



Chinese Travelers to Virginia 2019



Second Largest Overseas Market

40,000

Chinese Travelers

64% Virginia as a Main Destination

47% Virginia as Main Port of Entry



33.3

Nights

Average Length of Stay



2.6 Average number of States visited



81% Traveled to the U.S prior to this trip

Main Purpose

40% Friends & Family

23% Vacation

1% Business

6% Convention

29% Study

Traveler Demographics



\$64,744

Average Household Income

Traveler Occupation

42% management/business / science/arts

17% Student

15% Service occupations



\$2,478

Spending per visitor per trip



55% Stayed in Hotels

Spending categories

21% Lodging

31% Shopping

12% Food/Beverages

5% Entertainment/Recreation

17% Ground Transportation

5% Additional Air Transportation

Top Activities

84% Shopping

70% Sightseeing

53% Art galleries/museums

40% Fine dining

39% National parks/Monuments

36% Historical locations

32% Small towns/countryside

32% Amusement parks

14% Cultural/Ethnic heritage sites

13% Nightclub/Dancing

13% Environmental Excursions

8% Guided tours

7% Concert/play/Musical

7% Hunting/Fishing

5% Golfing/Tennis

Trip Planning



93 Days

Prior to departure

21% 1 Month

28% 2 Months

20% 3 Months

6% 4 Months

26% More than 4 Months

Month of Travel

16% Spring

34% Fall

33% Summer

17% Winter

Travel Information Sources

50% Online Travel Agency

40% Airline

32% Personal Recommendation

9% Travel Guide

9% Tour Operator/Travel Club

7% Travel Agency Office

6% Corporate Travel Department

5% National/State/City Travel Office

4% Other

Travel Parties

66% Solo

21% Couples

14% Travel with family/relatives

14% Travel with children