



China Fact Sheet

China Overview

The HTA, through Hawai'i Tourism China (HTC), implements targeted marketing programs to increase awareness and drive travel demand to Hawai'i. The HTA has selected a new marketing contractor, BrandStory, Inc. to provide destination representation services for the Hawaiian Islands in Mainland China effective January 1, 2016. BrandStory China was established in 2006 with offices in Beijing, Shanghai, Guangzhou and Chengdu. In 2017, HTA continues to aim for positive market growth through enhanced online presence, increased direct consumer promotions and campaigns, greater collaboration with travel trade partners, and further development in direct air services from China. HTA continues to position Hawai'i as a desired stand-alone vacation destination for Chinese travelers.

2017 Quick Facts¹

Visitor Expenditures:	\$386.9 million
Primary Purpose of Stay:	Pleasure (129,704) vs. MCI (15,051)
Average Length of Stay:	7.58 days
First Time Visitors:	80.9%
Repeat Visitors:	19.1%

CHINA (by Air)	2015	2016	% Change 2016 vs 2015	2017 Forecast (Aug. 2017)	% Change 2016 vs 2017 Forecast	YTD Dec. 2017P	YTD Dec. 2016	% change YTD
Visitor Expenditures* (\$ Millions)	427.8	416.4	-2.7%	392.8	-5.7%	386.9	416.4	-7.1%
Visitor Days	1,091,274	1,082,459	-0.8%	1,179,069	8.9%	1,146,143	1,082,459	5.9%
Arrivals	173,520	164,326	-5.3%	158,938	-3.3%	151,295	164,326	-7.9%
Per Person Per Day Spending* (\$)	392.0	384.7	-1.9%	333.2	-13.4%	337.6	384.7	-12.2%
Per Person Per Trip Spending* (\$)	2,465.5	2,534.0	2.8%	2,471.6	-2.5%	2,557.2	2,534.0	0.9%
Length of Stay (days)	6.29	6.59	4.7%	7.42	12.6%	7.58	6.59	15.0%

*Excludes supplemental business spending

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¹ 2016 visitor data are the final numbers and reflect data from the National Travel and Tourism Office and updated reports from airlines. 2017 data are preliminary.

Market Summary

- Expenditures by Chinese visitors in 2016 totaled \$416.4 million, which was a decrease of 2.7 percent from 2015. In 2017, visitor expenditures declined 7.1 percent to \$386.9 million.
- In 2016, arrivals from China to Hawai'i dropped 5.3 percent from 2015 to 164,326 visitors. In 2017, arrivals decreased 7.9 percent to 151,295 visitors.
- In 2016, Chinese visitor distributions to O'ahu, Island of Hawai'i, Maui and Kaua'i were at 95%, 28%, 18%, and 3%, respectively. In 2017, Chinese visitor distributions to O'ahu, Island of Hawai'i, Maui and Kaua'i were at 97%, 36%, 21%, and 3%, respectively. The number of arrivals to Kaua'i remains the lowest, mainly due to the lack of Chinese speaking receptive tour operators and tour guides on that island.
- For 2016, average length of stay was 6.59 days. In 2017, the length of stay increased to 7.58 days.
- Average daily spending by Chinese visitors in 2016 was \$385 per person. Shopping continued to be their number one expenditure (\$116), followed by lodging (\$109), food and beverage (\$63), transportation (\$45), entertainment and recreation (\$42) and others (\$11). In 2017, the average daily spending dropped to \$338 per person, but remained highest among all visitors to Hawai'i.
- The majority of Chinese visitors to Hawai'i are first timers. In 2017, 80.9% were first time visitors, 32% came on group tours, and 41% made their own travel arrangements.
- Airlift: In 2016, air seats from China increased 15% to 173,421 seats. In 2017, air seats from China decreased 1.8 percent to 163,904 seats. Currently, China Eastern flies five weekly flights between Shanghai and Honolulu. Air China and Hawaiian Airlines fly three times a week each between Beijing and Honolulu.

