

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: China



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Visitation Trends (Arrivals)

[Thousands of China Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	203	270	320	397	493	525	802	1,089	887
Percentage Change (%)	29	33	19	24	24	6	53	36	438

Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 ^r	Change 2011/2004
Total Travel & Tourism Exports (1)	\$1,115	\$1,534	\$2,071	\$2,699	\$3,614	\$3,602	\$5,283	\$7,740	\$6,625
Travel Receipts	\$894	\$1,181	\$1,642	\$2,081	\$2,717	\$2,755	\$3,976	\$5,689	\$4,795
Passenger Fare Receipts	\$221	\$353	\$429	\$618	\$897	\$847	\$1,307	\$2,051	\$1,830
Change (%) in Total Exports	30	38	35	30	34	0	47	47	594

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	32	35	2.5
Travel Agency	30	29	-0.1
Airlines Directly	27	25	-1.9
Friends/Relatives	13	15	1.8

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Business/Professional	42	30	-12.7
Leisure/Rec./Holidays	16	27	11.4
Visit Friends/Relatives	25	24	-1.2
Study/Teaching	11	14	2.9

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	43	52	9.3
Visit Friends/Relatives	37	40	2.6
Business/Professional	46	33	-13.6
Study/Teaching	15	17	2.3
NET PURPOSES OF TRIP:			
Leisure & VFR	63	72	9.0
Business & Convention	49	37	-12.0

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Airlines in U.S.	46	47	0.9
Taxi/Cab/Limousine	36	37	1.4
Company or Private Auto	34	34	0.0
Rented Auto	25	32	7.1
City Subway/Tram/Bus	23	22	-0.6

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	94	87	-6.8
Dining in Restaurants	83	78	-5.9
Sightseeing in Cities	48	54	6.8
Visit Historical Places	45	53	7.6
Amusement/Theme Parks	33	36	2.6
Visit National Parks	24	29	5.2
Cultural Heritage Sites	23	28	5.4
Art Gallery/Museum	19	25	6.0
Casinos/Gambling	19	24	5.0
Visit Small Towns	23	23	-0.1

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	59	65	6.3 days
Advance Trip Decision Time (median days)	35	40	5.0 days
Prepaid Package	14%	19%	4.8 pts.
First International Trip to the U.S.	40%	55%	14.7 pts.
Length of Stay in U.S. (mean nights)	32.8	38.2	5.4 nights
Length of Stay in U.S. (median nights)	13	11	-2 nights
Number of States Visited (% 1 state)	50%	48%	-2.3 pts.
Average Number of States Visited	2.0	2.0	0.0 states
Hotel/Motel (% 1+ nights)	74%	76%	2.3 pts.
Average # of Nights in Hotel/Motel	13.6	9.5	-4.1 nights
Travel Party Size (mean # of persons)	1.5	1.6	0.1
Gender: % Male (among adults)	77%	62%	-14.4 pts.
Household Income (mean average)	\$67,400	\$61,200	-\$6,200
Household Income (median average)	\$44,100	\$41,600	-\$2,500
Average Age: Female	36	35	-1.2 years
Average Age: Male	39	37	-2.3 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
Pacific	52.4	420	47.6	519
Middle Atlantic	**	**	46.4	505
STATES				
New York	**	**	43.7	476
California	49.2	394	43.2	471
CITIES				
New York City-WP-Wayne	**	**	39.0	425
Los Angeles	**	**	31.1	339

- (1) 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 incidental 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).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) 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.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinetc.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinetc.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; 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-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Chinese traveler who visits the United States.

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- 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
- Travel Trade Barometer

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