

## CHARACTERISTICS OF TRAVELERS FROM CHINA TO CALIFORNIA - 2008

China was California's seventh largest overseas market with approximately 273,000 visitors to California in 2008.<sup>1</sup> Collectively, visitors from China spent about \$398 million in California.

Chinese visitors to California during 2008 reported spending \$128 per day during an 11.4 night average stay or approximately \$1,459 per visitor. The average spending for all overseas visitors to California was about \$1,353 (\$123 per day; 11.0 nights in California).

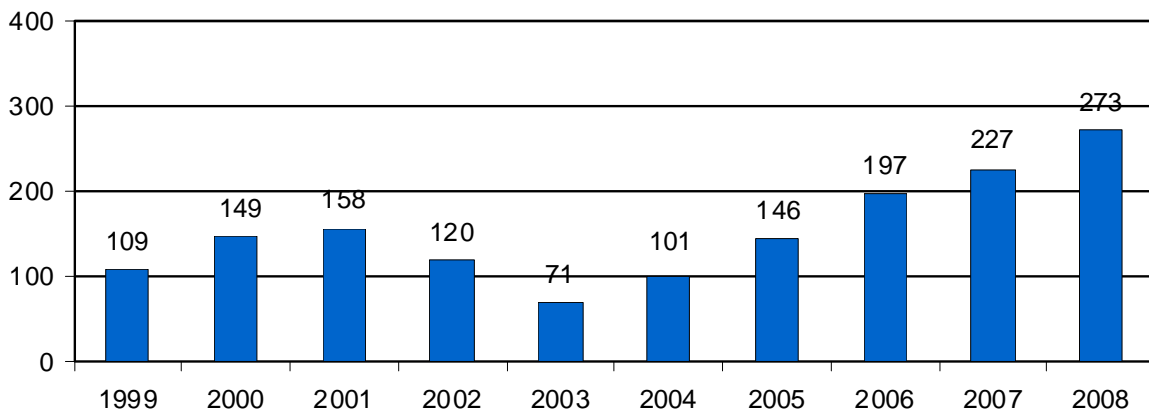
**Visitors From China**

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
1999	191,175	57.1%	109,000
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	55.5%	273,000

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

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

**Number of Visitors from China to CA, 1999-2008  
(in 000s)**



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

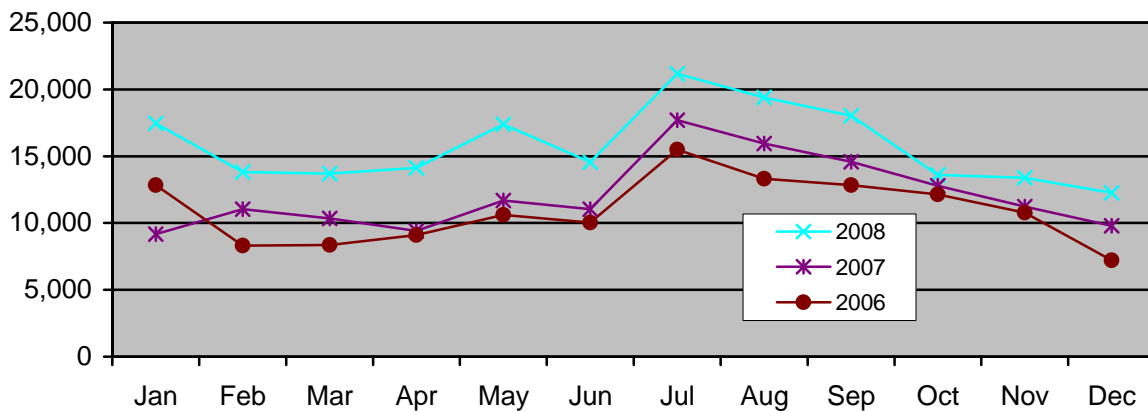
<sup>1</sup> Please note that Hong Kong is not included in the report on visitors from China.

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 recorded very strong growth each year since 2003, reaching a record 273,000 visitors to the state in 2008.

### Chinese Arrivals at California Airports

Overall, monthly volumes of port-of-entry passenger arrivals from China to California were higher during 2008 compared with the previous two years. Since February 2009 however, they have begun to decline. In general, Chinese resident arrivals at California ports-of-entry have peaked in July. The lowest volumes were recorded in October, November, and December in 2008.

