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.

Please visit our website to order this report and find more information about other titles at www.researchinchina.com

Related Products

<table>
<thead>
<tr>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>China Express Delivery Industry Report, 2010</td>
</tr>
<tr>
<td>China Cold Chain Industry Development Report, 2010</td>
</tr>
<tr>
<td>China Container Port Industry Report, 2010</td>
</tr>
<tr>
<td>China Port Industry Report, 2009-2010</td>
</tr>
<tr>
<td>China Logistics Industry Report, 2010-2011</td>
</tr>
<tr>
<td>China Air Transport and Airport Industry Report, 2009-2010</td>
</tr>
</tbody>
</table>
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.
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.

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.
4. Key Enterprises in China Tourism Industry
4.1 Overseas Chinese Town (Group) Co., Ltd
4.1.1 Profile
4.1.2 Financial Operation, 2007-2011
4.1.3 Operating Income Structure, 2009-2010
4.1.4 Latest Development Trend
4.2 China CYTS Tours Holding Co., Ltd
4.2.1 Profile
4.2.2 Financial Operation, 2006-2011
4.2.3 Operating Income Structure, 2010
4.2.4 Latest Development Trend
4.3 China International Travel Service Corporation Limited
4.3.1 Profile
4.3.2 Financial Operation, 2007-2011
4.3.3 Operating Income Structure, 2009-2010
4.3.4 Latest Development Trend
4.4 Beijing Tourism Group Co., Ltd
4.4.1 Profile
4.4.2 Financial Operation, 2006-2011
4.4.3 Operating Income Structure, 2010
4.4.4 Latest Development Trend
4.5 Huatian Hotel Group Co., Ltd
4.5.1 Profile
4.5.2 Financial Operation, 2006-2011
4.5.3 Operating Income Structure, 2010
4.5.4 Latest Development Trend
4.6 Huangshan Tourism Development Co., Ltd.
4.6.1 Profile
4.6.2 Financial Operation, 2006-2011
4.6.3 Operating Income Structure, 2010
4.6.4 Latest Development Trend
4.7 Emei Shan Tourism Company Limited
4.7.1 Profile
4.7.2 Financial Operation, 2006-2011
4.7.3 Operating Income Structure, 2010
4.7.4 Latest Development Trend
4.8 China United Travel Co., Ltd.
4.8.1 Profile
4.8.2 Financial Operation, 2006-2011
4.8.3 Operating Income Structure, 2010
4.8.4 Latest Development Trend
4.9 Xi’an Tourism (Group) Co., Ltd.
4.9.1 Profile
4.9.3 Operating Income Structure, 2010
4.9.4 Latest Development Trend
4.10 Wuhan Sante Cableways Group Co., Ltd
4.11 Dalian Sunasia Tourism Holding Co., Ltd
4.12 Yunnan Tourism Co., Ltd
4.13 Beijing Jingxi Tourism Development Co., Ltd
5.1 Influencing Factors
5.1.1 Positive Factors
5.1.2 Negative Factors
5.2 Forecast of Market Size
5.2.1 Number of Inbound Tourists
5.2.2 Number of Domestic Tourists
5.2.3 Number of Outbound Tourists
5.3 Revenue Forecast
5.3.1 Revenue of China Tourism Industry
5.3.2 Foreign Exchange Earnings from International Tourism
5.3.3 Domestic Tourism Revenue
Selected Charts

