

Global Market Profile

CHINA



March 2024

Introduction

- Tourism Economics forecasts domestic leisure visitation will account for \$101B in spending in California in 2024 and international visitation will account for \$29B in spending in the state.
- In this highly competitive environment for tourism dollars and with travel demand normalizing, effective global marketing is critical to California achieving these spending numbers which requires a deep knowledge of the domestic and international markets that drive tourism spending in the state. This includes an understanding of the audience of travelers most likely to visit California in the next year.
- The **Global Market Profile** report has been developed by Visit California Research to provide the organization and the state's tourism industry with insights on California's domestic market and thirteen opportunity international markets through detailed market landscapes as well as highly targeted audience profiles and traveler behavior insights.

Market Landscape:



Audience Insights:



California Traveler & Trip Details:

- **Market Landscape** includes foundational intelligence from Visit California:
 - Visitation and Spending Forecasts
 - Airlift Recovery (flights and seats)
 - Arrival Numbers & California Market Share
 - Consumer travel intent and barriers
- **Audience Insights** includes a profile of target travelers, including:
 - Description and size of Audience Target
 - Demographic profile
 - General travel planning behavior
 - General trip spending
 - Advertising and sports preferences
- **California Traveler & Trip Details** includes details about visitors to California from the past year, including:
 - Trip purpose
 - First/Repeat visitation
 - Destinations visited
 - Travel party, accommodations, activities and expenditures

Methodology & Sources

- The report contains three sections:
 - The **Market Landscape** section is sourced from Visit California's key research partners, including Tourism Economics, NTTO, CIC Research, Cirium and YouGov.
 - The **Audience Insights** section is sourced from YouGov's Global Travel Profiles which tracks travel-related sentiment and behavior in over 25 global markets, including all thirteen Visit California opportunity markets. Panelists are surveyed on preferred trip types, booking methods, accommodation preferences, and advertising perceptions.
 - The audience profile is built on a segmentation of consumers planning international leisure travel in the next 12 months and are considering California as a destination.* The profiles provide insights into those travelers most likely to visit the state.
 - The **California Traveler and Trip Characteristic** section provides information on trips that included a stay in California from the Survey of International Air Travelers (SIAT).



Market Landscape

Country Profile

China



POPULATION: *

1,425.7M

EXCHANGE RATE: **

Local currency to USD dollar

7.2

GROSS DOMESTIC PRODUCT (GDP):

Annual % chg ***

5.2%

INFLATION RATE:

