Chinese Travelers to Virginia 2018
Second Largest Overseas Market

40,000 Chinese Travelers
54% went to Virginia as a Main Destination
43% went to Virginia as Main Port of Entry

33.3 Nights
2.7 Average number of States visited
78% Travel to the U.S. prior to this trip

Main Purpose
39% Friends & Family
25% Vacation
4% Shopping
27% Convention

Traveler Demographics
$67,273 Average Household Income

Traveler Occupation
41% management/business/finance
15% Student
10% Service occupations

Traveler Occupation

Spending categories
25% Lodging
25% Shopping
14% Food/Beverages
9% Entertainment/Recreation
12% Ground Transportation
4% Additional Air Transportation
9% Other

Spending per visitor per trip
$2,713
56% Stayed in Hotels

Top Activities
86% Shopping
68% Sightseeing
44% National Parks/Sites
44% Art galleries/museums
43% Small towns/countryside
41% Fine Dining
29% Historical locations
25% Amusement parks
22% Cultural/Heritage sites
14% Nightclub/Dancing
14% Environmental Excursions
13% Sporting events
12% Golfing/Tennis
8% Guided tours
7% Concert/Play/Musical

Trip Planning
105 Days Prior to departure
24% 1 Month
26% 2 Months
18% 3 Months
10% 4 Months
22% More than 4 Months

Month of Travel
Spring 17%
Summer 41%
Fall 22%
Winter 19%

Travel Information Sources
43% Online Travel Agency
41% Airline
37% Personal Recommendation
11% Travel Guide
8% National/State/City Travel Office
7% Tour Operator/Travel Club
5% Corporate Travel Department
6% Travel Agency Office
5% Other

Travel Parties
68% Solo
20% Couples
16% Travel with friends/family
14% Travel with children

Sources: National Travel & Tourism Office; Travel Market Insights, Inc; Tourism Economics (n=118)