

China Outbound Tourism Market Report

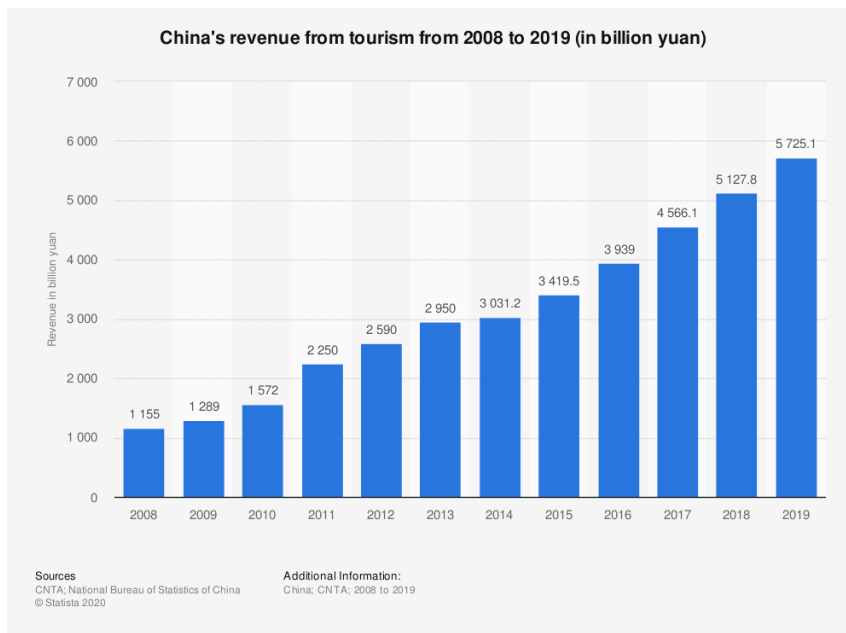
1. Introduction

China is well established as the world's largest tourism source market. In 2019, China experienced 11% increase in tourism revenue from 2018, which makes tourism an important contributing factor to her economy. With the economy growing, and visa convenience, the number of outbound tourists grew as well with higher spending power, especially in the second-tier cities in China. Chengdu, as the new first-tier city in the tourism market, solidifies its position as a key source market for Chinese outbound travel. In the same respect, Hainan as the world's largest free trade port, more and more flight routes will be launched, enabling local people to travel overseas conveniently. Hainan has a promising outbound tourism market as a second-tier city.

This report shows an overview of China outbound tourism market, and state data to show the potential tourism market in second-tier cities in China. This report also gives the result in terms of Chinese tourists' intent in overseas traveling after the pandemic from a joint survey. To assist our exhibitors to understand China's tourism market better, and also displays the promising tourism market in second-tier cities in China.

2. China Tourism Market

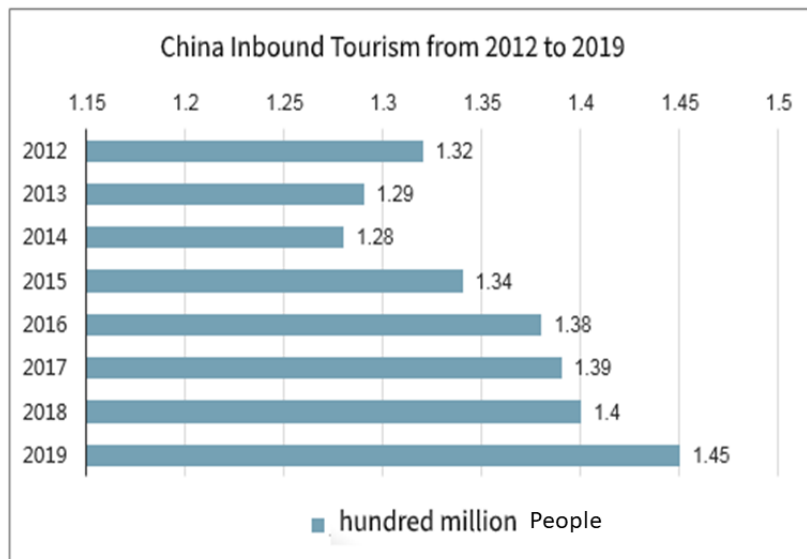
2.1 A glimpse of China's tourism market



- According to Statista, the amount of revenue from tourism was 5725.1 billion yuan in 2019, which was an increase of 10.4% as compared to the revenue earned in 2018.
- There is a steady increase every year, with an average increase of 3,134 billion yuan annually.