Annual % chg ****

2.0%

* www.worldometers.info, 2023

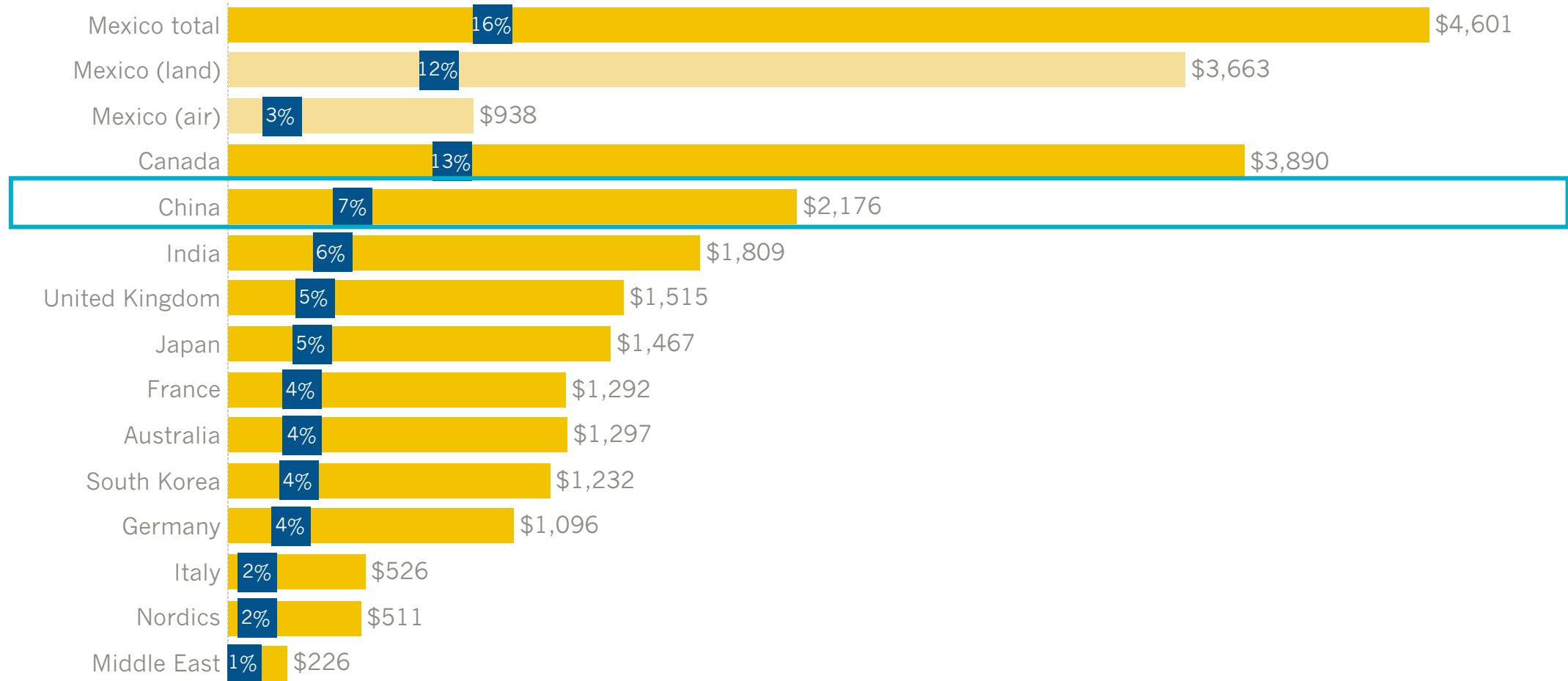
** www.x-rates.com, Feb 2024

*** www.imf.org, 2023

**** www.imf.org, 2023

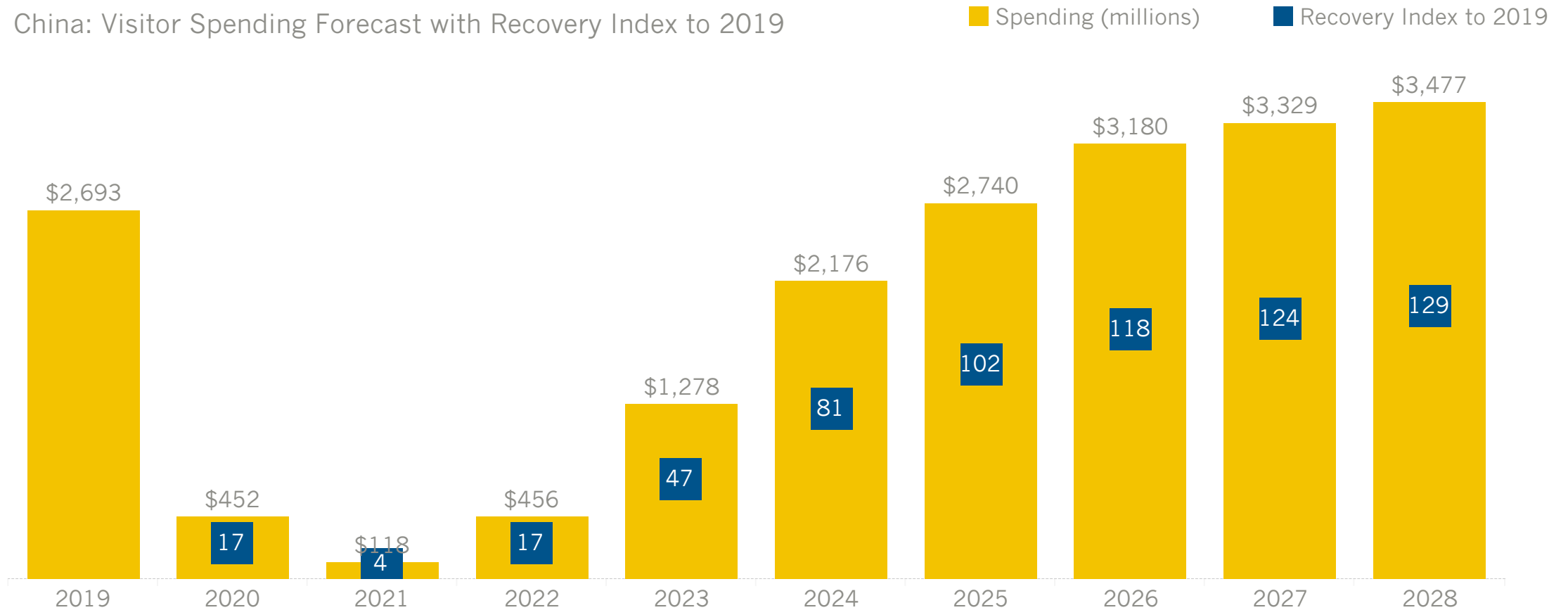
Forecast: Visitor Spending by Market (2024)

The chart below shows California's visitor spending forecast for the state's 14 target markets and share of total international spending in the state.



Forecast: Visitor Spending

The chart below shows the state's visitor spending forecast and the recovery index for the focus market.

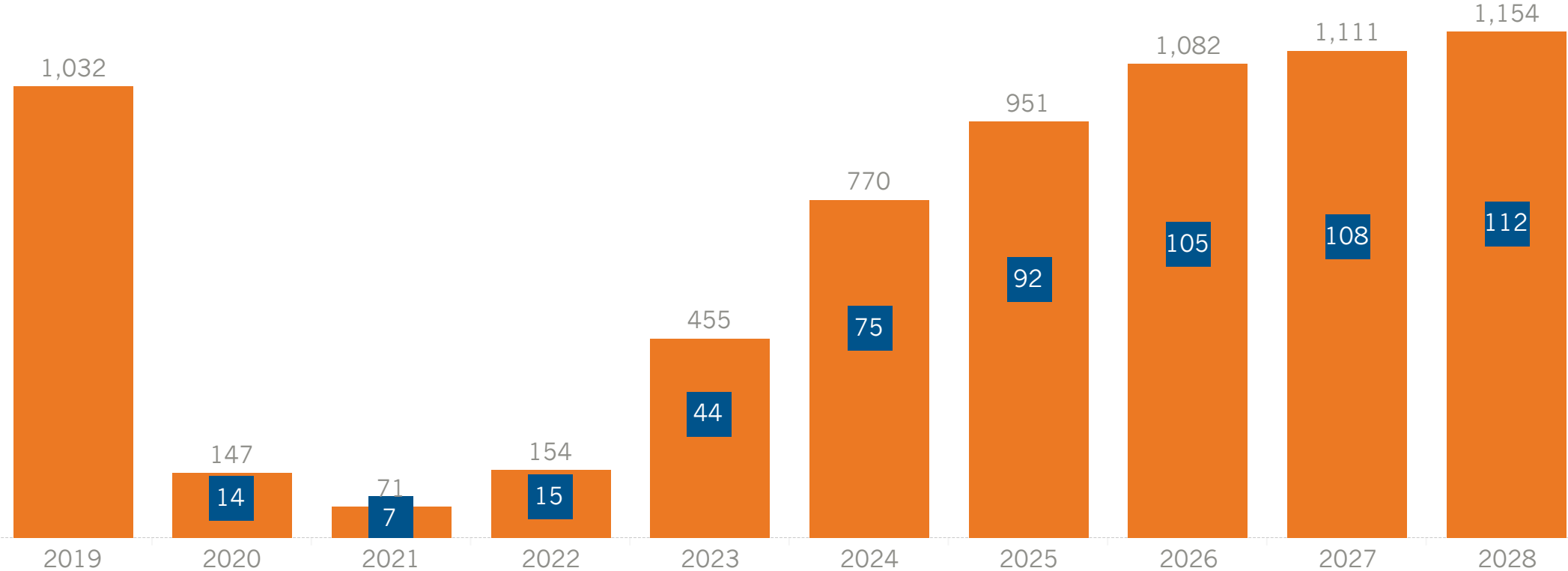


Forecast: Visitor Volume

The chart below shows the state's visitation forecast and recovery index for the focus market.

