

China Tourism Report Q1 2016

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Abstracts

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BMI View: The Chinese tourism industry is strong and benefits from high levels of domestic and international travel. Government support and investment is high, and the domestic tourism industry is strong. While the medium-term outlook is positive, regional tensions and concerns about an economic slowdown are worrying.

Key Updates And Forecasts

China's recent stock market decline is a concern, as it may impact on consumer and investor confidence, which would impact the country's tourism market. Growth in international travel bookings fell for the first time in August since 2010, but we believe this will rally over 2016.

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SWOT

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