	\$2,592	\$2,450	\$1,553
% Change in Total Exports	27%	13%	49%	36%	30%	19%	22%	15%	396%

## Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Airlines	40	37	-3.0
Personal Recommendation	29	32	3.2
Online Travel Agency	27	28	1.0
Travel Guides	11	16	4.9
Corporate Travel Dept.	17	14	-2.4
Travel Agency Office	13	12	-0.8
Tour Operator/Travel Club	8	8	0.2
National/State/City Travel Office	4	6	1.6
Other	5	6	0.3

## Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	34	39	5.1
Visit Friends/Relatives	22	20	-2.3
Education	16	16	0.3
Business	16	14	-2.6
Convention/Conference/Trade Show	10	10	0.3
Health Treatment	0.3	0.7	0.4
Religion/Pilgrimages	0.3	0.1	-0.2
Other	1.5	0.5	-1.0

## All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	46	49	3.1
Visit Friends/Relatives	36	34	-1.5
Education	18	19	1.0
Business	23	18	-4.5
Convention/Conference/Trade Show	15	14	-0.7
Health Treatment	1.0	1.6	0.6
Religion/Pilgrimages	1.0	0.4	-0.6
Other	1.8	0.5	-1.3
<b>NET PURPOSES OF TRIP:</b>			
Leisure & VFR	67	68	1.2
Business & Convention	32	28	-4.1

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Shopping	89	87	-2.0
Sightseeing	79	81	1.5
Experience Fine Dining	51	51	0.1
National Parks/Monuments	40	45	5.2
Art Gallery/Museum	39	42	3.4
Small Towns/Countryside	39	41	1.8
Amusement/Theme Parks	34	36	1.1
Historical Locations	25	30	5.5
Cultural / Ethnic Heritage Sites	22	24	2.7
Guided Tours	22	20	-1.7
Concert/Play/Musical	15	14	-0.7
Casinos/Gamble	13	13	-0.6
Water Sports	11	12	0.7
Environ./Eco. Excursions	11	11	-0.2
Sporting Event	12	10	-2.3
American Indian Communities	8	9	1.5
Camping/Hiking	7	6	-0.7
Nightclubbing/Dancing	6	6	-0.3
Golfing/Tennis	4	4	0.2
Hunting/Fishing	3	3	0.2
Snow Sports	2.3	2.1	-0.2
Other	1.4	0.9	-0.5



## Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Air Travel between U.S. Cities	43	46	3.4
Auto, Private or Company	44	42	-2.1
Rented Auto	30	35	5.6
City Subway/Tram/Bus	31	31	-0.1
Taxicab/Limousine	23	25	1.8
Bus between Cities	18	16	-1.6
Railroad between Cities	7	7	0.1
Ferry/River Taxi/Srt Scenic Cruise	7	6	-0.4
Cruise Ship/River Boat 1+ Nights	4	3	-0.7
Rented Bicycle/Motorcycle/Moped	2.3	2.2	-0.1
Motor Home/Camper	0.3	0.8	0.5

## Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change <sup>(3)</sup>
Advance Trip Decision Time (mean days)	68	67	-0.5
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	20	25	4.9
First International Trip to the U.S.	41	42	1.8
Length of Stay in U.S. (mean nights)	41.4	37.3	-4.1
Length of Stay in U.S. (median nights)	14	14	0.0
Number of States Visited (% 1 state)	60	59	-1.0
Average Number of States Visited	1.8	1.8	0.0
Hotel/Motel (% 1+ nights)	69	69	-0.7
Average # of Nights in Hotel/Motel	17.5	19.6	2.1
Travel Party Size (mean # of persons)	1.6	1.8	0.2
Gender: % Male (among adults)	51	54	2.4
Household Income (mean average)	\$76,832	\$73,087	-\$3,745
Household Income (median average)	\$48,741	\$48,622	-\$119
Average Age: Female (among adults)	33	34	1.4
Average Age: Male (among adults)	36	36	0.5

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

Visitation to U.S. Destinations/Regions <sup>(3)</sup> (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
<b>Regions</b>				
Pacific	49.85	1,092	44.33	1,149
Middle Atlantic	32.47	711	34.22	887
South Atlantic	**	**	21.90	568
Pacific Islands	**	**	12.64	328
<b>States</b>				
California	46.22	1,012	41.51	1,076
New York	**	**	30.47	790
Hawaii	**	**	11.44	296
<b>Cities</b>				
Los Angeles	33.14	726	30.01	778
New York City	**	**	29.01	752

(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.

(2) 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).

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>

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

(4) 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.

(n/a) Not available.

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

(r) Estimate was revised.

(p) Estimate is preliminary and subject to revision.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes 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? NTTO sells custom reports. To learn more, visit: <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
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
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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

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