China: Visitation Forecast with Recovery Index to 2019

■ Visitation (thousands) ■ Recovery Index to 2019

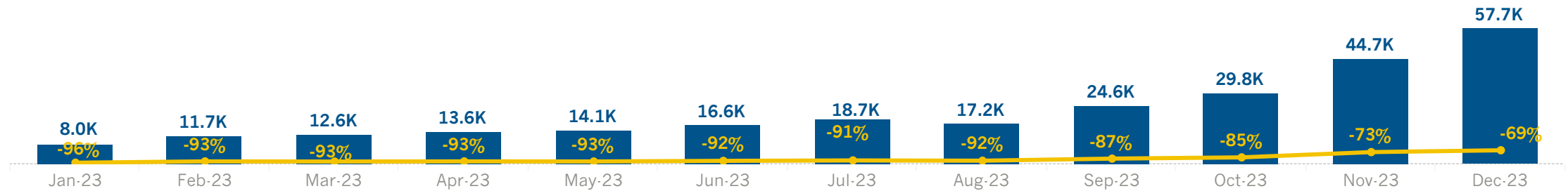


Source: Tourism Economics (Feb 2024)

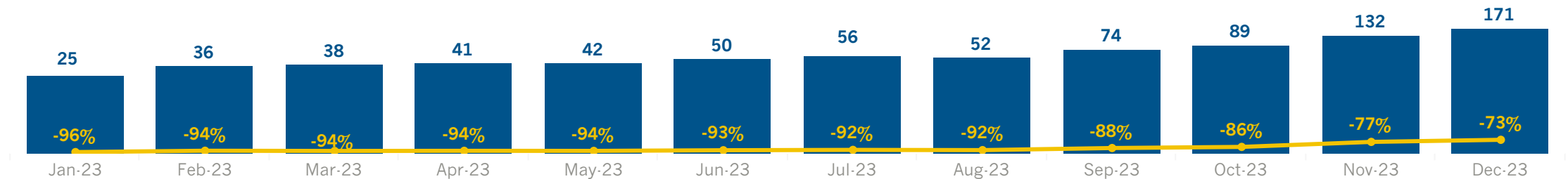
Airlift to California

The charts below shows airlift to California and percent change to 2019 for the focus market.

China: Non-Stop Seats to CA (% chg vs 2019)



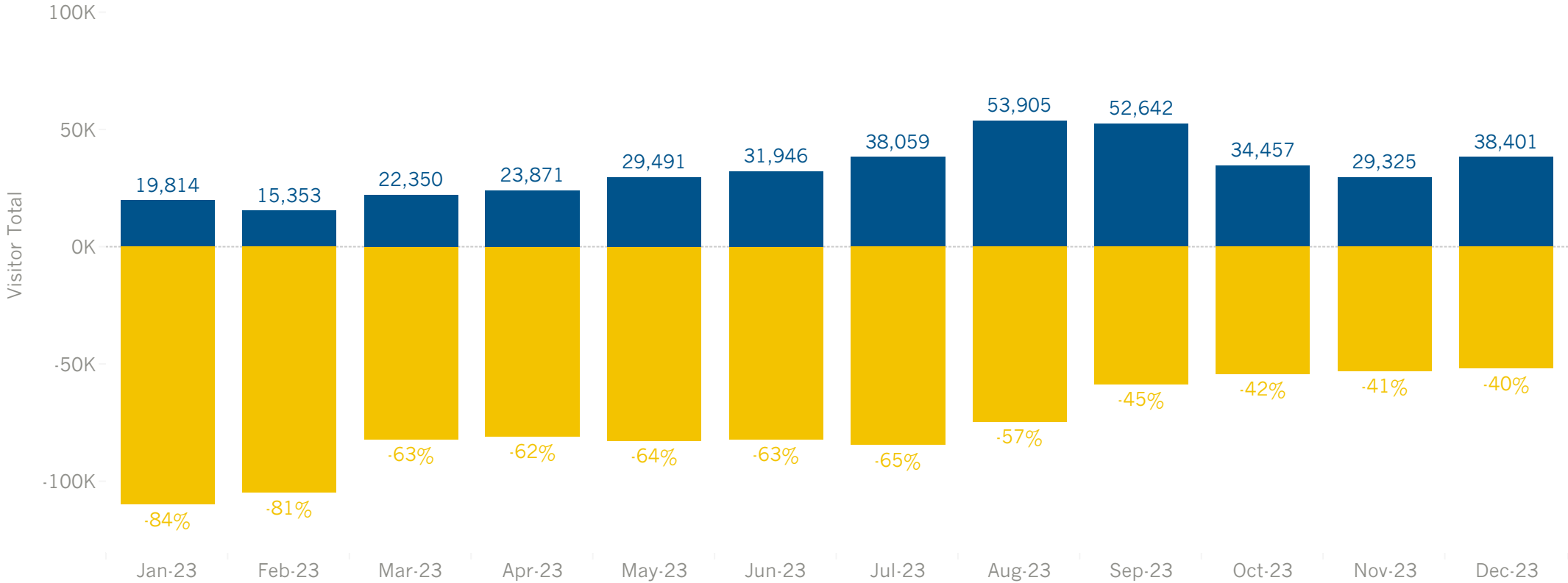
China: Non-Stop Flights to CA (% chg vs 2019)



Non-Resident Arrivals to California

The chart below shows non-resident arrivals at California's ports of entry and percent change to 2019 for the focus market.

China: Non-Resident Arrivals at CA Ports of Entry (% change vs. 2019)