**Residents of China  
Monthly Port of Entry Arrivals to CA  
2006-2008**



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
- Make use of a corporate travel department as a trip planning aid, and use a travel agent for booking their air trip
- Have a decidedly shorter trip planning and advance airline booking horizon
- Select an airline due to the non-stop flight option
- Fly economy/tourist/coach
- Make use of a travel package
- Travel with business associates
- Be on their first trip to the U.S.
- Visit Los Angeles, New York City or the DC Metro area as part of their trip
- Visit casinos and go shopping while in the U.S.
- Make use of airlines and company/private autos for transportation within the U.S.
- Work in a management or executive occupation
- Have a lower average annual household income
- Spend a higher percentage of their travel dollar on gifts/souvenirs and transportation in the U.S.
- Spend a lower percentage of their travel dollar on food/beverages

Conversely, visitors from China are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Make use of a personal computer as a trip planning aid and means of booking their air trip
- Travel with a spouse or family/relatives
- Visit small towns or tour the countryside
- Make use of public transportation

## Characteristics of Travelers from China to California – 2008

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from China (n = 690)	Leisure Visitors from China (n = 153)
<b>Primary Purpose of Trip</b>			
Leisure/Recreation/Holidays	43%	16%	57%
Visit Friends/Relatives	19	12	43
Business/Professional	27	54	-
Convention/Conference	7	12	-
Other Purpose	5	6	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Leisure/Recreation/Holidays	63%	44%	71%
Visit Friends/Relatives	37	26	53
Business/Professional	31	59	7
Convention/Conference	11	19	1
<b>Sources Used to Plan Trip**</b>			
Airlines Directly	21%	18%	17%
Corporate Travel Department	11	19	6
Personal Computer	42	18	21
Friends/Relatives	16	13	13
Newspapers/Magazines	3	3	5
State/City Travel Office	4	1	0
Tour Company	6	9	11
Travel Agency	43	40	42
Travel Guides	10	3	3
<b>Advance Planning for Trip</b>			
7 days or less	9%	8%	4%
8 - 30 days	30	48	33
31 - 60 days	19	22	37
61 - 90 days	13	13	13
More than 3 Months	30	9	13
Total	100%	100%	100%
Average Planning Time in Days	92	51	65
<b>Advance Airline Reservations</b>			
7 days or less	16%	24%	13%
8 - 30 days	38	62	66
31 - 60 days	17	11	12
61 - 90 days	10	1	1
91 - 120 days	5	1	3
121 - 180 days	8	1	3
6 Months or More	6	1	3
Total	100%	100%	100%
Average Booking in Days	60	24	39

\* 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  
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from China (n = 690)	Leisure Visitors from China (n = 153)
<b>Means of Booking Air Trip</b>			
Airlines Directly	12%	10%	7%
Corporate Travel Department	11	17	6
Personal Computer	22	5	5
Travel Agent	48	58	64
Travel Club	1	1	1
Tour Operator	4	4	10
Other/Don't Know	3	7	7
Total	100%	100%	100%
<b>Main Factor in Selecting Airline</b>			
Airfare	24%	24%	32%
Schedule	15	17	26
Non-Stop Flight	13	21	16
Mileage Bonus/Frequent Flyer Program	12	9	8
Previous Good Experience	10	9	2
Safety Reputation	7	6	6
Airline Loyalty	4	1	-
In-flight Service	5	3	0
Employer policy	4	6	1
Other	6	4	8
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	77%	86%	91%
Executive/Business	20	12	8
First Class	3	2	1
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	11%	25%	34%
No	89	75	66
Total	100%	100%	100%
<b>Advance Package Booking</b>			
7 days or less	4%	8%	4%
8 - 30 days	26	61	53
31 - 60 days	23	20	28
61 - 90 days	12	5	6
91 - 120 days	5	1	-
121 - 180 days	17	3	4
6 Months or More	14	3	6
Total	100%	100%	100%