- China's Tourism Revenue and GDP Growth, 2005-2010
- Inbound Tourism, Outbound Tourism and Domestic Tourism of China by Number of Tourists, 2005-2010
- Structure of China’s Tourism Revenue, 2005-2010
- Structure of China’s Tourism Revenue, 2010
- Number of Inbound Tourists and Proportion in Total Tourists, 2005-2011
- Foreign Exchange Earnings from International Tourism, 2005-2011
- Foreign Exchange Earnings from International Tourism by Consumption Field, 2010
- Foreign Exchange Earnings from International Tourism by Country, 2007-2011
- Number of Inbound Tourists, 2005-2011
- Destinations of Inbound Tourism by Region, 2010
- Number of Inbound Tourists by Country, 2010
- Number of Domestic Tourists, 2005-2010
- Travel Propensity of Domestic Tourism, 2005-2010
- Revenue and Growth Rate of Domestic Tourism, 2005-2010
- Per Capita Consumption of Domestic Tourists, 2005-2010
- Number and Growth Rate of Outbound Tourists and Proportion in Total Tourists, 2005-2010
- Structure of Outbound Tourists, 2005-2010
- Consumption of Outbound Tourists, 2005-2010
- Inbound Tourism Revenue, Consumption of Outbound Tourists and Balance, 2005-2010
- Destinations of Outbound Tourism, 2010
- Number and YoY Growth of Travel Agencies in China, 2007-Q1 2011
- Comparison among Three Tourism Markets by Person-time, Q1 2011
- Comparison among Three Tourism Markets by Person-day, Q1 2011
- Number and YoY Growth of Star-rated Hotels in China, 2008-2010
- Operating Income of Star-rated Hotels, 2010
Selected Charts

- Operating Income Structure of Star-rated Hotels by Income Source, 2010
- Operating Indicators of Star-rated Hotels, Q1 2011
- Operating Status of Star-rated Hotels in Three Major Regions, Q1 2011
- Operating Income and YoY Growth Rate of Overseas Chinese Town (Group) Co., Ltd, 2007-2011Q1
- Net Income and Its YoY Growth Rate and Net Profit Margin of Overseas Chinese Town (Group) Co., Ltd, 2007-2011Q1
- Operating Income Structure of Overseas Chinese Town (Group) Co., Ltd, 2009-2010
- Operating Income and YoY Growth Rate of China CYTS Tours Holding Co., Ltd, 2006-2011Q1
- Net Income and Its YoY Growth Rate and Net Profit Margin of China CYTS Tours Holding Co., Ltd, 2006-2011Q1
- Operating Income Structure of China CYTS Tours Holding Co., Ltd, 2010
- Operating Income and YoY Growth Rate of China International Travel Service Co., Ltd, 2007-2011Q1
- Net Income and Its YoY Growth Rate and Net Profit Margin of China International Travel Service Co., Ltd, 2007-2011Q1
- Operating Income Structure of China International Travel Service Co., Ltd., 2009-2010
- Operating Income and YoY Growth Rate of Beijing Tourism Group Co., Ltd, 2006-2011Q1
- Net Income and Its YoY Growth Rate and Net Profit Margin of Beijing Tourism Group Co., Ltd, 2006-2011Q1
- Operating Income Structure of Beijing Tourism Group Co., Ltd, 2010
- Operating Income and YoY Growth Rate of Huatian Hotel Group Co., Ltd, 2006-2011Q1
- Net Income & Its YoY Growth Rate and Net Profit Margin of Huatian Hotel Group Co., Ltd, 2006-2011Q1
- Operating Income Structure of Huatian Hotel Group Co., Ltd, 2010
- Operating Income and YoY Growth Rate of Huangshan Tourism Development Co., Ltd, 2006-2011Q1
- Net Income & Its YoY Growth Rate and Net Profit Margin of Huangshan Tourism Development Co., Ltd, 2006-2011Q1
- Operating Income Structure of Huangshan Tourism Development Co., Ltd, 2009-2010
- Operating Income and YoY Growth Rate of Emei Shan Tourism Company Limited, 2006-2011Q1
- Net Income & Its YoY Growth Rate and Net Profit Margin of Emei Shan Tourism Company Limited, 2006-2011Q1
- Operating Income Structure of Emei Shan Tourism Company Limited, 2010
Selected Charts

