

CHARACTERISTICS OF TRAVELERS FROM CHINA TO CALIFORNIA - 2013

In 2013 visitation from China to California rose to a record high of approximately 818,000, making China California's largest overseas market.¹ Collectively, visitors from China spent approximately \$1.95 billion in California.

Visitors to California from China during 2013 reported spending \$165 per day during a 14.4 night average stay or approximately \$2,377 per visitor. The average spending for all overseas visitors to California was about \$1,940 (\$159 per day; 12.2 nights in California).

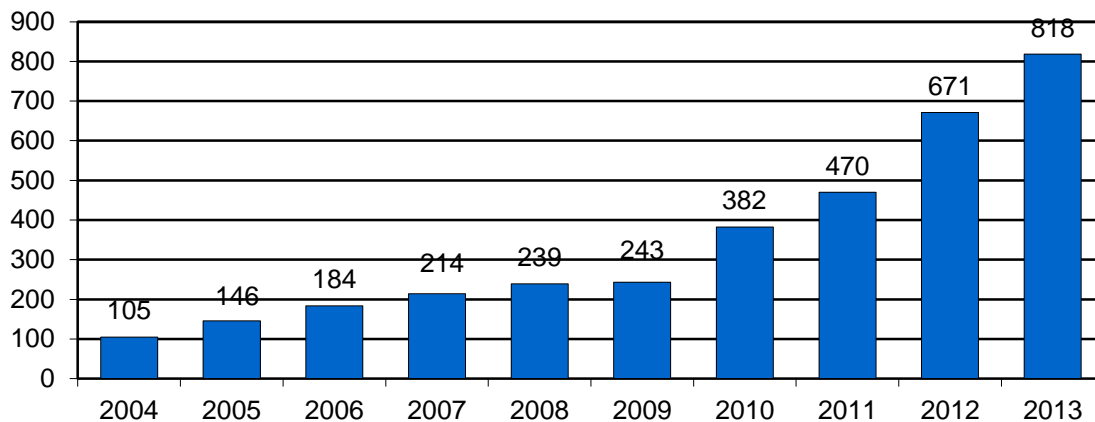
Visitors from China

Year	Total U.S. Arrivals ²	California Market Share ³	Visitors to California (est.)
2003	157,326	48.3%	76,000
2004	202,544	51.8%	105,000
2005	270,272	54.0%	146,000
2006	320,450	57.4%	184,000
2007	397,405	53.8%	214,000
2008	492,958	48.5%	239,000
2009	524,817	46.3%	243,000
2010	801,738	47.6%	382,000
2011	1,089,405	43.1%	470,000
2012	1,474,408	45.5%	671,000
2013	1,806,553	45.3%	818,000

2) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

3) U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

Number of Visitors from China to California, 2004-2013 (in 000s)



Source: U.S. Dept. of Commerce, National Travel and Tourism Office.

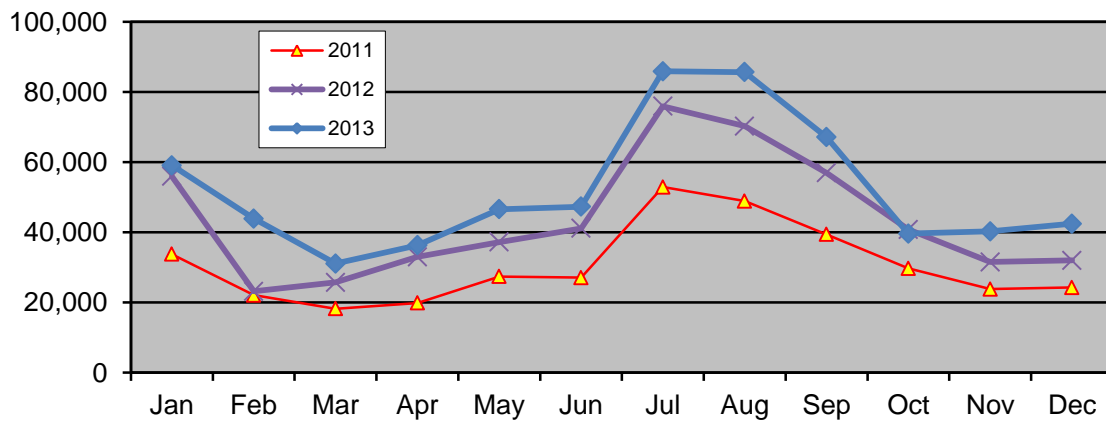
¹ Please note that residents of Hong Kong are not included in the report on visitors from China.

The volume of visitors to the U.S. and California from the People’s Republic of China was less than 25,000 in 1988. By the year 2000 there were nearly one-quarter million Chinese visitors to the U.S. and about 60% of these visitors were coming to California. However, in the post 9-11 period Chinese visitation dropped 55% to a low of 76,000 visitors to California in 2003. Chinese visitor volumes to California have since continued to grow to a high of 818,000 visitors in 2013.

Chinese Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from China to California were higher for almost all months of 2013 compared with the previous two years. In 2013 Chinese resident arrivals at California ports-of-entry peaked in July and August and were lowest in March and April.

