



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

China Friendly Marketing Guide

How to Get Your Share of Chinese Visitors' Spending in
Boston, Cambridge and the metro region

First Edition
DECEMBER 2016

INTRODUCTION

December 9, 2016

Dear Bureau Member:

In 2015 China ranked as the 3rd largest overseas market to the United States. According to US Department of Commerce data, Chinese visits to the US are forecasted to increase at an annual average rate of 14.4% over the next five years (2017-2021) and will increase to more than 5.7 million by 2021.

What does this all mean for our visitor industry? In 2015 Boston and the region attracted 208,000 Chinese visitors making it our 2nd largest overseas visitor market after the UK. Chinese visitors spent a total of 16.2 nights in Boston and the metro region with a total spend of \$246 million while here.

Over the next five years the GBCVB has a goal to increase our market share from 8% to 8.7% with a target of attracting more than 500,000 visitors from China to Boston by 2021.

This Bureau member guide will provide a deep dive into the profile of Chinese visitors to Boston and our region; Bureau projections for growth over the next five years; the impact of the Chinese students at our colleges and universities; a look at what's driving growth in Chinese visitors to Boston, Cambridge & the metro region and steps our members can take to succeed in attracting Chinese visitors. Please go to our website, BostonUSA.com/reports for more detailed research, data and information about the Bureau's Chinese marketing initiatives and details about upcoming webinars and workshops.

Regards,



Patrick B. Moscaritolo
President & CEO

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Forecasts and Summary Profile Chinese Visitors to Boston MSA*

I. Growth in Chinese Visitors 2007-2015

- a. Forecast: China Arrivals to US 2015-2021
- b. Chinese Visitors to Boston MSA 2007-2015
- c. Chinese Visitors to Boston MSA 2013-2015
- d. Visitor Nights Generated
- e. Spending Impacts

