



Chinese Travelers to Virginia 2017



Second Largest Overseas Market

41,000
Chinese Travelers

51% Virginia as a Main Destination

35% Washington D.C. as Main Port of Entry

33.3 Average Length of Stay
Nights

2.6 Average number of States visited

79% Traveled to the U.S prior to this trip

Main Purpose

48%
Friends & Family

26%
Vacation

3%
Business

5%
Convention

16%
Study

Traveler Demographics

\$61,515
Average Household Income

Traveler Occupation

44%
management/business / science/arts

15%
Student

11%
Sales & Office

\$2,515
Spending per visitor per trip

53% Stayed in Hotels

Spending categories

29%
Lodging

17%
Food/Beverages

27%
Shopping

10%
Entertainment/ Recreation

8%
Ground Transportation

2%
Additional Air Transportation

7%
Other

Top Activities

93%
Shopping

65%
Sightseeing

46%
Fine dining

45%
Small towns/ countryside

39%
Art galleries/ museums

37%
National parks/ Monuments

25%
Amusement parks

22%
Historical locations

16%
Environmental Excursions

16%
Sporting events

16%
Cultural/Ethnic heritage sites

14%
Water sports

11%
Golfing/Tennis

9%
Concert/play/ Musical

8%
Nightclub/ Dancing

Trip Planning

111 Days
Prior to departure

24%
1 Month

26%
2 Months

14%
3 Months

13%
4 Months

23%
More than 4 Months

Month of Travel

26%
Spring

30%
Fall

31%
Summer

13%
Winter

Travel Information Sources

48%
Online Travel Agency

33%
Airline

36%
Personal Recommendation

10%
Travel Guide

9%
National/State/ City Travel Office

6%
Travel Agency Office

6%
Tour Operator/ Travel Club

4%
Other

3%
Corporate Travel Department

Travel Parties

64%
Solo

19%
Couples

17%
Travel with family/relatives

14%
Travel with children