



International Market Profiles

China Report

Q4-2022

Introduction

In 2019, international visitors accounted for \$28B of California's \$145B in tourism spending. In 2023 international spending is forecast to reach \$22.9B, or about 81% recovered. After nearly two years of closed borders to non-essential travel, international visitors are returning to California and are critical to the state's ongoing recovery. As recovery rates and travel sentiment and behavior vary by market, it is important for the industry to have insights into the traveling consumer in the state's biggest opportunity international markets.

Historically, Visit California compiled Market "Blueprints" on an annual basis which summarized key statistics about each of California's top 14 international markets and the travelers from each country. Much of the data for these profiles was based on the annual Survey of International Air Travelers (SIAT) conducted by NTT. While the survey is comprehensive, the annual publication does not fit the current need for timely tracking of international markets during this recovery phase.

Replacing the "Blueprints," the International Market Profiles are a quarterly deliverable highlighting the size of the opportunity, recent travel activity to the state, and travel consumer sentiment and behavior from 14 California target markets. Visit California's partnership with YouGov and their bi-weekly consumer tracking service Global Travel Profiles will help the state's travel industry monitor recovery and gain insights into consumer sentiment and travel trends specific to California's most important international markets.

Methodology

New to Visit California's research and trends reporting for the industry is a vendor partnership with YouGov and their Global Travel Profiles international consumer tracking service.

Global Travel Profiles tracks travel-related sentiment and behavior for the population age 16+ in 25 markets with over 32,000 surveys per market per year. Panelists are surveyed on preferred destinations, booking methods, accommodation preferences, and COVID-related sentiment.

Visit California has also partnered with YouGov to include California as a travel destination in their survey in key markets to enable measurement of consumers' consideration and intent to travel to the state.

The profile report highlights the following international market insights:

- **Visitation & Spending (Tourism Economics)**
 - Pre-pandemic visitation & spending
 - Visitation & spending forecast through 2027
- **Non-Resident Arrivals to California (NTTO)**
 - Pre-pandemic arrivals
 - Arrivals for past 3 months
- **Airlift to California (Cirium)**
 - Pre-pandemic airlift
 - Non-stop flights for past 3 months
 - Non-stop seats for past 3 months
- **Travel Sentiment & Behavior (YouGov)**
 - COVID sentiment
 - Consideration & Intent to travel to US / California
 - Trip type
 - Current barriers to travel
 - Incidence of key traveler segments
 - Vacation planning tools
 - Accommodation preferences and booking methods
 - Anticipated travel dates
 - Number of trips planned
 - Travel party composition
 - Global benchmark average across 14 California markets



Visitation & Spending

Arrivals

Airlift

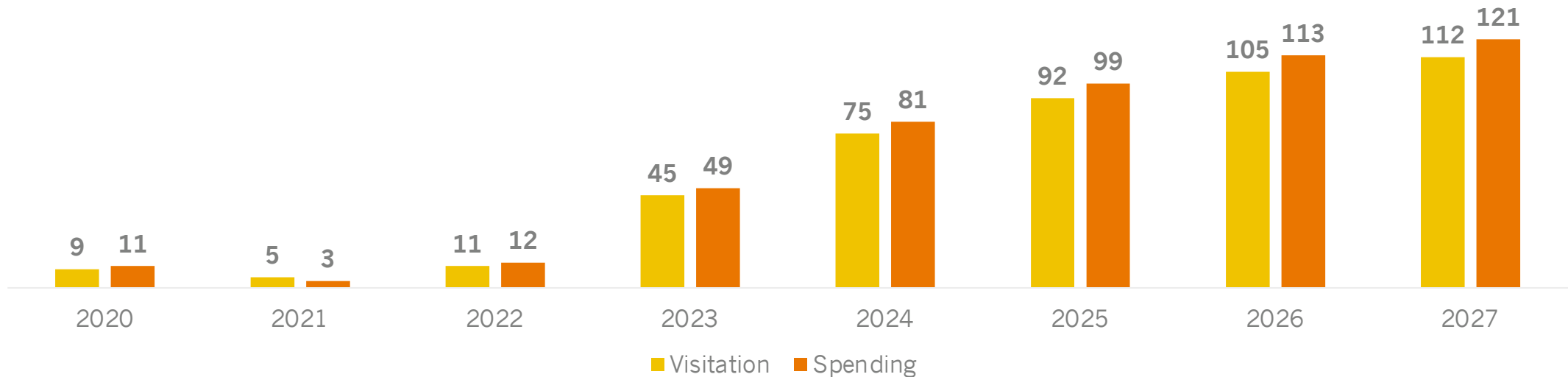


Visitation & Spending Forecast

- The following charts show pre-pandemic (2019) visitation and spending in California and the forecast through 2027.

2019 Travel (Pre-Pandemic)	Visitation (Trips)	Spending (\$)
China	1.5M	\$4B

Visitation & Spending Forecast
(Indexed to 2019 levels)



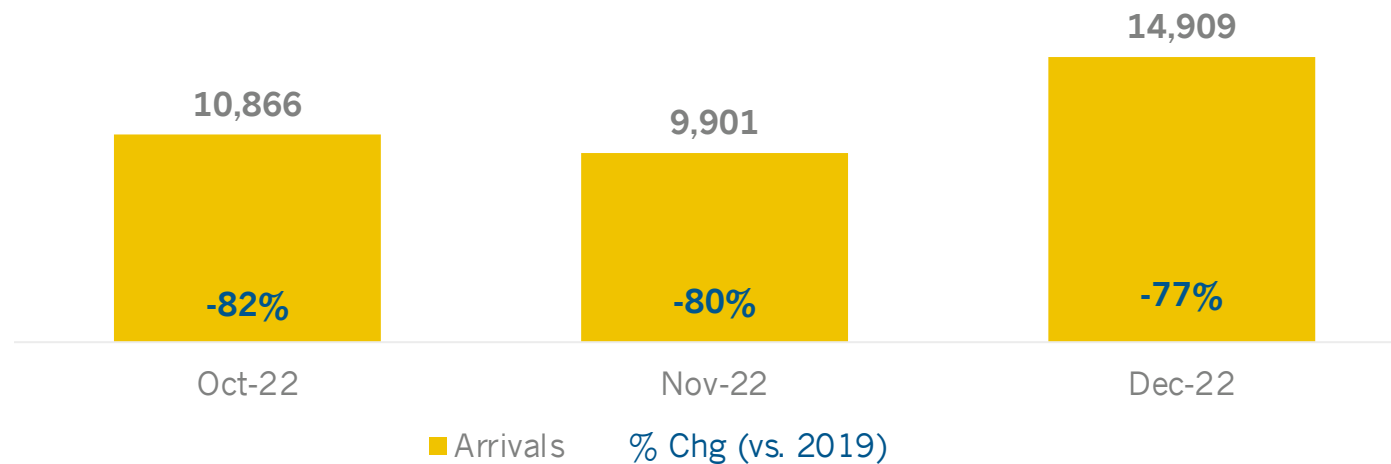


Non-Resident Arrivals to California

- The following chart shows non-resident arrivals at California ports of entry for the most recent 3 months.

2019 Travel (Pre-Pandemic)	Annual Arrivals
China	1M

Non-Resident Arrivals to California Ports of Entry (Q4-2022)



