

Global Market Profile

CHINA



September 2023

Introduction

- Tourism Economics forecasts international visitation to California will account for \$24B in tourism spending in 2023 and increase to \$28B in 2024, fully recovered to 2019 spending. While important North American and European visitor markets are either fully recovered or nearly recovered, visitation from markets in the Asia Pacific region continues to lag and hold back California's Gateway regions from fully recovery. Despite the uneven recovery, California's core international markets are critical to the success and growth of the tourism industry in the state.
- The **Global Market Profile** report has been developed by Visit California Research to provide insights on California's opportunity international markets.

Market Landscape:



Audience Insights:



California Traveler & Trip Details:

- **Market Landscape** includes foundational intelligence from Visit California:
 - Visitation and Spending Forecasts
 - Airlift Recovery (flights and seats)
 - Arrival Numbers & California Market Share
 - Consumer travel intent and barriers
- **Audience Insights** includes a profile of target travelers, including:
 - Description and size of Audience Target
 - Demographic profile
 - General travel planning behavior
 - General trip spending
 - Advertising and sports preferences
- **California Traveler & Trip Details** includes details about visitors to California from the past year, including:
 - Trip purpose
 - First/Repeat visitation
 - Destinations visited
 - Travel party, accommodations, activities and expenditures

Methodology & Sources

- The report contains three sections:
 - The **Market Landscape** section is sourced from Visit California's key research partners, including Tourism Economics, NTTO, CIC Research, Cirium and YouGov.
 - The **Audience Insights** section is sourced from YouGov's Global Travel Profiles which tracks travel-related sentiment and behavior in over 25 global markets, including all fourteen Visit California target markets. Panelists are surveyed on preferred trip types, booking methods, accommodation preferences, and advertising perceptions.
 - The audience profile is built on a segmentation of likely international leisure travelers in the market. For markets with enough sample size, the segmentation includes an additional filter of travelers considering California as a destination. The profile of these custom targets across California's target markets will provide insights into those travelers most likely to visit the state.
 - The **California Traveler and Trip Characteristic** section provides information on trips that included a stay in California from the Survey of International Air Travelers (SIAT).

Audience Profile Definitions

Audience Profile of: <i>International Leisure Travelers Considering CA</i>	Audience Profile of: <i>International Leisure Travelers</i>
Australia	Brazil
Canada	China
France	Italy
Germany	Japan
India	Middle East*
Mexico	Scandinavia**
South Korea	
UK	

*Saudi Arabia and UAE

**Denmark, Finland, Norway and Sweden



Market Landscape

Country Profile

China



POPULATION: *

1,425.7M

EXCHANGE RATE: **

Local currency to USD dollar

7.3

GROSS DOMESTIC PRODUCT (GDP):

Annual % chg ***

5.2%

INFLATION RATE:

Annual % chg ****

2.0%

* www.worldometers.info, 2023

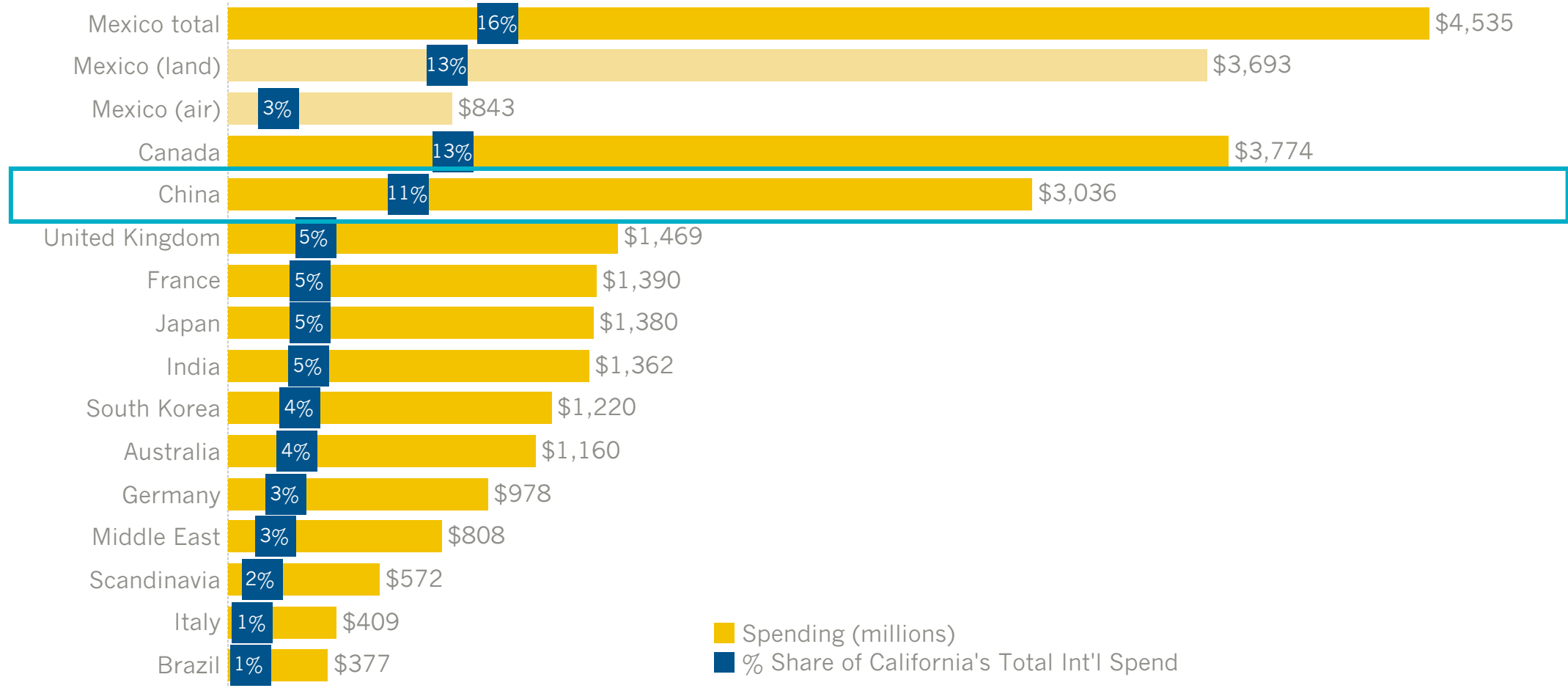
** www.x-rates.com, Aug 2023

*** www.imf.org, 2023

**** www.imf.org, 2023

Forecast: Visitor Spending by Market (2024)

The chart below shows California's visitor spending forecast for the state's 14 target markets and share of total international spending in the state.



