



Chinese Travelers to Virginia 2016



Second Largest Overseas Market

38,853
Chinese Travelers

39% Virginia as a Main Destination

32% Washington D.C. as Main Port of Entry

43.8 Nights Average Length of Stay

2.8 Average number of States visited

75% Traveled to the U.S. prior to this trip

Main Purpose

38%
Friends & Family

23%
Vacation

7%
Business

2%
Convention

26%
Study

Traveler Demographics

\$57,375
Average Household Income

Traveler Occupation

39%
management/business / science/arts

18%
Student

13%
Sales & Office

\$2,190
Spending per visitor per trip

61% Stayed in Hotels

Spending categories

32%
Lodging

16%
Food/Beverages

24%
Shopping

12%
Entertainment/ Recreation

7%
Ground Transportation

1%
Air Transportation

8%
Other

Top Activities

99%
Shopping

62%
Sightseeing

55%
Small towns/ countryside

46%
Fine dining

35%
Amusement parks

35%
National parks/ Monuments

33%
Art galleries/ museums

25%
Historical locations

22%
Sporting events

21%
Water sports

20%
Environmental Excursions

18%
Cultural/Ethnic heritage sites

14%
Concert/play/ Musical

12%
Golfing/Tennis

8%
Camping/ Hiking

Trip Planning

114 Days
Prior to departure

25%
1 Month

28%
2 Months

12%
3 Months

13%
4 Months

23%
More than 4 Months

Month of Travel

24%
Spring

12%
Fall

54%
Summer

11%
Winter

Travel Information Sources

51%
Online Travel Agency

35%
Airline

30%
Personal Recommendation

10%
Travel Guide

9%
National/State/ City Travel Office

6%
Other

4%
Travel Agency Office

3%
Tour Operator/ Travel Club

2%
Corporate Travel Department

Travel Parties

65%
Solo

12%
Couples

21%
Travel with family/relatives

19%
Travel with children