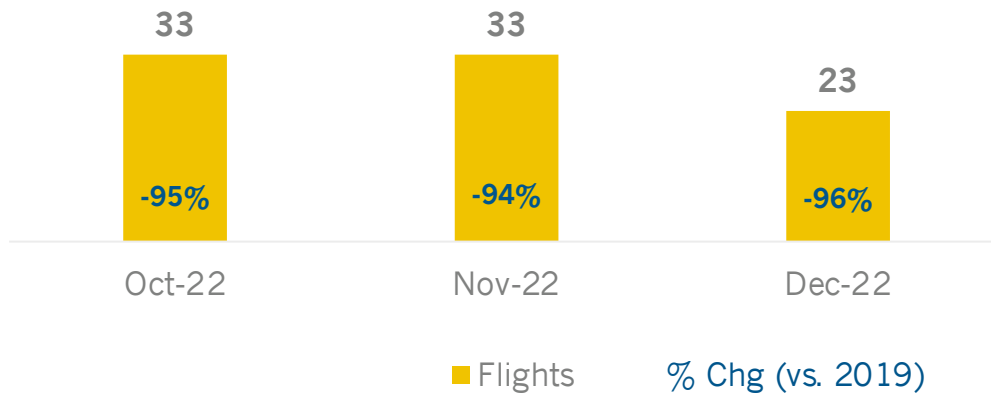


Airlift into California

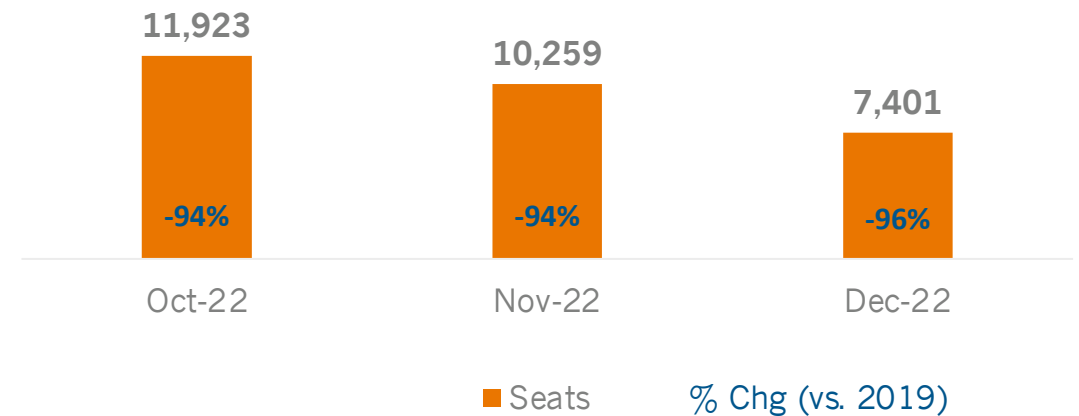
- The charts below show monthly non-stop flights and seats into California airports.

2019 Travel (Pre-Pandemic)	Monthly Non-Stop Flights	Monthly Non-Stop Seats
China	648	194K

Non-Stop Flights (Q4-2022)



Non-Stop Seats (Q4-2022)



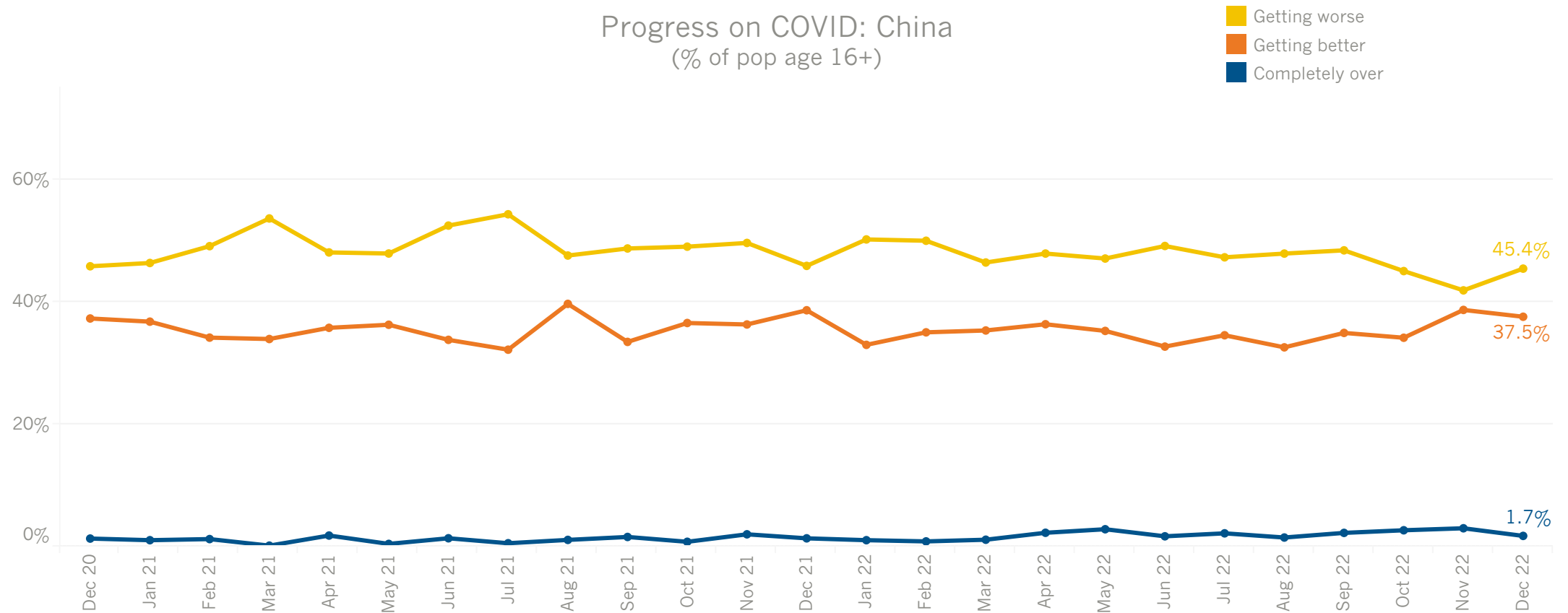


Consumer Data: COVID Sentiment & Travel Planning



Progress on COVID

- The chart below shows consumer perceptions of the state of the pandemic.

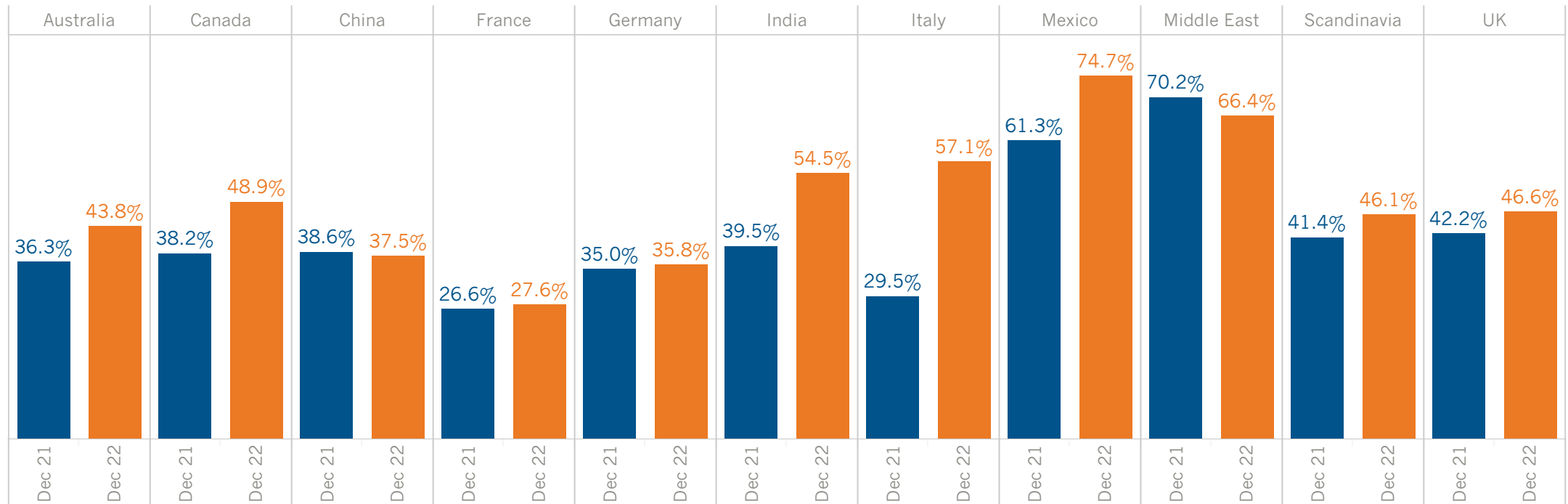




Progress on COVID

- The chart below shows consumer perceptions of the state of the pandemic for “Getting Better” by market.

