



Chinese Travelers to Virginia 2018



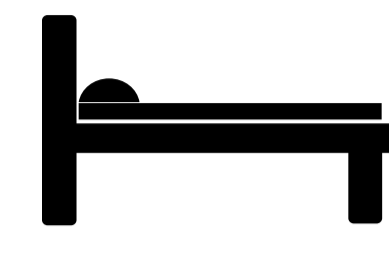
Second Largest Overseas Market

40,000

Chinese Travelers

54% Virginia as a Main Destination

43% Virginia as Main Port of Entry



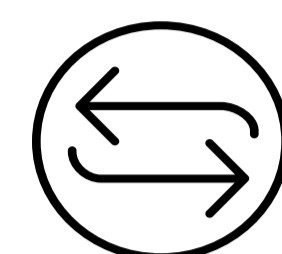
33.3

Nights

Average Length of Stay



2.7 Average number of States visited



78% Traveled to the U.S. prior to this trip

Main Purpose

39% Friends & Family

25% Vacation

4% Business

5% Convention

27% Study

Traveler Demographics



\$67,273

Average Household Income

Traveler Occupation

41% management/business / science/arts

15% Student

10% Service occupations



\$2,713

Spending per visitor per trip



56% Stayed in Hotels

Spending categories

25% Lodging

25% Shopping

14% Food/Beverages

9% Entertainment/Recreation

12% Ground Transportation

4% Additional Air Transportation

9% Other

Top Activities

86% Shopping

68% Sightseeing

44% National parks/Monuments

44% Art galleries/museums

43% Small towns/countryside

41% Fine dining

29% Historical locations

25% Amusement parks

22% Cultural/Ethnic 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

17% Spring

22% Fall

41% Summer

19% Winter

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

6% Travel Agency Office

5% Other

5% Corporate Travel Department

Travel Parties

68% Solo

20% Couples

16% Travel with family/relatives

14% Travel with children