



China Tourism Industry Report, 2011

Aug. 2011

This report

- ◆ **Analyzes the operation of China tourism industry and market segments.**
- ◆ **Focuses on the travel agencies and hotels in China.**
- ◆ **Highlights the key enterprises in China tourism industry, also outlook of tourism industry.**

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Abstract

Tourism is an important part of the tertiary industry. China has made clear its intention to build tourism into a strategic pillar industry of the national economy.

The development of tourism and the overall trend of economy are generally in the same direction, both with conspicuous economic periodicity. The financial crisis hit tourism heavily in 2009, and the growth rate of tourism declined with decreasing GDP growth rate. However, in 2010, tourism walked out of the crisis in the wake of the rebounding global economy, and China's tourism revenue amounted to RMB1.57 trillion, up 21.7% year on year.

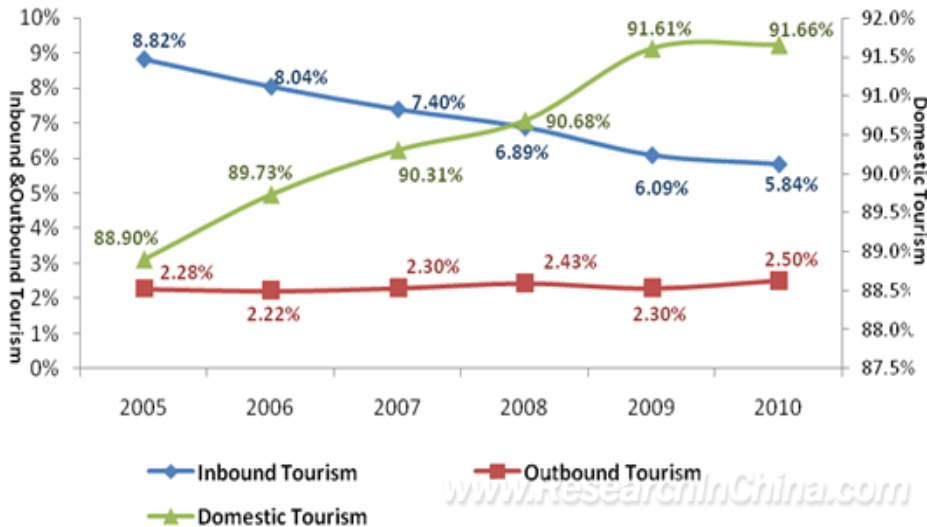
In 2010, China gained RMB1.27 trillion from domestic tourism (accounting for about 81% of the total revenue) and RMB303.3 billion from international tourism (accounting for 19%). China's tourism industry includes three major markets, namely, inbound tourism, outbound tourism and domestic tourism. By number of tourists, the proportion of inbound tourism declined from 8.82% in 2005 to 5.84% in 2010, the proportion of domestic tourism increased from 88.9% in 2005 to 91.66% in 2010, and the proportion of outbound tourism increased slowly from 2.28% in 2005 to 2.5% in 2010.

China's Tourism Revenue and GDP Growth, 2005-2010 (RMB bn)



Source: National Bureau of Statistics of China;
ResearchInChina

Inbound Tourism, Outbound Tourism and Domestic Tourism of China by Number of Tourists, 2005-2010



Source: ResearchInChina

Inbound Tourism: in 2010, foreign exchange earnings reached USD45.814 billion, up 15.47% year on year; the number of tourists was 133.7622 million person-times, up 5.76% year on year; per capita consumption valued USD342.5.

Domestic Tourism: the number of tourists rose from 1.212 billion person-times in 2005 to 2.104 billion person-times in 2010; the revenue valued RMB1.26 trillion, up 23.50% year on year.

Outbound Tourism: the number of tourists rose from 31.026 million person-times in 2005 to 57.39 million person-times in 2010, and the year-on-year growth rate was 20.4% in 2010. The consumption increased by 14.3% year on year to USD48 billion in 2010, ranking fourth in the world. The per capita consumption reached USD836.4, which was 2.4 times of the per capita consumption of inbound tourism and 9 times of the per capita consumption of domestic tourism.

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