

A graphic illustration featuring a globe with various travel-related icons: the Statue of Liberty, a sailboat, a plane, a passport, a location pin, and a sun. The globe is partially obscured by a large white circle containing the title text.

Travel and Tourism



One of the biggest ways in which China's expanding middle class is spending its rising disposable income is international travel. The United States is one of the most popular destinations for Chinese travelers. Is your destination prepared to effectively leverage these future opportunities?

U.S. Commercial Service

China's Outbound Travel Market: Preparing for the Chinese Visitor to the United States

A Resource Guide for the U.S. Travel & Tourism Industry

Preparing for the Chinese Visitor to the United States

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About This Guide

This guide was produced by the U.S. Commercial Service Global Travel & Tourism Team of the International Trade Administration, U.S. Department of Commerce. Our team serves to expand U.S. travel and tourism exports through trade counseling and matchmaking programs for U.S. travel and tourism destinations and suppliers to reach foreign wholesale buyers of U.S. travel. In so doing, the Team supports the President's National Export Initiative (NEI), the Travel Promotion Act and the National Travel and Tourism Strategy created by Executive Order. The NEI calls for export promotion of U.S. service industries as part of the program to double U.S. exports within five years and support 2 million U.S. jobs, recognizing that travel and tourism is America's largest service export. The Travel & Tourism Team has over 150 members in the domestic and overseas field offices of the U.S. Commercial Service, in all regions of the United States and nearly every state, and in 65 countries. The team also includes senior staff from the National Travel and Tourism Office.

At our website, you will find links to full market research reports, current programs, upcoming educational webinars and webinar recordings, data and policy issues, and much more. For more information on the Global Travel & Tourism Team please visit

<http://www.export.gov/industry/travel>.

We are pleased to present this resource guide to you and look forward to assisting you in attracting more foreign visitors to the United States!

Robert Stackpole, Team Leader
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U.S. Commercial Service
September 2016

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The significant existing and growing high-spend market of travelers from China presents myriad revenue opportunities for U.S. destinations and tourism operators. To better leverage such opportunities, there are some key considerations and best practices that U.S. travel & tourism (T&T) industry suppliers can employ to more effectively market and cater to Chinese travelers.



Market Size and Potential

International travel and tourism to the United States' is the country's largest export services industry. In 2015, inbound travel and tourism to the U.S. generated over \$246 billion and supported 1.1 million U.S. jobs. In 2015, travel and tourism service exports to China totaled \$30.1 billion, or roughly 62% of all service exports to China.

China, the world's most populous country with 1.4 billion inhabitants, is also the fourth largest country in the world by area size at 9.6 million square kilometers after Russia, Canada, and the United States. Its economy, now the second largest in the world at nearly \$11 trillion GDP for 2015, is having a noticeable impact on the U.S. travel market, as consumer spending increases across its growing middle class. One of the biggest areas for an expanding middle class to spend its rising disposable income is on international travel, and the U.S. is one of the most popular destinations for Chinese travelers.

While China's economy shows signs of slowing from the days of record annual growth rates in the 12% range, even more recent growth rates in the 6-7% annual growth rate range will mean substantial travel demand for the U.S. travel market.

TOTAL NUMBER OF CHINESE TRAVELERS TO THE U.S.

In 2015, nearly 2.6 million Chinese travelers visited the United States, representing an 18% increase in Chinese visitors from the previous year. The number of Chinese visitors to the U.S. is expected to grow by 16% per year with an estimated 5 million visitors from China anticipated in 2020. ¹ In 2014, China displaced Germany as the 5th largest source market for visitors to the U.S. Only Canada, Mexico, UK and Japan currently have larger numbers of visitors to the U.S. ²

Moreover, while 2.6 million visitors from China is a large and quickly growing number, this represents only about 2% of the 120 million outbound travelers from China. This means a substantial opportunity for the U.S. travel service industry to capture a greater share of this market in the future with focus on and understanding of the Chinese travel market.

SPENDING BY CHINESE VISITORS TO THE U.S.

In 2015, travel and tourism service exports to China totaled \$30.1 billion; injecting nearly \$82 million a day into the U.S. economy. ³ Chinese travelers to the U.S. are the highest spending international visitor group and typically spend between \$6,000 and \$7,000 per person per trip. China's middle and upper income classes spend an average of 19% of their annual earnings on overseas travel. Travel, especially internationally, is the preferred leisure pursuit of 56% of Chinese upper and middle income individuals.

