

China Market Profile

This summary provides the most up-to-date data available on China as it relates to their people and economy, travel related motivations and planning behavior and Chinese visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:

1.38 billion

INFLATION RATE:

1.8%

EXCHANGE RATES (RMB PER USD):

7.76

GROSS DOMESTIC PRODUCT (GDP):

\$23.1 trillion (6.8% annual growth rate)

EXPORTS:

\$2.16 trillion

UNEMPLOYMENT RATE:

4%

Source: The World Factbook, reporting 2017 estimates

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

68% Ecotourism & Nature

65% Urban Attractions/Nightlife

61% Cultural/Historical Attractions



Source used in Destination selection for last leisure trip

60% Websites via computer or laptop

52% Recommendation from family & friends

51% Websites or applications via mobile phone

44% Advice from travel professionals/travel agents



Advance Decision Time

45% Less than a month

33% 1 to 2 months

17% 3 to 5 months

4% 6 to 12 months

1% More than 1 year



Lodging Reservation made before leaving home

74% Yes

48% Internet Booking Service*

11% Travel Agency/Tour Operator/Travel Club

16% The Lodging Establishment Directly

8% Other

26% No

* assume "Internet Booking Service" is an Online Travel Agency (OTA).



How Air Reservations were Booked

43% Internet Booking Service*

24% Directly with Airline

26% Travel Agency/Tour Operator/Travel Club

11% Corporate Travel Department

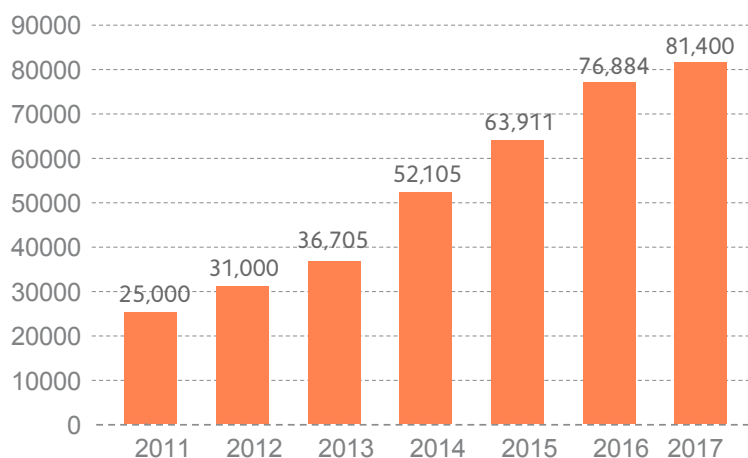
* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source: Brand USA, reporting 2017 intercontinental traveler data
U.S. Dept. of Commerce - NTTO, reporting 2013-16 aggregate data

CHINESE VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

45% Los Angeles, CA

23% San Francisco, CA

13% Seattle, WA

4% Chicago, IL

4% New York, NY



Transportation in U.S.

58% Rented Auto

58% Air Travel between U.S. cities

40% Auto, private or company

25% City Subway/Tram/Bus

17% Taxicab/Limousine



Accommodations*

61% Hotel/Motel

30% Private Home

11% Other

* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source: Tourism Economics, reporting 2011-2017 data
VisaVUE Travel, reporting 2017 data
U.S. Dept. of Commerce - NTTO, reporting 2013-16 aggregate data



Visitor Characteristics

38 years Average Age

\$80,532 Average Household Income

2.0 persons Average Party Size



Length of Stay

16.3 Nights in Destination

40.4 Nights in U.S.



Main Purpose of Trip

79% Leisure

47% Vacation Holiday

25% Visit Friends/Relatives

16% Education

16% Business

8% General Business

4% Convention/Conference/Trade Show



Visa Credit Card Travel Spending

Chinese Visa Card Spending ranked #3 in 2017 with 6.3% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region