II. Visitor Profile

- a. Boston Chinese Visitor
- b. Visitor Activities

III. 2016 Chinese Students at Boston & MA Colleges & Universities

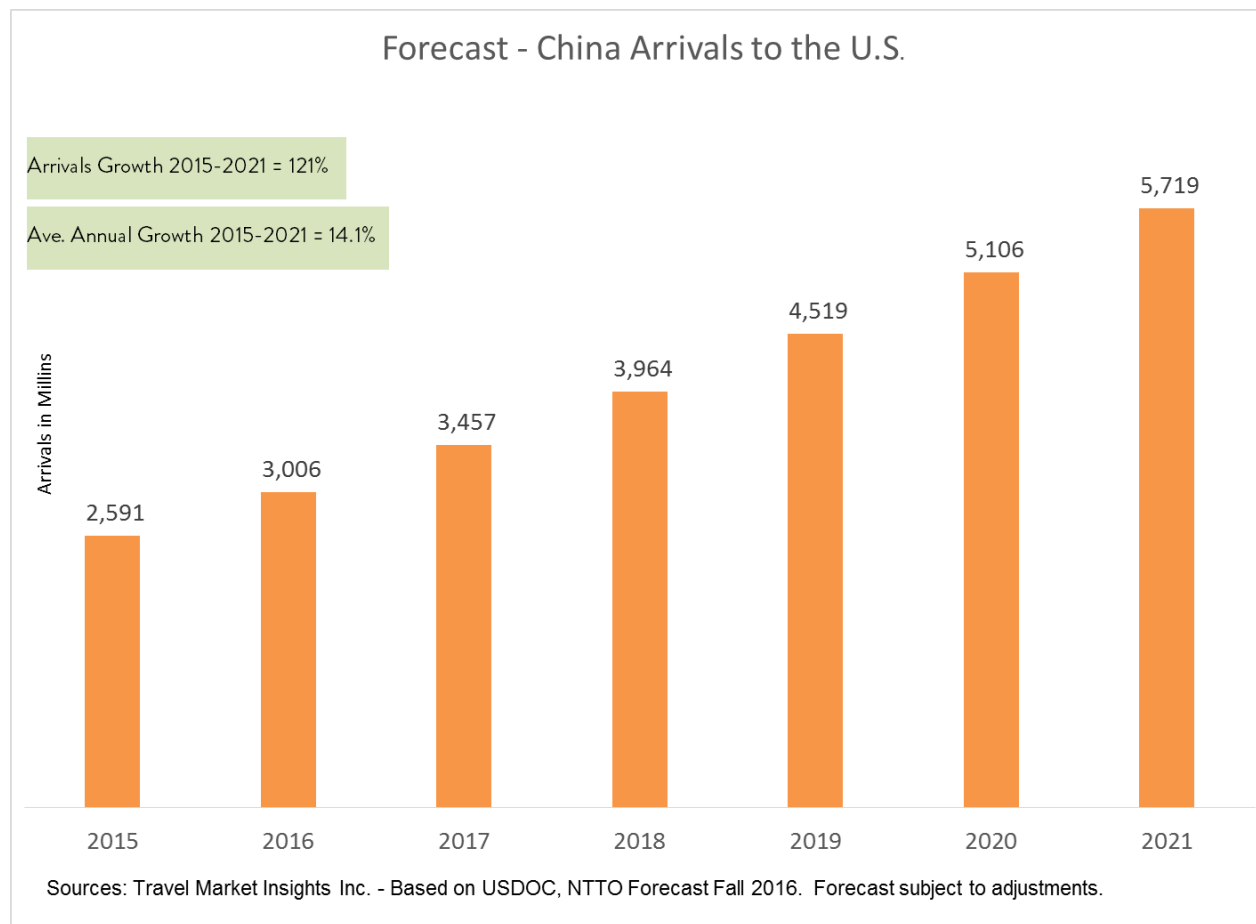
*Boston MSA (Metropolitan Statistical Area) = Boston, Cambridge and the metro region

