

CHINA OUTBOUND TOURISM YEARBOOK

2010



China Outbound Tourism Yearbook 2010

English Edition



China Association of Travel Services



Ivy Alliance Tourism Consulting Co., Ltd.



Pacific Asia Travel Association

INTRODUCTION

China Outbound Tourism Yearbook is the white paper of development of China outbound tourism market and the most authoritative and valuable analysis report from China outbound tourism market. It is informative, valuable and indispensable to all overseas tourism promotion organizations to know well about China outbound tourism market. It also is a necessary business guide for tour companies to operate Chinese outbound tourism business.

China Outbound Tourism Yearbook 2010(English electronic edition) , compiled by China Association of Travel Services(CATS) and Ivy Alliance Tourism Co. Ltd, supported by PATA, has been published in July, 2010. The yearbook reviewed the overall situation and characteristics of China outbound tourism market and predicted the market trends in 2010-2011;and make all-sided analysis on outbound travel business related to travel services, including the destinations, tourist generating markets, travel trades, overseas consumption of Chinese travelers, MICE, FIT and Cruises, etc.

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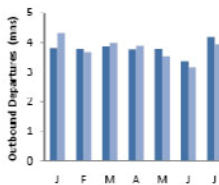
Content & Figure Sample

Section1 Introduction of Chinese Outbound Travel Market

1.1 Chinese Outbound Travel Market

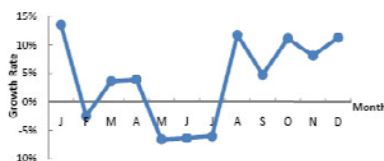
The global financial crisis and outbreak of H1N1 caused some fluctuation of China's travel and tourism sector in 2009, however, the industry as a whole maintained stable growth. The total number of Chinese outbound travelers in 2009 reached 47.00 million, which was a 4.0% increase compared with the same period of 2008. While the number of Chinese taking business trips fell 4.7% to 5.15 million, the number of outbound travelers for private purposes rose 5.2% to 42.2 million.

Figure 1.1 China outbound dep



It was the first time since the outbreak of SARS in 2003 that the travel market. In February the number of Chinese outbound travelers was the same period of last year. Chinese government took strict measures to prevent the widespread of H1N1, which had much influence on the tourism industry. The number of tourists fell 0.5%, 0.4% and 0.3% respectively from May to July. The situation was getting better since August, and the outbound

Figure 1.2 Monthly growth rates for China outbound departures 2009



1.2 Business Performance of Chinese Tourism

The overall performance of outbound travel business in 2009 was similar to that in early 2009. A sample survey indicated that 40.0% of the total outbound trips, with the highest growth rate of 50.0% performance with 2008. However, there was merely 12.1% of outbound trips with the decrease rate of 10%-20%.

Figure 1.3 The forecast in early 2009 and the actual performance

The forecast of outbound travel performance

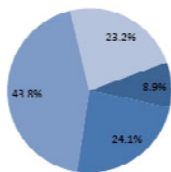
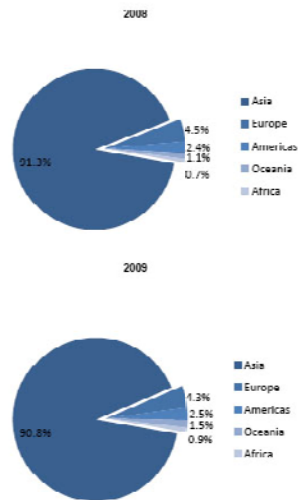


Figure 1.4 Composition of Chinese travelers to different continents (2008-2009)



Contact Us

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