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

$2,478 Spending per visitor per trip
55% Stayed in Hotels

33.3 Nights Average Length of Stay
2.6 Average number of States visited
81% Travelled to the US prior to this trip

Main Purpose

Friends & Family 40%
Vacation 23%
Business 1%
Convention 6%
Study 29%

Traveler Demographics

$64,744 Average Household Income

Traveler Occupation

42% managers/business leaders
17% Student
15% Service (administration)

Spending categories

Food/Beverages 12%
Entertainment/Recreation 5%
Guided Transportation 17%
Additional Air Transportation 5%

Top Activities

Shopping 84%
Sightseeing 70%
Art galleries/museums 53%
Fine dining 40%
National parks/ Monuments 39%
Nightclubs/Dancing 13%
Cultural/ethnic heritage sites 14%
Art galleries/museums 53%
Guided Tours 8%
Concert/operetta/Musical 7%
Hunting/Fishing 7%
Golfing/Tennis 5%

Trip Planning

93 Days Prior to departure
21% 1 Month
28% 2 Months
20% 3 Months
6% 4 Months
26% More than 6 Months

Month of Travel

16% Spring
34% Fall
33% Summer
17% Winter

Travel Information Sources

Online Travel Agency 50%
Airlines 40%
Personal Recommendation 32%
Tour Operators/Travel Club 9%
Travel Agency Office 7%

Travel Parties

Solo 66%
Couple 21%
Travel with family/friends 14%
Travel with children 14%

Sources: National Travel & Tourism Office, Travel Market Insights, Inc.; Tourism Economics (n=112)