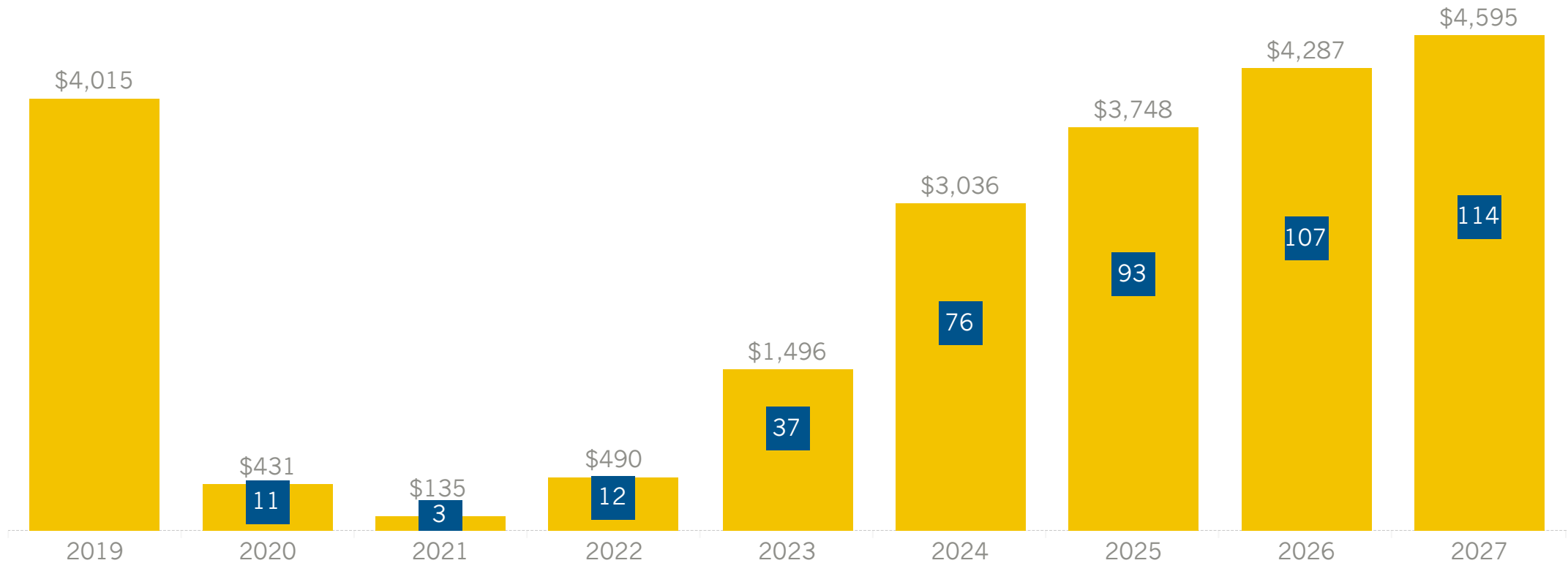
Forecast: Visitor Spending

The chart below shows the state's visitor spending forecast and the recovery index for the focus market.

China: Visitor Spending Forecast with Recovery Index to 2019

■ Spending (millions)

■ Recovery Index to 2019

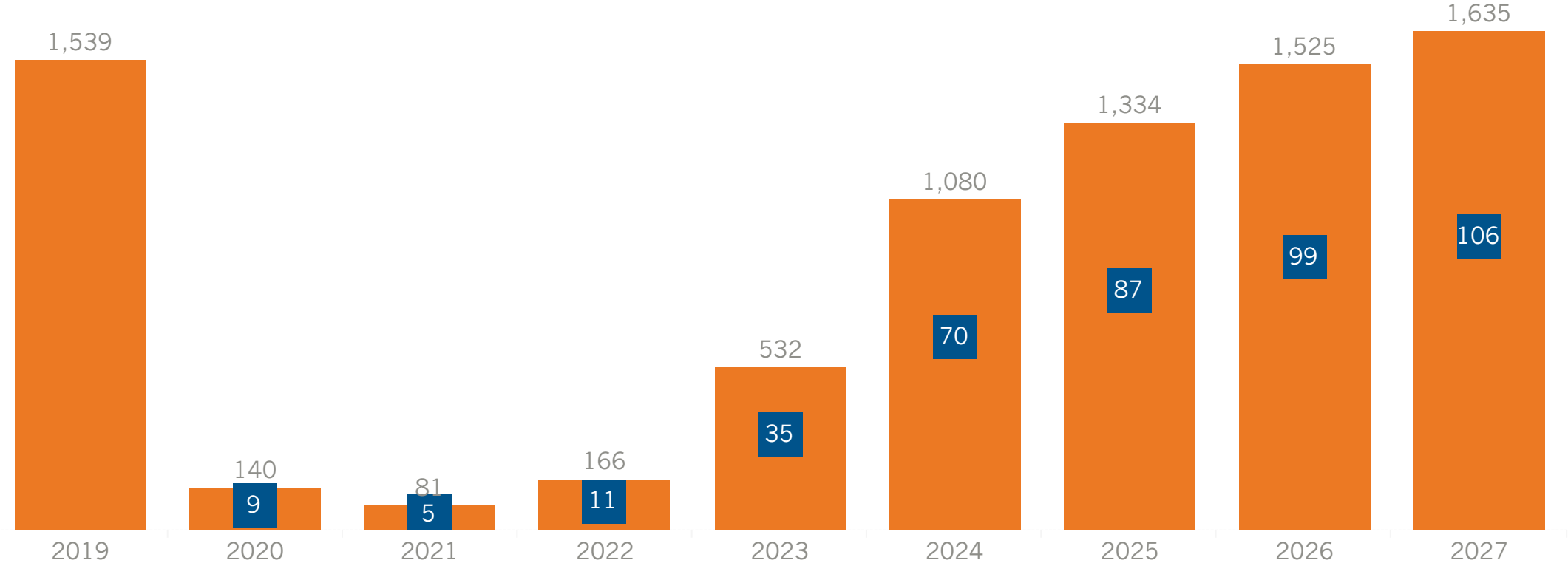


Forecast: Visitor Volume

The chart below shows the state's visitation forecast and recovery index for the focus market.