- Operating Income and YoY Growth Rate of China United Travel Co., Ltd, 2006-2011Q1
- Net Income & Its YoY Growth Rate and Net Profit Margin of China United Travel Co., Ltd, 2006-2011Q1
- Operating Income Structure of China United Travel Co., Ltd, 2009-2010
- Operating Income and YoY Growth Rate of Xi’an Tourism (Group) Co., Ltd, 2006-2011Q1
- Net Income and Net Profit Margin of Xi’an Tourism (Group) Co., Ltd, 2007-2011Q1
- Operating Income Structure of Xi’an Tourism (Group) Co., Ltd, 2009-2010
- Operating Income and YoY Growth Rate of Wuhan Sante Cableways Group Co., Ltd, 2006-2011Q1
- Net Income & Its YoY Growth Rate and Net Profit Margin of Wuhan Sante Cableways Group Co., Ltd, 2007-2011Q1
- Operating Income Structure of Wuhan Sante Cableways Group Co., Ltd, 2010
- Operating Income and YoY Growth Rate of Dalian Sunasia Tourism Holding Co., Ltd, 2007-2011Q1
- Net Income & Its YoY Growth Rate and Net Profit Margin of Dalian Sunasia Tourism Holding Co., Ltd, 2007-2011Q1
- Operating Income Structure of Dalian Sunasia Tourism Holding Co., Ltd, 2010
- Operating Income and YoY Growth Rate of Yunnan Tourism Co., Ltd, 2006-2011Q1
- Net Income & Its YoY Growth Rate and Net Profit Margin of Yunnan Tourism Co., Ltd, 2007-2011Q1
- Operating Income Structure of Yunnan Tourism Co., Ltd, 2010
- Operating Income and YoY Growth Rate of Beijing Jingxi Tourism Development Co., Ltd, 2006-2011Q1
- Net Income & Its YoY Growth Rate and Net Profit Margin of Beijing Jingxi Tourism Development Co., Ltd., 2007-2011Q1
- Operating Income Structure of Beijing Jingxi Tourism Development Co., Ltd, 2010
- Forecast of Number of Inbound Tourists, 2011-2015
- Forecast of Number of Domestic Tourists, 2011-2015
- Forecast of Number of Outbound Tourists, 2011-2015
- Forecast of China’s Tourism Revenue, 2011-2015
- Forecast of China’s Foreign Exchange Earnings from International Tourism, 2011-2015
- Forecast of China’s Domestic Tourism Revenue, 2011-2015
You can place your order in the following alternative ways:

1. Order online at www.researchinchina.com
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: report@researchinchina.com
4. Phone us at +86 10 82600828/ 82600893

<table>
<thead>
<tr>
<th>Party A:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>Contact Person:</td>
</tr>
<tr>
<td>E-Mail:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party B:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Beijing Waterwood Technologies Co., Ltd (ResearchInChina)</td>
</tr>
<tr>
<td>Address: Room 1008, A2, Tower A, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080</td>
</tr>
<tr>
<td>Contact Person: Liao Yan</td>
</tr>
<tr>
<td>E-Mail: <a href="mailto:report@researchinchina.com">report@researchinchina.com</a></td>
</tr>
<tr>
<td>Bank details: Beneficial Name: Beijing Waterwood Technologies Co., Ltd</td>
</tr>
<tr>
<td>Bank Name: Bank of Communications, Beijing Branch</td>
</tr>
<tr>
<td>Bank Address: NO.1 jinxiyuan shijicheng,landianchang,Haidian District,Beijing</td>
</tr>
<tr>
<td>Bank Account No #: 110060668012015061217</td>
</tr>
<tr>
<td>Routing No # : 332906</td>
</tr>
<tr>
<td>Bank SWIFT Code: COMMCCNSHBJG</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Format</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Choose type of format

- Hard copy .................................. 1700 USD
- PDF (Single user license) ............. 1600 USD
- PDF (Enterprisewide license) ......... 2400 USD

※ Reports will be dispatched immediately once full payment has been received.
Payment may be made by wire transfer or credit card via Paypal.