Chinese Outbound Tourism Market

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Regional Programme for Asia and the Pacific
Asia and the Pacific

- Asia and the Pacific arrivals +6% in 2017.
- 324 million international tourist arrivals in 2017, over 1/4 of the world's total.
- 535 million arrivals estimated by 2030.
China’s Transition

- Rapid economic growth
- Diversifying consumer demand
- Profound changes in the market
In 2016, there were 135 million Chinese outbound travelers, a 6% increase from the previous year.

China became the top spender in international tourism since 2012.

International tourism spending from China currently generates some 21% of tourism receipts in destinations worldwide.
## Most Popular Destinations

<table>
<thead>
<tr>
<th>Top Destinations for Chinese Outbound Tourists (2017)</th>
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</thead>
<tbody>
<tr>
<td>1. Thailand</td>
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<tr>
<td>2. Japan</td>
</tr>
<tr>
<td>3. Singapore</td>
</tr>
<tr>
<td>4. Republic of Korea</td>
</tr>
<tr>
<td>5. Malaysia</td>
</tr>
<tr>
<td>6. United States of America</td>
</tr>
<tr>
<td>7. Indonesia</td>
</tr>
<tr>
<td>8. Viet Nam</td>
</tr>
<tr>
<td>9. Philippines</td>
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<tr>
<td>10. Australia</td>
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</tbody>
</table>

Source: [https://www.travelchinaguide.com/tourism/2017statistics/](https://www.travelchinaguide.com/tourism/2017statistics/)
Tourists by Region

Tier 1
- 60% of the country’s total.

Tier 2
- 38% of the country’s total.

Tier 3
- 2% of the country’s total.
Tourism Consumer Demographics

• **The Chinese Baby Boomer**
  • 65+ estimated to be 219 million by 2030
  • Prefers long-distance travel and takes longer trips

• **The Millennials**
  • 414 million millennials, 31% of current population
  • Technologically savvy
## Shifting Tastes

<table>
<thead>
<tr>
<th>BEFORE</th>
<th>TODAY</th>
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<td>All-inclusive package tours</td>
<td>Diversified tours and the rise of the FIT</td>
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<td>Conventional travel agencies</td>
<td>Online travel agencies (OTAs)</td>
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- Diversified tours and the rise of the FIT
- Online travel agencies (OTAs)
- Expanding to 2nd & 3rd tier regions

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Successful Solutions and Practices

1. Travel Facilitation
   • Indonesia
     o Visa free access
     o Flight connectivity

2. Targeted Product Development
   • Switzerland
     o Understand the demands of the Chinese Market
     o Develop seasonally specific products
Successful Solutions and Practices

3. Marketing and Promotion
   • Malaysia
     o Utilize various channels

4. Technology
   • France
     o Embrace Chinese platforms
     o Use Chinese language
UNWTO Publications

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Successful Practices and Solutions

Overview Meetings in Asia

UNWTO/GTREC Asia Tourism Trends
2017 Edition

International Rural Tourism Development
An Asia-Pacific Perspective

Managing Growth and Sustainable Tourism Governance in Asia and the Pacific

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