China: Visitation Forecast with Recovery Index to 2019

■ Visitation (thousands) ■ Recovery Index to 2019

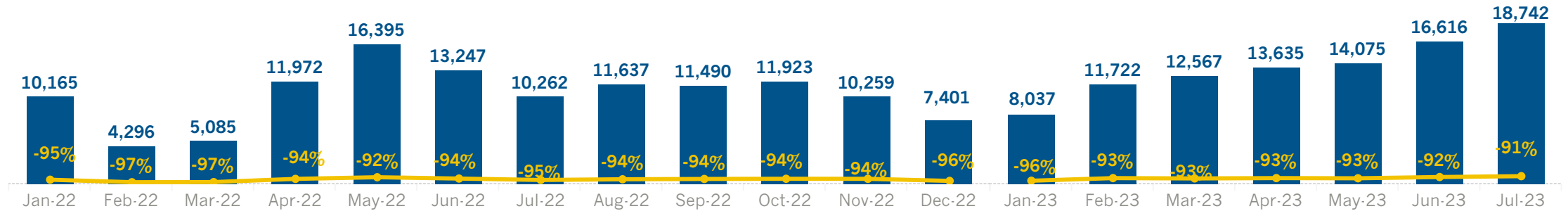


Source: Tourism Economics (Sept 2023)

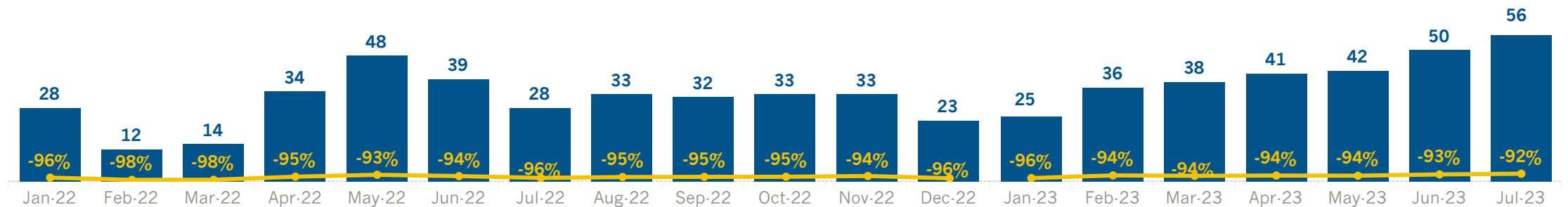
Airlift to California

The charts below shows airlift to California and percent change to 2019 for the focus market.

China: Non-Stop Seats to CA (% chg vs 2019)



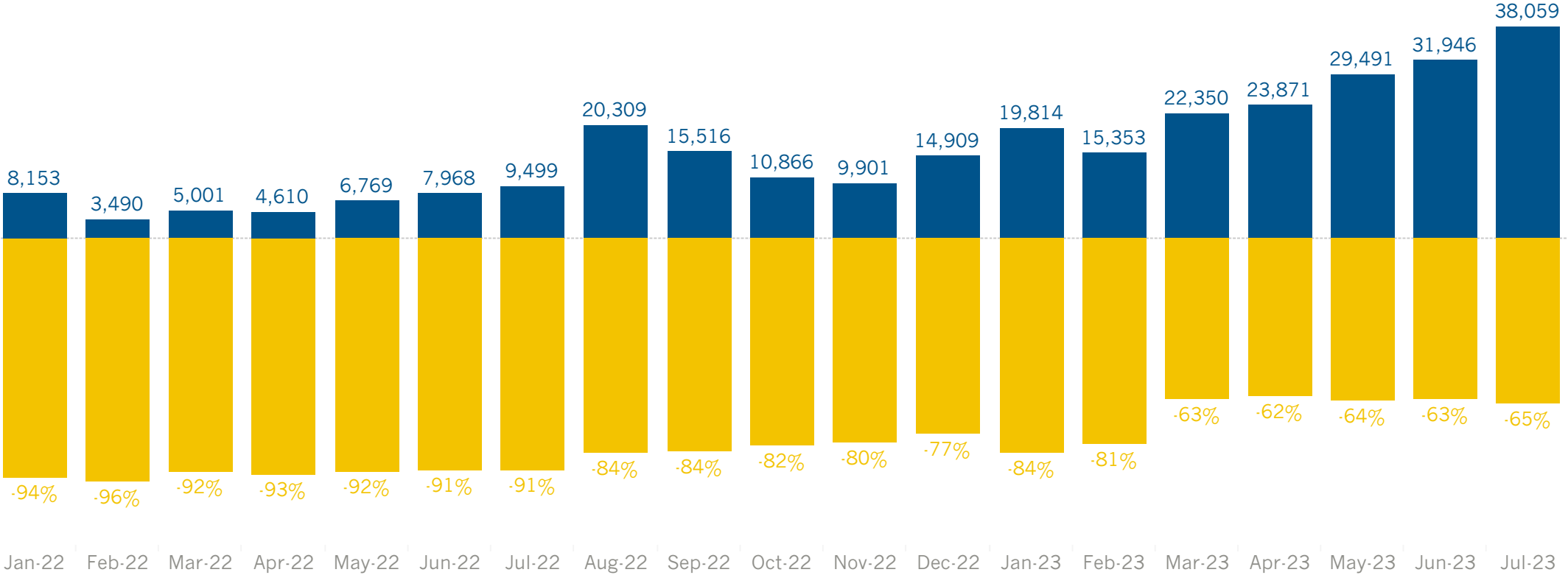
China: Non-Stop Flights to CA (% chg vs 2019)



Non-Resident Arrivals to California

The chart below shows non-resident arrivals at California's ports of entry and percent change to 2019 for the focus market.

