

CHARACTERISTICS OF TRAVELERS FROM CHINA TO CALIFORNIA - 2007

China was California's seventh largest overseas market with approximately 227,000 visitors to California in 2007.¹ Collectively, visitors from China spent about \$327 million in California.

Chinese visitors to California during 2007 reported spending \$118 per day during a 12.2 night average stay or approximately \$1,440 per visitor. The average spending for all overseas visitors to California was about \$1,166 (\$111 per day; 10.5 nights in California).

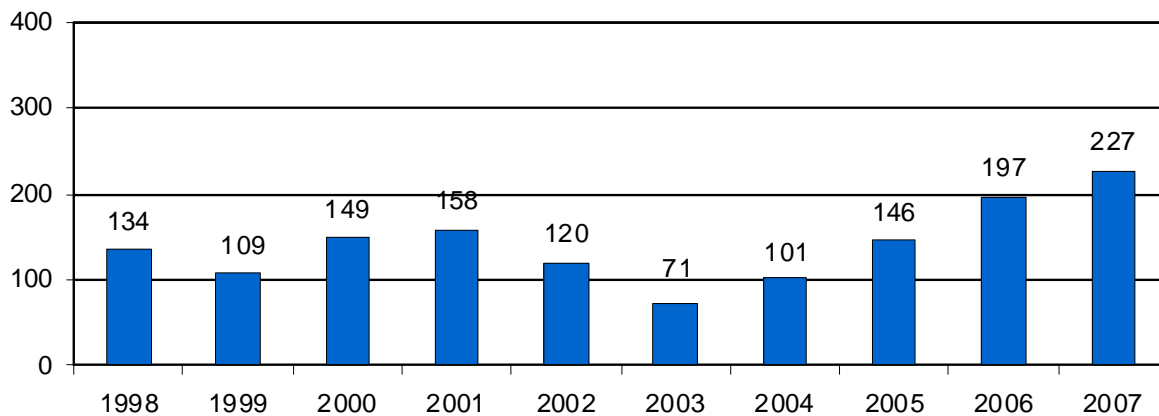
Visitors From China

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
1998	208,930	64.2%	134,000
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

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, 1998-2007
(in 000s)**



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

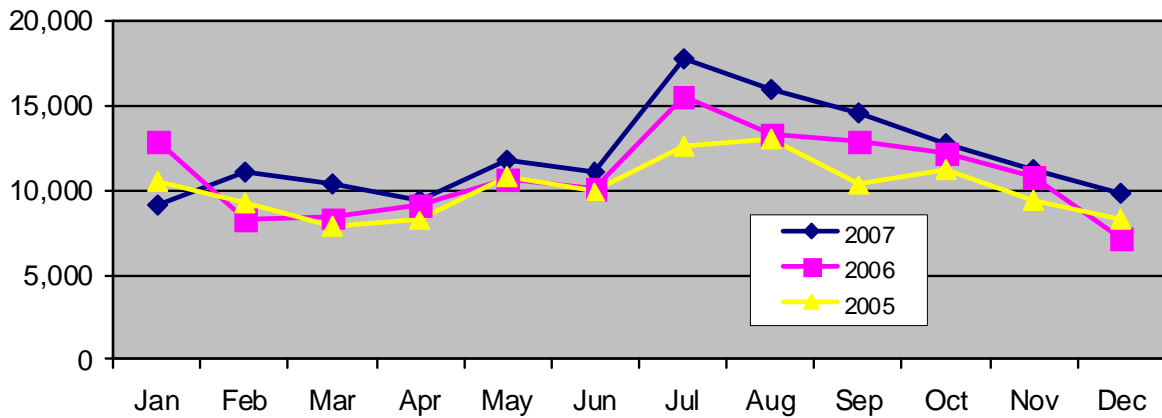
¹ Please note that Hong Kong is not included in the report on visitors from China.

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 have recorded very strong growth each year since 2003, reaching a record 227,000 visitors to the state in 2007.