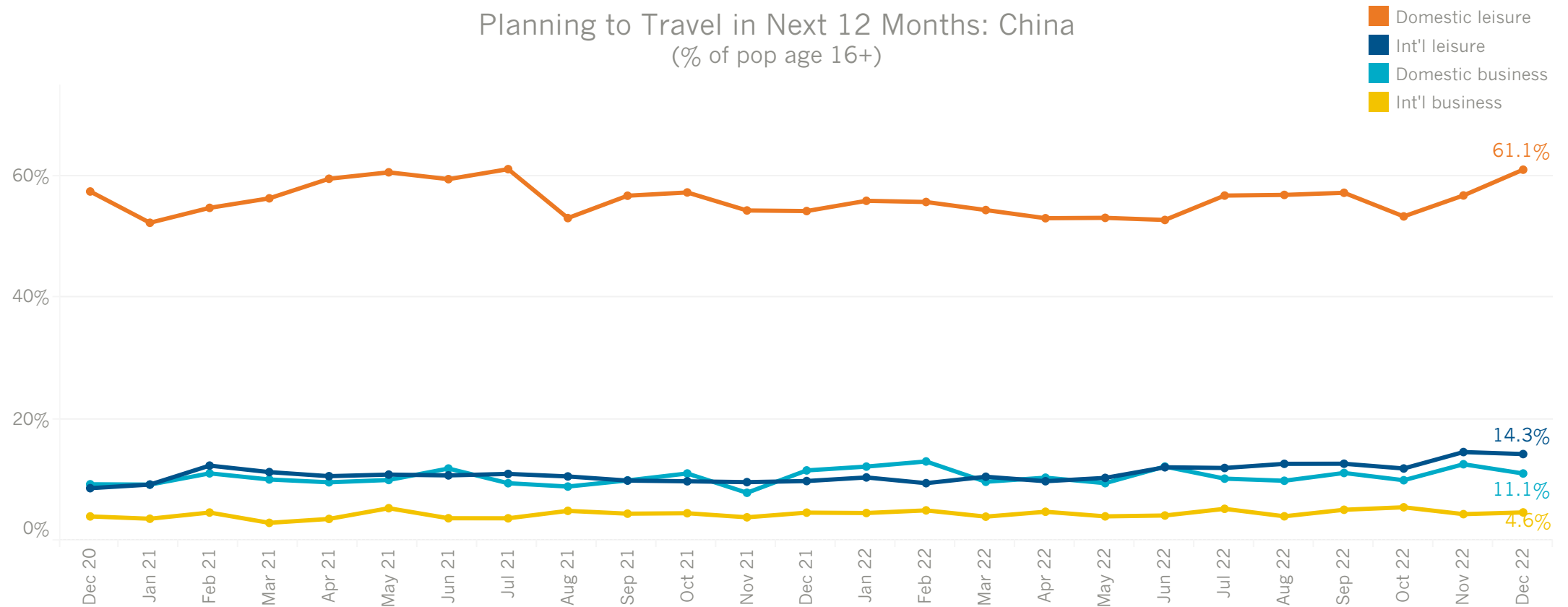
Progress on COVID: Situation "Getter Better"
(% of pop age 16+)





Trip Types Planned

- The chart below shows trip types planned in the next 12 months.

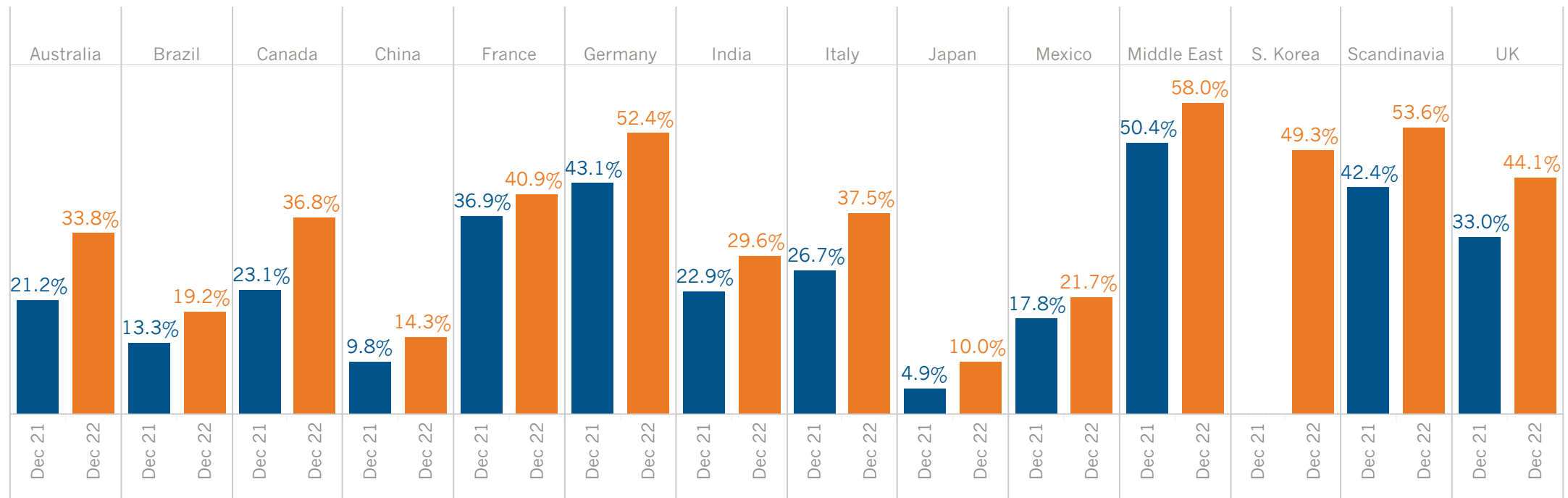




Planning International Leisure Travel

- The chart below shows % of consumers planning to travel for International Leisure in the next 12 months by market.

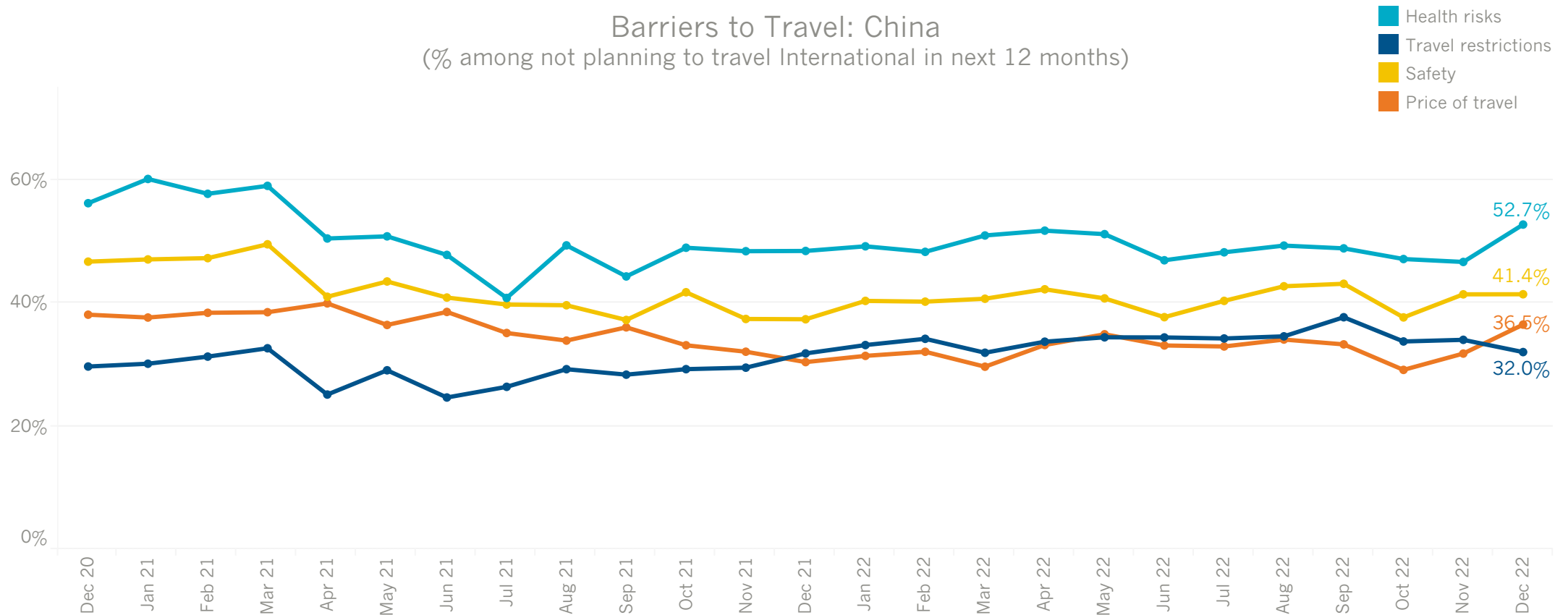
Planning to Travel in Next 12 Months: International Leisure Trip
(% of pop age 16+)





Travel Barriers

- The chart below shows consumer perceptions of travel barriers among respondents not planning international travel.

