

CHARACTERISTICS OF TRAVELERS FROM CHINA TO CALIFORNIA - 2009

China was California's seventh largest overseas market with approximately 271,000 visitors to California in 2009.¹ Collectively, visitors from China spent about \$435 million in California.

Chinese visitors to California during 2009 reported spending \$95 per day during a 16.9 night average stay or approximately \$1,606 per visitor. The average spending for all overseas visitors to California was about \$1,205 (\$103 per day; 11.7 nights in California).

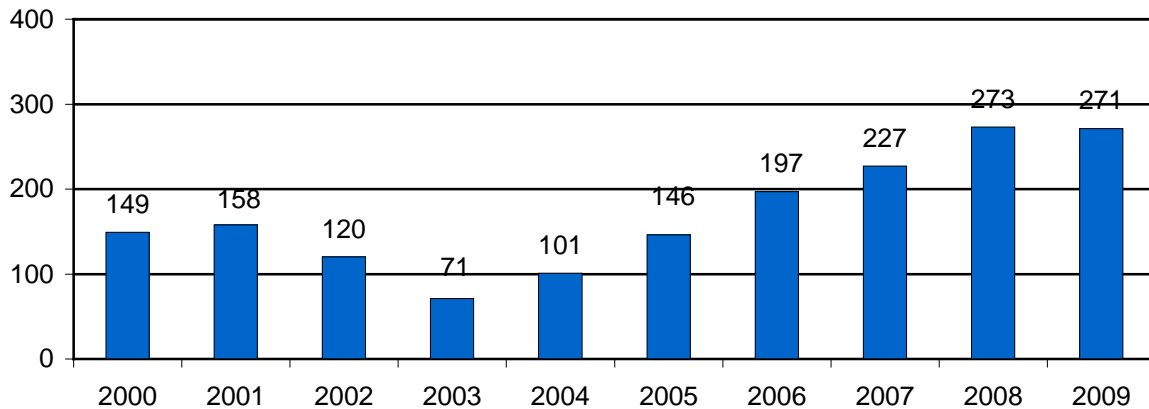
Visitors From China

Year	Total U.S. Arrivals ¹	California Market Share ²	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
2009	524,817	51.6%	271,000

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, 2000-2009 (in 000s)



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

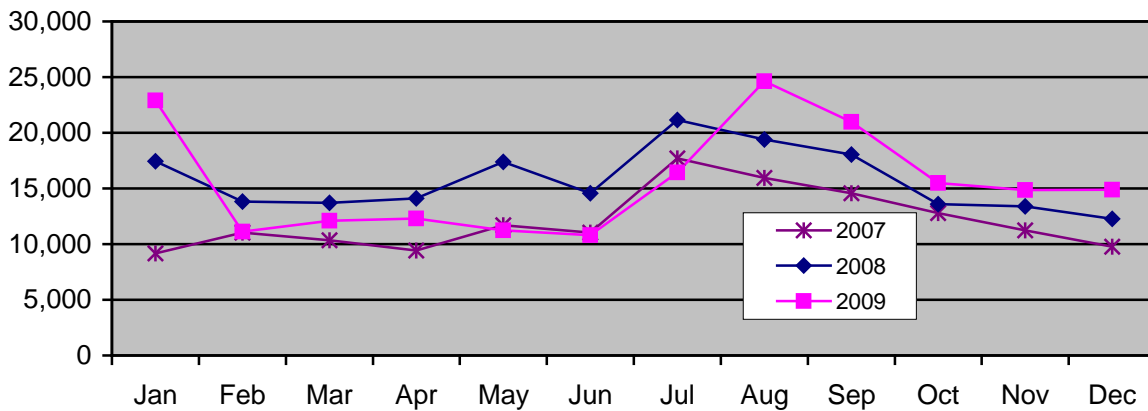
¹ Please note that Hong Kong is not included in the report on visitors from China.

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 recorded very strong growth from 2003 to 2008, but were down slightly in 2009 with 271,000 visitors to the state.

Chinese Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from China to California were lower from February 2009 to July 2009 compared with the previous year, then rose higher during the last 5 months of 2009. In 2009 Chinese resident arrivals at California ports-of-entry peaked in August and were the lowest in June.