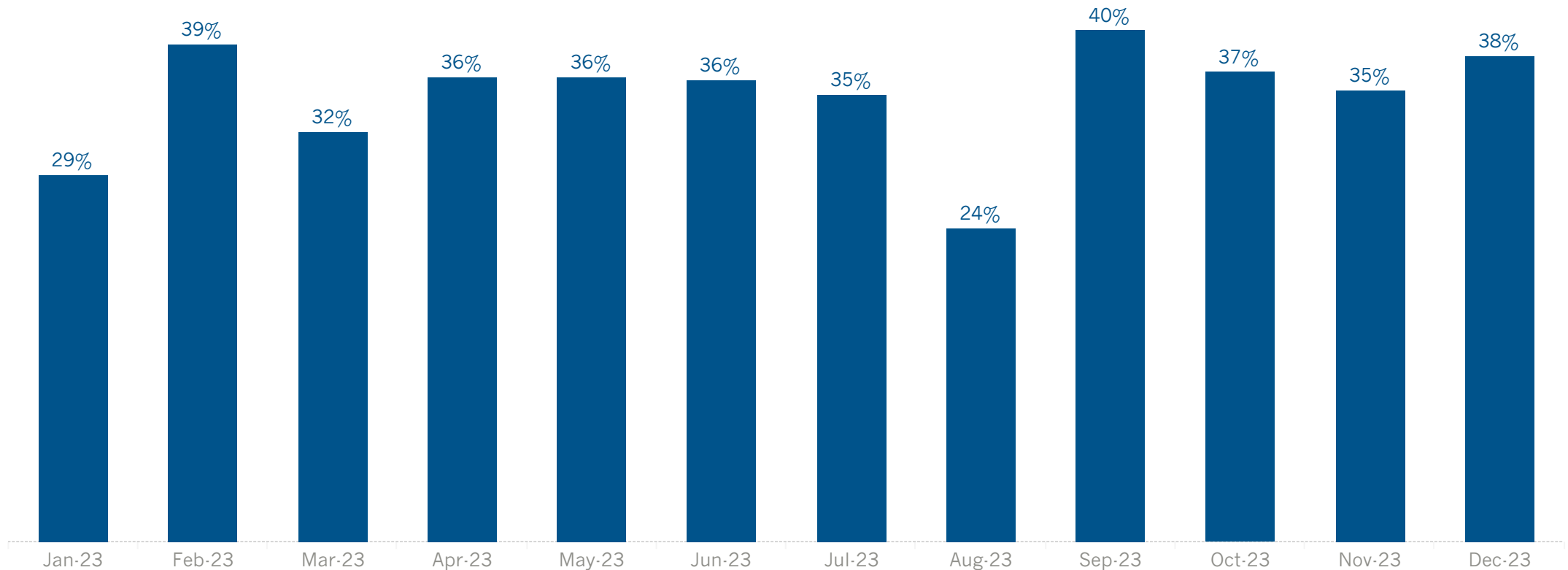


Source: NTT, CIC Research

California's Share of Arrivals

The chart below shows California's share of arrivals from the focus market based on First Intended Address (FIA).

China: California Market Share of Arrivals Based on First Intended Address (%)



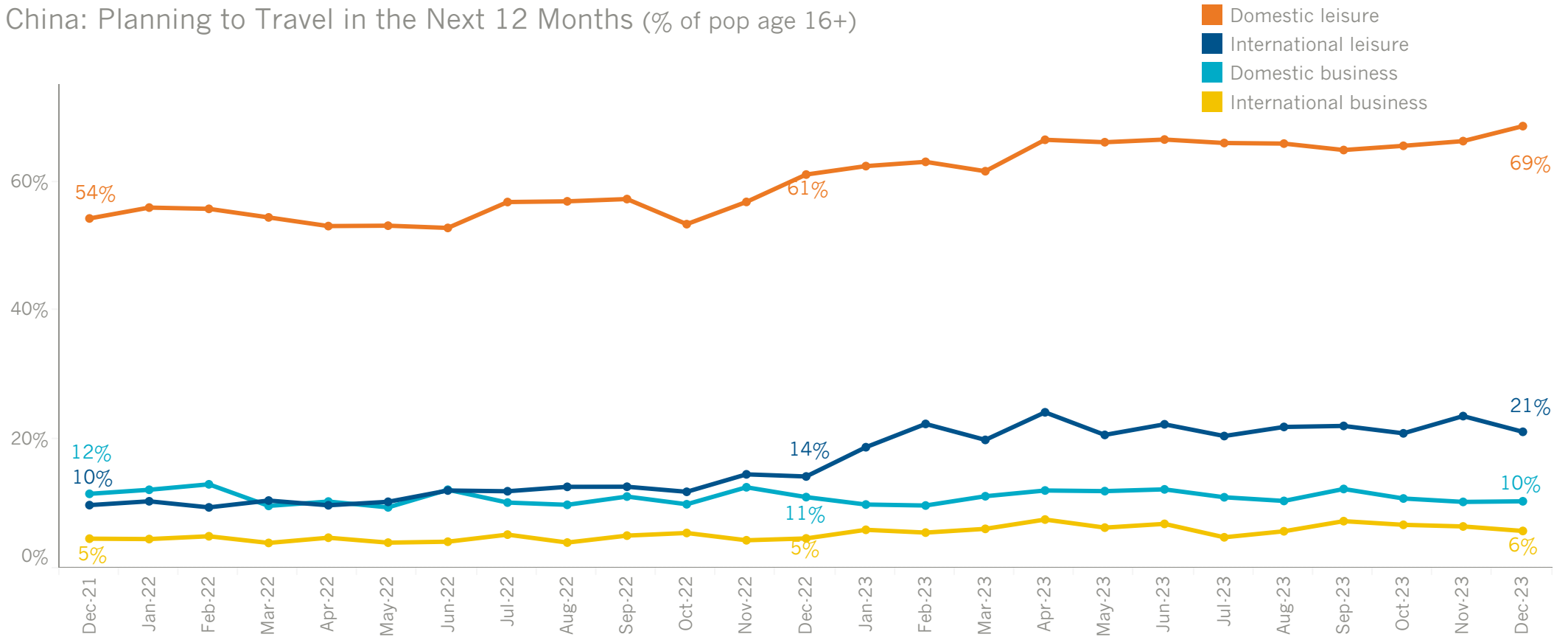
Data reported through: December 2023

Source: NTT/CIC Research

Travel Planned in Next 12 Months

The chart below shows the types of trips planned in the next 12 months for the focus market.