China: Non-Resident Arrivals at CA Ports of Entry (% change vs. 2019)

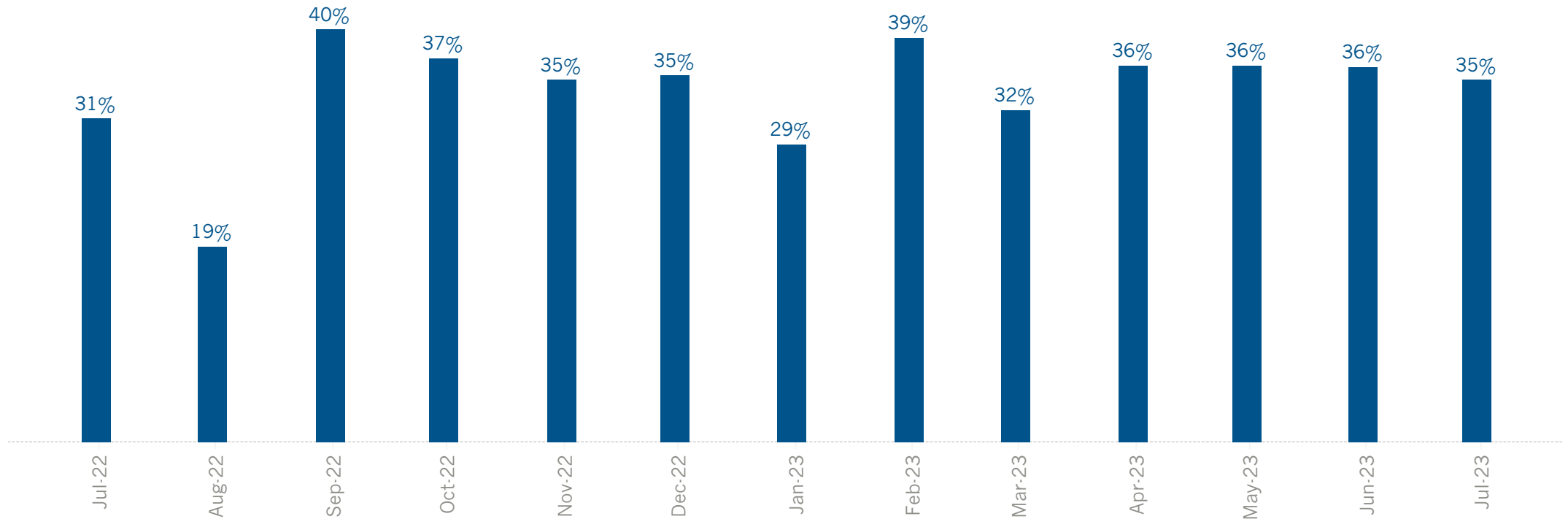


Source: NTTO, CIC Research

California's Share of Arrivals

The chart below shows California's share of arrivals from the focus market based on First Intended Address (FIA).

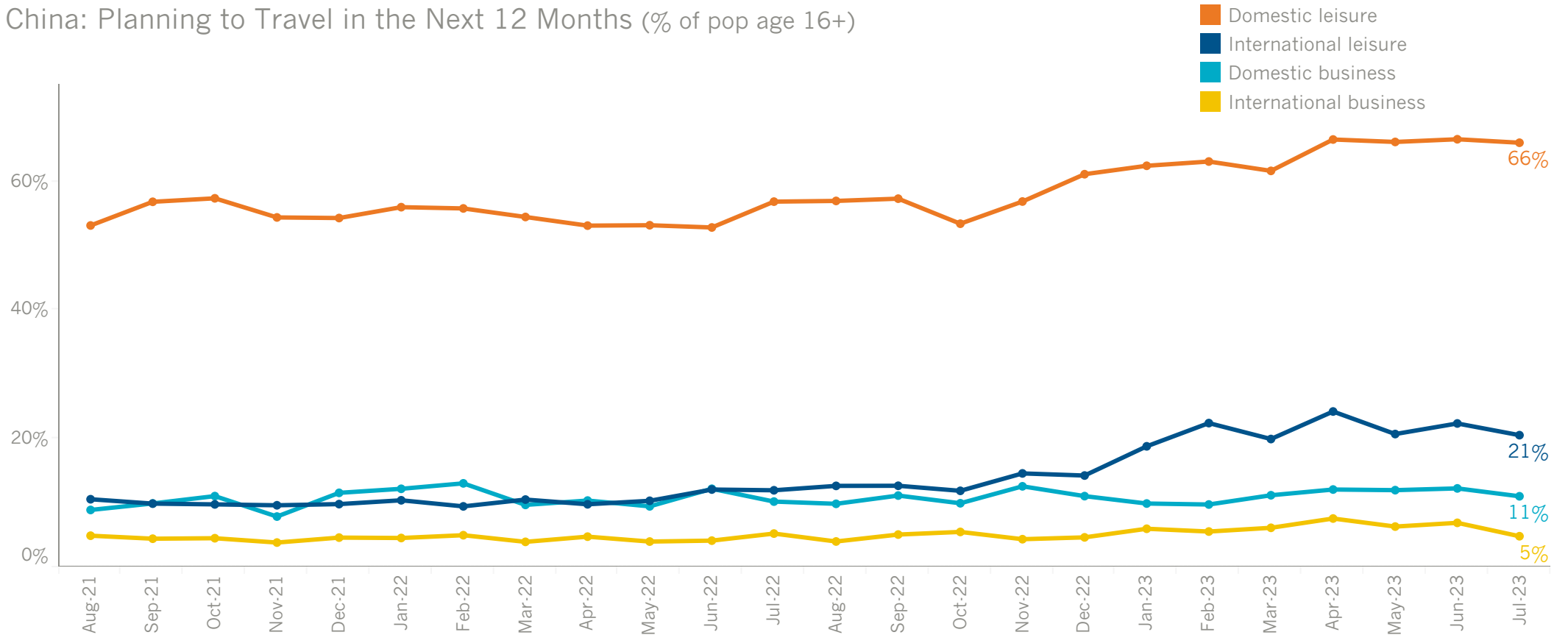
China: California Market Share of Arrivals Based on First Intended Address (%)



Travel Planned in Next 12 Months

The chart below shows the types of trips planned in the next 12 months for the focus market.