**Residents of China
Monthly Port of Entry Arrivals to CA
2007-2009**



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.
- 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.
- Have a lower average annual household income
- Work in a managerial/executive position
- Spend a higher percentage of their travel dollar on gifts/souvenirs and transportation in the U.S.

Conversely, visitors from China are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Travel with a spouse
- Visit small towns, national parks, or tour the countryside

Characteristics of Travelers from China to California – 2009

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from China (n = 385)	Leisure Visitors from China (n = 111)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	47%	18%	44%
Business/Professional	22%	45%	-
Visit Friends/Relatives	21%	22%	56%
Convention/Conference	6%	7%	-
Other Purpose	5%	8%	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	65%	46%	67%
Visit Friends/Relatives	37%	40%	76%
Business/Professional	26%	49%	3%
Convention/Conference	8%	15%	2%
Sources Used to Plan Trip**			
Airlines Directly	23%	24%	21%
Corporate Travel Department	8%	14%	3%
Personal Computer	43%	31%	40%
Friends/Relatives	18%	10%	16%
Newspapers/Magazines	3%	2%	3%
State/City Travel Office	4%	2%	-
Tour Company	7%	9%	12%
Travel Agency	40%	34%	39%
Travel Guides	10%	6%	4%
Advance Planning for Trip			
7 days or less	7%	6%	1%
8 - 30 days	28%	55%	42%
31 - 60 days	19%	24%	36%
61 - 90 days	12%	7%	11%
More than 3 Months	34%	8%	11%
Total	100%	100%	100%
Average Planning Time in Days	100 days	46 days	57 days
Advance Airline Reservations			
7 days or less	13%	28%	22%
8 - 30 days	38%	54%	43%
31 - 60 days	16%	14%	28%
61 - 90 days	10%	2%	5%
91 - 120 days	6%	1%	-
121 - 180 days	10%	1%	1%
6 Months or More	7%	-	-
Total	100%	100%	100%
Average Booking in Days	67 days	24 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
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from China (n = 385)	Leisure Visitors from China (n = 111)
Means of Booking Air Trip			
Airlines Directly	13%	7%	6%
Corporate Travel Department	9%	17%	3%
Personal Computer	25%	13%	18%
Travel Agent	46%	54%	62%
Travel Club	1%	1%	1%
Tour Operator	5%	4%	6%
Other/Don't Know	2%	5%	5%
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	32%	27%	40%
Schedule	13%	14%	13%
Non-Stop Flight	12%	19%	17%
Mileage Bonus/Frequent Flyer Program	10%	5%	1%
Previous Good Experience	9%	7%	7%
Safety Reputation	6%	6%	3%
Airline Loyalty	4%	2%	1%
In-flight Service	5%	5%	1%
Employer policy	3%	5%	-
Other	6%	10%	17%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	81%	84%	94%
Executive/Business	17%	15%	6%
First Class	2%	-	1%
Total	100%	100%	100%
Use of Package			
Yes	14%	10%	7%
No	86%	90%	93%
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	24%	9%
8 - 30 days	24%	58%	44%
31 - 60 days	13%	2%	-
61 - 90 days	13%	13%	46%
91 - 120 days	8%	2%	-
121 - 180 days	18%	-	-
6 Months or More	20%	-	-
Total	100%	100%	100%

