

the chinese outbound travel pdf

of Chinese travel demand. Currently, leisure accounts for 59% of total Chinese travel and tourism spending. By 2023, the leisure share of total Chinese outbound tourism will reach 62%. With the growing popularity of leisure travel to the US and Europe, these long-haul destinations will experience greater travel flows from China.

The Future of Chinese Travel

Chinese outbound travel is hence expected to continue growing steadily and to contribute to the stability of the world's tourism economy (Dai, 2008). This will probably make China an even more important target market for destination marketing organisations (DMOs) worldwide.

Understanding Chinese Tourists' Travel Motivations

Despite Government's support, China's travel industry remains highly regulated. No foreign travel agency is allowed to operate outbound travel services for Chinese nationals. The newly established Shanghai Pilot Free Trade Zone, used as a testing ground for a number of economic and social reforms, is a promising sign of future liberalization.

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China is the fastest-growing tourism source market in the world, and the top international tourism spender since 2012. The new joint ETC/UNWTO report on The Chinese Outbound Travel Market "2012 Update explores the remarkable evolution of Chinese outbound tourism in the context of the country's rapid economic growth and socio-demographic changes.

The Chinese Outbound Travel Market : - ETC Corporate

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The Chinese Outbound Travel Market "2012 Update | World

2017 China Outbound Tourism Travel Report Joint-report: Ctrip and China Tourism Academy On the 30th of January 2018, Ctrip, the largest outbound service provider in China and China Tourism Academy (CTA), an institute directly under China National Tourism Administration (CNTA), jointly released the "2017 China Outbound Tourism Travel Report".

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