



China Fact Sheet

China Overview

The Hawai'i Tourism Authority selected TRAVLOCAL LIMITED for Brand Marketing and Management Services in China. The China market continues to lead in per person per day spending among all major source markets for Hawai'i. In 2024, Hawai'i Tourism China (HTC) will continue to focus on digital and social media marketing and leverage partnerships in travel trade events and roadshows across China to elevate Hawai'i's image and brand awareness and promote responsible and mindful travel.

Year-to-Date October 2024 Quick Facts^{1/}

Visitor Expenditures:	\$30.8 million
Primary Purpose of Stay:	Pleasure (10,864) vs. MCI (707)
Average Length of Stay:	7.13 days
First Time Visitors:	61.7%
Repeat Visitors:	38.3%

	2019	2020	2021	2022	2023	2024 Annual Forecast*	YTD Oct. 2024P ^{1/}	YTD Oct. 2023	% Change
CHINA (by Air)									
Visitor Expenditures* (\$ Millions)	242.8	NA	22.4	39.6	101.5	NA	30.8	86.0	-64.1%
Visitor Days	737,950	151,110	70,468	116,043	287,464	NA	88,091	231,149	-61.9%
Arrivals	92,082	15,878	6,686	13,771	33,966	NA	12,352	26,914	-54.1%
Average Daily Census	2,022	413	193	318	788	NA	289	760	-62.0%
Per Person Per Day Spending* (\$)	329.0	NA	317.8	341.3	353.0	NA	349.9	371.8	-5.9%
Per Person Per Trip Spending* (\$)	2,636.6	NA	3,349.0	2,876.2	2,987.2	NA	2,495.5	3,193.6	-21.9%
Length of Stay (days)	8.01	9.52	10.54	8.43	8.46	NA	7.13	8.59	-17.0%

*Dept. of Business, Economic Development & Tourism (DBEDT) 2024 forecasts were not available.

Contact Information

Hawai'i Tourism Authority: Jadie Goo
Sr. Brand Manager
Tel: (808) 973-2252
jadie@gohta.net

Hawai'i Tourism China: Dennis Suo
Managing Director
Tel: (808) 683-6088
dennis.suo@htchina.net.cn

^{1/} 2024P visitor data are preliminary and under-reported, pending final immigration reports from the National Travel and Tourism Office (NTTO). 2019 – 2023 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the NTTO and final passenger counts from Airline Traffic Summary reports.

Market Summary

- In the first 10 months of 2024, 12,352 visitors arrived from China and visitor spending was \$30.8 million. It should be noted that 2024 data are preliminary and under-reported, pending final immigration reports from the National Travel and Tourism Office. There were 26,914 visitors in the first 10 months of 2023 and visitor spending was \$86.0 million. In the first 10 months of pre-pandemic 2019, 80,844 visitors arrived from this market and visitor spending was \$212.0 million.
- In 2023, there were 33,966 visitors from China, compared to 13,771 visitors (+146.6%) in 2022. There were 92,082 visitors (-63.1%) in 2019.
- Visitors from China spent \$101.5 million in 2023, compared to \$39.6 million (+156.2%) in 2022 and \$242.8 million (-58.2%) in 2019. Daily visitor spending in 2023 was \$353 per person, higher than 2022 (\$341 per person, +3.4%) and 2019 (\$329 per person, +7.3%).
- There have been no direct flights from China to Hawai'i since service ended in early February 2020. There were only 28 scheduled flights with 8,176 seats from Shanghai China in 2020, compared to 419 flights with 116,539 seats in 2019 with service to Shanghai (90,812 seats), Beijing (24,941) and Hangzhou (786).

