

China Outbound Tourism Research Institute

中国出境游研究所



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China Outbound Tourism 2010: Good news for the „year of transformation“

Social Media Tourism Marketing – The Example of China
ITB Berlin. March 11, 2010

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Institut für Management und Tourismus

2009: A rollercoaster ride



COTRI's prediction at ITB Convention March 2009:

China's Outbound tourism in 2009 will be a remedy in turbulent times

Verified!

2009

Outbound Tourism World: - 4% travels, - 6% spending

Outbound Tourism China: + 4% travels, + 4% spending

47.5 million outbound trips

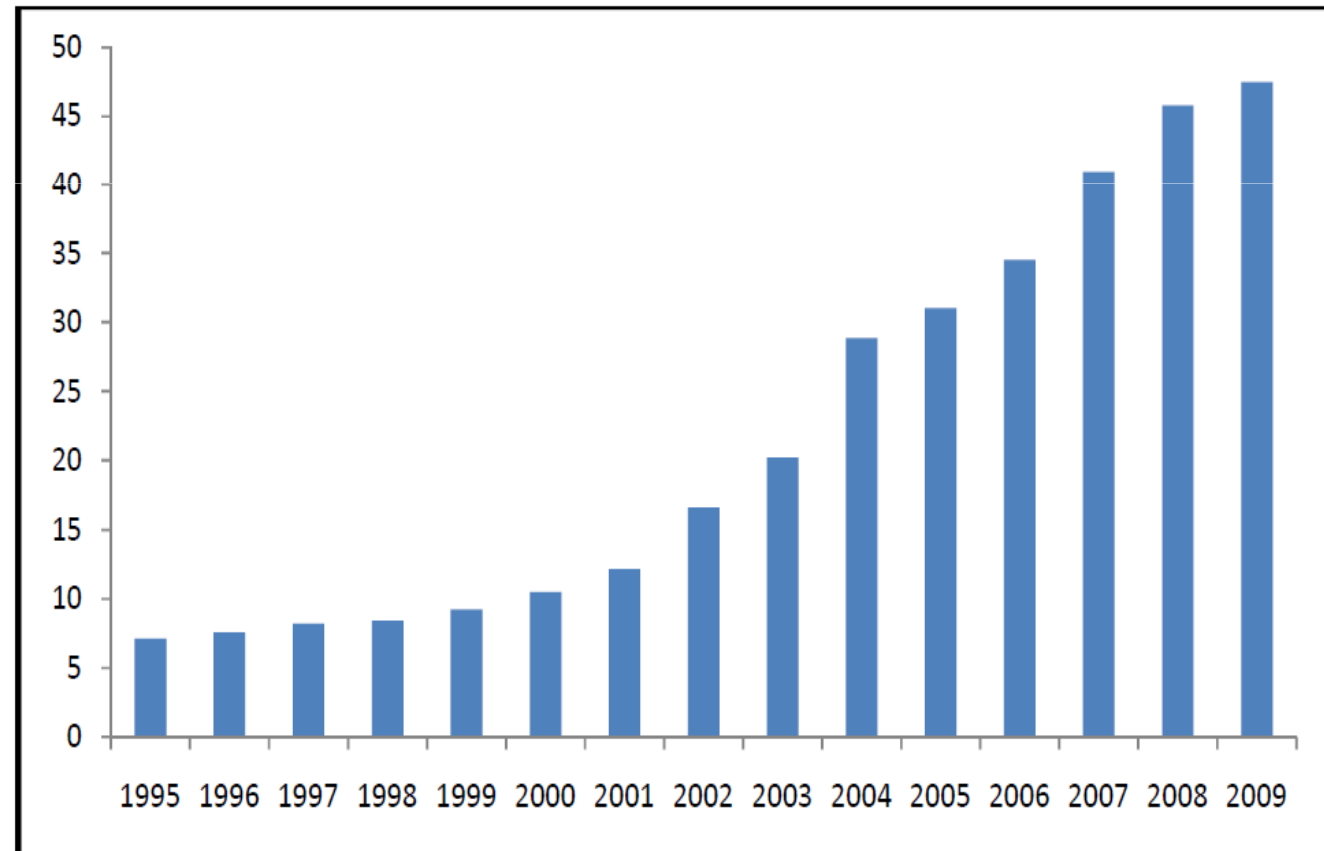
One out of 18
international
travellers originates
in Mainland China

China No. 1 source
market in Asia even
without counting
trips to Hong Kong
and Macao

For the first time
outbound tourism
spending higher than
inbound tourism
income in China

China Outbound Tourism Development 1995-2009
(number of borders crossings by Mainland Chinese citizens, in millions)