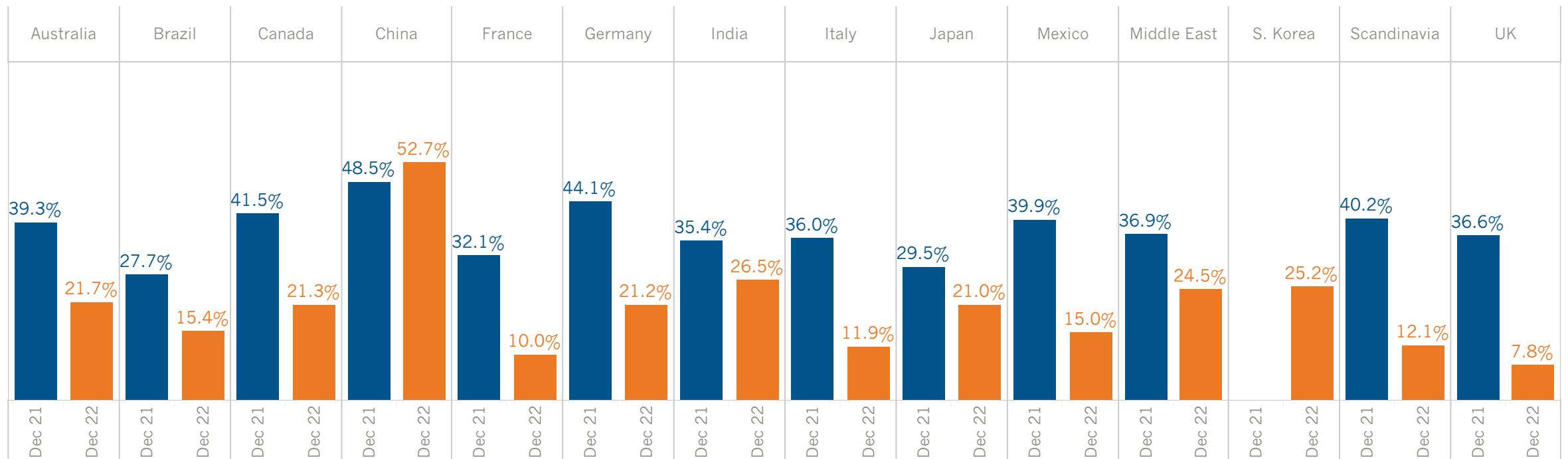




Travel Barriers: Health Risks

- The chart below shows consumer perceptions of health risks as a barrier to travel by market.

Barriers to Travel: Health Risks
(% among not planning to travel International in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

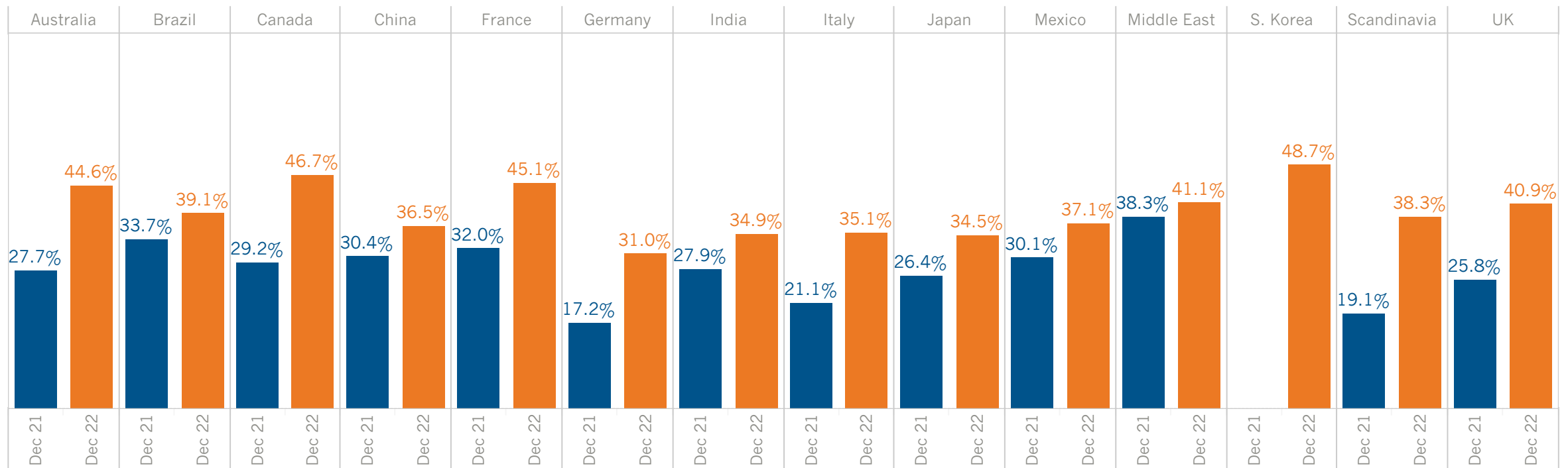
Source: YouGov, Global Travel Profiles (December 2022)



Travel Barriers: Price of Travel

- The chart below shows consumers perceptions of the price of travel as a barrier to travel by market.

Barriers to Travel: Price of Travel
(% among not planning to travel International in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

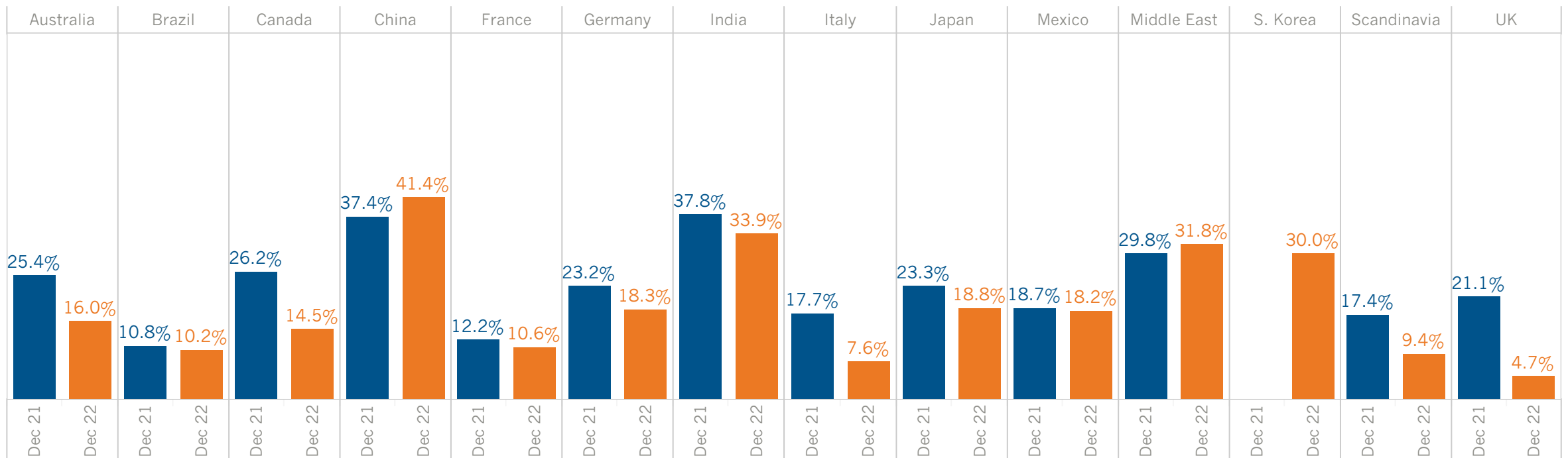
Source: YouGov, Global Travel Profiles (December 2022)



Travel Barriers: Safety

- The chart below shows consumers perceptions of safety as a barrier to travel by market.