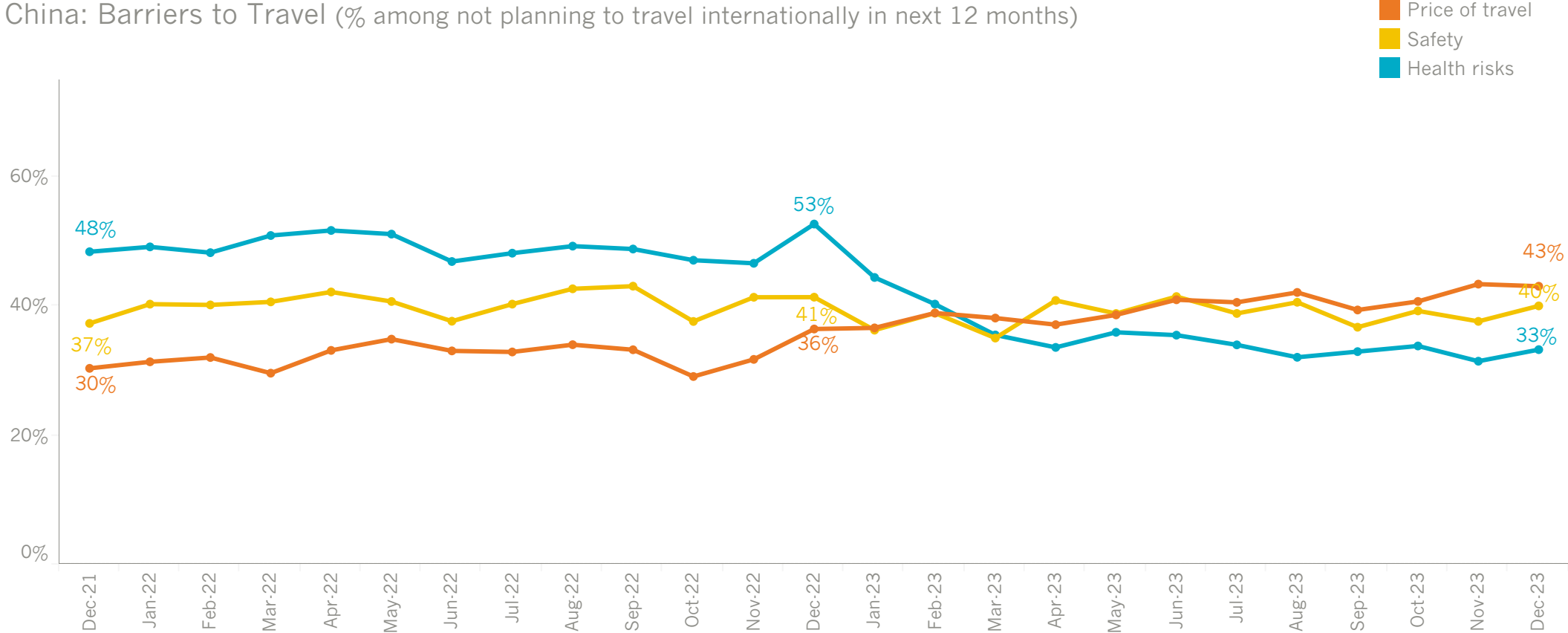
China: Planning to Travel in the Next 12 Months (% of pop age 16+)



Barriers to Travel

The chart below shows perceived barriers to travel among consumers not currently planning an international trip in the focus market.

China: Barriers to Travel (% among not planning to travel internationally in next 12 months)



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

Data reported through: December 2023

Source: YouGov



Audience Insights



Int'l leisure travelers
considering California
"CA Traveler Target"

Audience Profile

The chart shows the incidence of international leisure travelers in the focus market and the subset of international leisure travelers considering California as a destination.

The following audience profile is based on the survey responses over a 12-month period of those consumers considering California as a destination for international leisure travel.

Definitions:

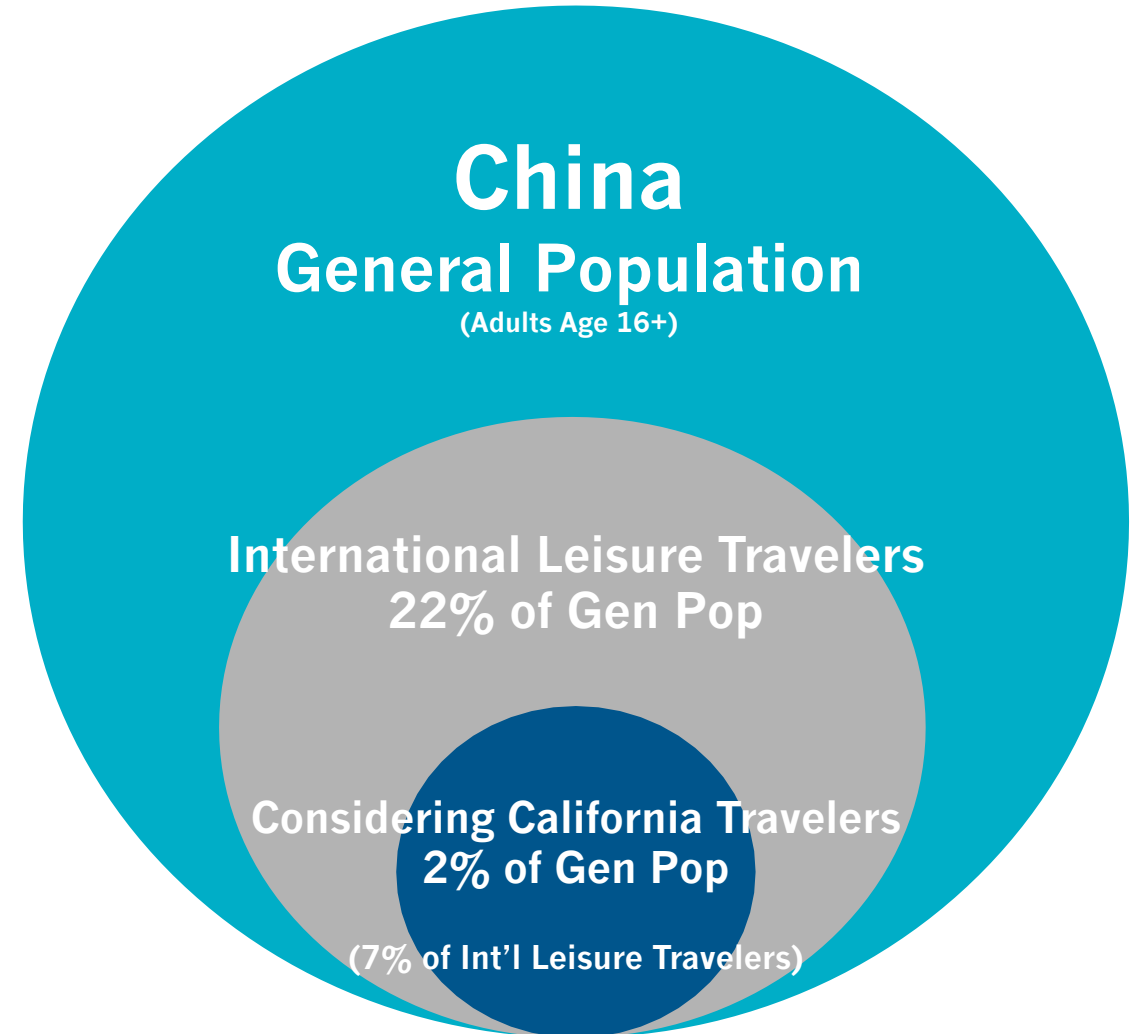
International Leisure Travelers:

Consumers in the focus market planning an international leisure trip in the next 12 months.

