

China Tourism Sector New Opportunities

<https://marketpublishers.com/r/C755FD67D07EN.html>

Date: January 2012

Pages: 75

Price: US\$ 800.00 (Single User License)

ID: C755FD67D07EN

Abstracts

With rising purchasing power, rapid economic liberalization, and favorable government policies, the Chinese tourism industry has emerged as a new growth avenue. In fact, these developments and reforms have not only taken the industry to new heights, but also led to multi-stage transformations which attract tourists from within the country as well as overseas. The growth process in the industry began from the emergence of inbound travel market, and moved towards the development of domestic and outbound markets.

Our new research report “China Tourism Sector New Opportunities”, has found that the domestic and outbound tourism segments have grown, despite the economic slowdown and changing industry landscape. With a view to promoting tourism, the Chinese government has taken various initiatives, including inking bilateral agreements with neighboring countries, granting Approved Destination Status and easing VISA norms.

Within the industry, online tourism is the segment that has witnessed a significant growth on the back of booming domestic tourism and improving technical infrastructure. The popularity of internet and e-commerce were the main factors which instilled growth in the online tourism. Looking at the sector’s vast potential, our report analyzes the key trends driving it.

We also found that medical tourism has been registering a remarkable growth, and Meetings, Incentive, Convention, and Exhibitions (MICE) market is making its mark in the industry. Besides, rural tourism and cruise segment are going strong with the government support. Our report also elaborates red and wine tourisms which are the emerging trends gaining popularity within China as well as abroad, and helping the country increase its foreign exchange earnings.

The study presents information and statistics relating to prominent market segments,

such as inbound, outbound and domestic tourism, and analyzes the historic, current and upcoming trends to provide balanced outlook on the industry. Incorporating a comprehensive research and cogent analysis of the Chinese tourism industry, the report provides segment-wise analysis to help clients understand how the market would shape up with the betterment of economic conditions. Interactions with various industry veterans, experts, and study and analysis of research papers, journals, and in-house developed models, assisted in anticipating the future growth. This way, our research tries to depict an impartial picture of the Chinese tourism industry that will prove vital to the clients.

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. INDUSTRY OVERVIEW

4. ONLINE TOURISM: SHAPING BRIGHT OUTLOOK

4.1 Market Overview

4.2 Key Trends

5. INDUSTRY OUTLOOK TO 2014

5.1 Foreign Tourist Arrivals

5.1.1 Region/Country

5.1.2 Purpose

5.1.3 Receipts

5.2 Outbound Tourism

5.2.1 Destination

5.2.2 Purpose

5.2.3 Expenditure

5.3 Domestic Tourism

5.3.1 Visitor

5.3.2 Expenditure

6. HOTEL INDUSTRY

7. CHINA TOURISM INDUSTRY: EMERGING TRENDS

7.1 Promoting Yacht Industry to Propel Luxury Tourism

7.2 Growing Prospects of Red Tourism

7.3 Vineyard Charms Gaining Popularity

8. COMPETITIVE LANDSCAPE

8.1 Beijing Capital Tourism Co., Ltd.

8.2 China Travel International Investment Hong Kong Ltd.

- 8.3 China United Travel Co., Ltd.
- 8.4 Guilin Tourism Corporation Ltd.
- 8.5 Ctrip.com International
- 8.6 eLong, Inc.

List Of Figures

LIST OF FIGURES

- Figure 3-1: Number of Inbound Tourist (Million), 2008-2011
- Figure 3-2: Inbound Tourist by Region (%), 2010 & 2011
- Figure 3-3: Inbound Tourist by Mode of Transport (%), 2010
- Figure 3-4: Forecast for Number of Inbound Tourist (Million), 2012-2014
- Figure 3-5: Healthcare Expenditure (Billion US\$), 2006-2011
- Figure 4-1: Online Travel Agency Market (Billion CNY), 2010-2014
- Figure 4-2: Online Travel Market by Players (%), 2011
- Figure 4-3: Internet Users (Million), 2007-2011
- Figure 5-1: Number of Foreign Tourist Arrivals (Million), 2008-2011
- Figure 5-2: Forecast for Number of Foreign Tourist Arrivals (Million), 2012-2014
- Figure 5-3: Foreign Tourist Arrivals by Region (%), 2010
- Figure 5-4: Foreign Tourist Arrivals by Purpose of Visit (%), 2010
- Figure 5-5: International Tourism Receipts (Billion US\$), 2008-2011
- Figure 5-6: International Tourist Spending by Segment (%), 2009
- Figure 5-7: International Tourism Receipts by Top 5 Provinces (Million US\$), 2010
- Figure 5-8: Forecast for International Tourism Receipts (Billion US\$), 2012-2014
- Figure 5-9: Number of Outbound Tourist (Million), 2008-2011
- Figure 5-10: Outbound Tourism by Travelling Type (%), 2009
- Figure 5-11: Forecast for Number of Outbound Tourist (Million), 2012-2014
- Figure 5-12: Outbound Tourist by Region (%), 2009
- Figure 5-13: Top 5 Destinations for Outbound Tourist ('000), 2009
- Figure 5-14: Outbound Tourism Expenditure (Billion US\$), 2008-2011
- Figure 5-15: Forecast for Outbound Tourism Expenditure (Billion US\$), 2012-2014
- Figure 5-16: Number of Domestic Tourist (Billion), 2008-2011
- Figure 5-17: Number of Rural and Urban Domestic Tourist (Million), 2008 & 2009
- Figure 5-18: Forecast for Number of Domestic Tourist (Billion), 2012-2014
- Figure 5-19: Expenditure by Domestic Tourist (Billion CNY), 2008-2011
- Figure 5-20: Expenditure by Rural and Urban Domestic Tourist (Billion CNY), 2008 & 2009
- Figure 5-21: Forecast for Expenditure by Domestic Tourist (Billion CNY), 2012-2014
- Figure 6-1: Hotel Industry Revenue (Billion CNY), 2008 & 2009
- Figure 6-2: Number of Star Rated Hotels (2008 & 2009)
- Figure 6-3: Number of Hotel Rooms by Category (2009)
- Figure 6-4: Number of Hotel Rooms (Million), 2008-2014
- Figure 7-1: Yacht Market (Million US\$), 2010 & 2014

Figure 7-2: Wine Production (Million Liters), 2005-2010

List Of Tables

LIST OF TABLES

Table 3-1: Health Infrastructure by Type ('000), 2010

Table 5-1: Number of Foreign Tourist Arrivals by Country ('0,000 Person), 2009 & 2010

Table 5-2: Number of Foreign Tourist Arrivals by Purpose of Visit ('0,000 Person), 2010

Table 8-1: Beijing Capital Tourism Co., Ltd. - Key Financials (Million US\$), 2009 & 2010

Table 8-2: China Travel International Investment Hong Kong Ltd. - Key Financials (Billion HK\$), 2009 & 2010

Table 8-3: China United Travel Co., Ltd. - Key Financials (Million US\$), 2009 & 2010

Table 8-4: Guilin Tourism Corporation Ltd. - Key Financials (Million US\$), 2008 & 2009

Table 8-5: Ctrip.com International - Key Financials (Million US\$), 2009 & 2010

Table 8-6: eLong, Inc. - Key Financials (Million US\$), 2009 & 2010

I would like to order

Product name: China Tourism Sector New Opportunities

Product link: <https://marketpublishers.com/r/C755FD67D07EN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C755FD67D07EN.html>