

Why Chinese outbound tourism? China is the biggest tourism source market in the world. million border crossings were made by Chinese nationals in

Chinese Outbound Tourism Statistics in This indicates the Chinese tourist are increasingly keen on outbound travel. Chinese tourists like group travel, while individual and customized tours grow faster It is estimated that Chinese travel agencies organized more than 50 million tourists to travel overseas, most of whom are follow the group in Chinese tourists still endear to group travel, especially in second, third and fourth-tier cities and regions, but individual travel will be an irresistible main trend in near future. Chinese outbound tourists are increasingly interested in the new tourism products, such as the customized itinerary of hiking in Yakushima and watching turtles spawning according to Japanese Animation, or the medical tour for Cancer Screening in Japan. In , programs for outbound tourists become more diversified and convenient. People born during the s and s made up nearly half of outbound tourists, but data shows that more and more younger people as well as the elderly have expressed the interests in overseas travel. In , the oldest Chinese tourist is years old. Chinese tourists pay more attention on traffic, attractions, foods and shopping 6. A list of outbound departure cities: Popular destinations by Chinese tourists It has become much easier for Chinese passport holders to travel abroad. By January , China has signed visa exemption and visa-on-arrival agreements with 61 countries, increasing by 9 countries compared to last year. Many more European countries also launched the visa free policies to Chinese citizens. Serbia begins waiving visa requirements for Chinese citizens to the country starting from January Thailand, South Korea and Japan become the top three popular destinations by Chinese tourists, attracting more than 8. Not only for sightseeing and shopping, but also for islands, entertainment, museums and medical tour As the air pollution problem in China has been serious, air quality and natural environment have become important factors for choosing destinations. Sunny beaches with fresh air attracted more and more Chinese visitors. Family tours is very popular in outbound travel market. Nowadays, medical tourism has become more popular among Chinese tourists. Wealthy Chinese spend huge money on medical tourism.

Chapter 2 : COTRI “China Outbound Tourism Research Institute

China Travel Outbound is a UK-based agency combining the skills and resources of specialist travel and tourism PR and marketing companies in China and the UK.

China Tourism is divided into outbound tourism and domestic tourism. And the content of China outbound tourism can be subdivided into various destinations, such as European tourism, Australian tourism, American tourism, Middle East and Africa Tourism, etc. China outbound tourism from to has maintained a small increase. The innovation of the China outbound tourism products of the major travel agencies has been greatly developed, the product subdivision is more obvious and the quality of service is more concerned. The old brand of destination products have come out of the old, and the strong landing of the emerging destinations all reflect the strong attraction of China outbound tourism market. In , the number of outbound Chinese tourists reached 9. China outbound travel will be sustained growth, the two or three line of the city travel market is potential; choose long-term tourism of Chinese tourists outbound tourism is more frequent, arrangements for a number of annual outbound tourism accounted for more than The recovery of the international economy is relatively mild, and the environment for the development of the tourism economy is relatively favorable. In , China tourism market has achieved a steady growth, and the entry of foreigners in the tourist market has been warming up, reaching 26 million thousand people. An increase of 0. Total tourism revenue was 3 trillion and billion yuan, an increase of With the widening of visa country, the adjustment of the RMB exchange rate and the increasingly open policy, the scale of Chinese tourism market has been expanding. Chinese tourists source mainly comes from the economically developed big cities and the eastern regions. Among them, Beijing is the largest outbound tourist destination in China. The number of outbound tourists organized by travel agencies account for The number of outbound travel agencies in Shanghai, Zhejiang and Jiangsu provinces accounted for In addition, Liaoning in the northeast, Hubei in Central China and Sichuan in the southwest are also the largest export provinces for outbound tourists. With the continuous growth of Internet penetration rate in China, online booking and online services have begun to enter the mainstream. In , China online tourism revenue reached billion yuan, accounting for about 7. Tourism consumption transactions accelerated from offline to online. Tour operators have increased investment in online travel market, constantly improving their functions and services, making the online China outbound travel market faster than the growth of total tourism revenue, and the proportion is increasing year by year. The way of tourism is more diversified. From the way of China outbound travel, the proportion of the rapid development of the free travel industry has been increasing. China outbound tourism market is showing a trend of being customized, deep and high-end, and is changing from the sightseeing group to the free travel and the deep tour. The conditions for China outbound travel have been relaxed. At present Chinese tourist destination of countries and regions, the formal implementation of the tourism opening up to Since , more destination countries have been simplifying visa procedures for Chinese tourists in order to attract more Chinese tourists. Convenient visa measures will be more conducive to attracting more Chinese tourists to travel abroad. The competition between agencies will gradually transition from the current product competition to the distribution channel. Due to the fact that most China outbound travel are not yet mature and are highly dependent on travel agencies, travel agencies will remain the main outlets for China outbound travel in the coming period. However, as China outbound tourism market matures and information technology continues to update and improve business to business enterprise, has great potential for development of new customers, online marketing of outbound China tourism product distribution channels, and will form a distribution channel to the traditional travel agency mainly outbound China tourism products and threats the challenge gradually, and the Chinese outbound tourism distribution channels form a far-reaching impact. With the development of China tourism, the three big Chinese tourism market has been changing. The consumption tendency of tourists has changed. China has entered the period of common development of sightseeing and leisure tourism. Chinese Tourism consumption ladder type growth leads to a new pattern of multi level cooperative development in the China tourism market. As the characteristics of ladder distribution of tourism consumption become more and more obvious, the demand

