



Chinese Outbound Tourism Market

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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



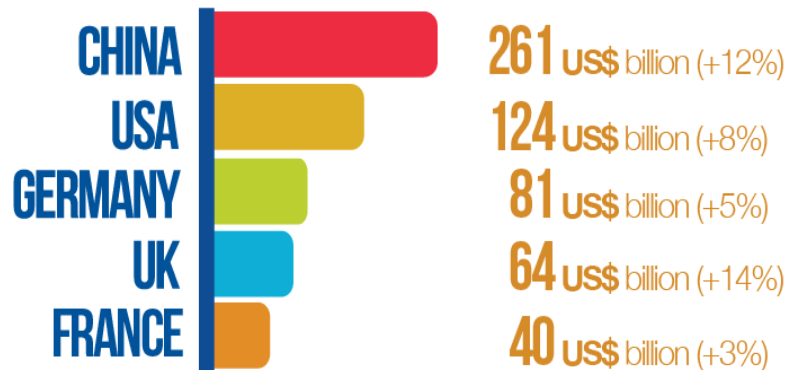
- Rapid economic growth
- Diversifying consumer demand
- Profound changes in the market

Tourism Expenditure



WORLD'S TOP TOURISM SPENDERS

INTERNATIONAL TOURISM EXPENDITURE 2016



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- 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

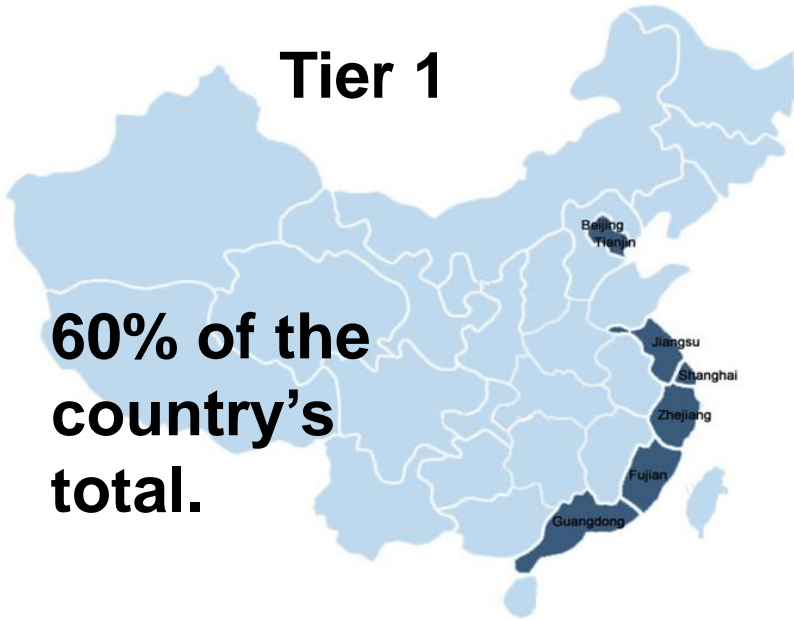
Top Destinations for Chinese Outbound Tourists (2017)

1. Thailand	6. United States of America
2. Japan	7. Indonesia
3. Singapore	8. Viet Nam
4. Republic of Korea	9. Philippines
5. Malaysia	10. Australia

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

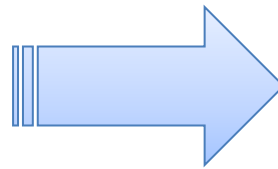
BEFORE

All-inclusive package tours

Conventional travel agencies

Concentration in 1st tier regions

Quantity



TODAY

Diversified tours and the rise of the FIT

Online travel agencies (OTAs)

Expanding to 2nd & 3rd tier regions

Quality

Successful Solutions and Practices

1. Travel Facilitation

- **Indonesia**
 - Visa free access
 - Flight connectivity

2. Targeted Product Development

- **Switzerland**
 - Understand the demands of the Chinese Market
 - Develop seasonally specific products

