

# Travel and Tourism in China

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## Abstracts

Travel and Tourism in China

### Summary

Travel & Tourism in China industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The travel and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming.

The Chinese travel & tourism industry had total revenues of \$1,048.7bn in 2019, representing a compound annual growth rate (CAGR) of 5.8% between 2015 and 2019.

The foodservice segment was the industry's most lucrative in 2019, with total revenues of \$624.9bn, equivalent to 59.6% of the industry's overall value.

As the Chinese economy has developed in recent decades, an increasing number of Chinese citizens have moved into middle class lifestyles, which has increased consumption and domestic traveling.

### Scope

*Travel and Tourism in China*

Save time carrying out entry-level research by identifying the size, growth, and leading players in the travel & tourism market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in China

Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China travel & tourism market with five year forecasts by both value and volume

## **Reasons to Buy**

What was the size of the China travel & tourism market by value in 2019?

What will be the size of the China travel & tourism market in 2024?

What factors are affecting the strength of competition in the China travel & tourism market?

How has the market performed over the last five years?

How large is China's travel & tourism market in relation to its regional counterparts?

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### COMPANIES MENTIONED

Yum! Brands, Inc.  
McDonald's Corp  
Huazhu Group Ltd  
China Southern Airlines Company Limited  
Starbucks Corporation  
GreenTree Hospitality Group Ltd  
China Eastern Airlines Corp Ltd

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