¹ Department of Commerce/National Travel and Tourism Office, ["Forecast of International Travelers to the United States by Top Origin Countries."](#)

² Department of Commerce/National Travel and Tourism Office, ["Top 10 International Markets: 2014 Visitation and Spending."](#)

³ Department of Commerce/National Travel and Tourism Office, ["Top 10 Markets: 2015 International Visitor Spending."](#)

PROFILE OF THE CHINESE TRAVELER TO THE U.S.

The average age of Chinese travelers to the U.S. is mid-thirties, and the average travel party size is 1.8 people. Travelers visit an average of 1.8 states and approximately 34% are visiting friends and family during their stay in the U.S. The median length of trip is seven to fourteen days. About 42% of Chinese travelers are choosing to make their first international trip to the United States.

Emerging Trends in Chinese- U.S. Visitation

While package tours still account for 25% of Chinese tourism to the United States, there is a growing interest in 'Frequent, Individual Travelers (FIT)'. Tastes in travel experiences are changing, with a decrease in the average age of Chinese travelers and an increase in the availability of online resources to research and buy travel services independently.

As part of this shift, and as Chinese visitors are able to afford increasing amounts of international travel (sometimes three to four trips abroad per year), there is a growing demand for travel to U.S. destinations outside the most popular gateway, or first-trip cities, like Los Angeles, New York, San Francisco, and Las Vegas. Such trends translate to potential increased travel service opportunities for those U.S. destinations historically less frequented by Chinese visitors but which take the time to understand the Chinese traveler and articulate the value of their respective destinations.

Chinese travelers are willing and able to afford luxury travel and consider spending higher amounts of money on golfing, dining, luxury accommodations and services, fine wines, whiskies and expensive gifts as part of their experience.

The Chinese travel market is also seeing an increase in 'Meetings, Incentives, Conventions and Exhibitions' (MICE) demand as China experiences growth in industries, such as personal care products, that rely on nationwide sales groups that use conventions and travel incentives as an integral part of their business model.

PRIMARY ACTIVITIES OF CHINESE VISITORS TO THE U.S.⁴

Shopping	87%
Sightseeing	81%
Experience Fine Dining	51%
National Parks/Monuments	45%
Art Gallery/Museum	42%
Small towns/Countryside	41%
Amusement/Theme Park	36%
Historical locations	30%
Cultural/Ethnic Heritage Sites	24%



⁴ For complete list and 2014-15 changes, see: Department of Commerce/National Travel and Tourism Office, ["Country of Origin Profile China"](#)

Shopping is the most preferred activity of Chinese visitors to the U.S. Chinese visitors enjoy buying luxury goods, presents to take home to friends and family, and keepsakes by which to remember their trip.

Younger and wealthier Chinese travelers are also interested in experiences such as adventure activities, cooking classes, and wine tastings.

Behind the Numbers: Factors Driving Growth in Chinese Travel to the U.S.

A new ten year reciprocal visa validity policy with China began in November 2014. Once a Chinese traveler receives a valid visa to travel to the U.S., it remains valid for up to ten years. The program has proved quite popular in China and accounted for an approximate 53% increase in visas adjudicated for Chinese citizens in the first year of the program over the previous year.

The development of new air routes to and from China by both Chinese and U.S. air carriers has further enhanced traveler access to the U.S. market (*see more on air service and routes below*).

U.S.-CHINA TOURISM YEAR 2016

One of the key deliverables from the meeting between President Obama and Chinese Premier Xi in September 2015 was the designation of 2016 as the U.S.-China Tourism Year (Tourism Year). The Tourism Year builds upon the opportunity created by the extension of visa validity and is designed to promote travel between the United States and China, better spread the economic benefits of Chinese tourism throughout the United States, expand market access, and advance initiatives to ensure a quality visitor experience for increasing numbers of travelers to and from both nations.

The Tourism Year will encourage Chinese travelers to travel to lesser known U.S. destinations, with the objective of spreading the economic benefits of increased Chinese tourism more broadly throughout the U.S. The exposure of Chinese visitors to new parts of the U.S. will also foster greater appreciation of American culture and diversity. An additional objective of the Tourism Year is to educate and build awareness among U.S. destinations on how to welcome and effectively accommodate Chinese travelers.



