



CHINA

INTERNATIONAL INBOUND  
TRAVEL MARKET PROFILE

**U.S. TRAVEL**  
ASSOCIATION

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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 in the U.S. than other international travelers. A bilateral agreement to extend travel visa validity from one to 10 years, effective as of November 2014, will help sustain continued solid growth in Chinese visitations over the medium term.

## ARRIVALS

- In 2016, 3.0 million Chinese travelers visited the U.S., an increase of 15 percent from 2015.
- China was the third-largest overseas inbound travel market to the U.S. in 2016.

## ECONOMIC IMPACT

- Travel exports to China (ie: spending by Chinese visitors and students in the U.S., and on U.S. airlines) reached \$33.2 billion in 2016, significantly higher than any other country. This includes \$12.5 billion in education-related spending by Chinese students in the U.S.<sup>2</sup>
- Average spending per Chinese visitor was \$6,900 in 2016,<sup>3</sup> the highest of all international visitors.
- Travel is the largest U.S. industry export to China, accounting for nearly 20 percent of all exports of U.S. goods and services to China.

## LOOKING FORWARD

- Visitations from China are estimated to have slowed down in 2017 (+2%) and are expected to grow at annual rates ranging from 7 to 10 percent over the medium term. By 2020, China is projected to be the United States' second-largest overseas inbound market, behind only the U.K.

## China Inbound Market Summary, 2016

VISITATIONS	
U.S. Visitations from China (thousands)	2,972
Long-Haul Outbound Travel from China (thousands)	18,351
MSI (Share of U.S. in long-haul travel from China) (%)	16.2
SPENDING AND TRAVEL TRADE	
U.S. Travel Exports (\$ million)	33,172
Travel spending (\$ million)	18,059
Education-related (\$ million)	12,551
Passenger fare receipts (\$ million)	2,452
Other travel exports (\$ million)	110
Percent of total U.S. exports to China (%)	19.5
U.S. Travel Imports (\$ million)	5,376
U.S. Travel Trade Balance (\$ million)	27,796
ECONOMIC SPAPSHOT	
Nominal GDP (\$ billions)	11,204
Real GDP, annual change (%)	6.8
Market Exchange Rate (CNY per USD)	6.64
Annual change (U.S. dollar appreciation) (%)	5.7

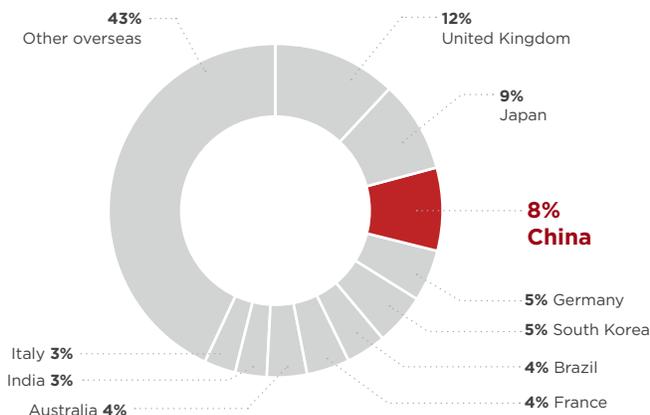
Source: U.S. Department of Commerce, U.S. Travel Association and Oxford Economics

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 exports than previously used which, in addition to general travel spending by visitors, includes education-related and health-related spending, 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.

Chinese visitations account for 8% of overseas arrivals to the U.S.



Travel exports to China account for 16% of travel exports to all overseas countries