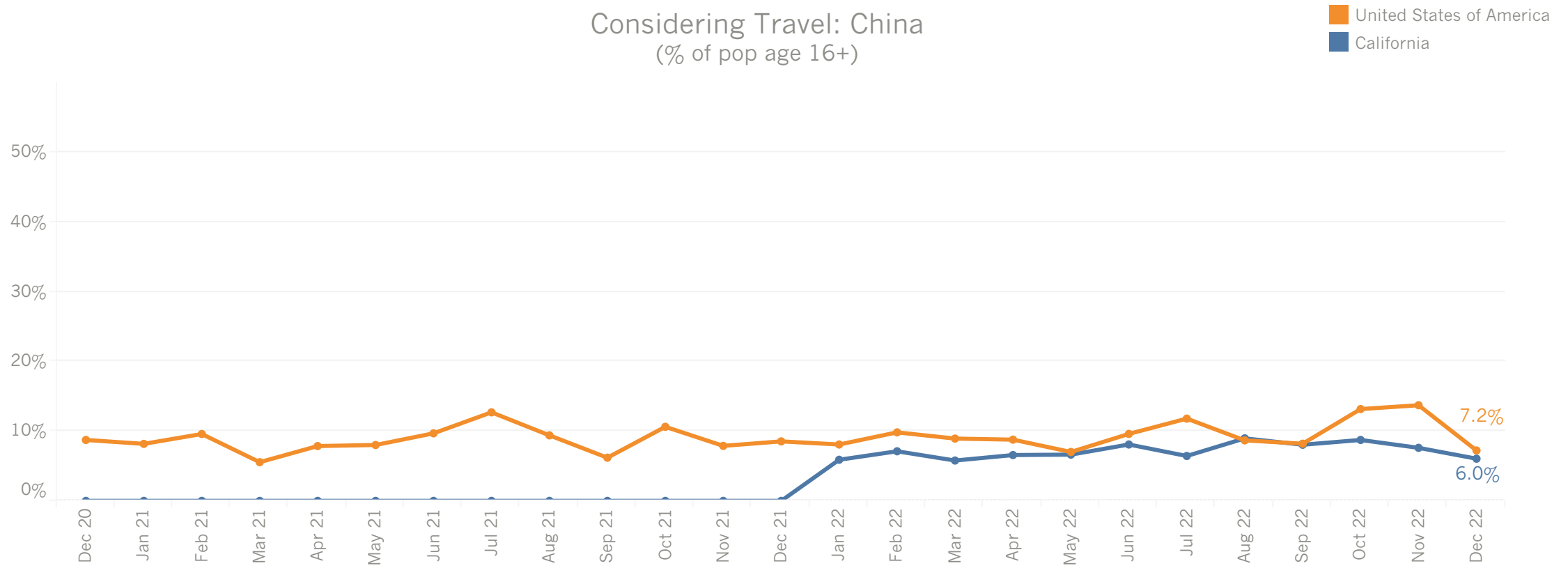
Barriers to Travel: Safety
(% among not planning to travel International in next 12 months)





Considering Travel to U.S & CA

- The chart below shows consumer interest in visiting the U.S. and California in the future.

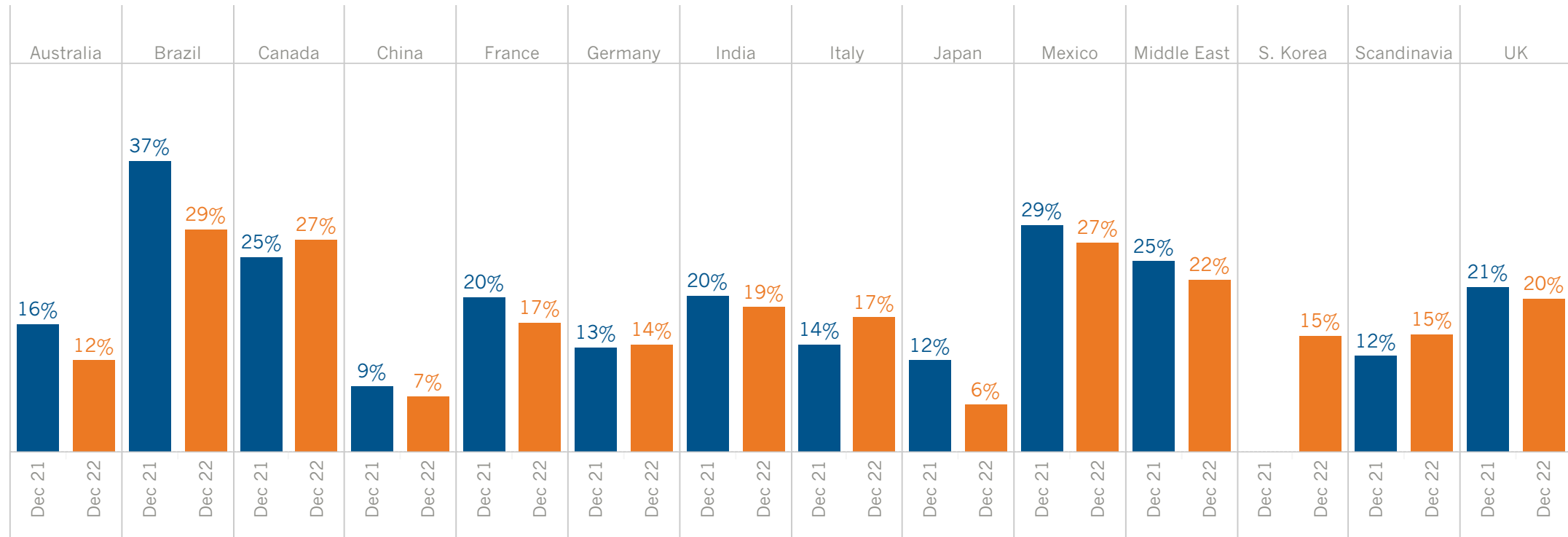




Considering Travel to U.S.

- The chart below shows % of consumers considering travel to the United States at a future date by market.

Considering Travel to U.S.
(% of pop age 16+)

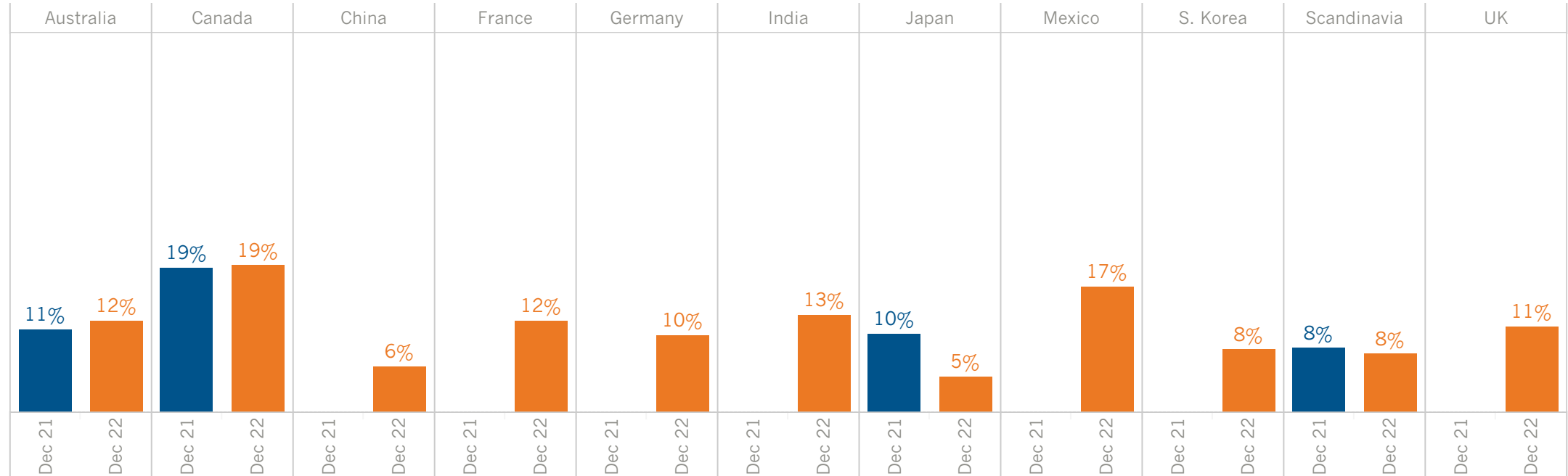




Considering Travel to California

- The chart below shows % of consumers considering travel to California at a future date by market*.

Considering Travel to California
(% of pop age 16+)



*Data on California available for limited markets.