China: Planning to Travel in the Next 12 Months (% of pop age 16+)



Q: Which, if any, of the following trips are you planning to take in the next 12 months?

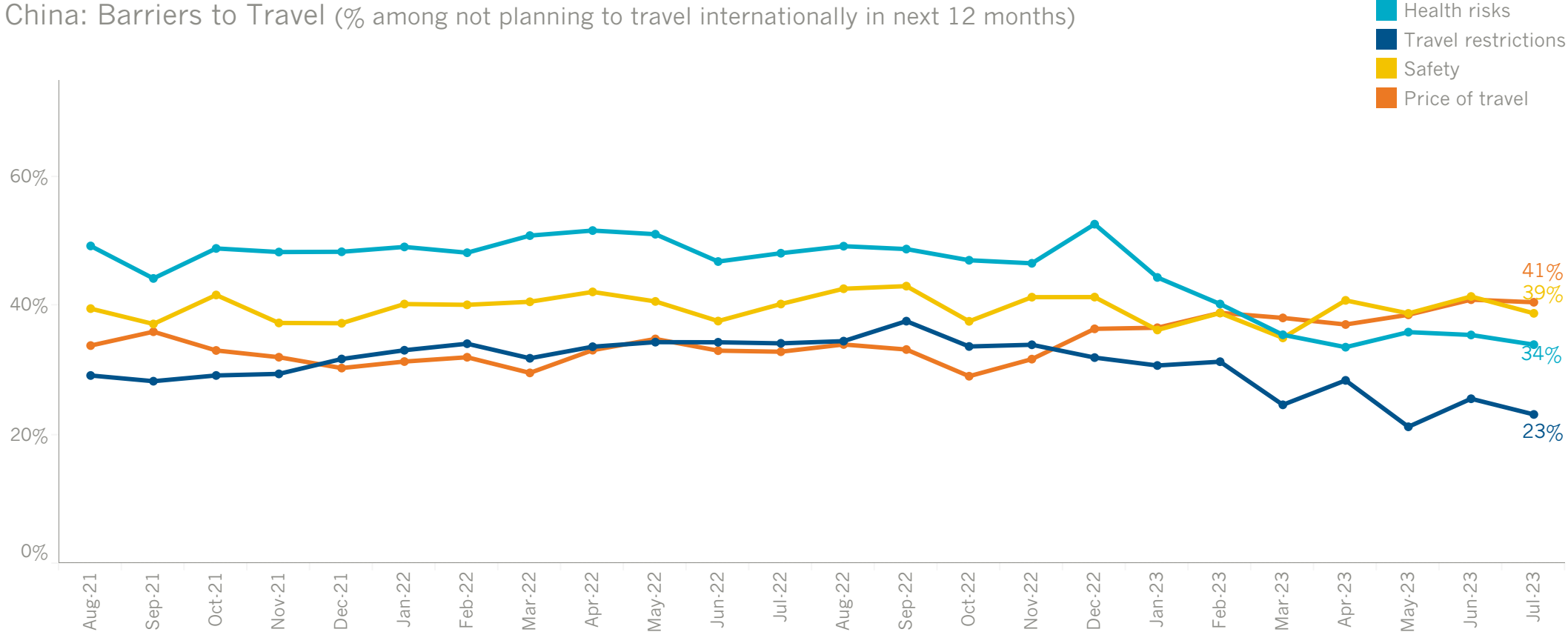
Data reported for: July 2023

Source: YouGov

Barriers to Travel

The chart below shows perceived barriers to travel among consumers not currently planning an international trip in the focus market.

China: Barriers to Travel (% among not planning to travel internationally in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

Data reported for: July 2023

Source: YouGov



Audience Insights



Int'l leisure travelers
"Int'l Traveler Target"