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**Characteristics of Travelers from China to California
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from China (n =385)	Leisure Visitors from China (n = 111)
Travel Companions**			
Business Associates	8%	24%	1%
Family/Relatives	25%	19%	44%
Friends	11%	8%	4%
Spouse	28%	10%	20%
Tour Group	2%	-	-
Traveling Alone	38%	45%	38%
Average Travel Party Size	1.6	1.5	1.5
Median Travel Party Size	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	76%	77%	62%
Private Home	30%	28%	50%
Other	4%	3%	1%
Length of Stay			
Mean Nights in the U.S.	22.4 nights	36.8 nights	51.3 nights
Mean Nights in California	11.7 nights	16.9 nights	20.6 nights
% of California Nights	52%	46%	40%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	28%	43%	43%
Average Trips to the U.S. in Past Year	1.7 trips	1.6 trips	1.6 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	4.1 trips	3.6 trips
Average Number of States Visited	2.1 states	2.4 states	2.7 states
Average Number of Destinations Visited	3.0 dest.	2.9 dest.	3.4 dest.
Places Visited in the U.S.**			
Los Angeles	55%	65%	72%
San Francisco	48%	46%	52%
Las Vegas	30%	33%	43%
New York City	18%	28%	34%
San Diego	13%	8%	7%
Anaheim-Santa Ana	7%	3%	1%
Grand Canyon	7%	2%	5%
San Jose	6%	5%	8%
Yosemite	4%	1%	3%
Chicago	4%	6%	5%
DC Metro Area	4%	17%	26%
Monterey-Salinas	4%	-	1%
Riverside/San Bernardino	4%	2%	1%
Seattle	3%	5%	7%
Sacramento	3%	-	-
Santa Barbara	3%	-	1%
Oakland	2%	1%	1%

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Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from China (n = 385)	Leisure Visitors from China (n = 111)
Activities Experienced While in the U.S.**			
Shopping	87%	94%	93%
Dining Out	86%	87%	89%
Sightseeing in Cities	56%	61%	74%
Historical Places	45%	45%	56%
Visiting Small Towns	38%	23%	22%
National Parks	39%	30%	44%
Amusement/Theme Parks	39%	37%	45%
Touring Countryside	31%	13%	18%
Cultural Heritage Sites	32%	29%	43%
Casinos/Gambling	27%	33%	41%
Art Gallery/Museum	26%	23%	32%
Guided Tours	24%	18%	20%
Transportation While in the U.S.**			
Taxi/Limousine	39%	37%	33%
Airlines in U.S.	39%	50%	46%
Rented Auto	38%	29%	24%
Company or Private Auto	29%	37%	34%
City Subway/Tram/Bus	26%	22%	23%
Railroad between Cities	11%	9%	13%
Bus between Cities	10%	8%	15%
Motor Home/Camper	2%	1%	1%
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,584	\$5,079	\$4,995
Per Visitor/Trip (U.S.)	\$2,308	\$3,491	\$3,267
Per Visitor Per Day	\$103	\$95	\$64
Per Visitor/Trip (California)	\$1,205	\$1,606	\$1,318
Spending by Category (Per Visitor/Trip)			
Lodging	\$660	\$859	\$605
Food/Beverages	\$463	\$505	\$566
Gifts/Souvenirs	\$395	\$918	\$943
Transportation in the U.S.	\$348	\$558	\$422
Entertainment	\$234	\$259	\$383
Expenses at the Airport	\$34	\$88	\$44
Other	\$174	\$305	\$304
Total Spending Per Visitor/Trip	\$2,308	\$3,491	\$3,267

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**Characteristics of Travelers from China to California
(2009 - cont.)**

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Payment Method for Trip Expenses			
Credit Cards	50%	55%	51%
Cash	41%	41%	47%
Debit Cards	7%	4%	2%
Travelers Checks	2%	-	-
Total	100%	100%	100%
Age			
Average Age - Males	43 years	39 years	43 years
Average Age - Females	39 years	36 years	41 years
Occupation			
Manager/Executive	28%	39%	23%
Professional/Technical	35%	31%	28%
Student	10%	11%	14%
Clerical/Sales	7%	7%	9%
Retired	8%	6%	15%
Other	12%	6%	11%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	9%	20%	25%
\$20,000 - \$39,999	14%	23%	25%
\$40,000 - \$59,999	14%	15%	17%
\$60,000 - \$79,999	13%	4%	2%
\$80,000 - \$99,999	11%	12%	9%
\$100,000 - \$119,999	9%	9%	13%
\$120,000 - \$139,999	6%	1%	-
\$140,000 - \$159,999	5%	3%	4%
\$160,000 - \$179,999	3%	1%	-
\$180,000 - \$199,999	3%	3%	1%
\$200,000 and over	12%	9%	4%
Total	100%	100%	100%
Average Annual Income	\$94,800	\$71,000	\$57,900

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