



*It's like a*  
**WHOLE OTHER COUNTRY**

# TEXAS TOURISM FY 2017 MARKETING PLAN

*China*

**OVERVIEW:**

In 2015 China passed all other markets for travel to the United States in terms of visitor spending which was estimated at \$26.9 billion. Growth has averaged 24% per year since 2004 and in that time China has moved from ninth in terms of tourism spending in the U.S. to number one. The development of China's tourism industry is closely associated with the country's economic growth over the past few decades. China is now the world's largest source of outbound tourists and the biggest spender on the international travel scene. The spending of outbound Chinese tourists abroad, to any destination, also ranks first and witnessed a year-on-year increase of 25 percent, reaching \$292 billion.

As more Chinese enter the middle class they are able to travel abroad and the United States has always been at the top of their destination list. Direct flights connecting China's domestic cities to international destinations continue to be developed including routes to Texas. Air service is available from Beijing to Houston as well as Hong Kong, Shanghai and Beijing to Dallas-Fort Worth providing greater ease of travel for visitors from this market. Travelers from China enjoy activities such as shopping, visiting historic sites and dining out. In addition to these activities, a large portion of this market seeks out Western heritage experiences while traveling in the state.

The Chinese market is constantly evolving. There is demand for traditional group tours but self-driving tours are increasing in popularity. Chinese travelers still use traditional travel agents to plan leisure trips but also look to online travel agents (OTA's), media, and other sources for inspiration. Beijing, Guangzhou and Shanghai are recognized as first-tier cities within China but increasingly, second-tier cities within China like Chengdu, Chongqing, Xi'an, Wuhan and others are also experiencing economic growth, a rising middle-class and becoming important markets for outbound travel. There are direct flights from Beijing to DFW and to Houston on American Airlines and Air China Limited. There is also a direct route connecting Shanghai to DFW aboard American Airlines. Service from Beijing and Shanghai to DFW is offered daily and service to Beijing to Houston is offered several times a week.

**VISITOR DATA:**

An estimated 111,000 travelers from China visited Texas in 2015, an increase of 8.8% from the previous year. Travelers from China stayed an average of 14.1 nights in Texas and generated \$122 million in direct spending. Travel from China to Texas is forecasted to increase by 81.6% by 2020.

CHINA TO TEXAS (2015)
Visitor Volume: 111,000
Direct Travel Spending: \$122 million
Avg Nights: 14.1

Arrivals from China to the United States in 2015 were estimated at 2.59 million, an increase of 18%. China surpassed Germany and Brazil to become the 5<sup>th</sup> largest international market in the United States by arrivals. Following nearly a decade of double-digit growth annually, China is now first when ranked by direct spending, surpassing both Canada and Mexico. Long lengths of stay and high average spending contributed to \$26.9 billion in direct spending from Chinese travelers in 2015, an increase of 12%. Travel from China to the United States is projected to increase by 129% by 2020.



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## *China*

<u>Event</u>	<u>Date</u>	<u>Locations</u>
China International Travel Mart (CITM)	Nov 11-13, 2016	Shanghai, China
Active America China Summit	April 23 -25, 2017	Portland OR
China Trade and Media mission	April, TBD, 2017	Beijing, Shanghai, Guangzhou, China
West Coast Receptive Sales Mission for Europe and Asia Markets	May 4 -5, 2017	Greater Los Angeles, CA
Brand USA Road Show	TBD	TBD

## *Japan*

Texas Tourism will promote and market the Texas travel product at the Japanese Association of Travel Agents/Tourism Forum & Travel Showcase (JATA) in September 2016. Texas Tourism will also coordinate a sales mission targeting Japanese inbound receptive tour operators in order to generate more Texas travel product available to Japanese tour operators and wholesalers in Japan.

<u>Event</u>	<u>Date</u>	<u>Locations</u>
Japanese Association of Travel Agents/Tourism Forum & Travel Showcase (JATA)	Sept 19 - 26, 2016	Tokyo, Japan
West Coast Receptive Sales Mission for Europe and Asia Markets	May 4 -5, 2017	Greater Los Angeles, CA