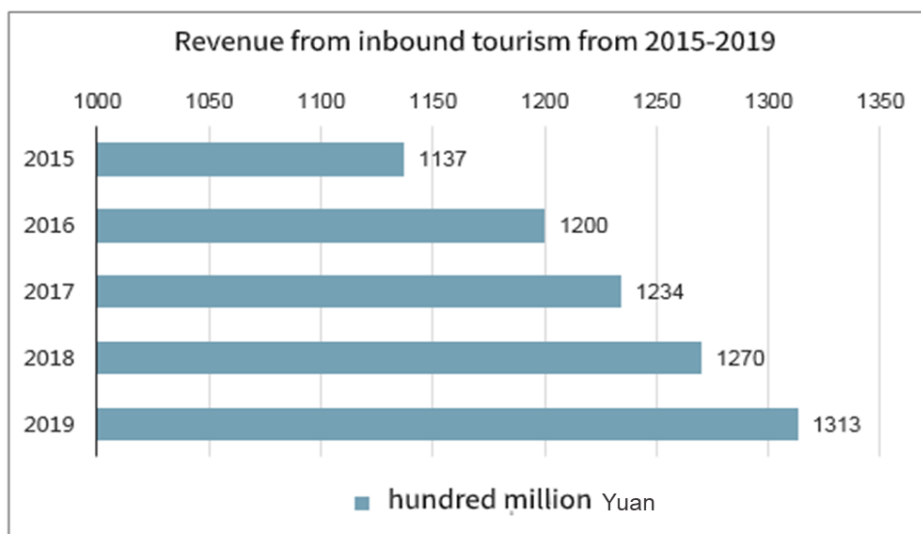
2.2 China's inbound tourism market

2.2.1 The number of China's inbound tourists from 2012 to 2019



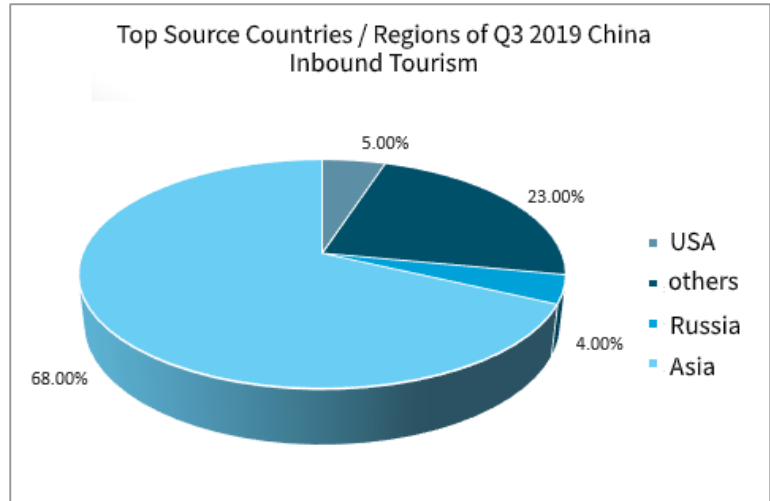
- Overall, inbound tourism is steady for China over the years with it increasing annually.
- In 2019, China's inbound tourist arrivals reached 145 million with an increase of 2.9% over the same period of last year.
- Foreign tourists reached 31.88 million which increased 4.4% compared last year.

2.2.2 Revenue from inbound tourism from 2015-2019



- In 2019, the amount of revenue from inbound tourism was 131.3 billion yuan, which was an increase of 3.3% as compared to the revenue earned in 2018.

