China

- China is Philadelphia’s 2nd largest overseas source market for the fourth consecutive year.
- China is Philadelphia’s #1 market for direct visitor spending, a title it has held since 2014.
- Chinese visitors to Philadelphia represent 11% of all overseas visits and 17% of all spending.
- 4 in 10 Chinese visitors to Philadelphia entered through New York or Newark, as there is no direct flight to Philadelphia from China.

**2019 Snapshot**

<table>
<thead>
<tr>
<th>Total Visitors from China</th>
<th>Total Visitor Spending from China</th>
<th>Total Room Nights Sold to Visitors from China</th>
<th>Amount Spent per Visitor from China</th>
</tr>
</thead>
<tbody>
<tr>
<td>78,940</td>
<td>$105.9M</td>
<td>78,940</td>
<td>$1,340</td>
</tr>
</tbody>
</table>

**Visitors from the China**

With overseas travel restrictions in place due to COVID-19, visitation from China is currently projected to decline by 82% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the China market is estimated to recover fully by 2024.

Interested in learning more about overseas visitation to Philadelphia?

Contact the PHLCVB Global Tourism team at 215-636-3409 or GlobalTourism@discoverPHL.com.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics (Visitation/Spend)

All figures and estimates are subject to revisions as new data becomes available. Due to rounding, minor differences among results may occur from year to year. 9/2019

*FTE=Full-Time Equivalent
**2019 Visitors from China to Philadelphia**

**BOOKING WINDOW FOR AIR TRAVEL**
% share of total bookings from China, 2015-2019

<table>
<thead>
<tr>
<th>Year</th>
<th>1-30 days</th>
<th>31-90 days</th>
<th>91+ days</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>45%</td>
<td>43%</td>
<td>13%</td>
</tr>
<tr>
<td>2016</td>
<td>52%</td>
<td>32%</td>
<td>16%</td>
</tr>
<tr>
<td>2017</td>
<td>50%</td>
<td>35%</td>
<td>15%</td>
</tr>
<tr>
<td>2018</td>
<td>56%</td>
<td>31%</td>
<td>13%</td>
</tr>
<tr>
<td>2019</td>
<td>62%</td>
<td>31%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**TOP PORTS OF ENTRY TO THE US**

- NEW YORK, NY: 28%
- NEWARK, NJ: 13%
- LOS ANGELES, CA: 12%
- CHICAGO, IL: 9%
- SEATTLE, WA: 3%

**TOP REASONS FOR TRAVELING TO PHILADELPHIA**

- 64% Leisure
- 18% Education/Other
- 10% Convention
- 8% Business
- 94% Leisure
- 63% Fine Dining
- 88% Sightseeing
- 73% Art Galleries/Museums
- 61% National Parks/Monuments

**PLACES VISITED**

- 50% Pennsylvania (Main Destination)
- 24% Only Visited Pennsylvania
- 21% Only Visited Philadelphia

**REGIONAL PARTNERSHIPS**
The PHLCVB has been working with regional CVBs and tourism partners to promote the region for overseas visitation, encouraging them to visit several destinations within the region, including Philadelphia.

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