

Groundbreaking Study Will Examine Chinese Leisure Travel Preferences, Attitudes and Activities

2008-01-14

Study Comes on Heels of New Government Policy Opening U.S. to Millions of Potential Chinese Visitors

On the heels of the recent agreement between the United States and Chinese governments to facilitate Chinese travel to the U.S, the Travel Industry Association (TIA) has teamed with The Alfred P. Sloan Foundation Travel and Tourism Center at the University of South Carolina and the Office of Travel and Tourism Industries/U.S. Department of Commerce to conduct one of the largest studies examining Chinese travel preferences. The purpose of the study is to gain a better understanding of the Chinese long-haul travel market, its potential for U.S. destinations and businesses, and Chinese views of the United States in general and as a travel destination in particular.

'China is a critically important travel market to the United States,' said Roger Dow, President and Chief Executive Officer of the Travel Industry Association. 'We know that improvements to America's visa and entry experience and better communication of our travel policies are at the top of the Chinese travelers' agenda, but there is much more we need to learn about the travel preferences of these important visitors.'

Nearly 10,000 Chinese citizens, including long-haul travelers, are being surveyed over three phases of the project to provide data that will be published in two reports. Data from the first phase is expected to be released in a report early this year. Data from that report shows that eight percent of urban Chinese adults have taken a trip outside mainland China in the past three years. And not only is the U.S. one of the most common countries visited by Chinese long-haul travelers, it is also the most frequently cited dream destination for Chinese citizens. Attracting these travelers is critical for the U.S. travel industry, because, Chinese travelers to the U.S. spend approximately \$6,000 per trip - the highest of any international travelers.

'The U.S. - China Tourism agreement will open a large and growing market for the U.S. travel and tourism industry,' said U.S. Secretary of Commerce, Carlos M. Gutierrez. 'This creates positive economic benefits for the United States and strengthens the relationship between our nations. Now more Chinese visitors have an opportunity to experience America's hospitality, cultural diversity and natural beauty.'

In an effort to better understand the motivations of Chinese travelers, the study will examine their preferences, attitudes, spending patterns and behaviors, and the major factors in their destination and recreational choices for leisure travel. The results are intended to provide the U.S. travel community with a better understanding of the wants, needs and desires of the Chinese traveler and what impact or effect those perceptions have on travel decision making.

Rich Harrill, director of the Sloan Foundation at USC adds: 'Today - with the world flatter than ever - U.S. businesses and destinations need to be able to compete for travelers and business. This project will help U.S. organizations gain the knowledge they need to compete for travelers and business in the world's largest country.'

In addition to the lead partners, this comprehensive research is sponsored in part by the American Resort Development Association Foundation, the Arizona Office of Tourism, California Travel and Tourism Commission (with the Anaheim/Orange County Visitor and Convention Center, LA Inc., the San Francisco Convention and Visitors Bureau, and the San Diego Convention and Visitors Bureau), the Las Vegas Convention and Visitors Authority, NYC & Company, Orlando/Orange County Convention and Visitors Bureau, Pennsylvania Tourism Office, Tennessee Department of Tourist Development, Texas Tourism, VISIT FLORIDA(R) (with the Florida Keys and Key West/Monroe County Tourist Development Council, and the Greater Miami Convention and Visitors Bureau), NBC/Universal Studios, and Walt Disney Company.

The Travel Industry Association is the national, non-profit organization representing all components of the \$740 billion travel industry. TIA's mission is to promote and facilitate increased travel to and within the United States. TIA is proud to be a partner in travel with American Express. For more information, visit www.tia.org.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article30707.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html