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**Characteristics of Travelers from China to California  
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from China (n = 690)	Leisure Visitors from China (n = 153)
<b>Travel Companions**</b>			
Business Associates	10%	35%	3%
Family/Relatives	23	14	32
Friends	12	7	9
Spouse	27	16	37
Tour Group	2	3	8
Traveling Alone	39	32	22
<b>Average Travel Party Size</b>	1.5	1.7	1.7
<b>Median Travel Party Size</b>	1.0	1.0	1.0
<b>Type of Lodging**</b>			
Hotel / Motel	78%	76%	58%
Private Home	28	22	42
Other	4	7	9
<b>Length of Stay</b>			
Mean Nights in the U.S.	21.2	23.7	32.4
Mean Nights in California	11.0	11.4	20.5
% of California Nights	52%	48%	63%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	24%	47%	46%
Average Trips to the U.S. in Past Year	2.0	1.6	1.5
Average Trips to the U.S. in Past 5 Years	6.3	4.2	3.4
<b>Average Number of States Visited</b>	2.0	2.5	2.6
<b>Average Number of Destinations Visited</b>	2.9	3.0	3.3
<b>Places Visited in the U.S.**</b>			
Los Angeles	53%	64%	63%
San Francisco	49	43	56
Las Vegas	28	29	39
New York City	17	32	30
San Diego	13	7	5
San Jose	7	7	4
Anaheim-Santa Ana	7	3	4
Yosemite	5	0	1
Grand Canyon	4	1	3
Chicago	4	7	5
DC Metro Area	4	20	24
Monterey-Salinas	4	1	0
Seattle	3	3	1
Sacramento	3	-	-
Riverside/San Bernardino	3	1	0
Santa Barbara	3	0	1
Oakland	3	2	-

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**Characteristics of Travelers from China to California  
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from China (n = 690)	Leisure Visitors from China (n = 153)
<b>Activities Experienced While in the U.S.**</b>			
Dining Out	87%	83%	84%
Shopping	85	93	97
Sightseeing in Cities	53	59	72
Historical Places	44	50	54
Visiting Small Towns	36	18	14
National Parks	35	30	37
Amusement/Theme Parks	34	36	47
Touring Countryside	30	16	13
Cultural Heritage Sites	28	30	39
Casinos/Gambling	24	32	48
Art Gallery/Museum	23	22	31
Guided Tours	22	17	9
<b>Transportation While in the U.S.**</b>			
Taxi/Limousine	42%	35%	28%
Airlines in U.S.	40	51	43
Rented Auto	36	32	26
Company or Private Auto	28	42	50
City Subway/Tram/Bus	26	15	20
Railroad between Cities	11	11	10
Bus between Cities	9	9	14
Motor Home/Camper	2	1	1
<b>Visitor Spending in the U.S.</b>			
Per Travel Party Per Trip (U.S.)	\$3,998	\$5,170	\$4,382
Per Visitor/Trip (U.S.)	2,607	3,043	2,617
Per Visitor Per Day	123	128	81
Per Visitor/Trip (California)	\$1,353	\$1,459	\$1,661
<b>Spending by Category (Per Visitor/Trip)</b>			
Lodging	\$800	\$857	\$350
Food/Beverages	526	441	360
Gifts/Souvenirs	450	704	905
Transportation in the U.S.	425	608	584
Entertainment	234	196	263
Expenses at the Airport	37	93	42
Other	135	143	113
<b>Total Spending Per Visitor/Trip</b>	<b>\$2,607</b>	<b>\$3,043</b>	<b>\$2,617</b>

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**Characteristics of Travelers from China to California  
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<b>Payment Method for Trip Expenses</b>			
Credit Cards	53%	55%	44%
Cash	37	43	55
Debit Cards	6	1	2
Travelers Checks	3	1	-
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	41	41	47
Average Age - Females	38	36	38
<b>Occupation</b>			
Manager/Executive	34%	51%	43%
Professional/Technical	32	27	17
Student	8	4	8
Clerical/Sales	7	7	7
Retired	6	4	15
Other	13	7	10
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	6%	24%	26%
\$20,000 - \$39,999	10	26	19
\$40,000 - \$59,999	13	13	7
\$60,000 - \$79,999	11	7	12
\$80,000 - \$99,999	11	5	5
\$100,000 - \$119,999	11	5	4
\$120,000 - \$139,999	7	3	8
\$140,000 - \$159,999	6	2	5
\$160,000 - \$179,999	4	-	-
\$180,000 - \$199,999	3	0	-
\$200,000 and over	18	15	14
Total	100%	100%	100%
Average Annual Income	\$107,200	\$70,000	\$76,500

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