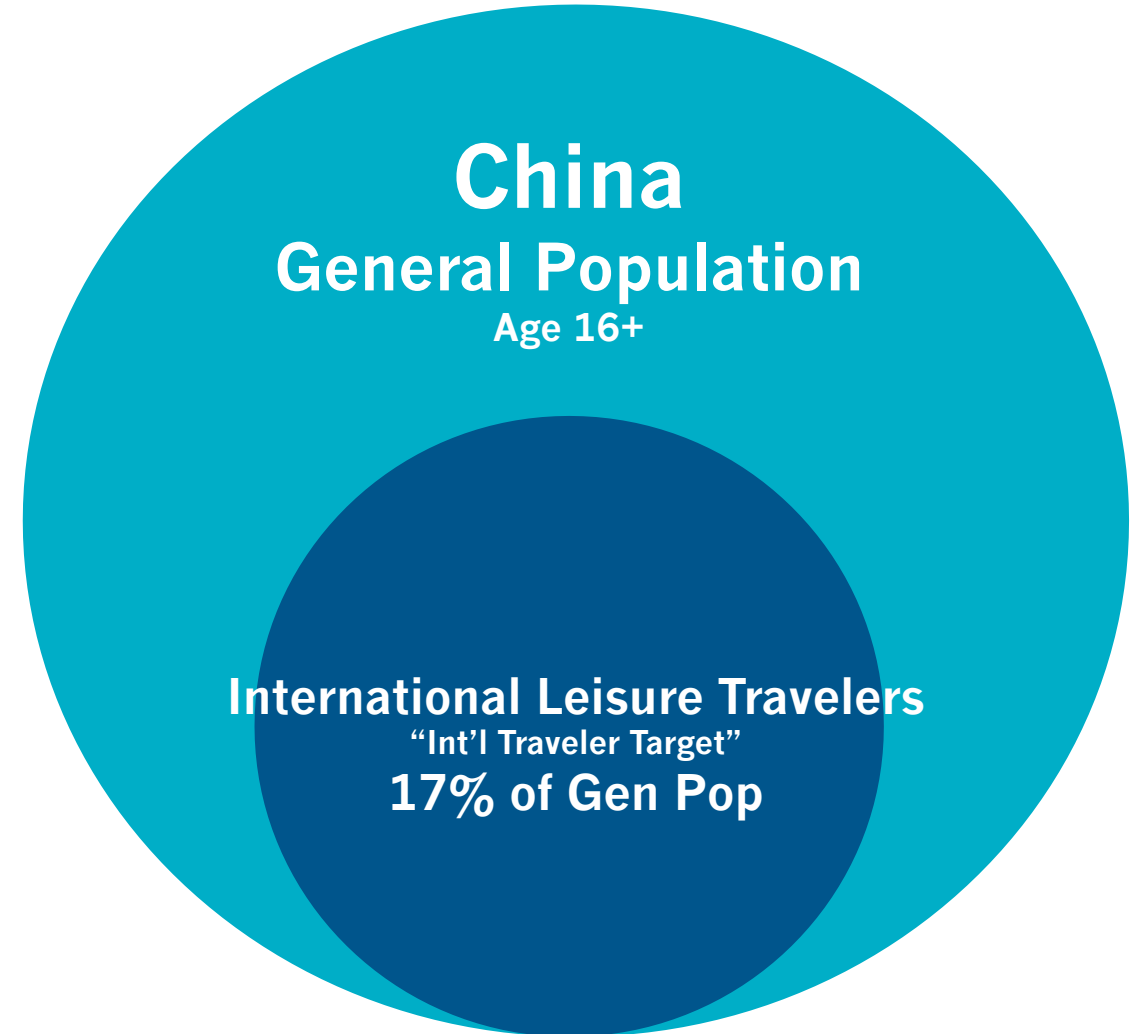
Audience Profile

The chart shows the incidence of international leisure travelers in the focus market.

The following audience profile is based on the survey responses over a 12-month period of those consumers planning an international leisure trip in the next 12 months.

Definitions:

International Leisure Travelers (Target Int'l Travelers):
Consumers in the focus market planning an international leisure trip in the next 12 months.



How to Read the Data

Generation	Int'l Traveler Target
Gen Z	10%
Millennial	41%
Gen X	34%
Baby Boomer	14%
Silent	1%

Generation Definitions:

- Gen Z (2000 and later)
- Millennial (1982-1999)
- Gen X (1965-1981)
- Boomer (1946-1964)
- Silent (<1945)

Data:

- **Int'l Traveler Target:** Shows the incidence (%) of the demographic characteristic or travel activity among international leisure travelers in the focus market.
- **Index:** No indices are shown for the Int'l Traveler Target.



Demographic Profile

The chart below shows the demographic profile of the consumer target in the focus market.

China

Gender		Int'l Traveler Target
Female		41%
Male		59%

Marital Status		Int'l Traveler Target
Single		20%
Married		64%

Family Status		Int'l Traveler Target
Children <18		47%

Age		Int'l Traveler Target
Age 16-24		18%
Age 25-34		38%
Age 35-44		26%
Age 45-54		12%
Age 55+		6%

Generation		Int'l Traveler Target
Gen Z		14%
Millennial		62%
Gen X		21%
Baby Boomer		3%
Silent		0%

Income*		Int'l Traveler Target
Higher income		9%
Middle income		35%
Lower income		51%
Prefer not to say		5%

Region		Int'l Traveler Target
Shanghai		13%
Beijing		7%
Guangzhou		6%
Chengdu		6%
Hangzhou		4%
Xian		3%
Chongqing		3%
Nanjing		3%
Shenzhen		2%
Suzhou - Jiangsu		2%

*Income definitions: Higher >200% of median, Middle 75% to 200% of median, Lower <75% of median

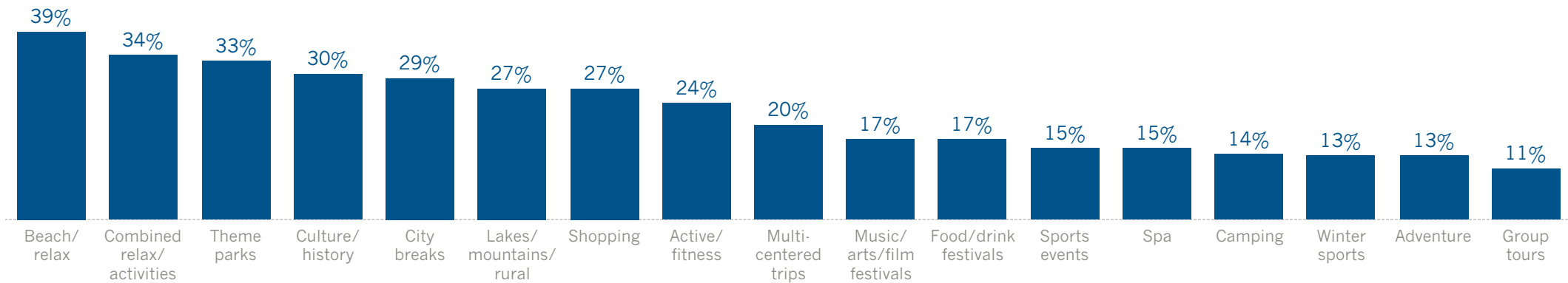


Trip Preferences/Characteristics

The chart below shows the typical trip preferences & characteristics of the consumer target in the focus market.

China

Trip Type



Traveler Type

Traveler Type	Int'l Traveler Target
Adventurous	5%
All-inclusive	4%
Budget	54%
Luxury	9%
Responsible	21%

Travel Party (from most recent vacation)

Travel Party	Int'l Traveler Target
My partner	63%
My children	44%
Other family	28%
Friend(s)	28%
Other person(s)	6%
Solo	5%

Q Trip Type: Which of the following types of holidays do you typically take?

Q Traveler Type: Which of the following best describes the type of traveler you are?

Q Travel Party: Thinking about your most recent holiday, which of the following best describes the group or individual you went on holiday with?