Source: Travel Market Insights charts and data

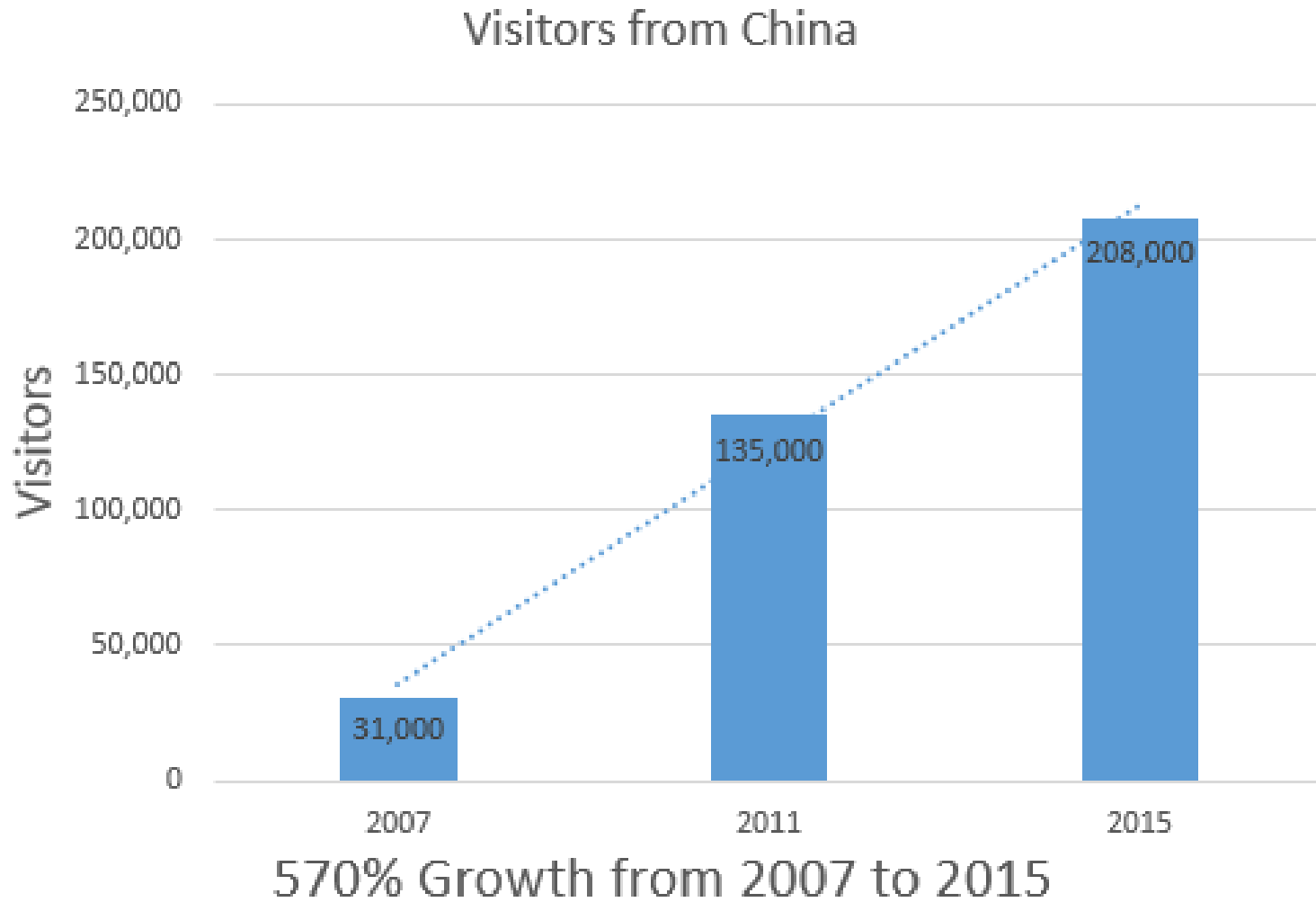
I. Growth in Chinese Visitors 2007 - 2015

a. Forecast: China Arrivals to US 2015-2021

- Arrivals from China will grow an estimated 14% annually
- Adding 3.13 million more arrivals between 2015 and 2021



b. Chinese Visitors to Boston MSA 2007-2015



Source: 2015 Travel Market Insights analysis based on US Department of Commerce data

c. Chinese Visitors to Boston MSA 2013-2015

- Boston registered **RECORD ARRIVALS** from China in 2015
- Visitation is up 20% in 2015 over 2014; and **UP 98%** from 2013-2015.



d. Visitor Nights Generated

- In 2015 the 208,000 Chinese visitors stayed an average of **16.2** nights in Boston MSA.
- Those guests stayed in paid and non-paid lodging (with family, friends and other forms of lodging)
- Paid Lodging: 70% stayed an average of **8.7** nights.
- The overnight guests are categorized as business, leisure, corporate, convention or education visitors.
- Paid lodging nights increased 40% in 2015 over 2014 (twice the growth rate of visits).

**3.37 million Chinese
Visitor Nights!**



662,000 Chinese Room Nights!