Consumer Data: Travel Preferences

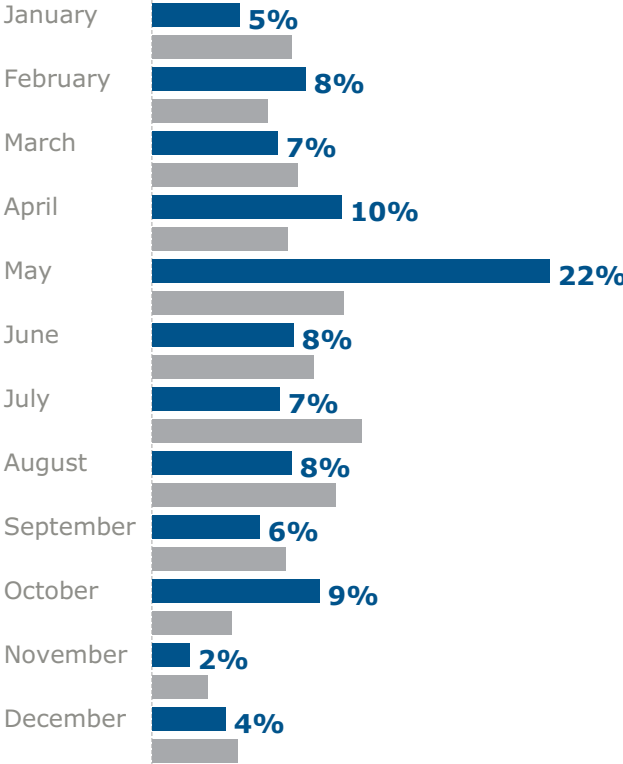
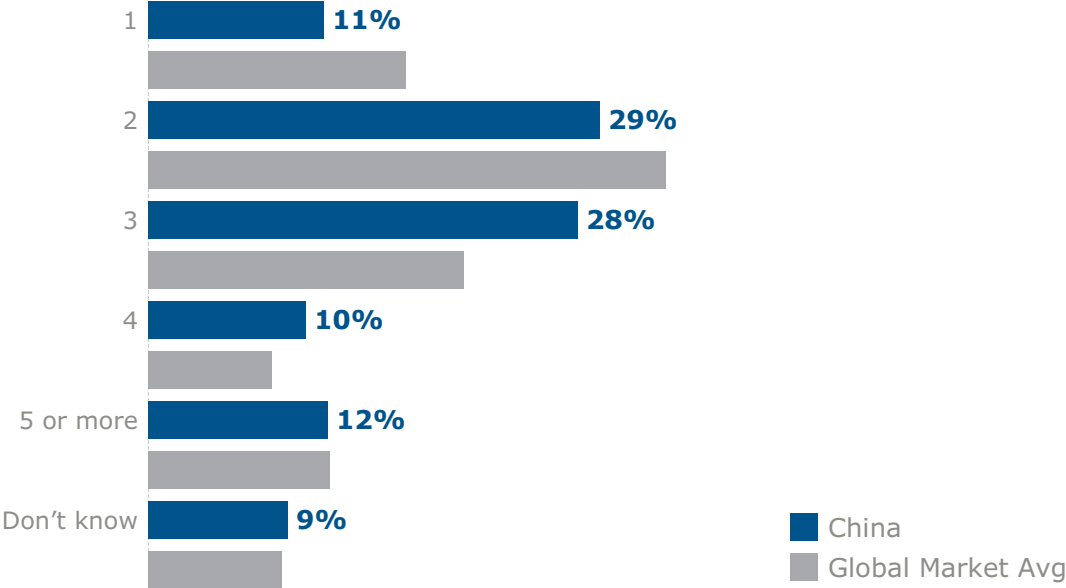


Number of Trips and Timing

- The chart on the left shows the number of trips (leisure and business) consumers have planned in the next 12 months.
- The chart on the right shows the month in 2023 planned (or already taken) for a “main” vacation.

Number of Trips Planned & Timing of Main Vacation

(% among planning to travel international leisure in next 12 months)



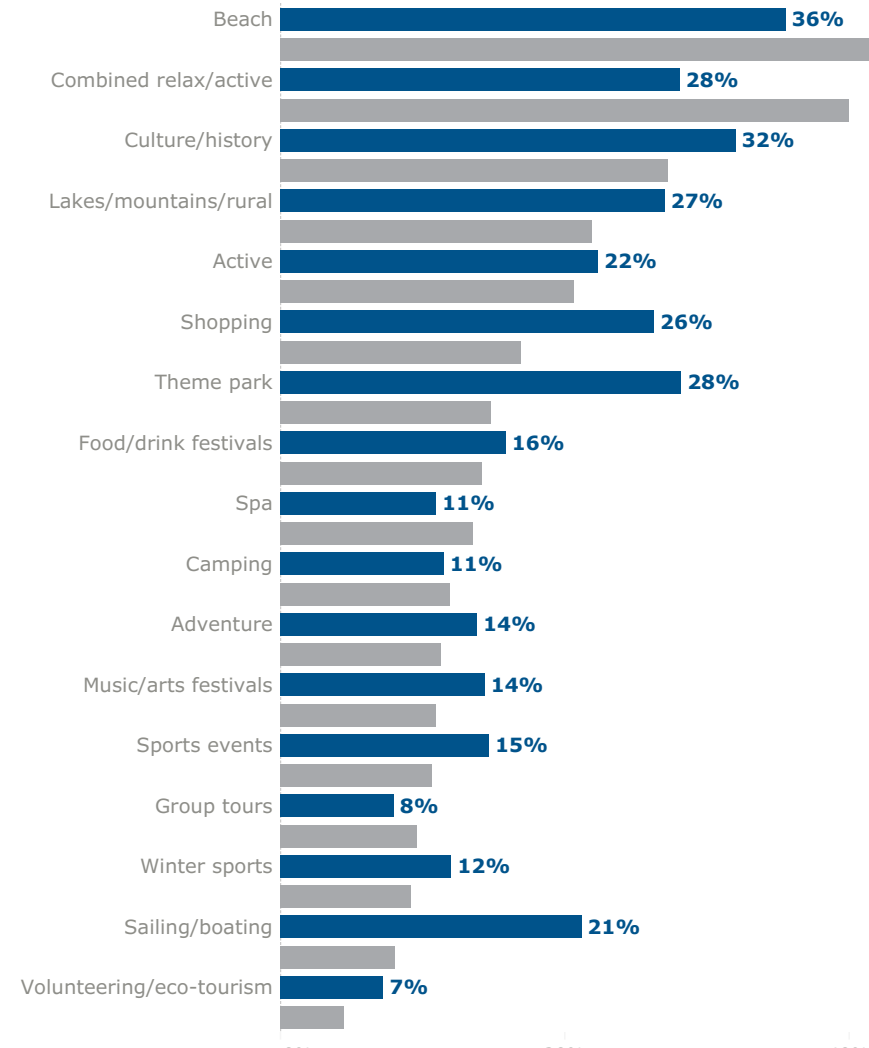
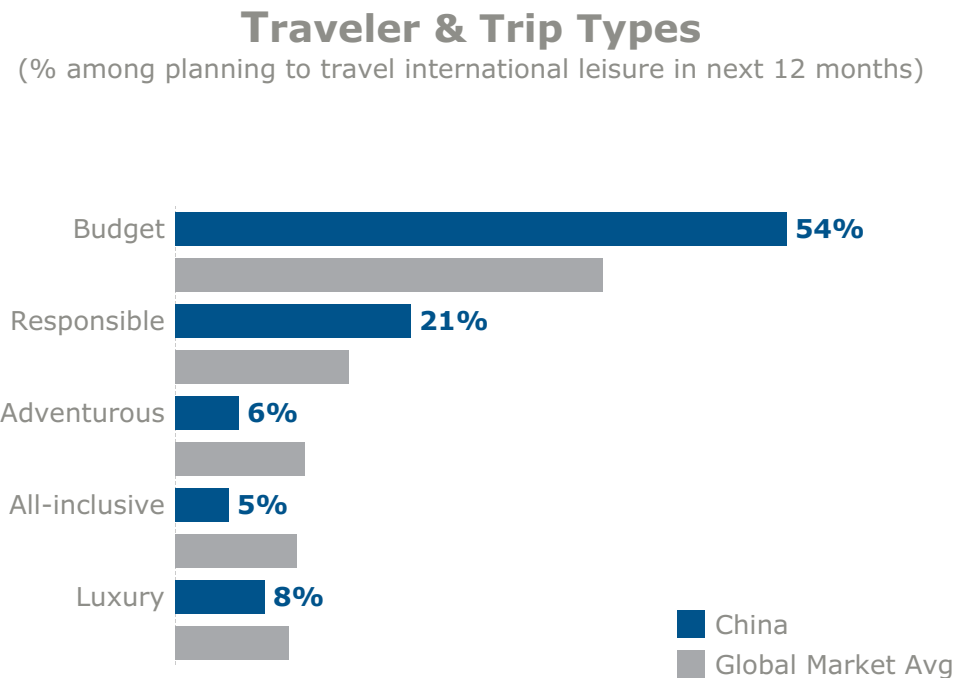
Q: How many trips, if any, are you planning to take for leisure, business, or personal reasons in the next 12 months?