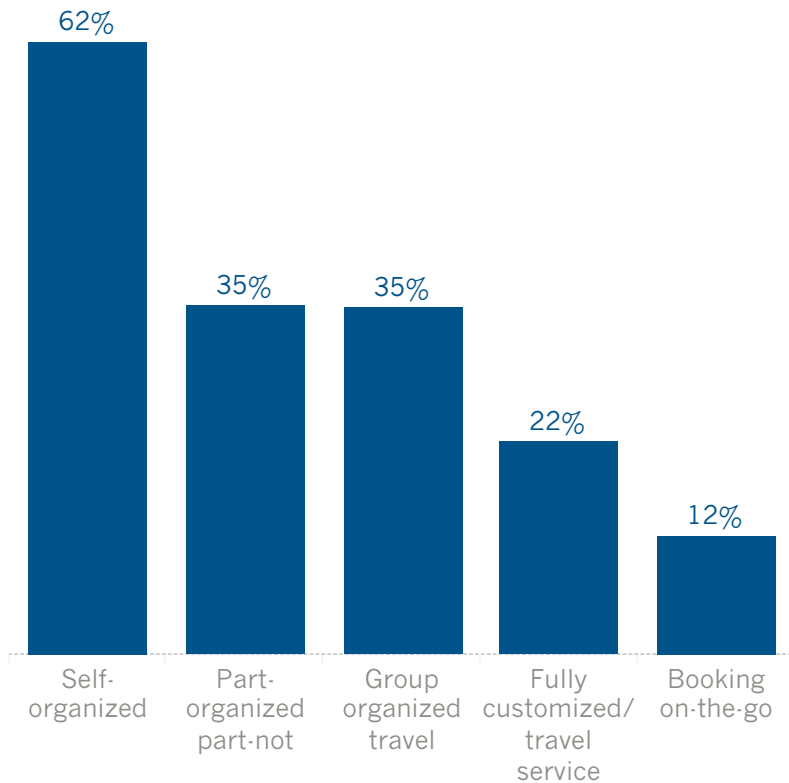


Organizing/Planning Methods

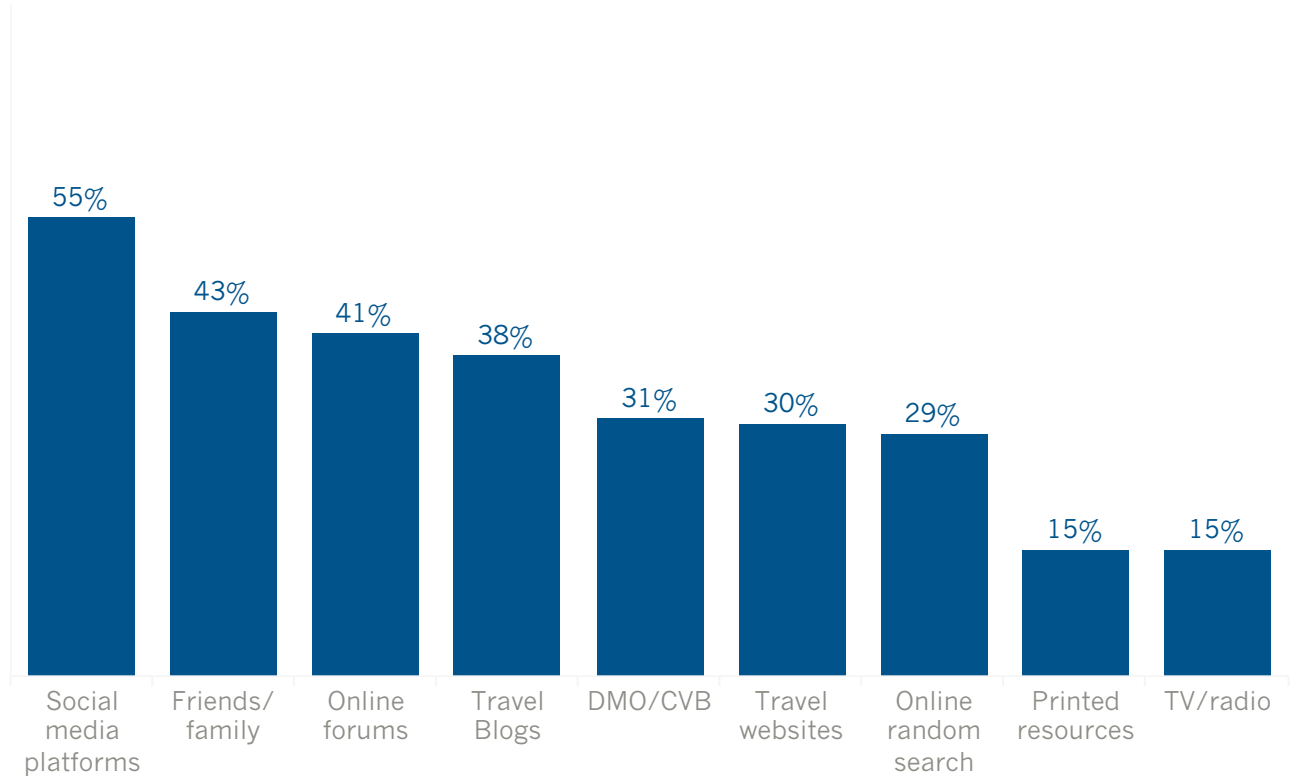
The chart below shows the organizing and planning methods of of the consumer target in the focus market.

China

Organizing Travel



Planning Methods



Q Organizing: Which of the following describe how you generally organize your holidays?

