

## CHARACTERISTICS OF TRAVELERS FROM CHINA TO CALIFORNIA - 2014

In 2014 visitation from China to California rose to a record high of approximately 996,000, making China California's largest overseas market.<sup>1</sup> Collectively, visitors from China spent approximately \$2.24 billion in California.

Visitors to California from China during 2014 reported spending \$138 per day during a 16.3 night average stay or approximately \$2,253 per visitor. The average spending for all overseas visitors to California was about \$1,872 (\$153 per day; 12.2 nights in California).

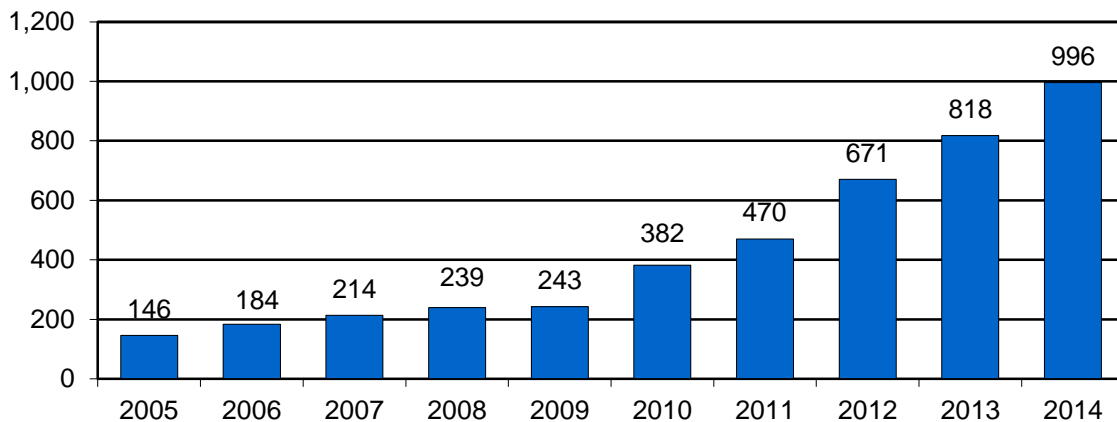
### Visitors from China

Year	Total U.S. Arrivals <sup>2</sup>	California Market Share <sup>3</sup>	Visitors to California (est.)
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
2014	2,188,387	45.5%	996,000

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, 2005-2014 (in 000s)



Source: U.S. Dept. of Commerce, National Travel and Tourism Office.  
Revised by Tourism Economics for Visit California (October, 2015).

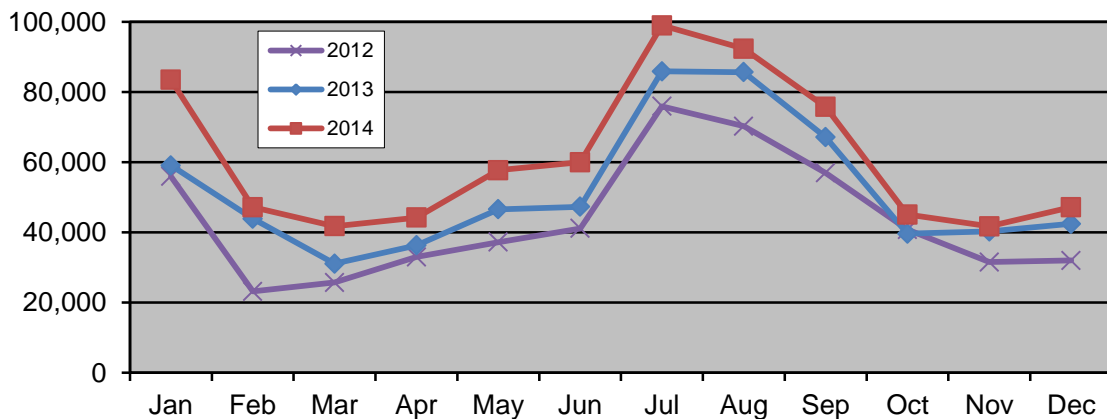
<sup>1</sup> Please note that residents of Hong Kong are not included in the report on visitors from China.

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 996,000 visitors in 2014.

### Chinese Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from China to California were higher for almost all months of 2014 compared with the previous two years. In 2014 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  
2012-2014**



Sources: U.S. Department of Homeland Security, I-94 International Arrival Records, CIC Research, Inc., Visitor volume and spending estimates for California were prepared by Tourism Economics under a separate contract to Visit California.