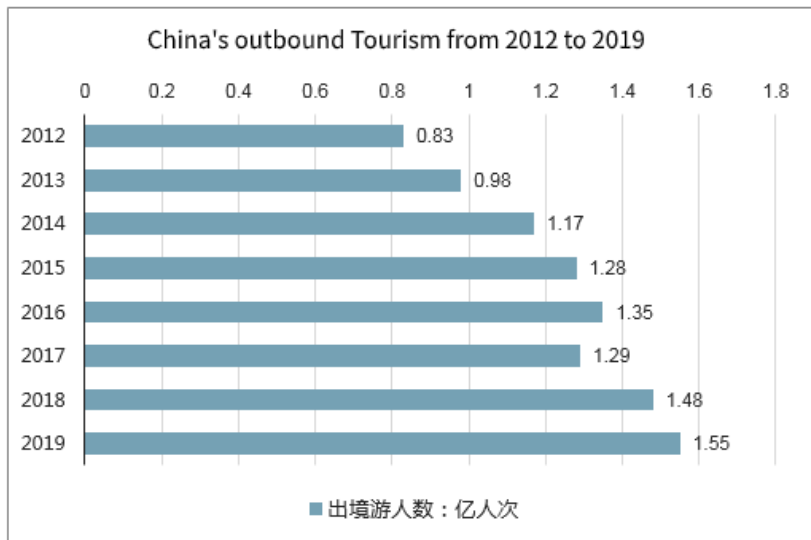
2.2.3 Top source countries/regions of Q3 2019 China inbound tourism



- In Q3 2019, Asia remains the main source of China's inbound tourism, accounting for 68%.
- According to the report, Korea, Malaysia, Japan, Singapore, Thailand are the TOP 5 Asian countries of Q3 2019 China's inbound tourism.

2.3 China's outbound tourism market

2.3.1 The number of China's outbound tourists from 2012 to 2019



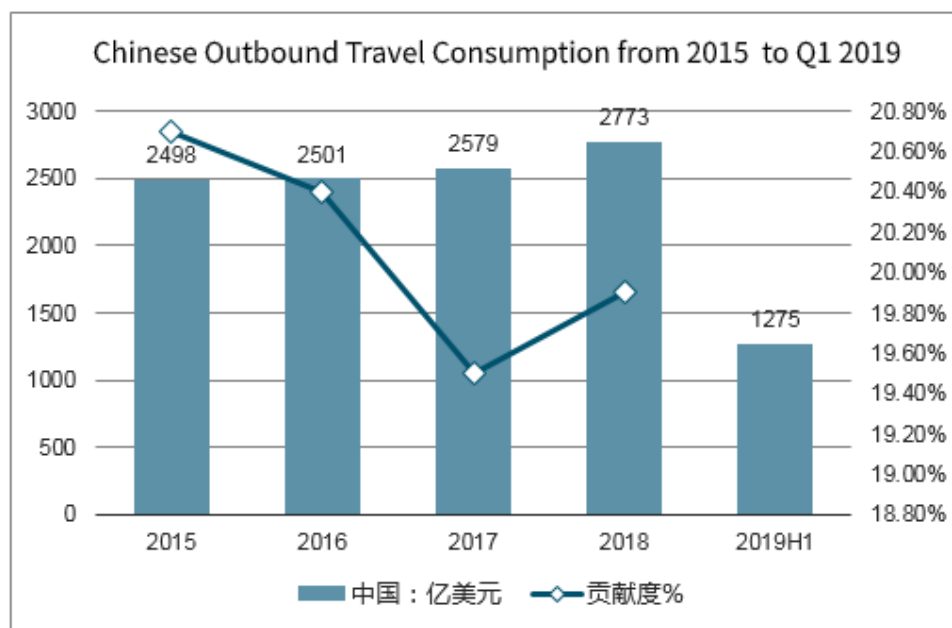
- Overall, there is a steady increase in the number of outbound tourists from China. In the year 2019, China's outbound tourists totaled 155 million.

2.3.2 TOP10 popular destinations for China's outbound tourists in 2019



- TOP 10 popular destinations for China’s outbound tourists in 2019 are Japan, Korea, America, Thailand, Australia, Singapore, France, US. Canada, and New Zealand.