Chinese Arrivals at California Airports

Overall, monthly volumes of port-of-entry passenger arrivals from China to California were mostly higher during 2007 compared with the previous two years. This was especially evident in February and March, as well as in July, August, and September of 2007. The increase in arrivals from China has continued into the first five months of 2008. In general, Chinese resident arrivals at California ports-of-entry peaked in July. The lowest volumes were recorded in January, April, and December in 2007.

**Residents of China
Monthly Port of Entry Arrivals to CA
2005-2007**



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 means of 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
- Make use of a travel package
- Travel with business associates
- Stay longer in the U.S.
- 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
- Make use of airlines within the U.S. and company/private autos
- 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 lodging and 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
- Make use of a taxi/limousine while in the U.S.

**Characteristics of Travelers from
China to California – 2007**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from China (n = 407)	Leisure Visitors from China (n = 83)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	37%	12%	48%
Visit Friends/Relatives	20	13	52
Business/Professional	31	58	-
Convention/Conference	8	13	-
Other Purpose	4	5	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	55%	40%	74%
Visit Friends/Relatives	38	28	61
Business/Professional	35	63	6
Convention/Conference	13	20	2
Sources Used to Plan Trip**			
Airlines Directly	19%	17%	16%
Corporate Travel Department	12	21	2
Personal Computer	36	15	19
Friends/Relatives	15	15	17
Newspapers/Magazines	3	3	10
State/City Travel Office	3	1	1
Tour Company	5	12	17
Travel Agency	48	41	39
Travel Guides	9	4	7
Advance Planning for Trip			
7 days or less	9%	10%	8%
8 - 30 days	36	49	35
31 - 60 days	20	22	41
61 - 90 days	11	10	7
More than 3 Months	25	6	6
Total	100%	100%	100%
Average Planning Time in Days	81	48	55
Advance Airline Reservations			
7 days or less	16%	28%	22%
8 - 30 days	43	61	59
31 - 60 days	16	9	12
61 - 90 days	8	1	2
91 - 120 days	6	1	3
121 - 180 days	6	1	3
6 Months or More	5	0	-
Total	100%	100%	100%
Average Booking in Days	55	21	30

* 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
(2007 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from China (n = 407)	Leisure Visitors from China (n = 83)
Means of Booking Air Trip			
Airlines Directly	10%	8%	8%
Corporate Travel Department	12	19	4
Personal Computer	18	4	8
Travel Agent	54	60	70
Travel Club	-	1	1
Tour Operator	4	2	1
Other/Don't Know	2	7	8
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	24%	18%	26%
Schedule	16	20	38
Non-Stop Flight	12	23	17
Mileage Bonus/Frequent Flyer Program	11	11	5
Previous Good Experience	9	9	2
Safety Reputation	7	6	7
Airline Loyalty	5	2	-
In-flight Service	5	2	-
Employer policy	4	7	3
Other	6	3	3
Airline Seating Area			
Economy/Tourist/Coach	78%	85%	83%
Executive/Business	19	12	13
First Class	4	3	3
Total	100%	100%	100%
Use of Package			
Yes	13%	25%	35%
No	87	75	65
Total	100%	100%	100%
Advance Package Booking			
7 days or less	5%	12%	8%
8 - 30 days	32	73	79
31 - 60 days	18	10	2
61 - 90 days	11	1	1
91 - 120 days	11	-	-
121 - 180 days	8	4	9
6 Months or More	15	-	-
Total	100%	100%	100%

