

# CHINA

INTERNATIONAL INBOUND TRAVEL MARKET PROFILE (2014)



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## EXECUTIVE SUMMARY

China is one of the fastest-growing inbound travel markets to the United States; it is consistently moving up the ranks as one of the largest as well.<sup>1</sup> Chinese visitors also spend more than other international travelers. A bilateral agreement to extend travel visa validity from one to 10 years, effective November 2014, will likely have a significant impact on a further increase of Chinese visitations.

### ARRIVALS

- In 2014, 2.2 million Chinese travelers visited the U.S.
- China was the fourth-largest overseas inbound travel market to the U.S. in 2014.

### ECONOMIC IMPACT

- Chinese travel exports to the U.S. increased to \$24 billion in 2014, a 14-percent increase from 2013.<sup>2</sup> China was the United States' largest overseas travel export market in 2014.
- Average spending per Chinese visitor was \$6,889 in 2014,<sup>3</sup> the second-highest of all international visitors.
- Travel is the second-largest U.S. industry export to China, accounting for 14 percent of all exports of U.S. goods and services to China.

### LOOKING FORWARD

- Chinese visitation to the U.S. is expected to increase to 2.6 million in 2015 and to 5.0 million in 2020—positioning China as the top U.S. overseas inbound travel market at the end of the decade. The recent news on increased visa validity will likely have a significant impact on increased visitation from 2015 onwards.

### 2014 China Inbound Market Summary

| VISITATIONS   |               |
|---|---------------|
| <b>U.S. Visitations from China (thousands)</b>      | <b>2,190</b>  |
| U.S. TRAVEL EXPORTS                                 |               |
| <b>U.S. Travel Exports to China (\$ million)</b>    | <b>24,019</b> |
| • Travel spending (\$ million)                      | 11,635        |
| • Education-related (\$ million)                    | 9,793         |
| • Passenger fare receipts (\$ million)              | 2,520         |
| • Other travel exports (\$ million)                 | 71            |
| Annual change (%)                                   | 13.6          |
| Percent of total U.S. exports to China              | 14.4          |
| U.S. TRAVEL TRADE BALANCE                           |               |
| <b>U.S. China Travel Trade Balance (\$ million)</b> | <b>18,956</b> |
| Annual change (%)                                   | 14.8          |

1. This report and all economic indicators cited refer specifically to the Chinese mainland (Hong Kong and Macau are excluded).

2. International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal and other short-term workers in the United States. For more information, please visit <http://travel.trade.gov/pdf/restructuring-travel.pdf>.

3. Average visitor spending takes into account travel receipts and passenger fares but excludes education and other travel-related exports.