Best Practices for Chinese-Friendly Travel

CONCEPTS AND TERMS

It is clear that there is a large and growing demand for travel services coming from the China market. So while there is a natural demand for travel to the United States, the U.S. travel and tourism industry needs to ensure that the United States remains an attractive and welcoming destination for Chinese travelers in the face of increasing competition. How do travel service providers and U.S. destinations, welcome Chinese visitors and provide them with an enjoyable travel experience so that they want to consider returning?

One can think of Chinese-friendly travel as providing any service, amenity, or information to Chinese travelers in a way that considers travelers' general needs, tastes, unique culture, and language in a welcoming and informative environment and that encourages Chinese travelers to tell friends and family about their great visit and their interest in returning to the United States.

Many DMO's and other businesses have proven experience in this regard, including:

[Brand USA China Toolkit](#) – Brand USA has created a toolkit for US destinations, companies and organizations to engage for the Chinese market including critical resources for every segment of the travel industry. Brand USA business strategies and cooperative marketing programs; Media and public relations tools; a master calendar of events as well as content and creative assets aligned to the China market.

[Los Angeles Travel & Convention Bureau \(LATCB\)](#) – LA's 'Ni Hao' China Program is probably one of the best and best known China Receptor Programs in the travel industry. The program includes a certification program for businesses that meet certain criteria. Their 'Ni Hao' program even includes detailed maps of the city of Los Angeles printed in Chinese language.

[Hilton Hotel's 'Huanying' Program](#) – Hilton's 'Huanying' program offers Chinese guests staying at Hilton unique service tailored to their needs and tastes, including an "Arrival Experience", "Guest Room Experience", and "Breakfast Experience". Hilton started their Huanying program in 2011 and now has 130 participating hotels in 32 countries. Hilton reports higher return rates for Chinese travelers in these participating hotel properties. Huanying means to be 'welcomed' or 'well received.'

[Visit California](#) – The DMO Visit California also has a "China Ready" program that provides tourism industry professionals with China-specific resource toolkit, including resources on consumer marketing and best practices.

BMG (BRIC Marketing Group) – A marketing firm dedicated to providing strategic marketing planning and trade development for travel and tourism businesses worldwide. Over the years, BMG has become an authority on creating marketing strategies and educational programs that connect the travel industry to emerging markets that include China, India Brazil and Southeast Asia and is a “China Ready” resource providing seminars and consulting.

DINING & LODGING AMENITIES FOR CHINESE TRAVELERS

Based upon feedback from travel service providers with experience serving Chinese travelers, including Hilton Hotel’s ‘Huanying’ Program, the following guest amenities are generally well received by Chinese travelers:

- Mandarin signage on property
- Mandarin language capability of Reception/Guest Service team member(s)
- Tea kettle & jasmine tea in room
- Guest welcome letter written in Chinese
- Dim sum & other Chinese breakfast options
- Mandarin language cable TV channels
- Guest Services staff knowledge of major Chinese holidays
- Complementary slippers in room

APPROACH TO PURCHASING TRAVEL SERVICES

Some of the largest national and regional travel service companies in China include:

China Travel Services (CTS)
China International Travel Services (CITS)
China Youth Travel Services (CYTS)
China Comfort Travel Group Ltd.
BTG International Travel Service
UTour International
CITIC International Travel Services
Nanhu International Travel
Guangdong CTS
GZL



Many Chinese consumers still tend to rely on brick-and-mortar travel stores so that they can have more personalized face-to-face attention and service. However, a large and growing number of Chinese travelers are becoming more comfortable buying services from Chinese online travel agencies (OTAs) like [CTrip](#). FITs use both Chinese and international OTAs to book their trips, including [booking.com](#), [hotels.com](#), [skyscanner.com](#), [expedia.com](#), [qunar.com](#), [qyer.com](#), etc.

MARKETING OF TRAVEL SERVICES

There are many specialized advertising channels that can be used to reach the Chinese traveler including print, outdoor and TV, yet the biggest and fastest growing tourism travel category is online and mobile in particular.