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**Characteristics of Travelers from China to California
(2007 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from China (n = 407)	Leisure Visitors from China (n = 83)
Travel Companions**			
Business Associates	12%	36%	3%
Family/Relatives	23	12	37
Friends	8	9	13
Spouse	25	11	28
Tour Group	2	3	8
Traveling Alone	41	35	25
Average Travel Party Size	1.5	1.7	1.7
Type of Lodging**			
Hotel / Motel	78%	79%	70%
Private Home	29	22	36
Other	3	6	10
Length of Stay			
Mean Nights in the U.S.	19.2	26.6	32.8
Mean Nights in California	10.5	12.2	21.0
% of California Nights	55%	46%	64%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	21%	44%	40%
Average Trips to the U.S. in Past Year	2.0	1.7	1.5
Average Trips to the U.S. in Past 5 Years	6.6	4.4	3.8
Average Number of States Visited	2.0	2.4	2.3
Average Number of Destinations Visited	2.7	2.9	2.9
Places Visited in the U.S.**			
Los Angeles	51%	65%	65%
San Francisco	44	42	53
Las Vegas	23	29	35
New York City	15	29	23
San Diego	12	7	7
San Jose	8	7	6
Anaheim	8	4	3
Grand Canyon	4	1	2
Chicago	4	9	8
Yosemite	3	0	1
DC Metro Area	3	19	17
Seattle	3	3	2
Monterey	3	1	1
Sacramento	3	-	-
Riverside/San Bernardino	2	0	1
Oahu/Honolulu	2	1	1
Miami	2	2	-
Oakland	2	3	-

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**Characteristics of Travelers from China to California
(2007 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from China (n = 407)	Leisure Visitors from China (n = 83)
Activities Experienced While in the U.S.**			
Shopping	86%	91%	95%
Dining Out	86	81	79
Sightseeing in Cities	51	57	62
Historical Places	37	46	35
Amusement/Theme Parks	33	34	55
Visiting Small Towns	31	21	15
National Parks	30	30	39
Touring Countryside	27	16	14
Cultural Heritage Sites	24	26	21
Casinos/Gambling	23	31	35
Art Gallery/Museum	21	19	17
Guided Tours	21	17	17
Transportation While in the U.S.**			
Taxi/Limousine	41%	29%	23%
Airlines in U.S.	38	54	54
Rented Auto	36	35	31
Company or Private Auto	31	41	52
City Subway/Tram/Bus	21	19	33
Railroad between Cities	10	13	17
Bus between Cities	9	10	14
Motor Home/Camper	2	1	-
Spending by Category (Per Visitor/Trip)			
Lodging	\$657	\$834	\$434
Food/Beverages	399	440	378
Gifts/Souvenirs	364	702	866
Transportation in the U.S.	336	654	597
Entertainment	194	206	243
Expenses at the Airport	37	108	45
Other	148	186	114
Total Spending Per Visitor/Trip	\$2,135	\$3,130	\$2,676
Visitor Spending in the U.S.			
Per Travel Party Per Trip	\$3,235	\$5,198	\$4,429
Per Visitor/Trip	2,135	3,130	2,676
Per Person Per Day	111	118	82

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**Characteristics of Travelers from China to California
(2007 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from China (n = 407)	Leisure Visitors from China (n = 83)
Payment Method for Trip Expenses			
Credit Cards	54%	52%	42%
Cash	39	46	57
Debit Cards	5	2	1
Travelers Checks	3	1	0
Total	100%	100%	100%
Age			
Average Age - Males	43.3	39.5	49.3
Average Age - Females	39.6	36.0	40.2
Occupation			
Manager/Executive	37%	47%	38%
Professional/Technical	34	33	27
Student	7	2	4
Clerical/Sales	7	6	3
Retired	6	2	7
Other	10	10	21
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	8%	28%	25%
\$20,000 - \$39,999	11	24	15
\$40,000 - \$59,999	13	14	11
\$60,000 - \$79,999	13	7	8
\$80,000 - \$99,999	12	6	7
\$100,000 - \$119,999	10	4	2
\$120,000 - \$139,999	7	5	17
\$140,000 - \$159,999	5	2	3
\$160,000 - \$179,999	3	-	-
\$180,000 - \$199,999	3	0	-
\$200,000 and over	16	11	13
Total	100%	100%	100%
Average Annual Income	\$101,300	\$64,600	\$79,100

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