Q: In which, if any, of the following months are you planning to go on your MAIN vacation for 2023 (or when did you go if you've been already)?



Traveler/Holiday Types

- The charts show traveler types and trip preferences.

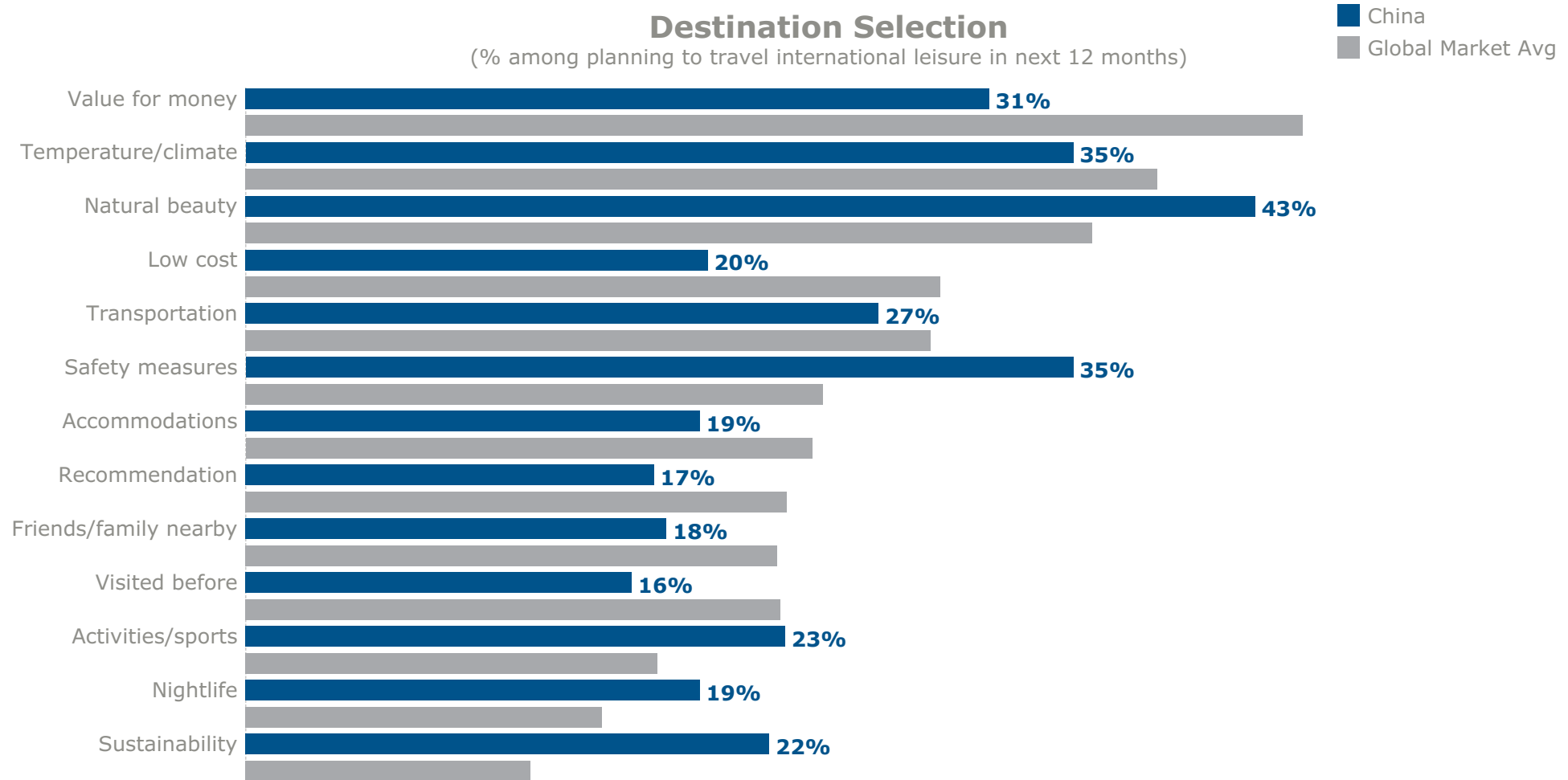


Q: Which, if any, of the following trips are you planning to take in the next 12 months?
Q: Thinking more generally about the holidays that you go on, not just those that you have taken in the last 12 months, which, if any, of the following types of holidays do you typically take?



Destination Selection

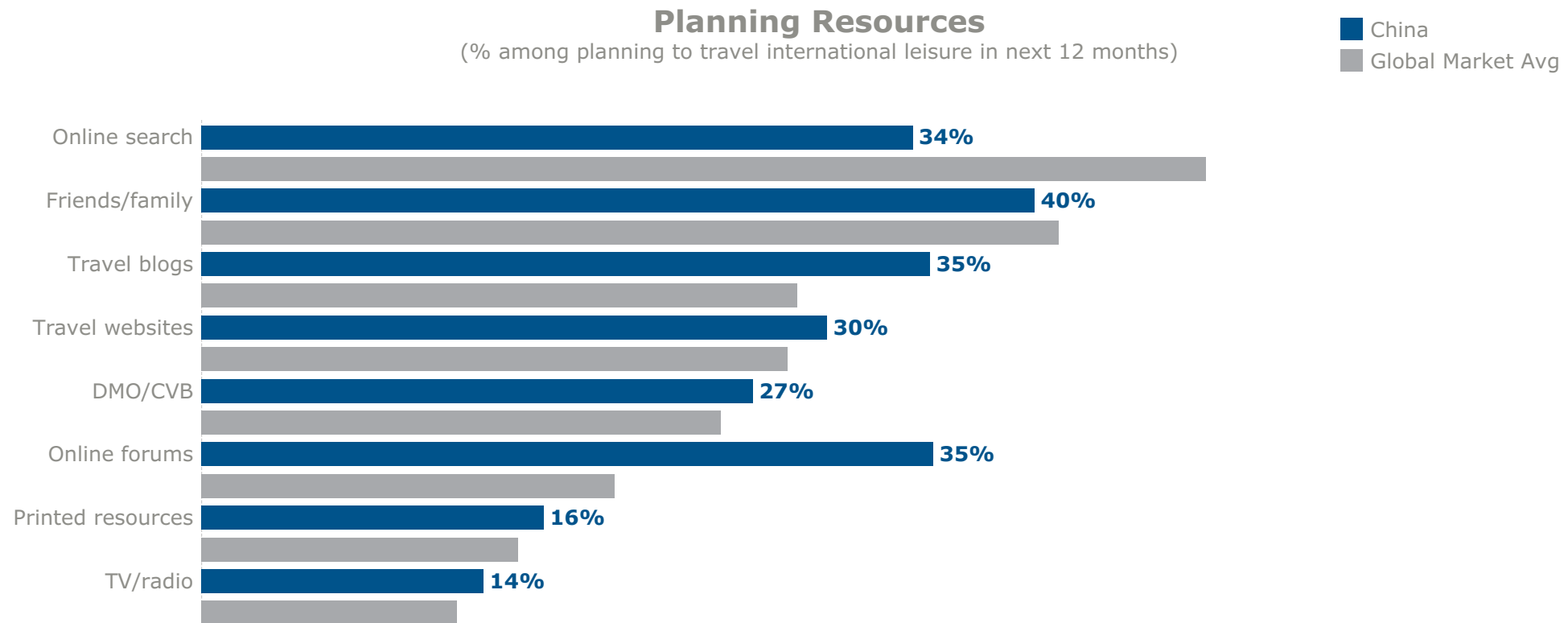
- The chart below shows what influenced the destination decision on the most recent leisure trip.