Advanced mobile communication technology has higher user penetration than PCs or laptops in China and is used for everything from email, web surfing, and watching movies and TV, to shopping and ecommerce. The implication for U.S. travel service companies is that if you are marketing, selling or otherwise interacting with current or potential customers, you must have content and websites optimized for mobile and be aware that the standard for a good mobile experience is very high because the Chinese consumer uses mobile for everything.

Many OTAs are also making progress in the mobile booking sector. Mobile channels accounted for approximately 70% of total online transactions during the first quarter of 2015. Additionally as global mobile networks become more developed, outbound travelers are finding that it is becoming easier to access the information they need while en route to their destination.

Online marketing and advertising is growing everywhere, including China. In China, many familiar online spaces for information, marketing and promotion are unavailable (unless using VPN's and firewalls not available to all Chinese) including Facebook, Google and other familiar tools U.S. companies use to promote and market. China has its own versions of many of these platforms (WeChat, Weibo, Baidu), many of which have come into their own as world-class online and mobile internet tools. One of the fastest growing and useful instant messaging platforms is called WeChat, which currently has 600+ million users. It is more ubiquitous than Facebook is in the U.S. and many companies use it to market to and engage their customers. Without a desktop platform, the entire WeChat experience takes place in the mobile world. Just as a social media presence is an important marketing tool in the U.S., a WeChat presence is vital for businesses serious about the Chinese market.

INFORMATION SOURCES USED FOR TRIP PLANNING⁵

	2014	2015	% point change 2014-15
Airlines	40%	37%	- 3.0
Personal Recommendation	29%	32%	+ 3.2
Online Travel Agency	27%	28%	+ 1.0
Travel Guides	11%	16%	+ 4.9
Corporate Travel Dept.	17%	14%	- 2.4
Travel Agency Office	13%	12%	- 0.8
Tour Operator/ Travel Club	8%	8%	+ 0.2
National/State/City Travel Office	4%	6%	+ 1.6

CUSTOMER SERVICE

Chinese travelers love to share everything during their trip with their family, friends, coworkers, and even people they do not know. There are many tourism platforms that Chinese travelers use to share their travel experiences, such as Tripadvisor, Airbnb, Ctrip, Mafengwo.com, China OTA, and other communities. During or after their trip, Chinese travelers also share their stories and experiences through the most popular social media, Wechat (Whatsapp) and Weibo (Twitter), which they use daily. To target potential Chinese visitors, U.S. DMOs and tour operators can work with OTA companies to upload a tour package or market individual destinations. Working with OTAs or any social media in China will require U.S. destinations to localize and translate their information, and it's best to have staff able to interact with local Chinese tourists. U.S. DMOs can open accounts easily on Weibo.com and other platforms as one early step to marketing their destinations to Chinese followers.

CULTURAL ACTIVITIES

To successfully cater to the Chinese traveler, it is important to be aware of the timing of major Chinese holidays. An understanding and appreciation for how the holidays are celebrated can show that the service provider has taken the time to understand the Chinese culture, and knowing the holiday schedule can help travel service providers allocate resources and anticipate peak periods of Chinese travel.

KEY CHINESE VACATION PERIODS

Summer Break – late June/early July through end of August

Winter Break – three to four weeks in January/February

⁵ Department of Commerce/National Travel and Tourism Office, [“Country of Origin Profile China”](#)

MAJOR CHINESE HOLIDAYS

Chinese New Year (aka Spring Festival) – one week in January/February (*depending upon when the New Year falls on the lunar calendar*)

Tomb Sweeping Day – April 4

International Labor (May) Day – May 1

National Day – one week around Oct 1-7

U.S. HISTORY

While China has a long and varied cultural history dating back over 2,000 years, Chinese travelers are interested in learning more about U.S. history. Be ready to explain historical events related to your destination and geographic region and their significance to the history of our country.

TRANSLATION

China is a large country made up of many regions with natural differences in culture, geography, cuisine and language. Chinese language includes many regional dialects such as Cantonese from the Guangdong and Hong Kong areas. There are not only multiple regional dialects, but also differences in character types between traditional and simplified Chinese characters. China has an increasingly mobile society which at times can make regional differences in language difficult for the Chinese themselves.

After the People's Republic of China was formed, in an attempt to improve literacy and harmonize language differences across the country, the Chinese government in the 1950's standardized the Chinese language to make Mandarin, also known as "Putonghua," the official language and developed a simplified character set to be used.

