Market Overview

Chinese visitation to New York City has been growing at a double-digit rate over the last decade, except in 2009 when it contracted due to the global recession. The strong growth rates reflect a surge in leisure visitation, as long-haul travel is seen as economically possible by a rising Chinese middle class with increasing and desirable disposable income. Over time leisure travel outpaced business travel; although over 40% comes to the city for business.

The US government has made obtaining a US visa smoother and quicker to meet Chinese visa demand with a resultant increase in Chinese visitation.

In 2013 New York City was the number-one destination in the US for Chinese travelers, followed by Los Angeles – the primary port of entry and transit point for Chinese travel – according to NTTO. NYC is the second port of entry with over 15% of total Chinese travel to the US. In 2013, NYC welcomed an estimated 646,000 Chinese visitors, up 19% and setting a new visitation record.

NYC Visitor Profile

- 58% of Chinese traveled for leisure (including 22% VFR)
- Average party size: 1.6 people
- 68% traveled alone
- 10% traveled with children
- 13% traveled with their spouse/partner
- 58% stayed at a hotel
- Average stay 12.7 nights
- 18-34 years largest demographic (40% < 30)
- Average age 35 year old
- Average household income $68,300 (with 7% earning more than $200,000)
- 40% used NYC as a port of entry to the US
- Airlines and personal recommendations were the main information sources (37% and 34% each)
- 34% booked air tickets through Tour Operators and Travel Agencies (33% booked through Internet booking services)
- Average decision to travel 40 days prior to departure
- Average spend $3,591 pp/trip
- Market total spending $2.3 billion

Activities

- Shopping: 86%
- Sightseeing: 84%
- Art Galleries/Museums: 51%
- Fine Dining: 50%
- Guided Tours: 36%
- Historical Locations: 33%
- Cultural/Ethnic Heritage Sights: 29%
- Concert/Play/Musical: 23%
- Sporting Event: 10%
- Nightclubbing/Dancing: 7%

Chinese travelers to NYC

Chinese visitation to NYC has been predominantly group and family travel; however, as Chinese travelers become more comfortable traveling abroad FIT (Fully Independent Travel) is rising at a fast pace.

Chinese VFR travel is among the highest compared to the average overseas travel (22% vs.15%).

Shopping is the most popular activity among Chinese travelers.