Successful Solutions and Practices

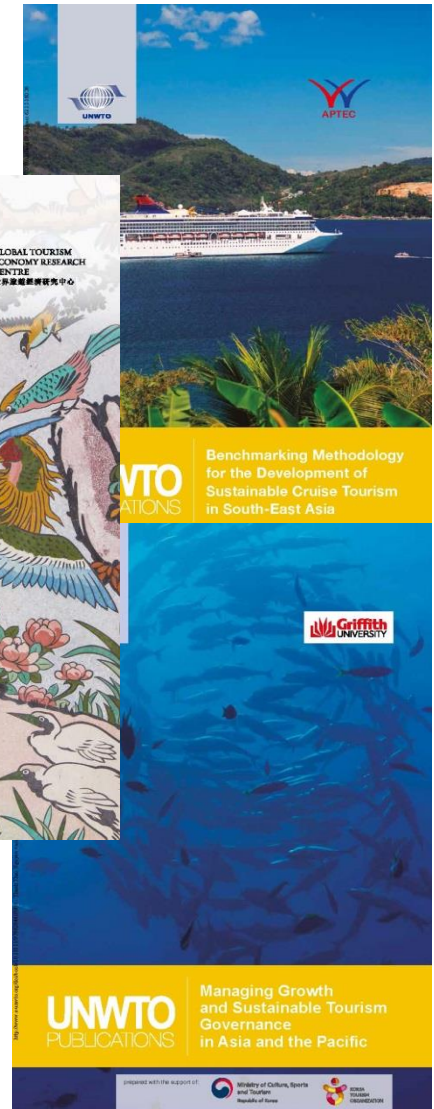
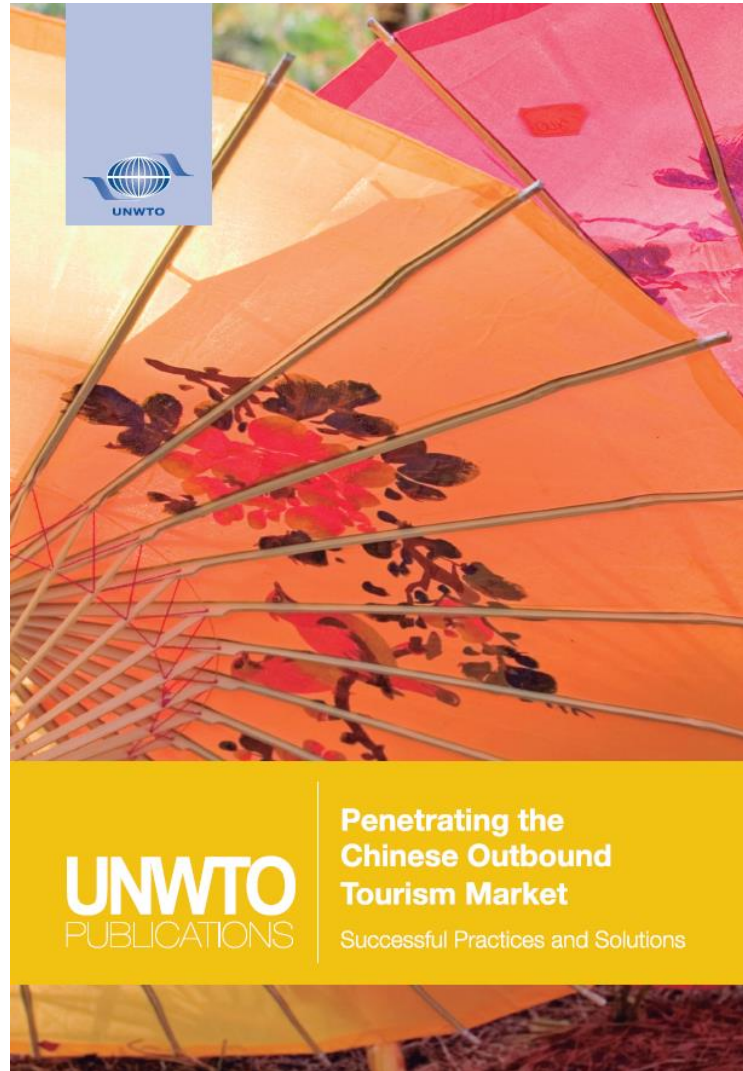
3. Marketing and Promotion

- **Malaysia**
 - Utilize various channels

4. Technology

- **France**
 - Embrace Chinese platforms
 - Use Chinese language

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