

CHARACTERISTICS OF TRAVELERS FROM CHINA TO CALIFORNIA - 2010

China was California's fourth largest overseas market with approximately 401,000 visitors to California in 2010.¹ Collectively, visitors from China spent about \$1.06 billion in California.

Visitors to California from China during 2010 reported spending \$149 per day during a 17.8 night average stay or approximately \$2,652 per visitor. The average spending for all overseas visitors to California was about \$1,209 (\$107 per day; 11.3 nights in California).

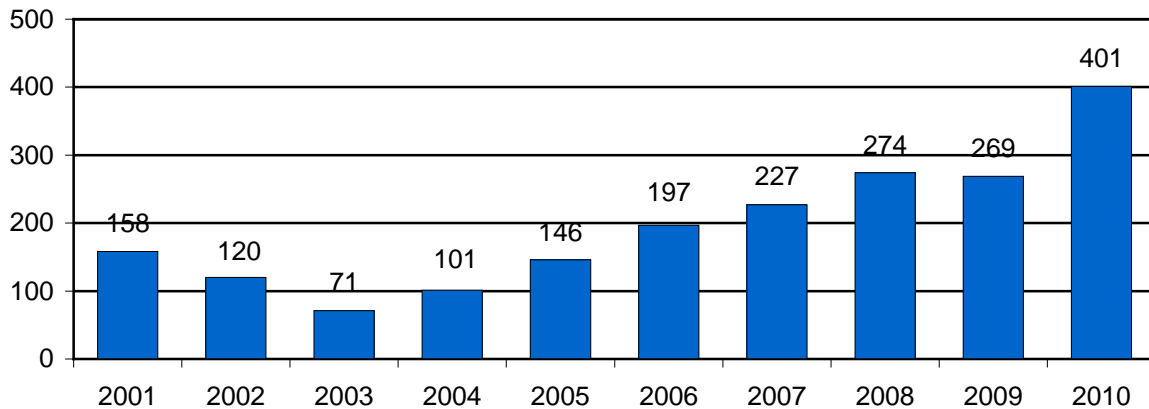
Visitors from China

Year	Total U.S. Arrivals ²	California Market Share ³	Visitors to California (est.)
2000	249,441	59.6%	149,000
2001	232,416	67.9%	158,000
2002	225,565	53.0%	120,000
2003	157,326	44.9%	71,000
2004	202,544	49.8%	101,000
2005	270,272	54.2%	146,000
2006	320,450	61.6%	197,000
2007	397,405	57.2%	227,000
2008	492,958	55.6%	274,000
2009	524,817	51.3%	269,000
2010	801,738	50.0%	401,000

2) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

3) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

Number of Visitors from China to California, 2001-2010 (in 000s)



Source: International Trade Administration, Office of Travel and Tourism Industries.

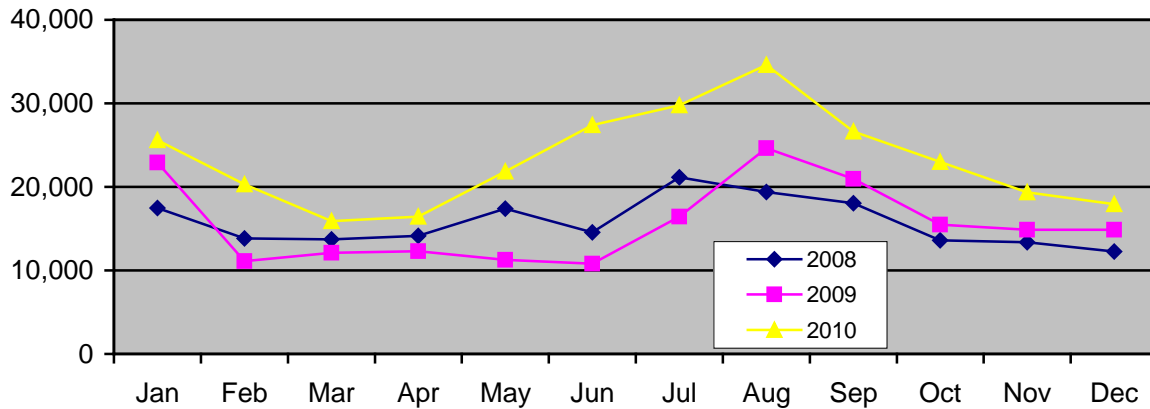
¹ Please note that residents of Hong Kong are not included in the report on visitors from China.