Market Conditions

- As of the end of October 2024, the exchange rate for the Chinese Yuan (CNY) against the US Dollar (USD) stood at 7.13. This reflects a slight increase compared to the September 2024 month-end rate of 7.00. Compared to October 2023, the exchange rate was even higher at 7.18, indicating some volatility in the currency over the past year.
- China's annual inflation rate for October 2024 was recorded at a moderate increase of 0.3 percent when compared to the same period last year. This rate represents a decrease from the 0.4 percent inflation recorded in September 2024, suggesting that inflationary pressures may be easing slightly as the economy navigates its way through global uncertainties.
- China's Gross Domestic Product (GDP) for the third quarter of 2024 was an impressive CNY 94,974.6 billion, equivalent to approximately USD 13,004.3 billion. This marked a year-on-year growth of 4.6 percent, which is a slight deceleration from the 4.7 percent growth experienced in the second quarter of 2024. The growth trajectory was bolstered by proactive government initiatives designed to boost consumer spending and address potential deflationary threats, showcasing the authorities' commitment to sustaining economic momentum.
- China's unemployment rate for September 2024 was reported at 5.1 percent, reflecting a modest improvement from the preceding month when the rate stood at 5.3 percent. This downward shift, although small, suggests a gradual recovery in the labor market, signaling positive outcomes from the various economic initiatives in place.
- From October 16 to 18, COTT2024 brought together 220 organizations from 52 countries, including many national tourism offices, embassies, and tourism resource providers. The event also featured over 40 industry experts and leaders from China's top tourism operators, online platforms, and digital marketing channels, sharing insights on trends and developments. There were approximately 3,000 outbound tour operators from across China in attendance.
- On October 22, 2024, the United States Tourism Salon was held in Beijing, where Lin Ping, BrandUSA's China tourism trade director, revealed that over 1.12 million Chinese tourists had visited the U.S. by August 31, 2024, surpassing the total for all of 2023. China is now the eighth largest source of tourists globally, and the NTTO anticipates it will rank among the top five tourist source countries by year-end. The number of Chinese visitors is expected to return to 2019

levels by 2025. The salon also marked the introduction of the global "Play American Expert Training" program, aimed at equipping Chinese travel professionals with the tools to effectively create, design, and sell American tourism products.

Distribution by Island

CHINA (by Air)	2019	2020	2021	2022	2023	YTD Oct. 2024P ¹	YTD Oct. 2023	% Change
O'ahu	88,596	15,167	5,526	11,711	31,728	10,774	25,129	-57.1%
Maui County	19,743	4,000	1,400	3,023	5,358	1,692	4,855	-65.1%
Maui	19,387	3,925	1,349	2,889	5,232	1,583	4,783	-66.9%
Molokai	718	107	20	86	78	37	27	38.0%
Lāna'i	847	79	62	157	75	119	66	80.5%
Kauai	3,781	1,004	438	911	2,664	734	2,184	-66.4%
Hawai'i Island	34,445	6,412	1,980	4,148	10,071	3,365	7,970	-57.8%

Group vs. True Independent; Leisure vs. Business

CHINA (by Air)	2019	2020	2021	2022	2023	YTD Oct. 2024P ¹	YTD Oct. 2023	% Change
Group vs True Independent (Net)								
Group Tour	16,198	NA	222	773	2,058	1,308	1,666	-21.5%
True Independent (Net)	45,857	NA	5,289	10,078	21,297	8,181	16,774	-51.2%
Leisure vs Business								
Pleasure (Net)	80,528	14,405	6,276	12,745	29,386	10,864	23,296	-53.4%
MCI (Net)	7,246	684	69	488	2,909	707	2,402	-70.5%
Convention/Conf.	3,544	392	23	317	1,921	484	1,468	-67.1%
Corp. Meetings	1,158	131	14	41	598	47	588	-92.1%
Incentive	2,693	162	40	154	400	181	355	-49.1%

First Timers vs. Repeat Visitors

CHINA (by Air)	2019	2020	2021	2022	2023	YTD Oct. 2024P ¹	YTD Oct. 2023	% Change
First Time Visitors (%)	77.7	NA	65.7	63.7	63.9	61.7	62.4	-0.8
Repeat Visitors (%)	22.3	NA	34.3	36.3	36.1	38.3	37.6	0.8

Tax Revenue

CHINA (by Air)	2019	2020	2021	2022	2023	YTD Oct. 2024P ¹	YTD Oct. 2023	% Change
State tax revenue generated* (\$ Millions)	28.34	NA	2.61	4.59	11.77	3.58	9.97	-64.1%

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