Source: CNTA, COTRI



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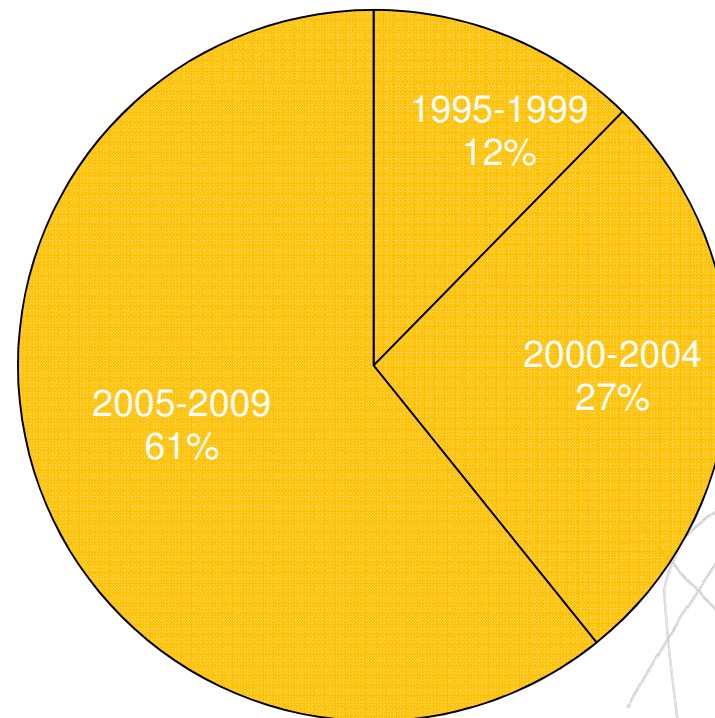
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Share of Chinese outbound travels during three quinquenniums 1995-2009

(Source: CNTA / COTRI, no reliable data available before 1995)

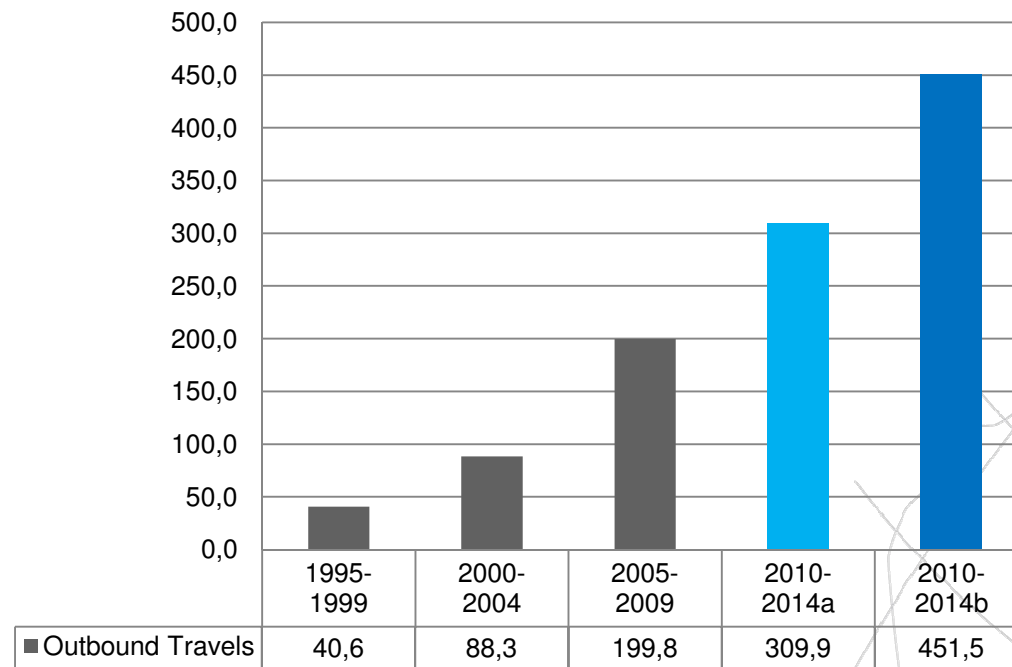
More than 60% of all travels happening in last quinquennium 2005-2009



Chinese outbound travels projection for current quinquennium 2010-2014

a) projected increase according to State Council planning

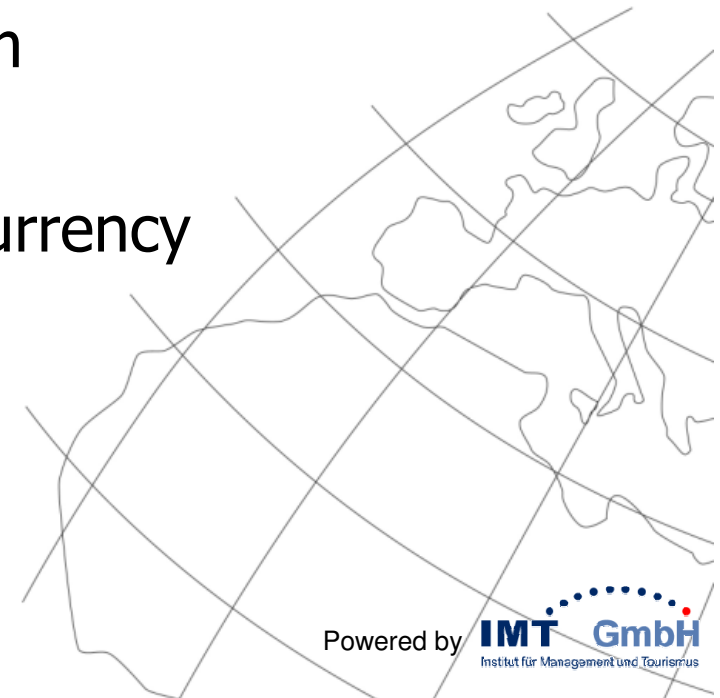
b) projected increase if growth rate equals 2000-04/2005-09



