

Travel and Tourism in China

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Travel and tourism recorded strong growth in 2013, mainly supported by a growing need from Chinese consumers for relaxation amid the quickening pace of life and increasing enthusiasm for experiencing foreign cultures and lifestyles. This robust growth was also fuelled by rising disposable incomes, which resulted in both domestic and outbound tourism being increasingly affordable to the average consumer in China, in addition to enforcement of a tourism law in 2013.

Euromonitor International's Travel and Tourism in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Travel and Tourism market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Content

Executive Summary

Strong Growth Supported by A Growing Need for Relaxation and Exposure To Foreign Cultures
Decelerating Economy and Anti-corruption Policies Underpin the Slowdown in Growth
Investments, Mergers and Acquisitions Consolidate the Leading Positions of Top Players
Retail Offline Sales Still Dominate While Online Sales Enjoy Buoyant Growth
Upbeat Outlook for Travel and Tourism Over the Forecast Period
SWOT

Summary 1 China: SWOT**Demand Factors**

Table 1 Leave Entitlement: Volume 2008-2013

Table 2 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 3 Balance of Tourism Payments: Value 2008-2013

Sources**Summary 2 Research Sources**

Air China Co Ltd in Travel and Tourism (china)

Strategic Direction**Key Facts****Summary 3 Air China Co Ltd: Key Facts****Summary 4 Air China Co Ltd: Operational Indicators****Company Background****Competitive Positioning****Summary 5 Air China Co Ltd: Competitive Position 2013**

Ctrip.com International Ltd in Travel and Tourism (china)

Strategic Direction**Key Facts****Summary 6 Ctrip.com International Ltd: Key Facts****Summary 7 Ctrip.com International Ltd: Operational Indicators****Company Background****Competitive Positioning****Summary 8 Ctrip.com International Ltd: Competitive Position 2013**

Shanghai Jinjiang Holdings Co Ltd in Travel and Tourism (china)

Strategic Direction**Key Facts****Summary 9 Shanghai Jinjiang Holdings Co Ltd: Key Facts****Summary 10 Shanghai Jinjiang Holdings Co Ltd: Operational Indicators****Company Background****Competitive Positioning****Summary 11 Shanghai Jinjiang Holdings Co Ltd: Competitive Position 2013****Headlines****Trends****Prospects****Category Data**

Table 4 Car Rental Sales by Category and Location: Value 2008-2013

Table 5 Car Rental Sales by Channel: Value 2008-2013

Table 6 Structure of Car Rental Market 2008-2013

Table 7 Car Rental NBO Company Shares: % Value 2009-2013

Table 8 Car Rental Brands by Key Performance Indicators 2013

Table 9 Forecast Car Rental Sales by Category and Location: Value 2013-2018

Table 10 Forecast Car Rental Sales by Channel: Value 2013-2018

Headlines**Trends****Prospects****Category Data**

Table 11 Number of Hotel/Resort Spas: Units 2008-2013

Table 12 Health and Wellness Tourism Sales by Category: Value 2008-2013

Table 13 Forecast Health and Wellness Tourism Sales by Category: Value 2013-2018

Headlines**Trends****Prospects****Category Data**

Table 14 Domestic Tourism by Destination: Number of Trips 2008-2013

Table 15 Domestic Tourism by Purpose of Visit and Mode of Transport: Number of Trips 2008-2013

Table 16 Domestic Tourist Expenditure: Value and % Growth 2008-2013

Table 17 Method of Payment for Domestic Tourism Spending: % Value 2008-2013

Table 18 Forecast Domestic Tourism by Purpose of Visit and Mode of Transport: Number of Trips 2013-2018

Table 19 Forecast Domestic Tourist Expenditure: Value and % Growth 2013-2018

Headlines

Trends

Prospects

Category Data

Table 20 Arrivals by Country of Origin: Number of Trips 2008-2013

Table 21 Arrivals by Mode of Transport: Number of Trips 2008-2013

Table 22 Arrivals by Purpose of Visit: Number of Trips 2008-2013

Table 23 Business Arrivals by MICE Penetration: Number of Trips 2008-2013

Table 24 Leisure Arrivals by Type: % Trips 2008-2013

Table 25 Incoming Tourist Receipts by Geography: Value 2008-2013

Table 26 Incoming Tourist Receipts by Category: Value 2008-2013

Table 27 Method of Payment for Incoming Tourist Receipts: % Value 2008-2013

Table 28 Forecast Arrivals by Country of Origin: Number of Trips 2013-2018

Table 29 Forecast Arrivals by Mode of Transport: Number of Trips 2013-2018

Table 30 Forecast Arrivals by Purpose of Visit: Number of Trips 2013-2018

Table 31 Forecast Incoming Tourist Receipts by Geography: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 32 Departures by Destination: Number of Trips 2008-2013