Using spoken Mandarin will ensure being easily understood by the majority of Chinese regardless of their regional origin. For signage, printed materials and marketing collateral, using Mandarin with Simplified Characters is the best choice and is the language form most easily understood by Chinese travelers.

ADDITIONAL INTERPERSONAL CULTURAL NUANCES

Aspects of Chinese culture involving 'Face' and 'Guangxi' are important for travel service operators to know in order to understand behavior and expectations of Chinese travelers.

Emphasis on the Collective not individual (harmony)

- Respect for authority
- Patriotism
- Face (Mianzi): winning/losing/giving
- Relationships (Guanxi): the art of building and keeping Guanxi

Meeting guidelines and greeting protocol: In China, the first person who enters the room is the head of the group – seated directly opposite or immediately next to will be the principal host. Handshakes are generally soft, sometimes people bow. Have business cards in Chinese– don't write on them-- surnames come first in China.

Conversation topics and communication: Avoid “western-style” jokes, politics or religion. Generally well received topics include: Chinese food, sports, places one should visit in China, places the counterpart has visited in the United States. Be prepared to receive personal questions such as: How much do you earn? Are you married? If a Chinese person gives you a compliment, deny it graciously -- modesty is highly valued in china. When conversing with non-native English speakers use simple English and speak slowly and clearly.

Gift-giving: Gifts indicate that you are interested in building a relationship; gifts should always be wrapped, but do not use plain black or white paper because these are the colors of mourning. Beware of unlucky numbers and superstitions such as the numbers 4 and 13 or items such as shoes or clocks. Gifts received should not be opened unless your Chinese host does so first. At times, your Chinese counterpart might appear to be stalling before moving to business – be patient, they are working toward building as great a mutual respect as possible.



MOTIVATION FOR TRAVELING ABROAD

New Middle Class – Despite economic fluctuations, China is experiencing a growing middle class after a decade of double-digit growth. The current size of China’s middle class is estimated at nearly 300 million people. More and more, they are putting this wealth to use to buy real estate, big ticket consumer items, and toward international travel.

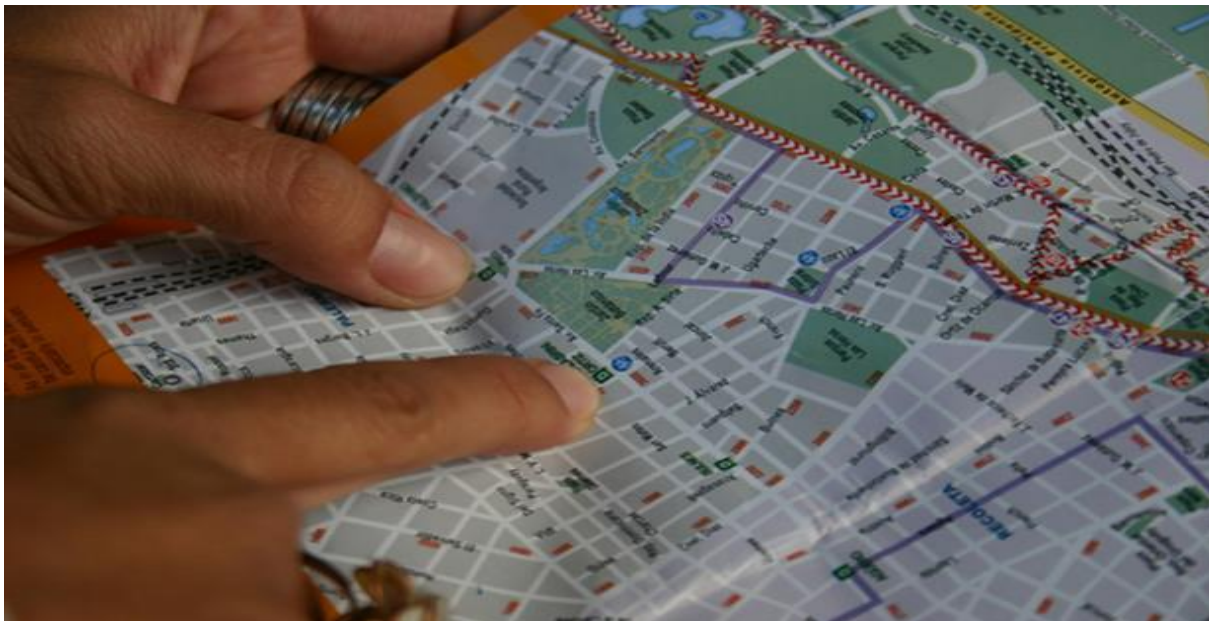
There is some concern that recent downturns in the Chinese economy will slow down their rate of international travel, but the opposite is more likely the case. Foreign travel, especially to the U.S. will likely remain high, if not increase during a downturn, as many people consider moving their wealth abroad, buying property in the U.S., and possibly sending their children to school abroad.

