

Research Report on Chinese Inbound Tourism Industry, 2010-2011

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Abstracts

In 2009, impacted by the financial crisis and the Influenza A (H1N1) virus, Chinese inbound tourism saw an obvious decrease, but the decrease rate was reduced gradually.

In 2009, the aggregate numbers of Chinese inbound tourists and inbound overnight tourists amounted to 126.48 million and 50.88 million respectively, dropping by 2.73% YOY and 4.10% YOY respectively; the YOY decrease rates were reduced by 1.33% and 1.05% separately. The foreign exchange earnings of Chinese inbound tourism totaled USD 39.68 billion, 2.86% decrease over 2008; the growth rate fell by 0.29% YOY.

Generally, among Chinese inbound tourists, 58.34% chose hike, occupying the most proportion; 24.10% travelled by bus and 12.89% by plane, ranking the second and third; only 0.97% travelled by train, taking up the smallest proportion.

In 2009, the number of inbound tourists (excluding those from Hong Kong, Macao and Taiwan) in China came up to 21.94 million with the YOY decline rate of 9.82%. The numbers of tourists from Asia, America, Europe, Oceania, Africa and other countries reached 13.78 million, 2.49 million, 4.59 million, 672,400, 401,200 and 2,200, accounting for 62.81%, 11.36%, 20.93%, 3.07%, 1.83% and 0.01% respectively.

In 2009, Chinese tourism industry realized the foreign exchange earnings of USD 39.68 billion, decreasing by 2.86% YOY.

Through this report, readers can acquire more information:

- Status quo of Chinese inbound tourism industry

- Foreign exchange earnings of Chinese tourism industry
- Composition of Chinese inbound tourists
- Hot events in Chinese tourism industry
- Development trend of Chinese inbound tourism

Following persons are recommended to buy this report:

- Tourism enterprises
- Investors concerning Chinese tourism industry
- Research institutes concerning the tourism industry
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