Considering California Travelers ("CA Traveler Target")*:

Among the consumers in the focus market planning international leisure travel, those who are considering California as destination for travel in the next 12 months.

*Note: Due to sample size limitations for the China and Japan markets, the YouGov profile reporting is supplemented with sample of travelers considering U.S. destinations for leisure travel in addition to travelers specifically considering California. The target size shown to the right, however, reflects travelers considering California.



How to Read the Data

Generation	CA Traveler Target	Index
Gen Z	5%	59
Millennial	51%	115
Gen X	29%	124
Baby Boomer	13%	60

Generation Definitions:

- Gen Z (2000 and later)
- Millennial (1982-1999)
- Gen X (1965-1981)
- Boomer (1946-1964)

Data:

- **CA Traveler Target:** Shows the incidence (%) of the demographic characteristic or travel activity among international leisure travelers considering California as a destination in the focus market.
- **Index:** Compares the incidence (%) of the CA Traveler Target to the incidence (%) of all International Leisure Travelers. For example, an index of 115 indicates that the measure among the CA Traveler Target is 1.15x greater than among International Leisure Travelers in the focus market.



Int'l leisure travelers
considering California
"CA Traveler Target"

Demographic Profile

The chart below shows the demographic profile of the consumer target in the focus market.

China

Gender		
	CA Traveler Target	Index
Female	36%	89
Male	64%	108

Marital Status		
	CA Traveler Target	Index
Married	62%	93
Single	23%	130

Family Status		
	CA Traveler Target	Index
Children <18	52%	107

Age		
	CA Traveler Target	Index
Age 16-24	15%	95
Age 25-34	38%	101
Age 35-44	19%	68
Age 45-54	18%	145
Age 55+	10%	161

Generation		
	CA Traveler Target	Index
Gen Z	13%	102
Millennial	56%	88
Gen X	24%	116
Baby Boomer	7%	226

Income*		
	CA Traveler Target	Index
Higher income	11%	121
Middle income	41%	110
Lower income	42%	86
Prefer not to say	6%	125

Region		
	CA Traveler Target	Index
Shanghai	11%	80
Chengdu	10%	152
Guangzhou	9%	146
Beijing	9%	130
Chongqing	5%	151
Nanjing	4%	127
Hangzhou	3%	75
Shenyang	3%	205
Xian	3%	112
Shenzhen	3%	99

*Income definitions: Higher >200% of median, Middle 75% to 200% of median, Lower <75% of median



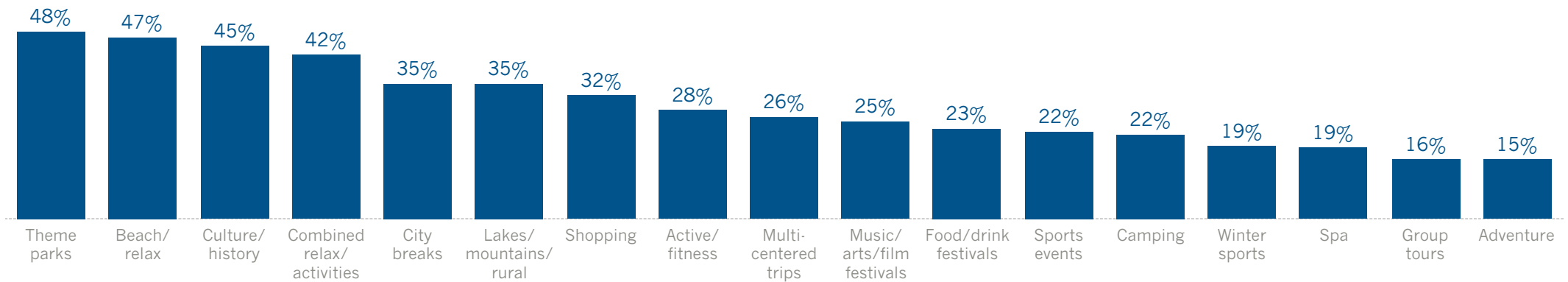
Int'l leisure travelers
considering California
"CA Traveler Target"

Trip Preferences/Characteristics

The chart below shows the typical trip preferences & characteristics of the consumer target in the focus market.

China

Trip Type



Traveler Type

	CA Traveler Target	Index
Budget	52%	93
Responsible	24%	123
Luxury	11%	103
Adventurous	5%	115
All-inclusive	3%	88

Travel Party (from most recent vacation)

	CA Traveler Target	Index
My partner	67%	101
My children	46%	101
Friend(s)	28%	107
Other family	25%	98
Other person(s)	6%	123
Solo	4%	92

Q Trip Type: Which of the following types of holidays do you typically take?

Q Traveler Type: Which of the following best describes the type of traveler you are?

Q Travel Party: Thinking about your most recent holiday, which of the following best describes the group or individual you went on holiday with?

Source: YouGov (2023)



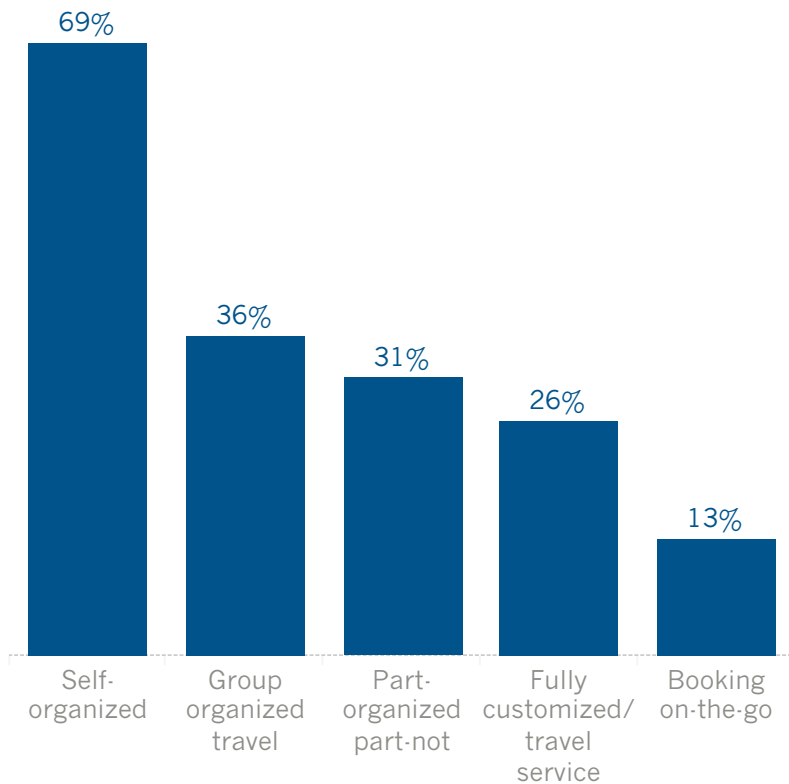
Int'l leisure travelers
considering California
"CA Traveler Target"