Free to See the World - While still heavily regulated, Chinese citizens have fewer governmental travel restrictions placed on them than ever before and are eager to explore new destinations and experience international travel. Many Chinese are interested and curious to experience a society and culture different from that of their own; the United States is a natural destination.

Many Chinese first learn English from watching American movies and are interested in visiting the United States to see where such movies were made or visit places and locations from a movie's story. Therefore, U.S. destinations with some connection to a popular movie are of keen interest to Chinese tourists. Think *Sleepless in Seattle* for the Seattle Houseboat Marina and the Empire State Building in New York City as two examples.

Visit Friends and Family – Many Chinese have friends and family who have emigrated to the United States or are in the United States to study at colleges and universities and will visit them frequently. Visits to friends and family already permanently residing in the United States are often a first step to further exploration of the United States.

Students and U.S. Higher Education – The U.S. is currently the biggest target destination for Chinese students wishing to study abroad. The U.S. currently has 304,000 enrolled students from China. In addition to the travel service revenues generated from students traveling between school and home in China, parents and relatives will often accompany students for school search tours, and, once matriculated, to visit or even to stay with students during their entire course of study. Thus, Chinese students studying in U.S. can have the effect of creating additional ancillary travel to the country.



Air Connections

AIR SERVICE FROM CHINA TO U.S.

There are a number of air carriers, including U.S., Chinese, and other flags, providing air service from major Chinese cities to various ports of entry in the U.S. Here's a sample of U.S.-China routes that have come online in recent years:

January 2014	Beijing to Honolulu (Air China)
April 2014	Beijing to Honolulu (Hawaiian Airlines)
June 2014	Beijing to Boston (Hainan Airlines)
June 2014	Beijing to Washington (Air China)
June 2014	Shanghai to Dallas (American Airlines)
June 2014	Chengdu to San Francisco (United Airlines)
August 2014	Guangzhou to New York (China Southern)
October 2014	Shanghai to Guam (United Airlines)
December 2014	Guangzhou-Wuhan to San Francisco (China Southern)
January 2015	Changsha to Anchorage/Los Angeles (Charter)
April 2015	Hangzhou to Los Angeles (Hainan Airlines)
May 2015	Beijing to Dallas (American Airlines)
May 2016	Xi'an to San Francisco (United Airlines)

Both Chinese and U.S. air carriers are working proactively to launch more routes between the two countries. More direct flights will be launched in the second half of 2016 and in 2017.

TOP PORTS OF ENTRY⁶

Top ports of entry for Chinese visitors to the U.S. in rank order:

LAX	21%
SFO	13%
JFK	11%
ORD	9%

TOP CITIES VISITED⁷

Top cities visited by Chinese travelers to the U.S. in rank order:

Los Angeles	30%
New York City	29%
San Francisco	19%
Las Vegas	14%



It is notable that the high volume of visitation in and around the initial ports of entry could indicate future opportunities for those destinations located beyond points of entry that succeed in marketing themselves to the Chinese traveler.

⁶ Department of Commerce/National Travel and Tourism Office, "[2015 ITA Travel and Tourism Top Markets Report](#)"

⁷ Department of Commerce/National Travel and Tourism Office, "[2015 ITA Travel and Tourism Top Markets Report](#)"