2.3.3 Chinese outbound travel consumption



- In 2018, total travel expenditure by Chinese outbound tourists reached USD 277.3 billion, ranked the first place in the world.
- Total travel expenditure by Chinese outbound tourists in the first half of 2019 reached USD 127.5 billion.

3. Chengdu’s Tourism Market

3.1 Chengdu’s inbound tourism market

3.1.1 A glimpse of Sichuan and Chengdu inbound tourism market in 2019

2019年全国内地接待游客总数超1亿人次城市统计				
排名	城市	省份	全年接待游客总数 (万人次)	5A景区数量 (个)
1	重庆	/	65700	9
2	上海	/	37037	3
3	北京	/	32200	8
4	武汉	湖北	31898	3
5	西安	陕西	30110	4
6	成都	四川	28000	1
7	天津	/	24959	2
8	贵阳	贵州	22901	1
9	杭州	浙江	20814	3
10	昆明	云南	18644	2
11	南昌	江西	17937	1
12	长沙	湖南	16833	2
13	南宁	广西	15210	1
14	南京	江苏	14682	2
15	合肥	安徽	14606	1
16	洛阳	河南	14200	4
17	宁波	浙江	14076	2
18	金华	浙江	14000	1
19	桂林	广西	13800	4
20	温州	浙江	13728	1
21	苏州	江苏	13609	6
22	台州	浙江	13170	2
23	郑州	河南	13060	1
24	石家庄	河北	12298	1
25	嘉兴	浙江	12000	3
26	绍兴	浙江	11488	1
27	青岛	山东	10900	1
28	无锡	江苏	10298	4
29	长春	吉林	10157	4
30	济南	山东	10026	1
31	厦门	福建	10013	1

备注：数据均来自各地2019年统计公报

- The table shows the cities that received more than 100 million visitors in 2019. It can be seen that Chengdu received 280 million tourists in 2019.
- According to the announcement by the Sichuan government, the amount of revenue from tourism in Sichuan was 1159.432 billion yuan in 2019. Sichuan received 751 million domestic tourists and 4.1478 million overseas tourists.

3.1.2 TOP 10 popular travel destinations for overseas tourists in 2019



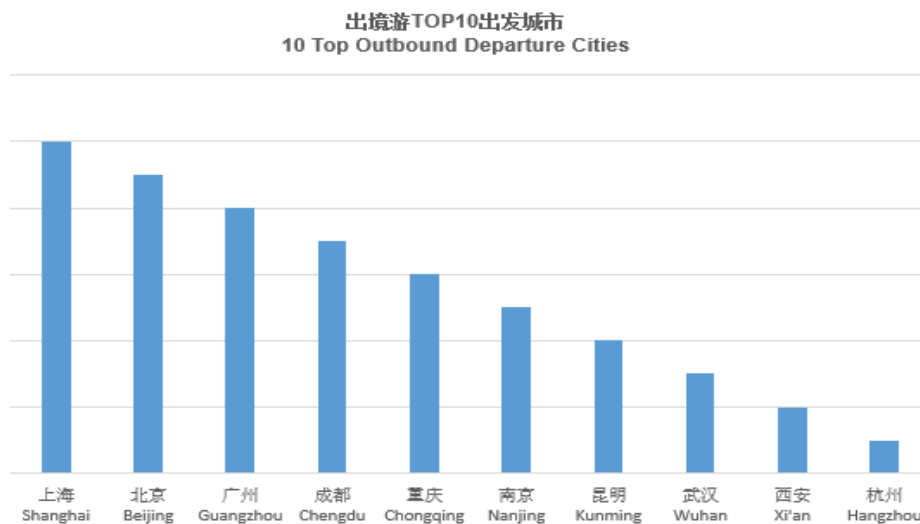
TOP1	Shanghai
TOP2	Beijing
TOP3	Guangzhou
TOP4	Shenzhen

TOP5	Chengdu
TOP6	Hangzhou
TOP7	Qingdao
TOP8	Nanjing
TOP9	Xi'an
TOP10	Xiamen

- Chengdu ranks fifth as Top 10 popular travel destinations for overseas tourists in 2019.
- According to the announcement by the Chengdu government, total revenue from tourism reached 465 billion yuan in 2019, increased 25% compared last year.

