

China Outbound Tourism Market - Outbound Tourists Visits, Tourists Spending & Forecast

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Abstracts

A booming economy, mixed with an exponential rise in the number of millionaires and a rapidly expanding middle class, has ignited a desire among the Chinese population to explore the world and resultant China outbound tourism market has become one of the fastest growing tourism sectors in the world. By 2018, the number of Chinese outbound tourists will be more than double from the current outbound tourists' number in 2012; signaling a transformational change and opportunity for the global travel industry.

Holiday purpose visits are the most popular segment among all the other segments in Chinese outbound tourists. Holiday purpose segment is 5 times bigger than its closest outbound tourism segment in 2012.

In Chinese outbound tourist arrivals, Hong Kong holds the highest share in 2012, and it is expected to maintain its position in years to come. Thailand, Korea, and Taiwan hold the 2nd, 3rd and 4th destinations for Chinese outbound tourism in 2012.

In China outbound tourists spending Hong Kong and United States occupies the 1st and 2nd position in 2012. Taiwan, Korea and Australia are holding the 3rd, 4th and 5th spots respectively.

The average spending of Chinese outbound tourists in United States is highest followed by Australia as its second most popular destination in 2012. Holiday segment accounts for the maximum spending by the Chinese outbound tourists.

Renub Research report entitled "China Outbound Tourism Market - Outbound Tourists Visits, Tourists Spending & Forecast" provides a comprehensive assessment of the fast-evolving, high-growth China Outbound Tourism Industry. This 326 page report with 329

Figures and 24 Tables provides a complete analysis of top 11 countries of Chinese outbound tourists. All the 11 countries in the report have been studied from 6 viewpoints.

China outbound tourists to top 11 countries

China outbound tourists purpose of visits (Holiday, Business, VFR & Other) in top 11 countries

China outbound tourists spending (market) in top 11 countries

China outbound tourists purpose of visits (Holiday, Business, VFR & Other) spending in top 11 countries

China outbound tourists average spending in top 11 countries

China Outbound Tourists and Spending - Top 11 Countries is covered in this report

Australia

Canada

Japan

Korea

New Zealand

Singapore

Taiwan

Vietnam

Thailand

United States

Hong Kong

Key Segments Covered in this report

All countries have been analyzed with consideration of following key travel segments

Holiday purpose arrivals & spending

Visit Friends and Relatives (VFR) purpose arrivals & spending

Business purpose arrivals & spending

Other purpose arrivals & spending

We recommend this report as must-read for Travel and Tour stake holders, Hotel Industry, Tourism Ministry, Consulting firms, Private Equity firms, Venture Capital firms etc.

Data Sources

This report is built using data and information sourced from proprietary databases, primary and secondary research and in-house analysis by Renub Research team of industry experts.

Primary sources include industry surveys and telephone interviews with industry experts.

Secondary sources information and data has been collected from various printable and non-printable sources like search engines, News websites, Government Websites, Trade Journals, White papers, Government Agencies, Magazines, Newspapers, Trade associations, Books, Industry Portals, Industry Associations and access to more than 500 paid databases.

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