difference of Chinese tourists in different gradients increases gradually, and the China tourism market shows a new pattern of high, middle, low and market coordinated development. From the perspective of Chinese tourist quantity, the number of potential Chinese tourists in the high, middle and low end market is increasing gradually, showing a positive Pyramid distribution. From the perspective of consumption ability, the consumption expenditure of high, middle and low end market is decreasing gradually, and it presents an inverted Pyramid distribution. With the differentiation and development of the high, medium and low end China tourism market, the Chinese tourism formats in various markets are also quietly changing. The traditional formats are upgrading, and some emerging businesses such as cruise tourism, tax-free industry, free travel and tourism culture show are emerging. The next 20 to 50 years will be the golden period for the development of China tourism industry. National China Tourism Bureau will be combined with the Ministry of Finance and financial institutions, China tourism enterprises, jointly set up Chinese Tourism Promotion Fund, the joint strength of the tourism investment Chinese tourism investment alliance, through market-oriented means, into a powerful capital for the development of Chinese tourism. Working across all aspects of the marketing solutions like Baidu SEM , Wechat marketing , Weibo marketing , Soft news marketing and so on, we will ensure you have a solid marketing strategy together with perfectly delivered campaigns.

Chapter 3 : COTTM (Apr), China Outbound Travel & Tourism Market, Beijing China - Trade Show

The growth of China Outbound Tourism has slowed. The number of outbound tourists reached million in , an increase of % over China has become the top source of tourist for many countries such as Thailand, Japan, South Korea, Vietnam, Russia, Maldives, and the United Kingdom.

Chapter 4 : Statistics “ COTRI

Keywords: China tourism, Chinese tourism, China outbound tourism, Chinese tourists, Chinese visitors, China outbound travel (1) analysis on the current situation of China outbound tourism Since twenty-first Century, with the rapid development of China's national economy and the continuous improvement of people's living standards, China outbound tourism market has strongly expanded.

Chapter 5 : COTTM - China Outbound Travel & Tourism Market

The total number of outbound trips beyond Greater China will remain largely unchanged in the range of to million. These numbers are based on the way outbound tourism was computed in China.

Chapter 6 : trend of China outbound tourism Report | AI Digital

China Outbound Travel & Tourism Market has created a huge marketplace for all exhibitors who present their innovative tourism services and thrill the large number of audiences. Both the exhibitors and exhibitors are entitled to enjoy a good time.

Chapter 7 : China Outbound Travel Takes Flight | Morgan Stanley

Buoyed by rising incomes, favorable exchange rates and easier visa processes, outbound travel from China hit another record last year, a new survey showed. Chinese people made million trips overseas last year, a 7% jump over , while total spending increased by 5% to an estimated \$

Chapter 8 : China Outbound Travel and Tourism Market Analysis - and Forecast -

In the context of the overall demand for outbound travel, short-term outbound travel is expected to maintain a weak recovery calendrierdelascience.com is the prediction of China outbound tourism in 1) European tourism: in the absence of special political events, the recovery trend is expected to continue in 18 years.

Chapter 9 : Tourism industry in China - Statistics & Facts | Statista

China has been the largest source of outbound tourists in Thailand, Japan, South Korea, Russia, Maldives, the UK and the other countries. However, China's outbound tourists are still less than 10% of the country's total population, and only 10% of the population hold the passports, which suggests huge potential in China's outbound travel market.