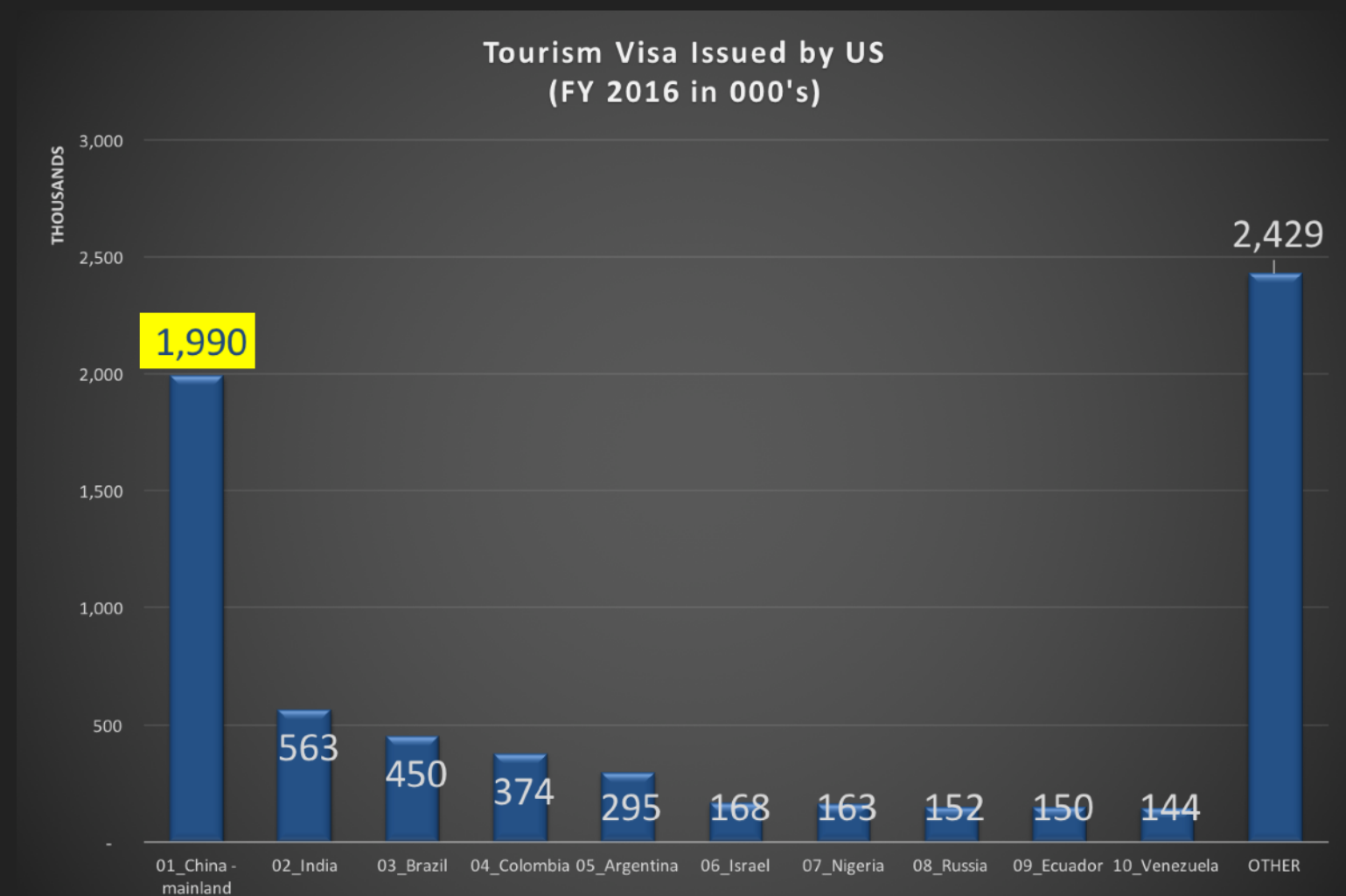

TOURIST BEHAVIOR STUDY

BACKGROUND

BIG MARKET WITH OPPORTUNITIES

- ▶ China is one of the biggest market for tourism
- ▶ Chinese people spend considerable amount of money on traveling
- ▶ Big market comes with big business opportunities
- ▶ Number of China-mainland tourists is the largest among all foreign tourists to the US



PROBLEM STATEMENT

- ▶ How likely would it be that Chinese tourists are willing to spend on luxury travel products/services while they are in the US?
- ▶ What is the average those Chinese tourists are willing to spend on luxury travel product/services?

TO WHOM IT MAY CONCERN

- ▶ Companies whose main products/services are considered as luxury traveling products/services

POTENTIAL DATASET

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