**Residents of China
Monthly Port of Entry Arrivals to CA
2011-2013**



U.S. Department of Homeland Security, I-94 Form; CIC Research, Inc.

Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from China are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from China are more likely to:

- Have a decidedly shorter trip planning and advance airline booking horizon
- Travel in economy/business/coach
- Make use of an inclusive travel package
- Be on their first trip to the U.S.
- Visit Los Angeles or the DC Metro area as part of their trip
- Experience fine dining, visit art galleries/museums and amusement/theme parks while in the U.S.
- Spend more while in the U.S. and California
- Spend a higher percentage of their travel dollar on gifts and souvenirs, and a lower percentage on accommodation and food/beverages in the U.S.
- Use a credit card to make purchases
- Have a lower average annual household income

Conversely, visitors from China are less likely to:

- Use a travel agency office as a trip planning source or means of booking air trip
- Use a taxicab/limousine for transportation in the US

Characteristics of Travelers from China to California – 2013

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from China (n = 465)	Leisure Visitors from China (n = 248)
Primary Purpose of Trip			
Vacation/Holidays	52%	44%	75%
Visit Friends/Relatives	17%	15%	25%
Business	15%	13%	-
Convention/Conference	9%	14%	-
Other Purpose	8%	14%	-
Total	100%	100%	100%
Purpose of Trip**			
Vacation/Holidays	64%	57%	81%
Visit Friends/Relatives	32%	28%	36%
Business	20%	19%	3%
Convention/Conference	12%	18%	1%
Sources Used to Plan Trip**			
Airline	43%	35%	36%
Online Travel Agency	31%	24%	29%
Travel Agency Office	26%	13%	17%
Personal Recommendation	26%	28%	27%
Travel Guide	15%	14%	17%
Corporate Travel Department	14%	16%	7%
Tour Operator/Travel Club	9%	8%	12%
National/State/City Travel Office	8%	5%	6%
Advance Planning for Trip			
7 days or less	5%	6%	4%
8 - 30 days	27%	42%	37%
31 - 60 days	17%	22%	25%
61 - 90 days	14%	15%	20%
More than 3 Months	36%	15%	14%
Total	100%	100%	100%
Average Planning Time in Days	105 days	61 days	65 days
Advance Airline Reservations			
7 days or less	10%	12%	5%
8 - 30 days	35%	56%	54%
31 - 60 days	17%	18%	25%
61 - 90 days	13%	9%	12%
91 - 120 days	8%	2%	2%
121 - 180 days	9%	2%	1%
6 Months or More	7%	2%	1%
Total	100%	100%	100%
Average Booking in Days	72 days	39 days	44 days

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

** Multiple response question. The column may sum to more than 100%.

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from China to California
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from China (n = 465)	Leisure Visitors from China (n = 248)
Means of Booking Air Trip**			
Travel Agency Office	31%	21%	24%
Airlines Directly	28%	23%	26%
Internet Booking Service	24%	30%	33%
Corporate Travel Department	15%	18%	7%
Tour Operator/Travel Club	9%	16%	16%
Other	2%	4%	4%
Main Factor in Selecting Airline			
Airfare	29%	30%	37%
Non-Stop Flights	17%	24%	29%
Convenient Schedule	15%	17%	15%
Mileage Bonus/Frequent Flyer Program	9%	5%	1%
Previous Good Experience	9%	8%	6%
Safety Reputation	6%	4%	2%
Loyalty to Carrier	4%	2%	3%
Employer policy	3%	3%	-
In-flight Service Reputation	3%	2%	2%
On-time Reputation	2%	3%	2%
Other	4%	3%	3%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	79%	89%	91%
Executive/Business	10%	8%	6%
Premium Economy	10%	2%	3%
First Class	1%	1%	1%
Total	100%	100%	100%
Use of Package			
Yes	15%	23%	27%
No	85%	77%	73%
Total	100%	100%	100%
Travel Package Includes**			
Attractions/Events/Entertainment	7%	14%	18%
Bus/Coach	7%	11%	15%
Guided Tours	6%	12%	14%
Meals	6%	13%	16%
Rental Car	5%	10%	8%
Tour Guide for Entire Trip	4%	11%	12%
Airfare and Accommodation Only	3%	3%	4%
Cruise	2%	4%	4%
Recreation	1%	3%	4%