Planning Resources

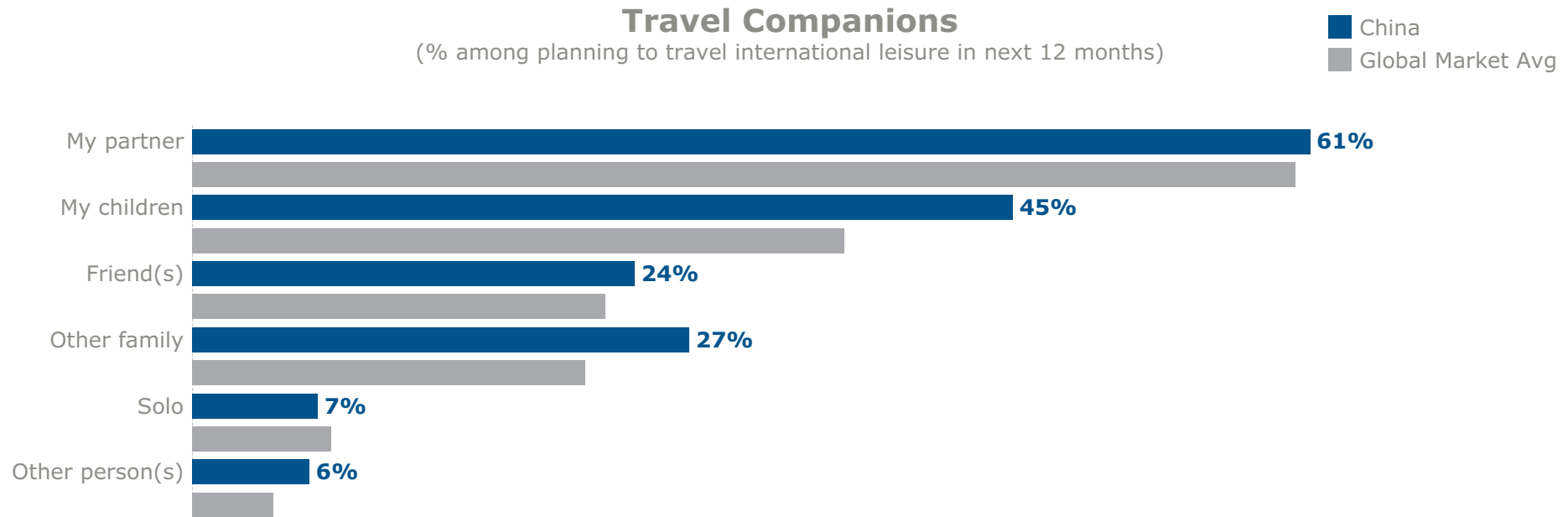
- The chart below shows what resources consumers use for planning a leisure trip.





Travel Companions

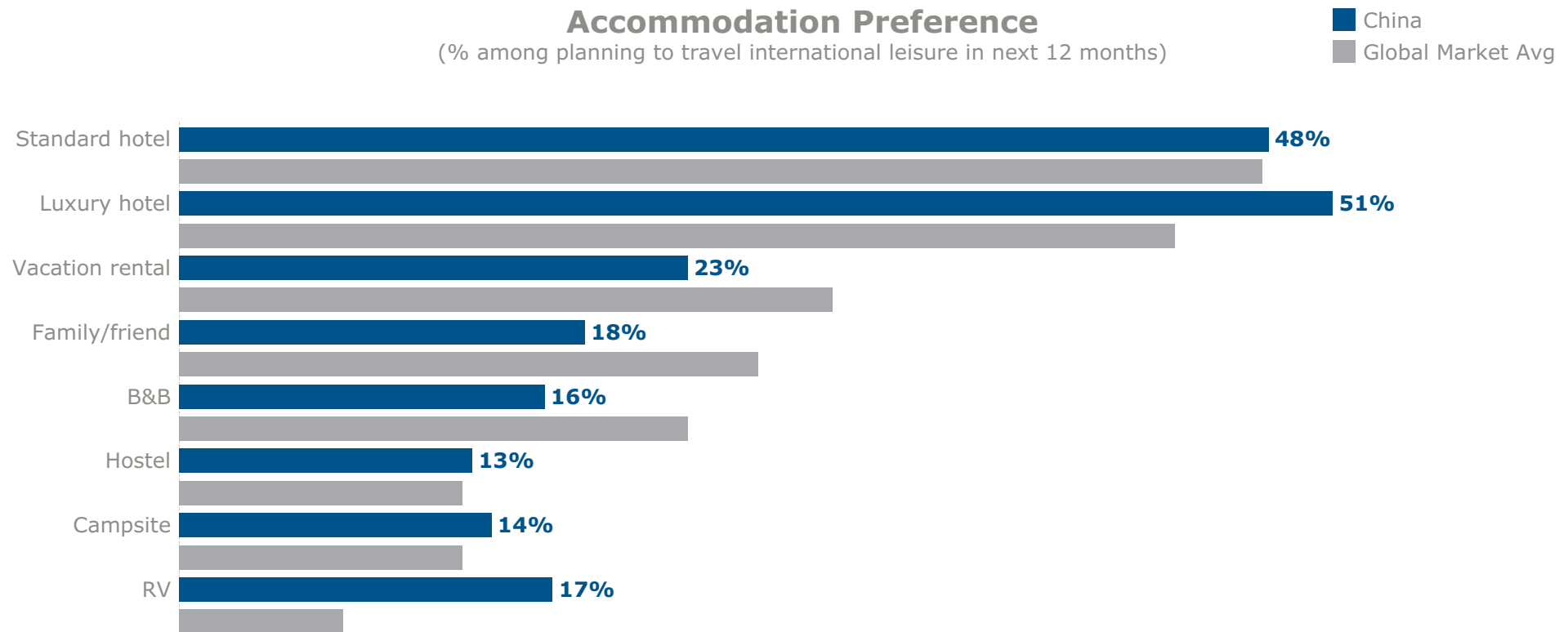
- The chart below shows travel companions on the most recent leisure trip.





Accommodation Preference

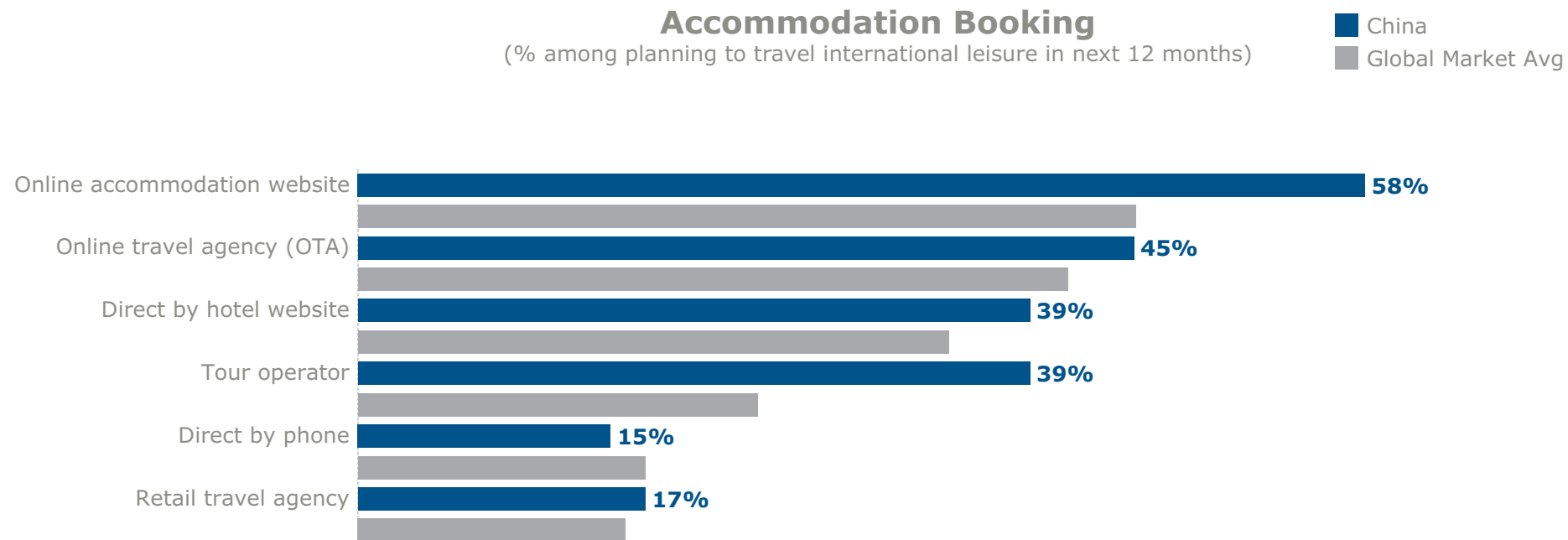
- The chart below shows typical accommodation preferences for a leisure trip.





Accommodation Booking

- The chart below shows typical methods for booking a leisure trip.





Leisure Trip Spending

- The chart below shows leisure trip spending segment based on the total spend from the most recent holiday taken.