Table 33 Departures by Mode of Transport: Number of Trips 2008-2013

Table 34 Departures by Purpose of Visit: Number of Trips 2008-2013

Table 35 Business Departures by MICE Penetration: Number of Trips 2008-2013

Table 36 Leisure Departures by Type: % Trips 2008-2013

Table 37 Outgoing Tourist Expenditure by Geography: Value 2008-2013

Table 38 Outgoing Tourist Expenditure by Category: Value 2008-2013

Table 39 Method of Payment for Outgoing Tourism Spending: % Value 2008-2013

Table 40 Forecast Departures by Destination: Number of Trips 2013-2018

Table 41 Forecast Departures by Mode of Transport: Number of Trips 2013-2018

Table 42 Forecast Departures by Purpose of Visit: Number of Trips 2013-2018

Table 43 Forecast Outgoing Tourist Expenditure by Geography: Value 2013-2018

Headlines

Trends

Prospects

Table 44 Tourist Attractions Sales by Category: Value 2008-2013

Table 45 Tourist Attractions Visitors by Category 2008-2013

Table 46 Tourist Attractions Sales by Channel: Value 2008-2013

Table 47 Leading Tourist Attractions by Visitors 2008-2013

Table 48 Forecast Tourist Attractions Sales by Category: Value 2013-2018

Table 49 Forecast Tourist Attractions Visitors by Category 2013-2018

Table 50 Forecast Tourist Attractions Sales by Channel: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 51 Transportation Sales by Category: Value 2008-2013

Table 52 Transportation Sales by Channel: Value 2008-2013

Table 53 Airline Capacity: Number of People 2008-2013

Table 54 Airline Passengers Carried by Category 2008-2013
Table 55 Airline Passengers Carried by Distance 2008-2013
Table 56 Airline NBO Company Shares: % Value 2009-2013
Table 57 Airline Brands by Key Performance Indicators 2013
Table 58 Forecast Transportation Sales by Category: Value 2013-2018
Table 59 Forecast Transportation Sales by Channel: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 60 Travel Accommodation Sales by Category: Value 2008-2013
Table 61 Travel Accommodation Outlets by Category: Units 2008-2013
Table 62 Travel Accommodation by Category: Number of Rooms 2008-2013
Table 63 Travel Accommodation Sales by Channel: Value 2008-2013
Table 64 Hotel NBO Company Shares: % Value 2009-2013
Table 65 Hotel Brands by Key Performance Indicators 2013
Table 66 Regional Hotel Parameters 2013
Table 67 Forecast Travel Accommodation Sales by Category: Value 2013-2018
Table 68 Forecast Travel Accommodation Outlets by Category: Units 2013-2018
Table 69 Forecast Travel Accommodation Sales by Channel: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 70 Travel Retail Sales by Category: Value 2008-2013
Table 71 Travel Retail Corporate Business Sales: Value 2008-2013
Table 72 Travel Retail Leisure Sales: Value 2008-2013
Table 73 Travel Retail Online Sales by Category: Internet Transaction Value 2008-2013
Table 74 Travel Retail NBO Company Shares: % Value 2009-2013
Table 75 Travel Retail Brands by Key Performance Indicators 2013
Table 76 Forecast Travel Retail Sales by Category: Value 2013-2018
Table 77 Forecast Travel Retail Corporate Business Sales: Value 2013-2018
Table 78 Forecast Travel Retail Leisure Sales: Value 2013-2018
Table 79 Forecast Travel Retail Online Sales by Category: Internet Transaction Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 80 Online Travel Sales to Country Residents by Category: Value 2008-2013
Table 81 Forecast Online Travel Sales to Country Residents by Category: Value 2013-2018

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