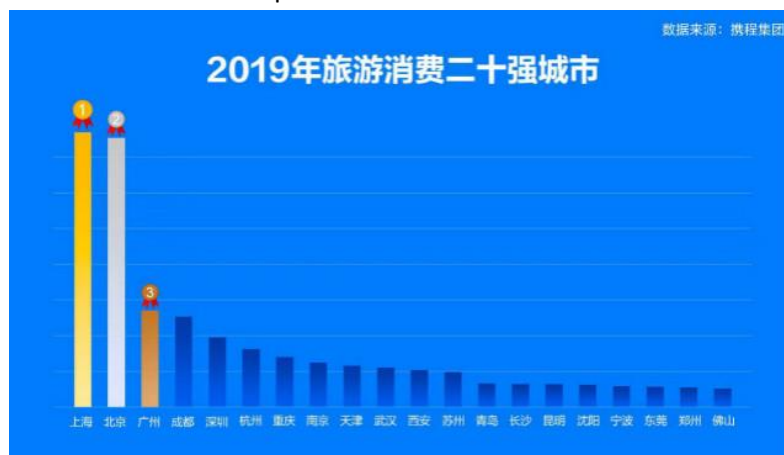
3.2 Chengdu's outbound tourism

3.2.1 Chengdu ranks fourth as a source of outbound Chinese tourists in 2018



- Chengdu ranks fourth as a source of outbound Chinese tourists in 2018.
- As of January 2020, Chengdu (Sichuan) has 126 international air routes gaining access to all the five continents.

3.2.2 Chengdu outbound travel consumption



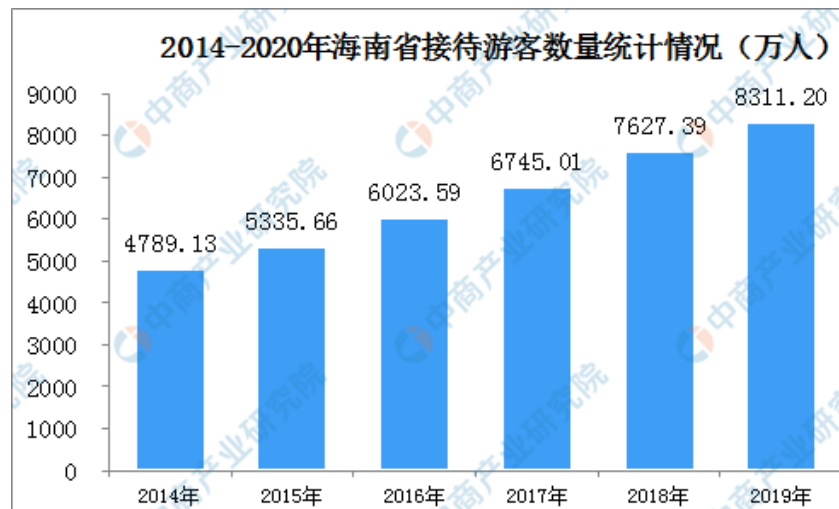
- Chengdu ranked among the fourth with the most per capita spending overseas in 2019.

3.2.3 TOP 10 popular destinations for Chengdu's outbound tourists in 2019

TOP1	Hongkong
TOP2	Macao
TOP3	Thailand
TOP4	Vietnam
TOP5	Japan
TOP6	Malaysia
TOP7	Cambodia
TOP8	Singapore
TOP9	Philippines
TOP10	Korea