Visitation & Demographic Data on Outbound Chinese Tourism to the United States

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	68	67	-0.5
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	20	25	4.9
First International Trip to the U.S.	41	42	1.8
Length of Stay in U.S. (mean nights)	41.4	37.3	-4.1
Length of Stay in U.S. (median nights)	14	14	0.0
Number of States Visited (% 1 state)	60	59	-1.0
Average Number of States Visited	1.8	1.8	0.0
Hotel/Motel (% 1+ nights)	69	69	-0.7
Average # of Nights in Hotel/Motel	17.5	19.6	2.1
Travel Party Size (mean # of persons)	1.6	1.8	0.2
Gender: % Male (among adults)	51	54	2.4
Household Income (mean average)	\$76,832	\$73,087	-\$3,745
Household Income (median average)	\$48,741	\$48,622	-\$119
Average Age: Female (among adults)	33	34	1.4
Average Age: Male (among adults)	36	36	0.5

Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	493	525	802	1,089	1,474	1,807	2,190	2,591	2,098
Percentage Change (%)	24	6	53	36	35	23	21	18	426

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 ^r	2014 ^r	2015 ^r	Change 2015/2008
Total Travel and Tourism Exports ²	\$6,086	\$6,869	\$10,249	\$13,925	\$18,152	\$21,665	\$26,245	\$30,113	\$24,027
Travel Receipts	\$5,189	\$6,022	\$8,942	\$11,877	\$15,864	\$19,244	\$23,725	\$27,728	\$22,539
Education Receipts	\$2,377	\$3,049	\$4,014	\$5,123	\$6,498	\$8,073	\$9,793	n/a	n/a
Other Business/Personal	\$2,594	\$2,926	\$4,874	\$6,696	\$9,306	\$10,586	\$11,635	n/a	n/a
Health/Border/Seasonal	\$218	\$47	\$54	\$58	\$60	\$585	\$2,297	n/a	n/a
Passenger Fare Receipts	\$897	\$847	\$1,307	\$2,048	\$2,288	\$2,421	\$2,520	\$2,385	\$1,488
% Change in Total Exports	27	13	49	36	30	19	21	15	395

Note: Estimates of passenger fares, education and other business/personal travel spending will be available in October 2016

*Department of Commerce/National Travel and Tourism Office, ["Country of Origin Profile China"](#)

Access Trade and Consumer Media

Our Commercial Specialists can get you into contact with international media; hold a PR event, media briefing, or pitch your stories to individual reporters with the help of our in-country contacts.

Recruit Qualified FAM Participants

Bringing qualified tour operators and media is important to build awareness of your product and provide first-hand training to potential distribution partners. Work with our foreign posts to develop invitations, create lists of top targets, recruit participants, and even lead the delegation through a tour of your destination.

Develop an Effective Marketing Plan

If you are just beginning to target international travelers or are looking to expand your efforts into new markets, our specialists can help you. Organized in a team of travel experts, the Global Travel & Tourism Team has members located across the U.S. and in embassies and consulates worldwide. Team members can help you identify top international tour operators and travel agents, promote your destination to the travel trade and consumer media, and get the most out of international trade shows.

Access the Most Up-to-Date Travel Market Research

The U.S. Commercial Service can provide your company with the research needed to target the appropriate market(s) for your products and develop marketing plans. In addition to existing off-the-shelf research, the Commercial Service can prepare a tailored analysis of the market. Visit our market research library at <http://www.export.gov/industry/travel>. The National Travel and Tourism Office (NTTO) provides additional research on international visitation, spending data, and more. Data on Chinese visitors to the top states and cities as well as subset by sector (rental car, package, hotel stays,.etc.) are available, and many of the top states and cities have already obtained data from the NTTO for Chinese visitors to their state or city.

Profile Your Potential International Partners

Looking for background information on a potential foreign partner or agent? Using our International Company Profile service, you can request specific answers to detailed questions about potential customers or partners abroad that will reduce your risk and allow you to enter new business relationships with confidence.

Keep Up with Emerging Markets and Industry Trends via Webinars

The Global Travel & Tourism Team offers online webinars on key issues facing the travel industry and information on key markets. These webinars feature industry experts and provide you with the opportunity to ask questions. Check back [here](#) to register for these events.

Engaging with Brand USA

Brand USA, the destination marketing organization for the United States, offers powerful marketing platforms and programs that add value and create visibility for partners throughout China. Through a mixture of Brand USA proprietary programs, cooperative media programs, and trade outreach, Brand USA and its partners are able to connect to consumers and trade, bringing value and exposure with likely travelers and influencers throughout China.