Market Conditions

- The China economy grew 6.7% in 2016, the slowest in two decades but within the government's target range of 6.5% to 7%. For 2017, many economists believed that the growth rate will decelerate further. The International Monetary Fund is forecasting a growth rate of 6.5%, on the back of expectations for continued government stimulus.
- The strengthening of U.S. dollar has resulted in the erosion of the spending power of the Chinese travelers.
- As reported by China National Tourism Administration (CNTA), the volume of outbound tourism reached 122 million people in 2016, increasing at a slower pace of 4.3% over 2015. Outbound travel had grown by 9.3% in 2015 with 117 million outbound tourists over 2014. Forecast for 2017 outbound travel growth rate will maintain at around 4%.
- The Millennials FIT segment is growing with travelers seeking authentic local culture, food, thrilling activities and self-driving experiences.
- The ten-year validity extension of U.S. visa will attract more Chinese to travel to the U.S. However, many competitor destinations have been improving their visa policies and procedures to entice the same market.
- As the new leadership continues to combat corruption and regulate government spending, overseas business travel by government owned/affiliated businesses and institutions will be further tightened.
- Competition continues to be intense with countries and continental U.S. destinations investing large amounts on access development in the China market. The overall increase in airlift from Tier 1 and Tier 2 China cities made continental U.S. the main beneficiary in terms of providing more convenience and destination offerings to Chinese travelers posing direct competition to the Hawaiian Islands.
- Total arrivals to U.S. in 2017 are expected to reach 3.45 million according to the U.S. Department of Commerce.
- In December, HTC partnered with Hawaiian Airlines to present the Shape Girl Fitness Championship. Highlights of the event included a hula performance, video presentation of Hawai'i, Shape Girl travel packages and a photo booth for attendees. In addition to the event, which introduced more than 500 fitness enthusiasts to Hawai'i and its culture, the championship event was broadcast live to over 10 million viewers on Chinese broadcast platform Yizhibo.com, and topped Chinese micro-blogging website Sina Weibo's Top 10 Trending Topics list. More than 20 digital media featured the event.
- HTC and Air China recently shared an introduction to the Hawaiian Islands with passengers in the VIP Lounge of Chengdu Shuangliu International Airport. The showcase, which was presented to more than 2,000 passengers, highlighted the beauty of the Hawaiian Islands through video presentations, photos and brochures.
- Following the success of a recent Luxury FAM, HTC actively engaged luxury agents and receptive operators to develop luxury products. 10 new mono Hawai'i products have been created and promoted in the market, just in time for the Chinese New Year Holiday travel season.

Visitor Statistics

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*Excludes supplemental business spending

China: Distribution by Island

CHINA (by Air)	2015	2016	% Change 2016 vs 2015	YTD Dec. 2017P	YTD Dec. 2016	% change YTD
O'ahu	165,632	156,799	-5.3%	146,137	156,799	-6.8%
Maui County	29,132	30,145	3.5%	32,279	30,145	7.1%
...Maui	27,899	28,899	3.6%	31,650	28,899	9.5%
...Moloka'i	2,116	1,277	-39.6%	849	1,277	-33.5%
...Lāna'i	1,715	819	-52.2%	1,118	819	36.5%
Kaua'i	5,111	4,418	-13.6%	4,938	4,418	11.8%
Hawai'i Island	45,304	46,642	3.0%	54,193	46,642	16.2%

China: Airlift

DepCityName	2017					2016					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
Beijing	23,665	22,240	20,322	21,311	87,538	24,198	20,709	21,477	21,922	88,306	-2.2	7.4	-5.4	-2.8	-0.9
Shanghai	16,280	20,174	20,854	19,058	76,366	15,048	22,440	21,616	19,506	78,610	8.2	-10.1	-3.5	-2.3	-2.9

Source: Diio Mii airline schedules, updated December 2017

China: Group vs. FIT; Leisure vs. Business

CHINA (by Air)	2015	2016	% Change 2016 vs 2015	YTD Dec. 2017P	YTD Dec. 2016	% change YTD
Group vs FIT						
Group tour	87,924	77,719	-11.6%	48,639	77,719	-37.4%
True Independent	46,764	50,937	8.9%	62,663	50,937	23.0%
Leisure vs business						
Pleasure (Net)	155,687	149,052	-4.3%	129,704	149,052	-13.0%
MCI (Net)	12,384	8,520	-31.2%	15,051	8,520	76.7%
Convention/Conf.	5,213	3,011	-42.2%	5,626	3,011	86.8%
Corp. Meetings	2,000	863	-56.9%	2,115	863	145.2%
Incentive	5,411	4,900	-9.4%	7,667	4,900	56.5%

China: First Timers vs. Repeat Visitors

CHINA (by Air)	2015	2016	% Change 2016 vs 2015	YTD Dec. 2017P	YTD Dec. 2016	% change YTD
1st timers (%)	84.2	83.8	0.4	80.9	83.8	-2.9
Repeaters (%)	15.8	16.2	-0.4	19.1	16.2	2.9

Tax Revenue

CHINA (by Air)	2015	2016	% Change 2016 vs 2015	YTD Dec. 2017P	YTD Dec. 2016	% change YTD
State tax revenue generated* (\$ Millions)	48.34	48.6	+0.5%	45.16	48.60	-7.1%

*State government tax revenue generated (direct, indirect, and induced)

Industry

Major Tour Operators

The list below shows the top tour operators in China in relation to market share. This is based on total number of passengers to Hawai'i.

- Shanghai Ctrip International Travel Service Co.
- GZL International Travel Service
- Beijing UTour International Travel Service
- Beijing China International Travel Service Co.
- China Environment International Travel Service
- China Youth Travel Service
- China International Travel Service Limited
- China Merchants International Travel Co.
- Shanghai Airlines Tours International
- Grand Vision (Beijing) International Travel Service