Boston MSA

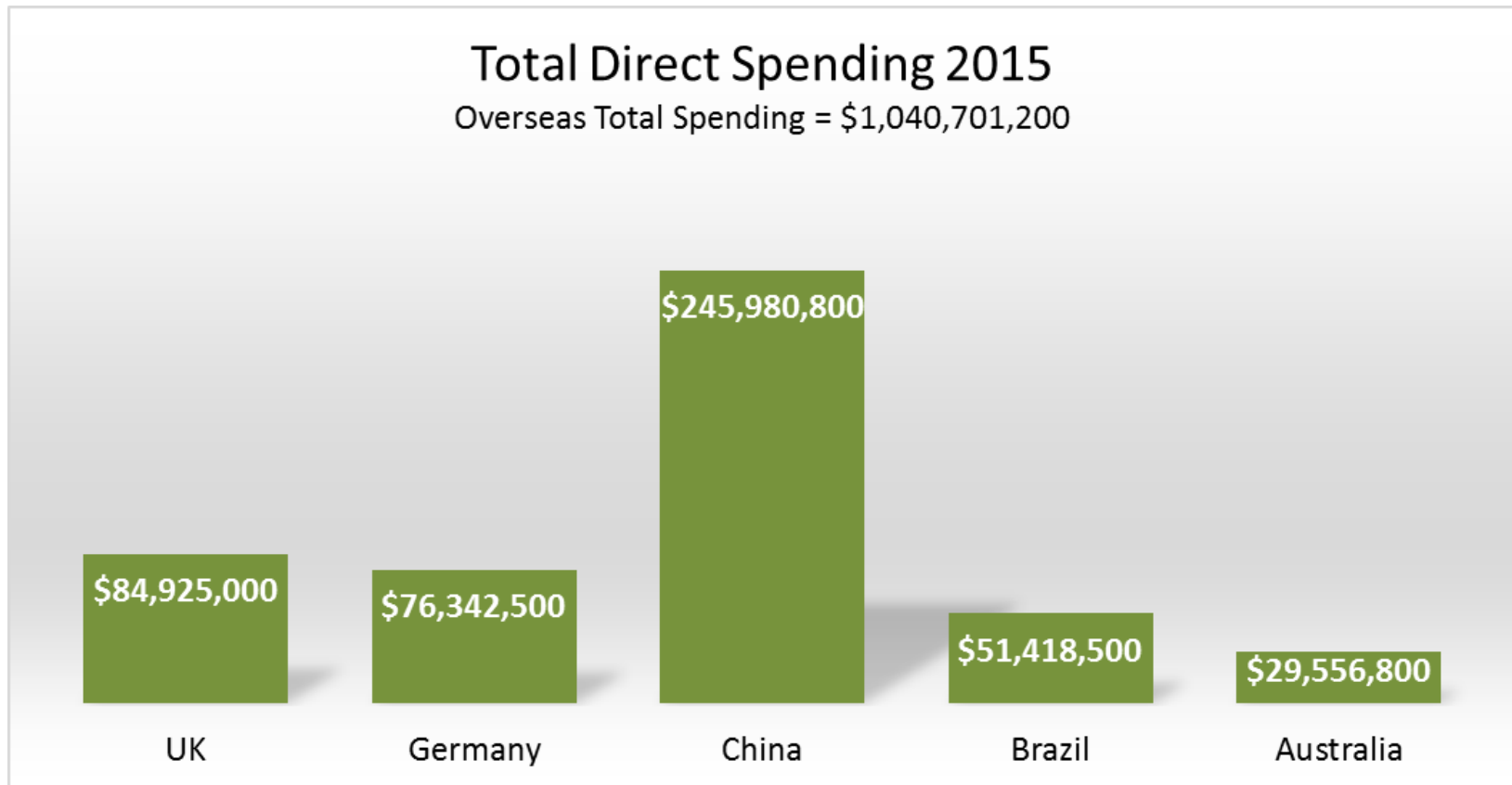
*Based on 70% of Chinese visiting Boston using lodging for 8.7 nights on average, and a 1.9 average party size.



Source: 2015 Travel Market Insights analysis based on US Department of Commerce data

e. Spending Impacts

- In 2015 208,000 Chinese visitors traveled to Boston MSA.
- Stayed an average of 16 nights.
- While visiting, each Chinese visitor spent an average of **\$1,183** per stay.
- Resulting in **\$246** million in total direct spending by Chinese visitors to Boston MSA.