Brand USA has a strong consumer presence in China through the USA Campaign, which is the campaign to brand the United States as an aspirational travel experience. In China, the USA campaign is deployed through a variety of media channels, including innovative digital and social media platforms that inspire, engage, and activate travelers to visit the United States. The GoUSA.cn website and Chinese social and digital channels on WeChat, Sina Weibo, and Youku collectively had 7.7 million visits and 1.9 billion impressions in 2015. Other innovative deployments of the USA campaign in China include the influencer program, where high-traffic social media personalities are sent on content-gathering trips throughout the United States.

Brand USA first established offices in Beijing and Shanghai in 2013, with offices added in Guangzhou and Chengdu in 2014 and 2015 respectively. Brand USA offers a suite of travel trade and travel media resources to assist in engaging the market, including on-the-ground representatives to provide support for sales and marketing teams, travel trade outreach, marketing activities, public relations programs, and more. In addition, Brand USA has developed in-depth education formats, such as China-ready programs, our USA Discovery Program - an online platform for travel agents - road shows, and more.

Brand USA also offers a variety of cooperative marketing programs in China. Affinity programs include are coop programs that Brand USA has developed with the media, online travel agencies and other travel-related publishers. In China, these include channels such as Essentially America, Expedia, and Sojern. Brand USA Originals are marketing programs developed and offered exclusively by Brand USA. In China, these programs include opportunities like the attractions marketing program, multi-channel program, video creation and distribution, National Geographic digital co-op, Go USA China web opportunities, inspiration guide, culinary digital marketing, and much more.

For more information, please visit www.thebrandusa.com or contact our in-market representatives at <http://www.thebrandusa.com/about/global-offices/office-region/71>.

Partner Organizations



Brand USA: Brand USA was established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination. Brand USA is funded by the private sector and matched by funds from the U.S. government through fees paid by travelers under the Visa Waiver Program. Brand USA plays a unique role as the nation destination marketing organization. It focuses its efforts on delivering programs and platforms that increase awareness and enhance the image of the United States among worldwide travelers in order to influence intent to travel to the United States and, most importantly, visitation and spend. In addition to promoting the United States as a premier travel destination through consumer and travel trade marketing, advertising, events and promotions, Brand USA works with the Federal government to communicate U.S. entry and security processes that will help make the journey to the United States more welcoming. The Brand USA headquarters are located in Washington D.C. They also have 18 international offices, located in key international markets. Travelers from these regions make up 93% of incoming tourism. For more information: <http://thebrandusa.com> and <http://discoveramerica.com>.



National Travel and Tourism Office: The National Travel and Tourism Office (NTTO), in the U.S. Department of Commerce's Industry & Analysis division, operates a comprehensive and highly successful program of policy development, research, industry advocacy, outreach, and trade promotion to facilitate international travel to the United States and to increase U.S. travel and tourism exports. NTTO manages a comprehensive statistical system that serves as the only official source for reporting the travel and tourism industry's value to the U.S. economy. This includes monthly measures of the travel flows to and from the United States, spending, and characteristics of travelers. For more information: <http://travel.trade.gov/>.

Visit USA: Visit USA is a global partnership that strives to promote travel and tourism to the United States. Visit USA is comprised of multiple committees around the world. These committees are not funded or affiliated with the U.S. government. Generally, funding is a combination of public and private sector organizations. They offer non-biased information to publicize traditional and non-traditional destinations within the United States. These committees are locally organized, which provides the benefit of having a very specific knowledge of the local area. That knowledge greatly assists them in effectively articulating their campaign. Membership of the committees commonly includes travel wholesalers, rental car companies, airlines, hotels, attractions, and travel agencies. Each committee advertises and operates in a slightly different manner. Many offer promotions or special rates to country residents. Others operate as a reference to residents as they make travel plans to the United States. The common goal of Visit USA campaigns is to increase tourist travel to the United States.

Contacts

The U.S. Commercial Service Global Travel & Tourism Team supports the international expansion of the U.S. tourism industry. Our team has over 150 members in the domestic and overseas field offices of the U.S. Commercial Service, in all regions of the United States and nearly every state, and in 65 countries. The team also includes senior staff from the National Travel and Tourism Office.

To reach our foreign offices, contact the U.S. office nearest you.

For more information on the Global Travel & Tourism Team please visit <http://www.export.gov/industry/travel>.

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