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

** Multiple response question. Travel package must include airfare and accommodation and may include others.

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from China to California
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from China (n = 465)	Leisure Visitors from China (n = 248)
Travel Companions**			
Traveling Alone	61%	55%	51%
Spouse/Partner	21%	16%	25%
Family/Relatives	13%	19%	26%
Friends	6%	10%	8%
Business Associates	4%	9%	1%
Tour Group	1%	1%	2%
Average Travel Party Size	1.6	2.1	2.3
Median Travel Party Size	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	76%	69%	61%
Private Home	27%	24%	27%
Other	6%	13%	18%
Length of Stay			
Mean Nights in the U.S.	22.5 nights	25.0 nights	18.3 nights
Mean Nights in California	12.2 nights	14.4 nights	9.5 nights
% of California Nights	54%	58%	52%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	28%	51%	55%
Average Trips to the U.S. in Past Year	1.7 trips	1.5 trips	1.5 trips
Average Number of States Visited	2.0 states	2.0 states	2.1 states
Average Number of Destinations Visited	3.0 dest.	2.7 dest.	3.0 dest.
Places Visited in the U.S.**			
Los Angeles	59%	73%	81%
San Francisco	47%	46%	50%
Las Vegas	30%	25%	30%
New York City	16%	23%	24%
San Diego	13%	10%	11%
Anaheim-Santa Ana	8%	2%	1%
Flagstaff-Grand Canyon-Sedona	7%	2%	3%
San Jose	6%	4%	3%
DC Metro Area	4%	11%	11%
Monterey-Salinas	4%	3%	4%
Oahu	4%	1%	2%
Santa Barbara	3%	1%	2%
Riverside/San Bernardino	3%	2%	1%
Chicago	3%	3%	2%
Seattle	3%	2%	3%
Sacramento	3%	2%	2%
Miami	3%	1%	<1%

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**Characteristics of Travelers from China to California
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from China (n = 465)	Leisure Visitors from China (n = 248)
Activities Experienced While in the U.S.**			
Shopping	88%	87%	88%
Sightseeing	84%	80%	84%
National Parks/Monuments	49%	44%	49%
Experience Fine Dining	43%	51%	55%
Small Towns/Countryside	41%	42%	49%
Amusement/Theme Parks	38%	47%	52%
Historical Locations	37%	32%	38%
Guided Tours	33%	27%	32%
Art Gallery/Museums	30%	39%	45%
Casino/Gamble	25%	21%	27%
Cultural/Ethnic Heritage Sites	21%	25%	27%
Concert/Play/Musical	20%	14%	15%
Transportation While in the U.S.**			
Air Travel between U.S. Cities	46%	44%	43%
Rented Auto	43%	36%	42%
Auto, Private or Company	37%	37%	33%
City Subway/Tram/Bus	33%	25%	23%
Taxicab/Limousine	33%	18%	18%
Bus between Cities	18%	20%	23%
Ferry/River Taxi/Srt. Scenic Cruise	12%	6%	7%
Railroad between Cities	8%	8%	8%
Rented Bicycle/Motorcycle/Moped	5%	4%	3%
Cruise Ship/River Boat 1+ Nights	4%	5%	4%
Motor Home/Camper	2%	<1%	<1%
Visitor Spending in the U.S.***			
CA Visitor Spending in the U.S. per Visitor	\$3,577	\$4,127	\$5,190
Per Visitor Per Day (CA)	\$159	\$165	\$284
Per Visitor/Trip (California)	\$1,940	\$2,377	\$2,694
Spending by Category (Per Visitor/Trip)			
Accommodations	29.1%	19.2%	17.0%
Air Transportation in the U.S.	6.9%	11.8%	13.0%
Entertainment	12.2%	8.6%	8.6%
Food/Beverages	17.8%	11.3%	11.4%
Gifts/Souvenirs	21.9%	37.2%	39.1%
Ground Transportation in the U.S.	5.6%	7.2%	7.6%
Other	6.3%	4.7%	3.4%

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** Multiple response question. The column may sum to more than 100%.

*** Spending estimates were based on the SIAT data and revised by Tourism Economics for Visit California.

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers." CIC Research, Inc. and Tourism Economics

**Characteristics of Travelers from China to California
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from China (n = 465)	Leisure Visitors from China (n = 248)
Payment Method for Trip Expenses			
Purchases Using Credit Card	44%	56%	53%
Cash from Home/Travelers Checks	26%	24%	25%
Cash Adv./Withdrawal Using Credit Card	18%	16%	18%
Cash Adv./Withdrawal Using Debit Card	6%	1%	1%
Purchases Using Debit Card	6%	3%	3%
Total	100%	100%	100%
Age			
Average Age - Males	42 years	38 years	37 years
Average Age - Females	39 years	39 years	41 years
Occupation			
Mgmt., Business, Science, & Arts	44%	43%	41%
Service Occupations	11%	8%	7%
Student	11%	15%	12%
Sales and Office	10%	11%	12%
Retired	8%	8%	10%
Homemaker	5%	3%	5%
Prod., Trans., & Material Moving	4%	6%	6%
Military/Government	4%	3%	3%
Nat. Res., Const., & Maintenance	3%	2%	4%
Other	2%	<1%	<1%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	15%	19%	16%
\$20,000 - \$39,999	14%	22%	24%
\$40,000 - \$59,999	14%	22%	20%
\$60,000 - \$79,999	12%	11%	11%
\$80,000 - \$99,999	10%	7%	8%
\$100,000 - \$119,999	8%	5%	8%
\$120,000 - \$139,999	6%	3%	1%
\$140,000 - \$159,999	5%	1%	2%
\$160,000 - \$179,999	3%	4%	4%
\$180,000 - \$199,999	3%	<1%	-
\$200,000 and over	12%	4%	4%
Total	100%	100%	100%
Average Annual Income	\$100,889	\$63,389	\$66,645

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."