4. Hainan's Tourism Market

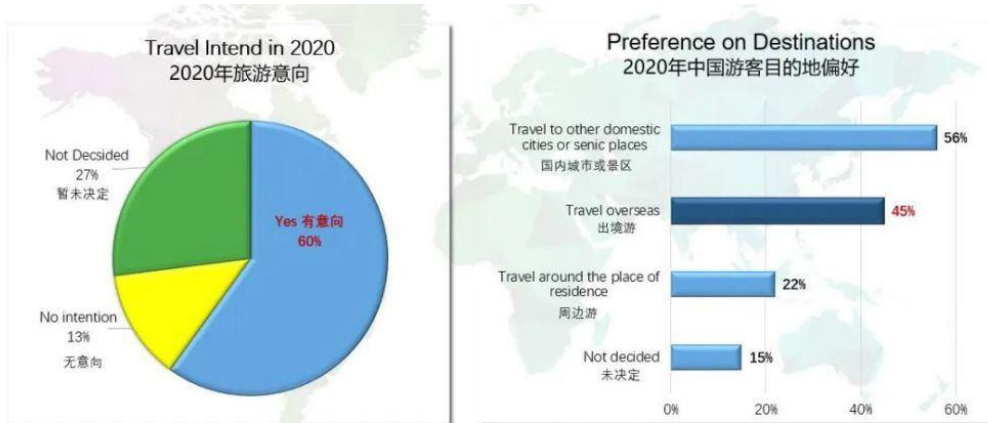
4.1. The number of Hainan's tourists from 2014-2019



- In 2019, Hainan received 83.11 million tourists, increased by 9% year-on-year.
- According to the government's annual report, Hainan received overseas tourists 1.42 million, increased 12.4% year-on-year. The revenue from the tourism market reached 105 billion yuan in 2019, increased by 11% year-on-year.
- At the end of 2019, Hainan offers visa-exemption policy for 59 countries.

5. Future China's Tourism Market After the Pandemic

5.1 Chinese tourist travel intend in 2020



Source: Joint Survey by Ivy Alliance, CCT and PATA

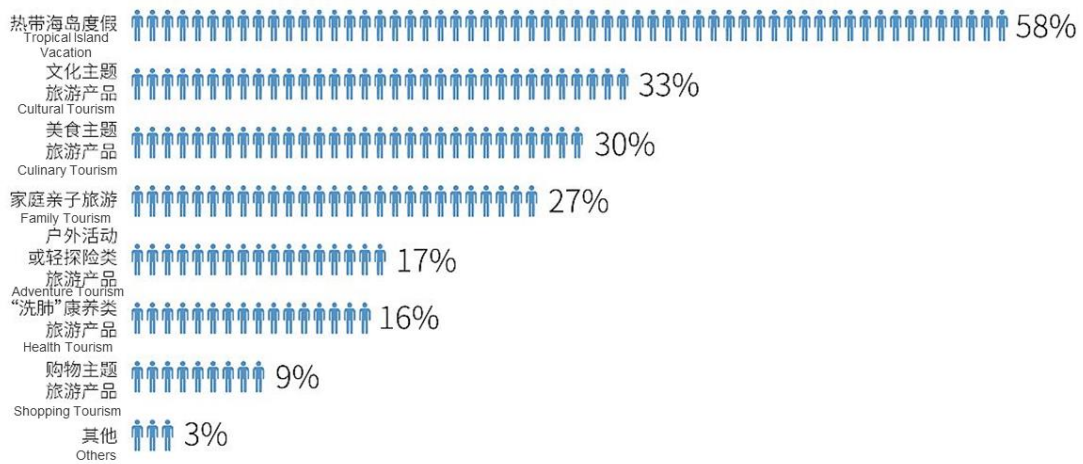
- 60% of those surveyed still willing to travel after the epidemic.
- 45% of those surveyed still willing to travel overseas.

5.2 TOP 10 outbound travel destinations after the epidemic



TOP1	Japan
TOP2	Thailand
TOP3	Europe
TOP4	Maldives
TOP5	Singapore
TOP6	New Zealand
TOP7	Australia
TOP8	Korea
TOP9	Sri Lanka
TOP10	Malaysia

5.3 Preference on travel Products



- Tropical island vacation remains the most popular travel products for Chinese tourists. 58% of those surveyed prefer island vacation.
- Cultural tourism, Culinary tourism, and family tourism are still the main attractions for tourists, 33% surveyed people like cultural tourism, 30% surveyed people are more likely to choose culinary tourism, and 27% surveyed people prefer family tourism.

* All data collected from publicly available information.