

Company Profile of Top 50 Travel Agencies in 2014

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Abstracts

INTRODUCTION

China, as an exporter of tourist, has influenced the global tourism market. China's tourist is the major force of global tourism market. With the continuous improvement of national spending power and the rapid process of urbanization, the tourism potential of city residents is being continuously released, and China's tourism industry will enter the golden growth period.

According to China National Tourism Administration, it's estimated that domestic tourist rose to 3.6 billion arrivals in 2014, with a YoY of 10%; the number of inbound tourists has slightly drop, down to 128 million, with a YoY of -1%; while that of outbound tourists was 109 million, the first pass 100 million. China's tourism industry keep stable increase in 2014, and the total revenue was RMB3,250 billion, with a YoY of 11%.

In this report, ASKCI profiles the leading players in tourist market. It analyzes China's tourism industry in terms of market information (market size, status, etc.), hotspots (key M&A activity and new policy), current industry trend and the competitive positioning of top 50 players in the market.

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