## 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
- Make use of an inclusive travel package including attractions/events/entertainment
- Have a longer stay in the U.S. as well as in California
- Be on their first trip to the U.S.
- Visit Los Angeles as part of their trip
- Experience fine dining and visit art galleries/museums while in the U.S.
- Use a private or company auto for transportation 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 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:

- Travel to California for vacation/holiday purposes
- Use a travel agency office as a trip planning source or means of booking air trip
- Visit historical locations
- Use a taxicab/limousine for transportation in the US

## Characteristics of Travelers from China to California – 2014

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from China (n = 581)	Leisure Visitors from China (n = 306)
<b>Primary Purpose of Trip</b>			
Vacation/Holidays	54%	43%	70%
Visit Friends/Relatives	18%	18%	30%
Business	13%	14%	-
Convention/Conference	8%	11%	-
Other Purpose	7%	14%	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Vacation/Holidays	66%	54%	77%
Visit Friends/Relatives	34%	32%	45%
Business	18%	22%	7%
Convention/Conference	12%	16%	3%
<b>Sources Used to Plan Trip**</b>			
Airline	43%	39%	38%
Online Travel Agency	32%	24%	26%
Travel Agency Office	25%	15%	19%
Personal Recommendation	29%	32%	41%
Travel Guide	15%	15%	19%
Corporate Travel Department	12%	16%	8%
Tour Operator/Travel Club	10%	13%	14%
National/State/City Travel Office	8%	5%	4%
<b>Advance Planning for Trip</b>			
7 days or less	5%	4%	1%
8 - 30 days	25%	35%	31%
31 - 60 days	19%	23%	24%
61 - 90 days	15%	20%	24%
More than 3 Months	36%	19%	20%
Total	100%	100%	100%
Average Planning Time in Days	106 days	70 days	78 days
<b>Advance Airline Reservations</b>			
7 days or less	9%	8%	4%
8 - 30 days	35%	51%	49%
31 - 60 days	19%	23%	23%
61 - 90 days	12%	12%	17%
91 - 120 days	8%	3%	4%
121 - 180 days	10%	3%	3%
6 Months or More	8%	<1%	1%
Total	100%	100%	100%
Average Booking in Days	74 days	44 days	51 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  
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from China (n = 581)	Leisure Visitors from China (n = 306)
<b>Means of Booking Air Trip**</b>			
Travel Agency Office	29%	18%	17%
Airlines Directly	29%	23%	26%
Internet Booking Service	27%	33%	38%
Corporate Travel Department	12%	19%	9%
Tour Operator/Travel Club	10%	14%	15%
Other	1%	2%	1%
<b>Main Factor in Selecting Airline</b>			
Airfare	31%	28%	26%
Non-Stop Flights	19%	25%	27%
Convenient Schedule	14%	12%	14%
Previous Good Experience	8%	3%	2%
Mileage Bonus/Frequent Flyer Program	6%	6%	4%
Safety Reputation	6%	8%	10%
Loyalty to Carrier	3%	2%	2%
In-flight Service Reputation	3%	4%	6%
Employer policy	2%	2%	2%
On-time Reputation	2%	4%	4%
Other	5%	6%	5%
Total	100%	100%	100%
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	83%	90%	91%
Premium Economy	9%	3%	3%
Executive/Business	8%	7%	6%
First Class	1%	<1%	<1%
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	15%	27%	30%
No	85%	73%	70%
Total	100%	100%	100%
<b>Travel Package Includes**</b>			
Attractions/Events/Entertainment	7%	18%	22%
Bus/Coach	6%	11%	12%
Guided Tours	6%	14%	17%
Meals	6%	15%	19%
Rental Car	5%	10%	12%
Tour Guide for Entire Trip	4%	12%	15%
Airfare and Accommodation Only	2%	2%	2%
Cruise	2%	3%	5%
Recreation	2%	4%	5%

\* 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  
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from China (n = 581)	Leisure Visitors from China (n = 306)
<b>Travel Companions**</b>			
Traveling Alone	59%	54%	38%
Spouse/Partner	22%	17%	27%
Family/Relatives	15%	23%	37%
Friends	6%	7%	8%
Business Associates	3%	6%	1%
Tour Group	1%	1%	1%
<b>Average Travel Party Size</b>	1.7	2.0	2.3
<b>Median Travel Party Size</b>	1.0	1.0	2.0
<b>Type of Lodging**</b>			
Hotel / Motel	76%	68%	61%
Private Home	30%	36%	43%
Other	6%	6%	7%
<b>Length of Stay</b>			
Mean Nights in the U.S.	23.4 nights	29.6 nights	26.1 nights
Mean Nights in California	12.2 nights	16.3 nights	14.9 nights
% of California Nights	52%	55%	57%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	27%	46%	49%
Average Trips to the U.S. in Past Year	1.7 trips	1.6 trips	1.4 trips
<b>Average Number of States Visited</b>	2.1 states	2.0 states	2.2 states
<b>Average Number of Destinations Visited</b>	3.1 dest.	2.8 dest.	3.1 dest.
<b>Places Visited in the U.S.**</b>			
Los Angeles	62%	72%	77%
San Francisco	44%	41%	47%
Las Vegas	29%	25%	32%
New York City	16%	21%	23%
San Diego	14%	10%	11%
Anaheim-Santa Ana	8%	3%	2%
Flagstaff-Grand Canyon-Sedona	7%	3%	4%
San Jose	6%	6%	3%
Monterey-Salinas	5%	2%	2%
DC Metro Area	4%	11%	13%
Riverside/San Bernardino	4%	1%	2%
Santa Barbara	4%	2%	3%
Chicago	3%	3%	2%
Oahu	3%	2%	4%
Seattle	3%	2%	1%
Sacramento	3%	1%	1%
Miami	3%	1%	<1%

