China Online Tourism Industry Report, 2011

Sep. 2011
This report

◆ Analyzes the operation of China tourism industry and market segments.

◆ Focuses on China online tourism market and online marketing platforms.

◆ Highlights the key Online Travel Agencies (OTA).

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

Related Products

- China Express Delivery Industry Report, 2010
- China Cold Chain Industry Development Report, 2010
- China Container Port Industry Report, 2010
- China Port Industry Report, 2009-2010
- China Logistics Industry Report, 2010-2011
- China Tourism Industry Report, 2011
The market scale of online tourism reservation, a key link of online tourism business, is also rising. In 2010, the market scale of online tourism reservation in China grew by 58.4% year-on-year to RMB6.16 billion. In terms of the type of online tourism products, the online tourism market consists of online airline ticket reservation market, online hotel reservation market and online vacationing product reservation market.

In 2010, online airline ticket reservation scale hit RMB2.59 billion, accounting for 42.2% of the total online tourism reservation market, while online hotel reservation scale and online vacationing product reservation scale realized RMB2.85 billion and RMB720 million, making up 46.3% and 11.5% of the total, respectively. Travel & vacationing product market has become the growth engine of online tourism industry of China. In future, the online tourism market is expected to develop from business travel market represented by single products such as airline ticket and hotel to leisure travel market represented by self-guided tour, DIY tour and team tour.
In May 2011, Tencent invested roughly USD84.4 million to elong.com, becoming the second largest shareholder of elong.com with 16% stake. Elong.com and Tencent planned to enhance cooperation in business, in an attempt to make the online travel products of elong.com available to 674 million QQ subscribers of Tencent. This move is expected to narrow the gap between elong.com and Ctrip.com International, Ltd.

Like Ctrip.com International, Ltd, the featured products of elong.com are also hotel and airline ticket and the main source of income is also hotel. The airline ticket of elong.com mainly sources from China Eastern Airlines. As an online tourism service provider, elong.com offers a series of services like map searching, panoramic view of hotel, guide to popular destinations at home and abroad, user reviews, etc. In 2011Q2, the net operating revenue of elong.com registered USD21.5 million, up 17% year-on-year.

Since 2010, more and more competitors have joined the online tourism market. Internet tycoons including Baidu and Tencent poured efforts to invest in the market shortly after Taobao’s launch of travel reservation platform and 360buy’s opening of airline ticket business. In June 2011, Baidu announced a strategic investment of USD306 million to Qunar.com.

In addition, the second-tier enterprises in the online tourism industry including Tuniu.com, LvMaMa.Com and lotour.com are getting support from venture capital. The online tourism industry of China is not only promising, but will also be much more competitive in the future.
## Table of contents

1. Operation of China’s Tourism Industry
   1.1 Development Characteristics
   1.2 Market Structure
   1.3 Revenue Structure

2. Analysis of China’s Tourism Market Segments
   2.1 Inbound Tourism
     2.1.1 Market Size
     2.1.2 (Foreign Exchange) Revenue
   2.1.3 Tourists Structure
   2.1.4 Regional Market
   2.1.5 Foreign Tourists Structure
   2.2 Domestic Tourism
     2.2.1 Market Size
     2.2.2 Revenue
   2.3 Outbound Tourism
     2.3.1 Market Size
     2.3.2 Tourists Structure
     2.3.3 Consumption
     2.3.4 Main Destinations

3. Analysis of Online Tourism Market
   3.1 Overview of Online Tourism
   3.2 Characteristics of China Online Tourism Industry
     3.2.1 Background
     3.2.2 Industrial Chain
     3.2.3 Operators
   3.3 Development of China Online Tourism Market, 2010

4. Key Online Tourism Marketing Platforms
   4.1 Qunar.com
     4.1.1 Profile
     4.1.2 Development Overview
     4.1.3 Business Model and Development Trend
   4.2 Kuxun.cn
     4.2.1 Profile
     4.2.2 Development Overview
     4.2.3 Development Strategy
   4.3 Universal Travel Group (UTA)
     4.3.1 Profile
     4.3.2 Operation in 2007-2010
   4.4 Lvren.cn
   4.5 DaoDao.com
   4.6 MangoCity.com
   4.7 Uzai.com