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 71,000 visitors to California in 2003. Chinese visitor volumes to California have since grown to 401,000 visitors in 2010.

Chinese Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from China to California were higher for the whole of 2010 compared with the previous two years. In 2010 Chinese resident arrivals at California ports-of-entry peaked in August and were the lowest in March and April.

**Residents of China
Monthly Port of Entry Arrivals to CA
2008-2010**



U.S. Department of Homeland Security, I-94 Form; CIC Research, Inc.

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:

- Travel to California for business purposes
- Have a decidedly shorter trip planning and advance airline booking horizon
- Travel with business associates
- Be on their first trip to the U.S.
- Stay longer in the U.S. as well as in California
- Visit Los Angeles, New York City or the DC Metro area as part of their trip
- Make use of airlines and company/private autos for transportation within the U.S.
- Have a lower average annual household income
- Work in a managerial/executive position
- Spend a higher percentage of their travel dollar on other spending in the U.S.

Conversely, visitors from China are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Use a personal computer or a travel agent to plan their trip
- Travel with a spouse
- Stay in a private home
- Tour the countryside

Characteristics of Travelers from China to California – 2010

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from China (n = 432)	Leisure Visitors from China (n = 162)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	48%	23%	49%
Visit Friends/Relatives	22%	25%	51%
Business/Professional	21%	40%	-
Convention/Conference	5%	3%	-
Other Purpose	5%	9%	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	67%	54%	77%
Visit Friends/Relatives	39%	38%	63%
Business/Professional	24%	46%	5%
Convention/Conference	9%	7%	-
Sources Used to Plan Trip**			
Personal Computer	44%	31%	31%
Travel Agency	40%	30%	27%
Airlines Directly	23%	27%	34%
Friends/Relatives	17%	15%	19%
Travel Guides	10%	3%	2%
Corporate Travel Department	8%	14%	2%
Tour Company	5%	10%	11%
State/City Travel Office	4%	4%	4%
Newspapers/Magazines	3%	2%	1%
Advance Planning for Trip			
7 days or less	6%	6%	3%
8 - 30 days	28%	38%	36%
31 - 60 days	20%	33%	40%
61 - 90 days	12%	12%	10%
More than 3 Months	34%	12%	12%
Total	100%	100%	100%
Average Planning Time in Days	98 days	57 days	58 days
Advance Airline Reservations			
7 days or less	12%	18%	11%
8 - 30 days	38%	56%	52%
31 - 60 days	17%	20%	33%
61 - 90 days	10%	4%	3%
91 - 120 days	7%	1%	1%
121 - 180 days	10%	1%	-
6 Months or More	7%	-	-
Total	100%	100%	100%
Average Booking in Days	68 days	29 days	32 days

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

** Multiple response question. Table may add to more than 100%.

Sources: International Trade Administration Office of Travel and Tourism Industries
"Survey of International Air Travelers."

**Characteristics of Travelers from China to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from China (n = 432)	Leisure Visitors from China (n = 162)
Means of Booking Air Trip			
Travel Agent	46%	48%	51%
Personal Computer	26%	18%	19%
Airlines Directly	13%	12%	16%
Corporate Travel Department	8%	12%	4%
Tour Operator	4%	6%	7%
Travel Club	1%	1%	1%
Other/Don't Know	2%	5%	2%
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	29%	31%	39%
Schedule	14%	21%	16%
Non-Stop Flight	14%	16%	10%
Mileage Bonus/Frequent Flyer Program	10%	3%	1%
Previous Good Experience	9%	7%	5%
Safety Reputation	8%	9%	16%
Airline Loyalty	4%	1%	2%
In-flight Service	4%	3%	4%
Employer policy	3%	4%	-
Other	6%	5%	8%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	84%	86%	89%
Executive/Business	15%	14%	10%
First Class	2%	1%	1%
Total	100%	100%	100%
Use of Package			
Yes	14%	20%	21%
No	86%	80%	79%
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	6%	7%
8 - 30 days	27%	64%	60%
31 - 60 days	15%	12%	11%
61 - 90 days	10%	18%	22%
91 - 120 days	11%	-	-
121 - 180 days	20%	-	-
6 Months or More	14%	-	-
Total	100%	100%	100%