China Outbound Tourism 2010:

Good news – not only because of quantitative growth but also because of qualitative developments:

- Political support for outbound tourism
- Greater interest in in-depth travels
- Easy access to passports and hard currency



China Outbound Tourism 2010:

Political support for outbound tourism by Chinese Central Government:

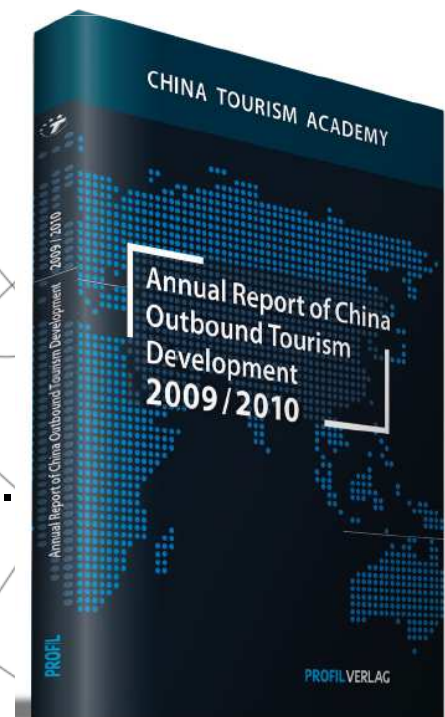
- On November 25th 2009, a State Council executive meeting chaired by Chinese Premier Wen Jiabao adopted the “***Statement on Accelerating the Tourism Industry Development***” which declared a planned annual increase of 9% for outbound tourism.
- For the first time, the development of **outbound tourism is actively promoted** instead of hindered by the Chinese government.

China Outbound Tourism 2010:

Greater interest in in-depth travels by Chinese travellers:

- The survey of the China Tourism Academy 2009/2010 shows that Chinese tour operators are **increasing their range of products**, meeting the growing demand for more sophisticated travel offers from Chinese customers.

- Niche market and special interest products gain **opportunities to attract Chinese visitors.**





China Outbound Tourism 2010:

Less bureaucratic problems from the Chinese side:

- ADS agreements with all important destinations signed
- Access to passports and hard currency relatively easy
- Individual tourist visa agreements with Asian countries
- Bigger choice of destinations and tours than ever



China Outbound Tourism 2010:

But complaints about many „Western“ destinations:

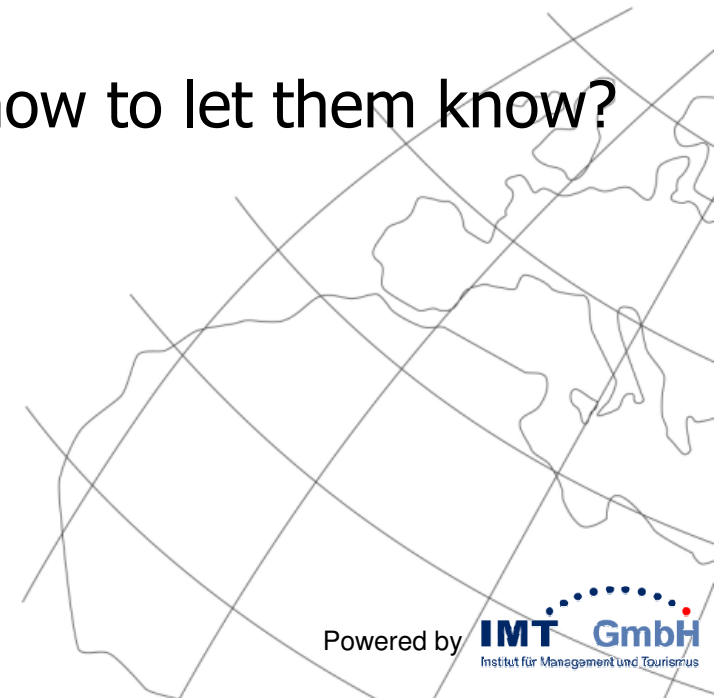
- **Visa** problems
- (Perceived) **Safety** problems
- **Quality** level not according to Chinese expectations
- Not enough visible **dedication** to Chinese market



www.patastore.com

**The Chinese Outbound
Tourists will continue to
travel all over the world,
are you ready for them?**

And if so, how to let them know?



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Thank you for your attention!

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