5. Key Online Travel Agencies (OTA)
   5.1 Classification of Online Travel Agencies
   5.2 Ctrip.com International, Ltd
     5.2.1 Profile
     5.2.2 Operation
     5.2.3 Major Businesses and Proportion of Operating Revenue
     5.2.4 Hotel Reservation Business
     5.2.5 Airline Ticket Reservation
     5.2.6 Travel & Vacationing Reservation
   5.3 Elong.com
     5.3.1 Profile
     5.3.2 Operation
     5.3.3 Major Businesses and Proportion of Operating Revenue
   5.4 Kuxun.cn
   5.5 Tuniu.com
   5.6 LvMaMa.Com
   5.7 Uzai.com

6. Other Online Travel Trading Platforms
   6.1 Trip.taobao.com
   6.2 360buy.com/jipiao
   6.3 12580
   6.4 118114
   6.5 17u.cn
   6.6 HUBS1
   6.7 Travelzen Limited

   7.1 Development Environment
   7.2 Influencing Factors
     7.2.1 Positive Factors
     7.2.2 Negative Factors
   7.3 Development Trends of China Online Tourism Industry
     7.3.1 Development Trends
     7.3.2 Forecast of Market Size in 2011-2015
• China's Tourism Revenue and GDP Growth Trend, 2005-2010
• Revenue Structure of China's Tourism Industry, 2005-2010
• Structure of China's Tourism Revenue, 2010
• Number of Inbound Tourists and Its Proportion in Total Number of Tourists, 2005-2011
• Foreign Exchange Earnings from International Tourism, 2005-2011
• Foreign Exchange Earnings from International Tourism by Consumer, 2010
• Foreign Exchange Earnings from International Tourism by Country, 2007-2011
• Population Structure of Inbound Tourists, 2005-2011
• Reception of Inbound Tourism by Region, 2010
• Population Structure of Inbound Tourists by Country, 2010
• Population Structure of Domestic Tourists, 2005-2010
• Tourism Rate of Domestic Tourism, 2005-2010
• Revenue and Growth Rate of Domestic Tourism in China, 2005-2010
• Per Capita Consumption of Domestic Tourists, 2005-2010
• Population and YOY of China’s Outbound Tourism, 2005-2010
• Population Structure of Outbound Tourists, 2005-2010
• Consumption of Outbound Tourists, 2005-2010
• Consumption and Balance between Inbound Tourism and Outbound Tourism, 2005-2010
• Destinations of Outbound Tourism, 2010
• Development Progress of China Online Tourism Industry
• Diagram of China Online Tourism Industry
• Operators and Key Enterprises of China Online Tourism Industry
• Deal Size and Growth Rate of China Online Tourism Market, 2008-2010
• Revenue Size and Growth Rate of China Online Tourism Industry, 2009Q1-2011Q2
• Market Share of Online Tourism Reservation Operators, 2010
Selected Charts