Organizing/Planning Methods

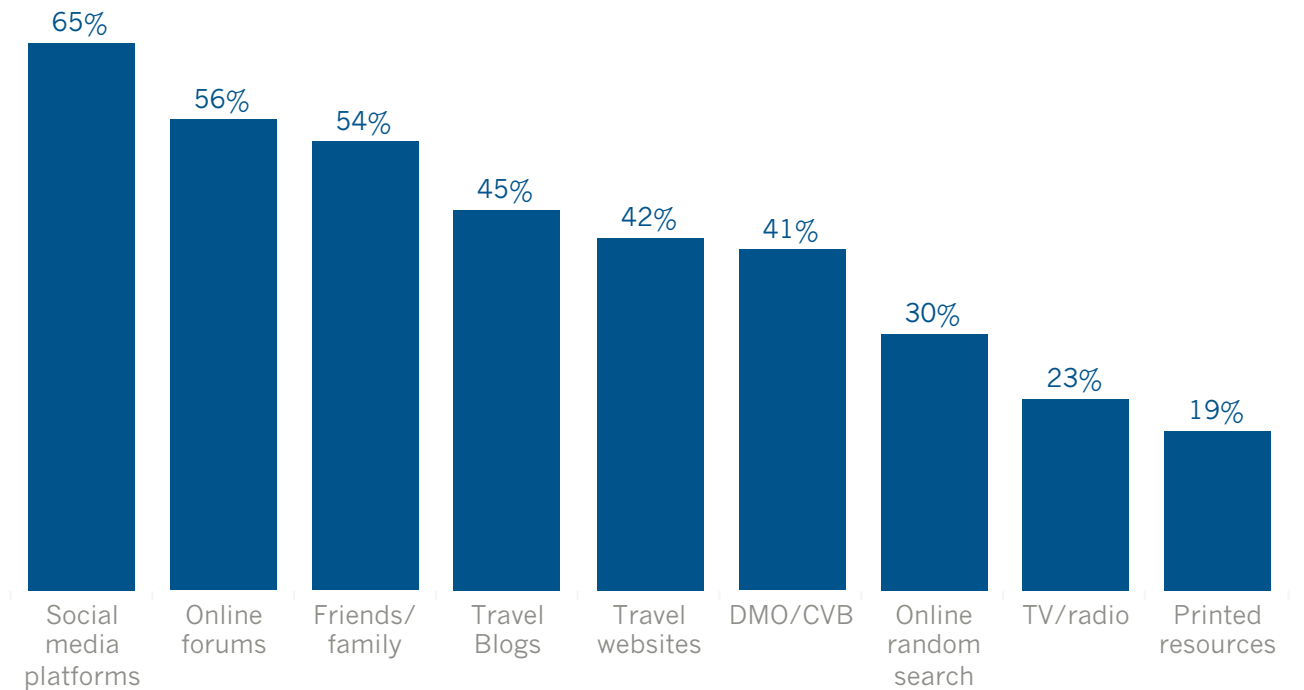
The chart below shows the organizing and planning methods of of the consumer target in the focus market.

China

Organizing Travel



Planning Methods



Q Organizing: Which of the following describe how you generally organize your holidays?

Q Planning: Which of the following methods do you generally use to help plan a holiday?

Source: YouGov (2023)