Source: 2015 Travel Market Insights analysis based on US Department of Commerce data

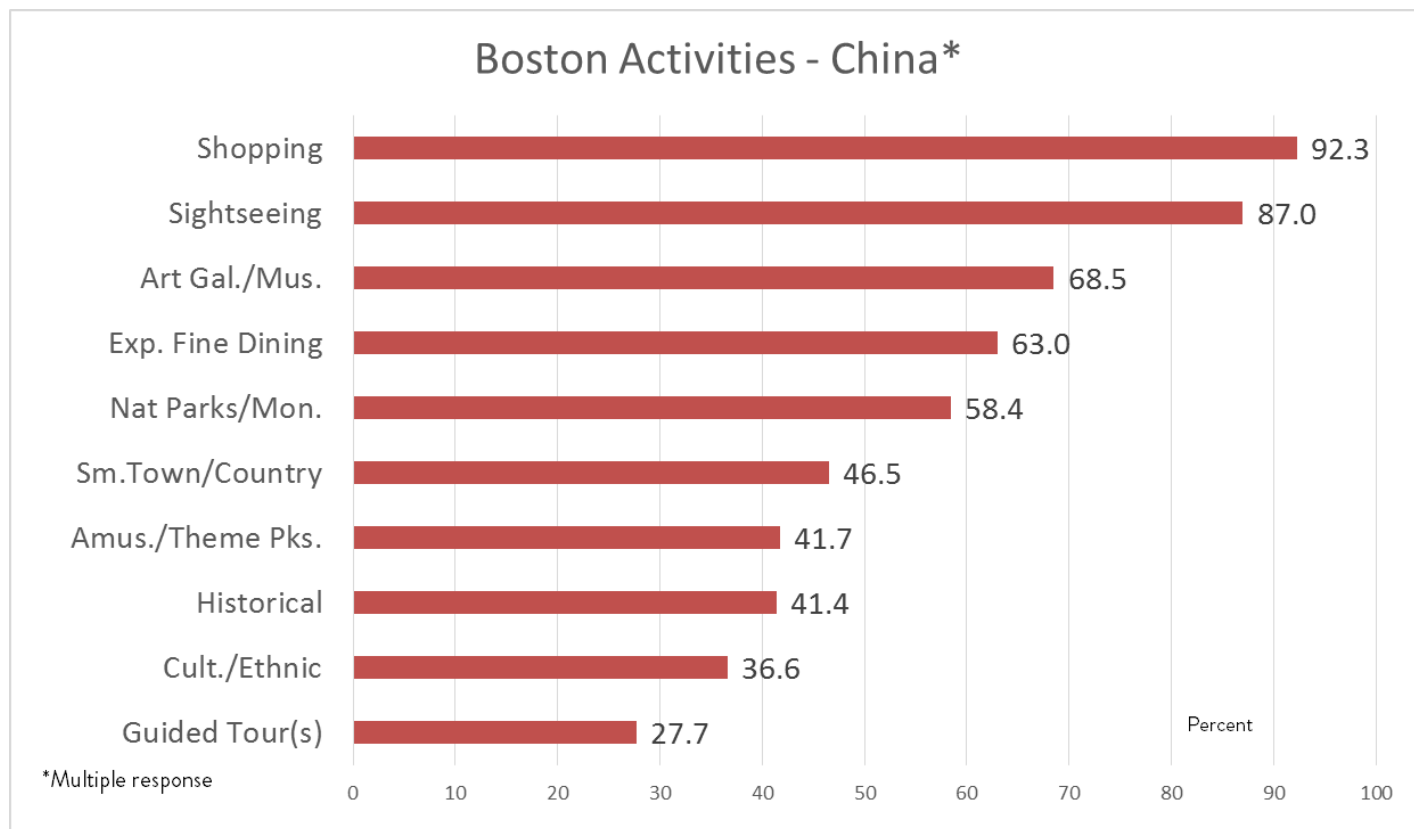
II. Visitor Profile

a. Chinese Visitor to Boston MSA

- 53% first time / 47% repeat visitor
- Visit 3 states on average (travel regionally)
- Majority (58%) flew within the US; but 46% drove (personal/company car) and 31% rented a car
- Gender is split half and half
- 51% traveled alone
- 25% with family
- 17% with spouse
- 12% friends
- \$77,000 average household income

b. Visitor Activities

- It's no surprise that shopping is important to Chinese visitors.
- Sightseeing is key.
- Museums and experiencing art and culture, national monuments, historical experiences...
- And exploring beyond Boston and into smaller towns and countryside.