- Market Structure of Online Tourism Reservation, 2010
- Market Structure Changes of Online Tourism Reservation, 2008-2010
- Independent Users and Growth Rate of Qunar.com, 2007-2010
- Development Overview of Kuxun.cn
- Development Strategy of Kuxun.cn
- Development Overview of Universal Travel Group
- Operating Revenue and Growth Rate of Universal Travel Group, 2006-2010
- Net Income and Growth Rate of Universal Travel Group, 2006-2010
- Visitors Structure of lvren.cn
- Development Overview of lvren.cn
- Development Overview of DaoDao.com
- Development Overview of Ctrip
- Operating Revenue and Growth Rate of Ctrip, 2007-2011
- Net Income and Growth Rate of Ctrip, 2007-2010
- Stock Ownership Structure of Ctrip
- Business Model of Ctrip
- Operating Revenue of Ctrip by Business, 2008-2010
- Operating Revenue and Growth Rate of Hotel Reservation Business of Ctrip, 2009Q1-2011Q2
- Number of Guest Rooms Sold in China and Reserved through Ctrip, 2010Q1-2011Q2
- Operating Revenue and Growth Rate of Airline Ticket Reservation Business of Ctrip, 2009Q1-2011Q2
- Number of Airline Tickets Sold in China and Sold through Ctrip, 2010Q1-2011Q2
- Operating Revenue and Growth Rate of Travel & Vacationing Reservation Business of Ctrip, 2009Q1-2011Q2
- Operating Revenue and Growth Rate of Business Travel Management Business of Ctrip, 2010Q1-2011Q2
• Investment & Acquisition Cases of Ctrip in Recent Four Years
• Cooperation Model and Revenue of Three Leading Operators’ Business Travel Reservation Service
• Development Overview of Elong.com
• Operating Revenue and Growth Rate of Elong.com, 2009Q1-2011Q1
• Net Income and Growth Rate of Elong.com, 2008-2010
• Ownership Structure of Elong.com
• Major Businesses of Elong.com
• Operating Revenue Structure of Elong.com by Business, 2009Q1-2011Q1
• Hotel Reservation Quantity and Proportion in Overall Hotel Market of Elong.com, 2006-2011
• Revenue and Growth Rate of Hotel Business of Elong.com, 2009Q1-2011Q2
• Commission and Its Growth Rate of Hotel Business of Elong.com, 2009Q1-2011Q4
• Online Reservation Proportion of Elong’s Hotel Business, 2010Q1-2011Q2
• Airline Ticket Reservation Quantity and Its Growth Rate of Elong.com, 2009Q1-2010Q4
• Revenue and Its Growth Rate of Airline Ticket Business of Elong.com, 2009Q1-2011Q4
• Commission and Its Growth Rate of Airline Ticket Business of Elong.com, 2009Q1-2011Q4
• Revenue and Growth Rate of Other Businesses of Elong.com, 2009Q1-2011Q2
• Development Strategy of Elong.com
• Acquisition Cases of Elong.com in Recent Two Years
• Latest Development
• Affiliation Diagram of MangoCity.com
• Development Overview of MangoCity.com
• Development Overview of Tuniu.com
• Development Overview of LvMaMa.Com
• Development Overview of Uzai.com
• Development Overview of Trip.taobao.com
Selected Charts

- Operating Revenue and Growth Rate of 360buy.com, 2008-2010
- Development Overview of 12580
- Operating Revenue, Net Income and Growth Rate of 12580, 2007-2010
- Development Overview of 118114
- Corporate Structure of 17u.cn
- Development Overview of 17u.cn
- Development Overview of HUBS1
- Industrial Scale and Growth Rate of China Online Tourism Market, 2011-2015F
- Market Size of China Online Tourism Reservation, 2011-2015F
- Proportion of Online Tourism in Total Tourism Market, 2007-2015F
You can place your order in the following alternative ways:

1. Order online at [www.researchinchina.com](http://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>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Tel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-mail:</td>
<td>Fax</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party B:</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Beijing Waterwood Technologies Co., Ltd (ResearchInChina)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td>Room 1008, A2, Tower A, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Liao Yan</td>
<td>Phone: 86-10-82600828</td>
<td></td>
</tr>
<tr>
<td>E-mail:</td>
<td><a href="mailto:report@researchinchina.com">report@researchinchina.com</a></td>
<td>Fax: 86-10-82601570</td>
<td></td>
</tr>
<tr>
<td>Bank details:</td>
<td>Beneficial Name: Beijing Waterwood Technologies Co., Ltd</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bank Name: Bank of Communications, Beijing Branch</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian District, Beijing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bank Account No #: 110060668012015061217</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Routing No #: 332906</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bank SWIFT Code: COMMCNSHBJG</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Choose type of format

<table>
<thead>
<tr>
<th>Format</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard copy</td>
<td>$1900 USD</td>
</tr>
<tr>
<td>PDF (Single user license)</td>
<td>$1800 USD</td>
</tr>
<tr>
<td>PDF (Enterprisewide license)</td>
<td>$2800 USD</td>
</tr>
</tbody>
</table>

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