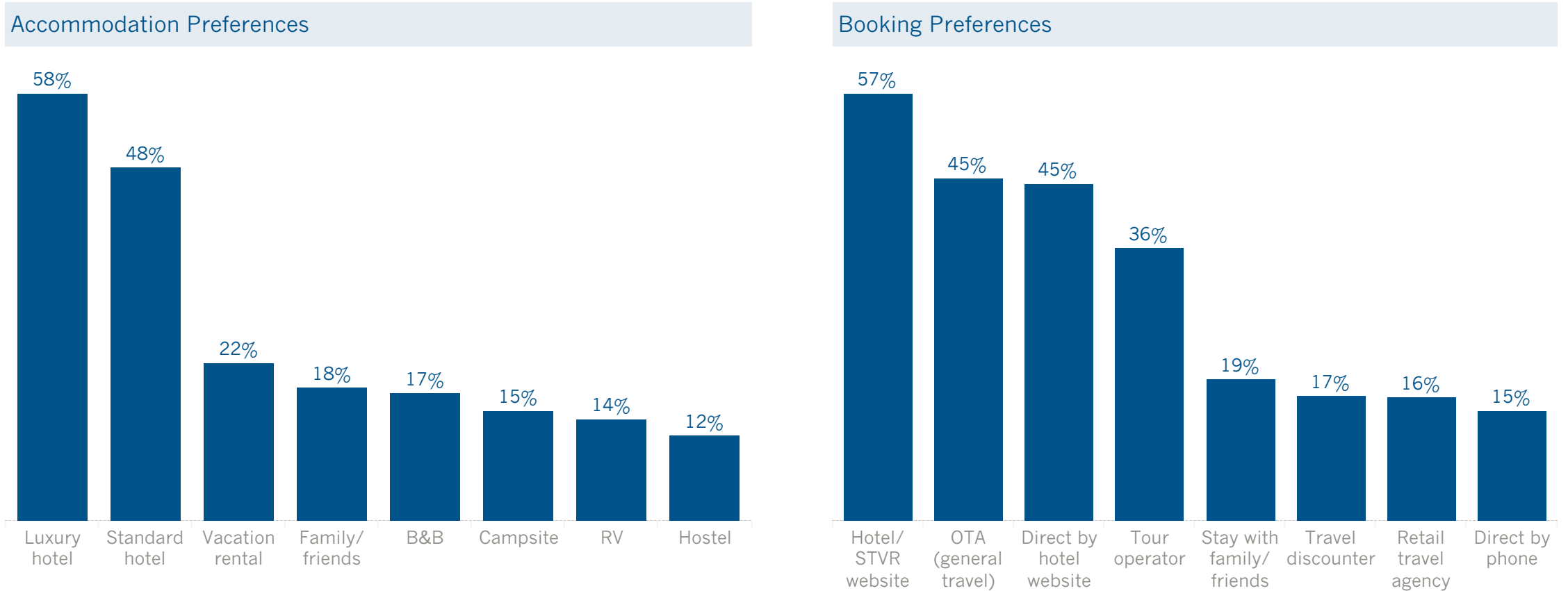
Q Planning: Which of the following methods do you generally use to help plan a holiday?



Booking Preferences

The chart below shows the accommodation preferences of of the consumer target in the focus market.

China



Q Accommodation: Which of the following types of accommodations do you typically stay in when you are on holiday?
Q Booking: Which of the following booking methods do you typically use when booking accommodations for the holidays?

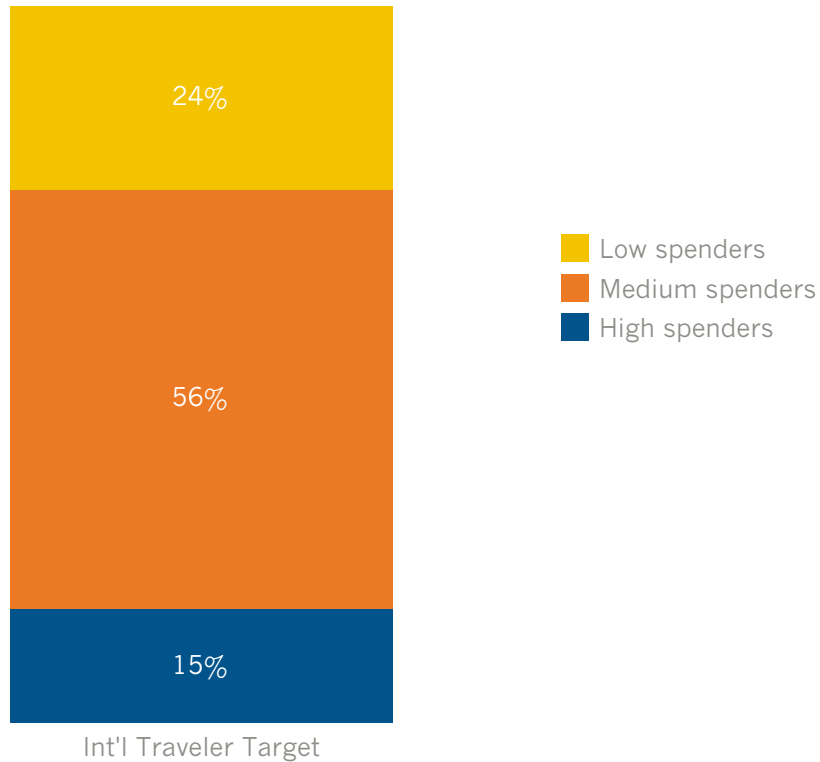


Travel Spending

The chart shows the travel spending of the consumer target in the focus market based on the most recent vacation.

China

Travel Spending (from most recent vacation)





Int'l leisure travelers
"Int'l Traveler Target"

Media & Advertising

The data shows advertising influences and sports preferences of the target consumer in the focus market.

China

Advertising Influences

Online streaming services	42%
Social media	42%
Travel websites	39%
Billboards	33%
Cinema	31%
TV - Free to view channels	27%
Direct mail	24%
Public transport	23%
Local newspaper (digital)	20%
Magazines (physical)	20%
Local newspaper (physical)	20%
Magazines (digital)	19%
National newspaper (digital)	17%
National newspaper (physical)	16%
Podcast	12%
TV - paid/subscription	11%
Radio	9%

Sports Watched/Followed

Basketball	36%
Soccer/Football	34%
Swimming	29%
Tennis	25%
Running/Marathon	20%
Volleyball	20%
Cycling	17%
Gymnastics	17%
Athletics/Track & Field	13%
Boxing	12%
Golf	10%
Surfing	7%
Horse Racing	7%
Baseball	7%
NFL	7%
Ice Hockey	7%
Rugby League	4%
Cricket	3%
Australian Rules Football	3%

Q Advertising: Thinking about your next travel or holiday related purchase,...where would you advertise to catch your attention?

Q Sports: Which of the following sports do you watch or follow?

Source: YouGov (July 2022-June 2023)