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

**Characteristics of Travelers from China to California  
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from China (n = 581)	Leisure Visitors from China (n = 306)
<b>Activities Experienced While in the U.S.**</b>			
Shopping	89%	95%	96%
Sightseeing	83%	85%	89%
National Parks/Monuments	52%	48%	53%
Small Towns/Countryside	44%	46%	54%
Experience Fine Dining	43%	55%	57%
Amusement/Theme Parks	40%	49%	56%
Historical Locations	35%	25%	28%
Guided Tours	33%	27%	32%
Art Gallery/Museums	31%	42%	47%
Casino/Gamble	24%	20%	24%
Concert/Play/Musical	21%	13%	15%
Cultural/Ethnic Heritage Sites	20%	22%	25%
<b>Transportation While in the U.S.**</b>			
Air Travel between U.S. Cities	45%	45%	46%
Rented Auto	44%	36%	40%
Auto, Private or Company	38%	49%	47%
City Subway/Tram/Bus	31%	27%	24%
Taxicab/Limousine	31%	21%	17%
Bus between Cities	19%	15%	11%
Ferry/River Taxi/Srt. Scenic Cruise	10%	7%	8%
Railroad between Cities	7%	7%	7%
Rented Bicycle/Motorcycle/Moped	5%	3%	5%
Cruise Ship/River Boat 1+ Nights	4%	3%	3%
Motor Home/Camper	2%	<1%	1%
<b>Visitor Spending***</b>			
CA Visitor Spending in the U.S. per Visitor	\$3,590	\$4,092	\$3,745
Per Visitor Per Day (CA)	\$153	\$138	\$143
Per Visitor/Trip (California)	\$1,872	\$2,253	\$2,138
<b>Spending by Category (Per Visitor/Trip)</b>			
Accommodations	30.4%	27.3%	21.9%
Air Transportation in the U.S.	6.6%	7.8%	9.3%
Entertainment	12.5%	8.0%	9.0%
Food/Beverages	18.1%	11.3%	13.4%
Gifts/Souvenirs	21.1%	30.5%	26.7%
Ground Transportation in the U.S.	6.2%	7.9%	11.3%
Other	4.9%	7.1%	8.4%

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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  
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from China (n = 581)	Leisure Visitors from China (n = 306)
<b>Payment Method for Trip Expenses</b>			
Purchases Using Credit Card	44%	57%	53%
Cash from Home/Travelers Checks	27%	24%	24%
Cash Adv./Withdrawal Using Credit Card	18%	12%	16%
Cash Adv./Withdrawal Using Debit Card	6%	3%	3%
Purchases Using Debit Card	6%	4%	5%
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	40 years	38 years	40 years
Average Age - Females	38 years	34 years	38 years
<b>Occupation</b>			
Mgmt., Business, Science & Arts	44%	44%	45%
Service Occupations	11%	11%	12%
Student	11%	16%	13%
Sales and Office	11%	11%	10%
Retired	8%	5%	8%
Homemaker	4%	2%	2%
Prod., Trans., & Material Moving	4%	4%	4%
Nat. Res., Const., & Maintenance	3%	4%	3%
Military/Government	2%	2%	3%
Other	2%	1%	1%
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	15%	21%	17%
\$20,000 - \$39,999	13%	19%	23%
\$40,000 - \$59,999	14%	17%	18%
\$60,000 - \$79,999	11%	8%	6%
\$80,000 - \$99,999	10%	9%	8%
\$100,000 - \$119,999	9%	7%	7%
\$120,000 - \$139,999	6%	5%	6%
\$140,000 - \$159,999	4%	2%	2%
\$160,000 - \$179,999	3%	4%	4%
\$180,000 - \$199,999	2%	<1%	-
\$200,000 and over	11%	8%	9%
Total	100%	100%	100%
Average Annual Income	\$95,782	\$78,665	\$79,925

\* 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."