

Travel in China

Market Direction | 2023-09-04 | 44 pages | Euromonitor

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Report description:

Travel sales in China are set to strongly rebound in 2023, following the lifting of COVID-19 restrictions in the country and the reopening of the border to inbound arrivals. In terms of domestic tourism, volume is predicted to recover faster than expenditure, which will be driven mostly by a slowdown in economic growth, but also by a low in consumer confidence, meaning greater trading down for travel products.

Euromonitor International's Travel in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Travel market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Travel in China
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List Of Contents And Tables

TRAVEL IN CHINA

EXECUTIVE SUMMARY

Travel in 2023 - China reopens

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 Surface Travel Modes Sales: Value 2018-2023

Table 2 Surface Travel Modes Online Sales: Value 2018-2023

Table 3 Forecast Surface Travel Modes Sales: Value 2023-2028

Table 4 Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 5 In-Destination Spending: Value 2018-2023

Table 6 Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

TOURISM FLOWS IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

China reopens as "zero-Covid" policy ends

Domestic spending hindered by trading down

PROSPECTS AND OPPORTUNITIES

Domestic duty-free options to increase, as consumer appetite grows

Ample potential for inbound tourism

CATEGORY DATA

Table 7 Inbound Arrivals: Number of Trips 2018-2023

Table 8 Inbound Arrivals by Country: Number of Trips 2018-2023

Table 9 Inbound City Arrivals 2018-2023

Table 10 Inbound Tourism Spending: Value 2018-2023

Table 11 Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 13 Forecast Inbound Tourism Spending: Value 2023-2028

Table 14 Domestic Trips by Destination: Number of Trips 2018-2023

Table 15 Domestic Spending: Value 2018-2023

Table 16 Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 17 Forecast Domestic Spending: Value 2023-2028

Table 18 Outbound Departures: Number of Trips 2018-2023

Table 19 Outbound Departures by Destination: Number of Trips 2018-2023

Table 20 Outbound Tourism Spending: Value 2018-2023

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Table 21 □Forecast Outbound Departures: Number of Trips 2023-2028

Table 22 □Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 23 □Forecast Outbound Spending: Value 2023-2028

AIRLINES IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Airline revenue increases in 2023, as "zero-Covid" policy ends in China

Full-service carriers better positioned for recovery

PROSPECTS AND OPPORTUNITIES

Huge potential in ancillary revenue for Chinese carriers

Demand for regional air routes expected to increase opportunities

CATEGORY DATA

Table 24 Airlines Sales: Value 2018-2023

Table 25 Airlines Online Sales: Value 2018-2023

Table 26 Airlines: Passengers Carried 2018-2023

Table 27 Airlines NBO Company Shares: % Value 2018-2022

Table 28 Low Cost Carriers Brands by Key Performance Indicators 2023

Table 29 Full Service Carriers Brands by Key Performance Indicators 2023

Table 30 Forecast Airlines Sales: Value 2023-2028

Table 31 Forecast Airlines Online Sales: Value 2023-2028

LODGING (DESTINATION) IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mid-market hotels continue to expand

Hotels see improvement in direct sales

PROSPECTS AND OPPORTUNITIES

"Bleisure" hotels gaining traction

Expansion in lower-tier cities to accommodate wider group of consumers

CATEGORY DATA

Table 32 Lodging (Destination) Sales: Value 2018-2023

Table 33 Lodging (Destination) Online Sales: Value 2018-2023

Table 34 Hotels Sales: Value 2018-2023

Table 35 Hotels Online Sales: Value 2018-2023

Table 36 Other Lodging Sales: Value 2018-2023

Table 37 Other Lodging Online Sales: Value 2018-2023

Table 38 Lodging (Destination) Outlets: Units 2018-2023

Table 39 Lodging (Destination) Rooms: Number of Rooms 2018-2023

Table 40 Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023

Table 41 □Hotels NBO Company Shares: % Value 2018-2022

Table 42 □Hotel Brands by Key Performance Indicators 2023

Table 43 □Forecast Lodging (Destination) Sales: Value 2023-2028

Table 44 □Forecast Lodging (Destination) Online Sales: Value 2023-2028

Table 45 □Forecast Hotels Sales: Value 2023-2028

Table 46 □Forecast Hotels Online Sales: Value 2023-2028

Table 47 □Forecast Other Lodging Sales: Value 2023-2028

Table 48 □Forecast Other Lodging Online Sales: Value 2023-2028

Table 49 □Forecast Lodging (Destination) Outlets: Units 2023-2028

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BOOKING IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Offline booking makes a comeback

Sustainable travel is gaining momentum

PROSPECTS AND OPPORTUNITIES

Concept of travel management company (TMC) continues to penetrate booking space

Generative AI enables more personalised experience

CATEGORY DATA

Table 50 Booking Sales: Value 2018-2023

Table 51 Business Travel Sales: Value 2018-2023

Table 52 Leisure Travel Sales: Value 2018-2023

Table 53 Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 54 Forecast Booking Sales: Value 2023-2028

Table 55 Forecast Business Travel Sales: Value 2023-2028

Table 56 Forecast Leisure Travel Sales: Value 2023-2028

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