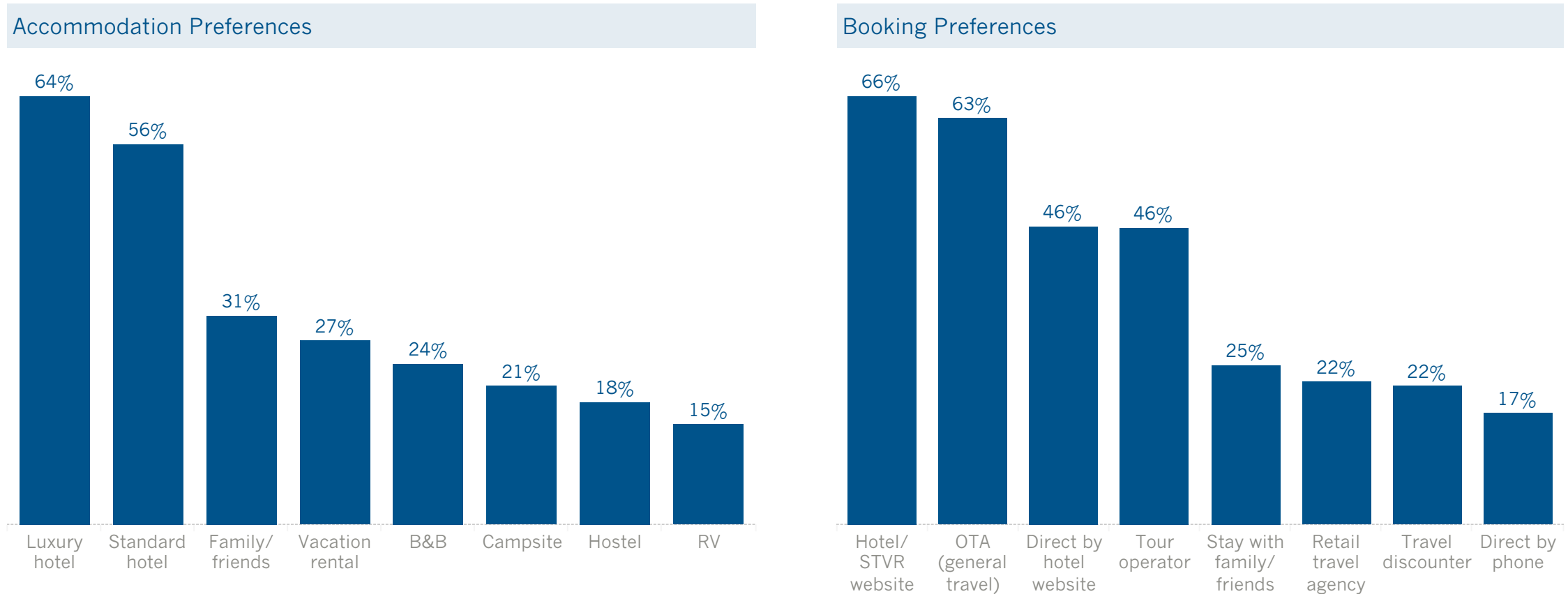


Int'l leisure travelers
considering California
"CA Traveler Target"

Booking Preferences

The chart below shows the accommodation preferences of of the consumer target in the focus market.

China



Q Accommodation: Which of the following types of accommodations do you typically stay in when you are on holiday?
Q Booking: Which of the following booking methods do you typically use when booking accommodations for the holidays?



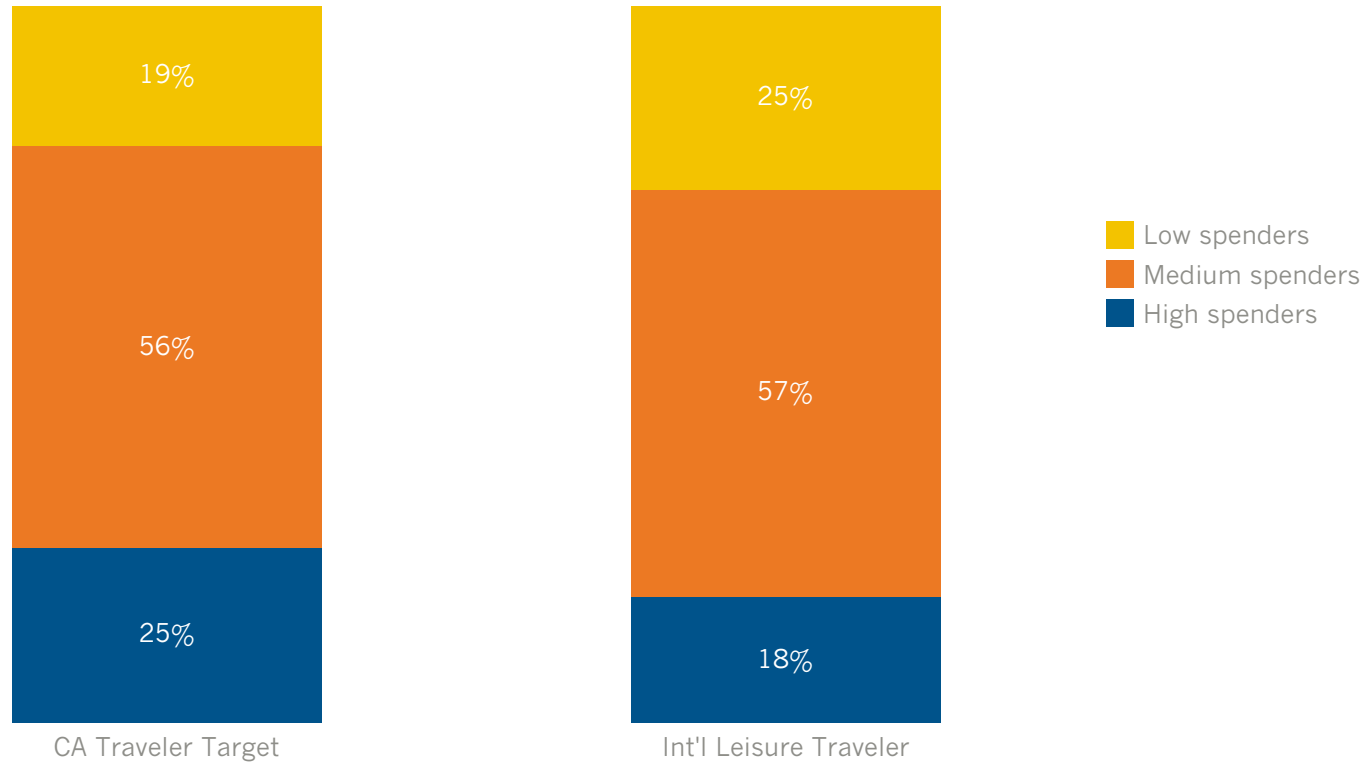
Int'l leisure travelers
considering California
"CA Traveler Target"

Travel Spending

The chart shows the travel spending of the consumer target in the focus market based on the most recent vacation.

China

Travel Spending (from most recent vacation)





Media & Advertising

The data shows advertising influences and sports preferences of the target consumer in the focus market.

China

Advertising Influences		
	CA Traveler Target	Index
Social media	56%	122
Travel websites	54%	129
Online streaming services	52%	113
Billboards	42%	124
Cinema	38%	129
TV - Free to view channels	37%	143
Local newspaper (digital)	30%	150
Direct mail	28%	129
Magazines (digital)	28%	141
Magazines (physical)	25%	154
Public transport	24%	107
National newspaper (digital)	23%	140
National newspaper (physical)	23%	164
Local newspaper (physical)	23%	125
Podcast	20%	169
TV - paid/subscription	19%	189
Radio	12%	134

Sports Watched/Followed		
	CA Traveler Target	Index
Soccer/Football	45%	127
Basketball	41%	112
Swimming	34%	113
Tennis	33%	130
Running/Marathon	27%	139
Volleyball	27%	138
Cycling	23%	152
Athletics/Track & Field	21%	166
Gymnastics	19%	113
Boxing	18%	159
Golf	15%	167
Surfing	12%	188
NFL	11%	173
Horse Racing	10%	151
Baseball	10%	158
Cricket	9%	272
Ice Hockey	6%	96
Rugby League	6%	165
Australian Rules Football	5%	155

Q Advertising: Thinking about your next travel or holiday related purchase,...where would you advertise to catch your attention?

Q Sports: Which of the following sports do you watch or follow?