Source: 2015 Travel Market Insights analysis based on US Department of Commerce data

III. 2016 Chinese Students at Boston & MA Colleges & Universities

Year	Total International Students - Boston & MA	Chinese students - Boston & MA	% of Chinese students - Boston & MA	Total Chinese Student in US	% of Chinese students in US
2011	38,698	8,281	21.4%		
2016	59,436	19,435	32.7%	328,547	31.5%

- From 2011 to 2016, 135% growth in Chinese students at Boston & MA Colleges

Overall Student Spending - Boston & MA

Year	By International Students Boston & MA	By Chinese students Boston & MA
2016	\$2.3 billion	\$448 million

Source: Institute of International Education 2016 Open Door Report (2016) and GBCVB research.

Key Factors Contributing to Triple Digit Growth

- GBCVB, MOTT and Bureau member companies partnering in marketing and sales initiatives.
- Massport's extraordinary success in winning non-stop service from Beijing, Shanghai and Hong Kong to Boston.
- Hainan: BOS-Beijing/PEK 7xper week (daily), and BOS-Shanghai/PVG 3x per week.
- Cathay Pacific: BOS-Hong Kong/HKG currently 4x/week increasing to 7x/week starting March 2017.
- Surge in Chinese students at Boston, Cambridge and MA Colleges and Universities.
- US Policy that provides 10 year visas for Chinese visitors that began in November 2014. Visa applications have risen approximately 50% and wait times for visa interviews have remained low.

China Friendly Checklist

The checklist below suggests specific items that should be considered when trying to attract Chinese visitors and make them feel at home during their visit.

Hotels

	Chinese language content website
	Chinese materials (brochures, maps, travel guide)
	At least one Mandarin speaking staff person
	<i>Amenities in room:</i> slippers, hot water kettle tea, ramen noodles, toothbrush/tooth paste and CCTV channel(s)
	Chinese room service breakfast options(s)
	Chinese language newspaper
	WeChat account
	<i>List of resources in Mandarin:</i>
	Closest ATM
	Most authentic Chinese restaurants in the area
	Best places to bargain shop
	Best places for high-end shopping and must see/must do attractions

Restaurants

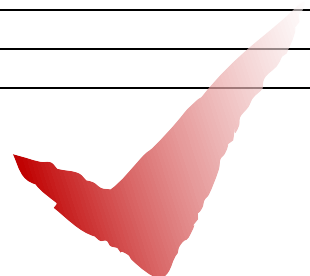
	Chinese language menus with photos
	Free WiFi

Retailers

	Chinese language content on website
	Chinese language materials
	WeChat Account
	Free WiFi
	At least one Mandarin speaking staff person

Attractions

	Chinese language content on website
	Chinese language materials
	WeChat account
	Free WiFi
	Audio tour in Mandarin
	Signs and subtitles in Mandarin
	Chinese/Asian food options in on-site restaurant



Important 2017 Chinese Holiday Periods

Chinese New Year: January 28 - February 2

May Day: April 25 - May 1

Dragon Boat Festival: May 28 - 30

Mid-Autumn Day/National Day: October 1 - 7

Additional Resources

1. GBCVB China Friendly Committee Members

Angela Vento: General Manager, Sheraton Boston, angela.vento@starwoodhotels.com

Pat Moscaritolo: President & CEO, GBCVB, patm@bostonusa.com

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7. US Department of Commerce

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National Travel & Tourism Office, Ron Erdmann@trade.gov