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**Characteristics of Travelers from China to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from China (n = 432)	Leisure Visitors from China (n = 162)
Travel Companions**			
Traveling Alone	39%	40%	37%
Spouse	27%	14%	22%
Family/Relatives	25%	21%	41%
Friends	11%	7%	8%
Business Associates	8%	25%	3%
Tour Group	2%	4%	7%
Average Travel Party Size	1.6	1.6	1.6
Median Travel Party Size	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	78%	80%	74%
Private Home	29%	19%	28%
Other	4%	4%	4%
Length of Stay			
Mean Nights in the U.S.	22.8 nights	29.5 nights	29.7 nights
Mean Nights in California	11.3 nights	17.8 nights	17.0 nights
% of California Nights	50%	60%	57%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	27%	46%	53%
Average Trips to the U.S. in Past Year	1.8 trips	1.5 trips	1.4 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	3.4 trips	2.8 trips
Average Number of States Visited	2.1 states	2.3 states	2.5 states
Average Number of Destinations Visited	3.0 dest.	2.8 dest.	3.2 dest.
Places Visited in the U.S.**			
Los Angeles	60%	69%	75%
San Francisco	47%	45%	51%
Las Vegas	29%	29%	44%
New York City	16%	25%	28%
San Diego	14%	6%	9%
Flagstaff	8%	4%	6%
Anaheim-Santa Ana	7%	7%	11%
Grand Canyon	5%	4%	6%
San Jose	5%	2%	-
DC Metro Area	5%	14%	20%
Yosemite	4%	-	-
Chicago	4%	5%	3%
Monterey-Salinas	4%	1%	1%
Miami	4%	1%	-
Riverside/San Bernardino	4%	-	-
Seattle	3%	3%	1%
Sacramento	3%	1%	1%

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(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from China (n = 432)	Leisure Visitors from China (n = 162)
Activities Experienced While in the U.S.**			
Shopping	88%	93%	94%
Dining Out	85%	83%	86%
Sightseeing in Cities	57%	55%	66%
Historical Places	47%	48%	56%
Amusement/Theme Parks	40%	40%	53%
National Parks	38%	31%	39%
Visiting Small Towns	38%	25%	27%
Cultural Heritage Sites	31%	25%	29%
Touring Countryside	31%	18%	20%
Art Gallery/Museum	26%	23%	28%
Casinos/Gambling	25%	29%	40%
Guided Tours	23%	22%	31%
Transportation While in the U.S.**			
Rented Auto	41%	32%	37%
Taxi/Limousine	39%	37%	27%
Airlines in U.S.	37%	45%	39%
Company or Private Auto	28%	37%	36%
City Subway/Tram/Bus	25%	21%	25%
Railroad between Cities	12%	12%	14%
Bus between Cities	10%	9%	8%
Motor Home/Camper	2%	1%	1%
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,797	\$6,916	\$6,823
Per Visitor/Trip (U.S.)	\$2,435	\$4,393	\$4,244
Per Visitor Per Day	\$107	\$149	\$143
Per Visitor/Trip (California)	\$1,209	\$2,652	\$2,431
Spending by Category (Per Visitor/Trip)			
Lodging	\$661	\$971	\$703
Food/Beverages	\$514	\$759	\$1,026
Gifts/Souvenirs	\$421	\$889	\$965
Transportation in the U.S.	\$384	\$548	\$488
Entertainment	\$243	\$388	\$548
Expenses at the Airport	\$34	\$71	\$62
Other	\$179	\$766	\$452
Total Spending Per Visitor/Trip	\$2,435	\$4,392	\$4,244

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(2010 - cont.)**

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Payment Method for Trip Expenses			
Credit Cards	52%	59%	57%
Cash	39%	39%	41%
Debit Cards	7%	2%	2%
Travelers Checks	1%	1%	1%
Total	100%	100%	100%
Age			
Average Age - Males	43 years	40 years	43 years
Average Age - Females	40 years	36 years	39 years
Occupation			
Professional/Technical	33%	34%	36%
Manager/Executive	29%	42%	38%
Student	10%	11%	12%
Retired	9%	3%	5%
Clerical/Sales	8%	4%	2%
Other	12%	7%	8%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	8%	15%	16%
\$20,000 - \$39,999	13%	30%	38%
\$40,000 - \$59,999	14%	12%	10%
\$60,000 - \$79,999	13%	10%	10%
\$80,000 - \$99,999	11%	7%	5%
\$100,000 - \$119,999	11%	5%	4%
\$120,000 - \$139,999	7%	6%	2%
\$140,000 - \$159,999	6%	3%	3%
\$160,000 - \$179,999	3%	4%	1%
\$180,000 - \$199,999	3%	-	-
\$200,000 and over	13%	8%	11%
Total	100%	100%	100%
Average Annual Income	\$96,200	\$70,100	\$66,100

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