

Travel in China

Market Direction | 2024-09-12 | 44 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

2024 is expected to be a year of continued strong recovery in the number of domestic as well as cross-border trips in China. Although domestic long-haul travel remains relatively down, this is expected to be more than offset by the strong recovery of mid-haul travel. Travellers are now more interested in travelling to local destinations, as well as those linked by high-speed railway. For example, Huangshan (Yellow Mountains) was one of the most visited destinations in China in 2023, and this is...

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 2019-2023, 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 2028 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

Table of Contents:

Travel in China
Euromonitor International
September 2024

List Of Contents And Tables

TRAVEL IN CHINA

EXECUTIVE SUMMARY

Travel in 2024

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 Surface Travel Modes Sales: Value 2019-2024

Table 2 Surface Travel Modes Online Sales: Value 2019-2024

Table 3 Forecast Surface Travel Modes Sales: Value 2024-2029

Table 4 Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 5 In-Destination Spending: Value 2019-2024

Table 6 Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

TOURISM FLOWS IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Domestic tourism continues to recover, supported by mid-haul trips

Strong momentum for inbound and outbound travel

PROSPECTS AND OPPORTUNITIES

Travellers in China are set to explore more destinations

China expected to welcome more inbound travellers

CATEGORY DATA

Table 7 Inbound Arrivals: Number of Trips 2019-2024

Table 8 Inbound Arrivals by Country: Number of Trips 2019-2024

Table 9 Inbound City Arrivals 2019-2024

Table 10 Inbound Tourism Spending: Value 2019-2024

Table 11 Forecast Inbound Arrivals: Number of Trips 2024-2029

Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2024-2029

Table 13 Forecast Inbound Tourism Spending: Value 2024-2029

Table 14 Domestic Tourism by Destination: Number of Trips 2019-2024

Table 15 Domestic Spending: Value 2019-2024

Table 16 □Forecast Domestic Tourism by Destination: Number of Trips 2024-2029

Table 17 □Forecast Domestic Spending: Value 2024-2029

Table 18 □Outbound Departures: Number of Trips 2019-2024

Table 19 □Outbound Departures by Destination: Number of Trips 2019-2024

Table 20 □Outbound Tourism Spending: Value 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 □Forecast Outbound Departures: Number of Trips 2024-2029

Table 22 □Forecast Outbound Departures by Destination: Number of Trips 2024-2029

Table 23 □Forecast Outbound Spending: Value 2024-2029

AIRLINES IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Airlines sees strong growth in 2024, driven by full-service carriers

Air travel concentrated in high-tier cities

PROSPECTS AND OPPORTUNITIES

High-speed rail will remain a key competitor for airlines

Potential for more flexibility in ticket booking for airlines

CATEGORY DATA

Table 24 Airlines Sales: Value 2019-2024

Table 25 Airlines Online Sales: Value 2019-2024

Table 26 Airlines: Passengers Carried 2019-2024

Table 27 Airlines NBO Company Shares: % Value 2019-2023

Table 28 Non-Scheduled Carriers Brands by Key Performance Indicators 2024

Table 29 Low Cost Carriers Brands by Key Performance Indicators 2024

Table 30 Full Service Carriers Brands by Key Performance Indicators 2024

Table 31 Forecast Airlines Sales: Value 2024-2029

Table 32 Forecast Airlines Online Sales: Value 2024-2029

LODGING (DESTINATION) IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hotels sees strong sales growth in 2024, partly driven by outlet expansion

Atour continues to consolidate its share, led by its hyper-personalised experience

PROSPECTS AND OPPORTUNITIES

Rising share of upscale and mid-market hotels

Lodging operators set to embrace more inbound guests

CATEGORY DATA

Table 33 Lodging (Destination) Sales: Value 2019-2024

Table 34 Lodging (Destination) Online Sales: Value 2019-2024

Table 35 Hotels Sales: Value 2019-2024

Table 36 Hotels Online Sales: Value 2019-2024

Table 37 Other Lodging Sales: Value 2019-2024

Table 38 Other Lodging Online Sales: Value 2019-2024

Table 39 Lodging (Destination) Outlets: Units 2019-2024

Table 40 Lodging (Destination) Rooms: Number of Rooms 2019-2024

Table 41 Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024

Table 42 □Hotels NBO Company Shares: % Value 2019-2023

Table 43 □Hotel Brands by Key Performance Indicators 2024

Table 44 □Forecast Lodging (Destination) Sales: Value 2024-2029

Table 45 □Forecast Lodging (Destination) Online Sales: Value 2024-2029

Table 46 □Forecast Hotels Sales: Value 2024-2029

Table 47 □Forecast Hotels Online Sales: Value 2024-2029

Table 48 □Forecast Other Lodging Sales: Value 2024-2029

Table 49 □Forecast Other Lodging Online Sales: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 50 □Forecast Lodging (Destination) Outlets: Units 2024-2029

BOOKING IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Independent travel on the rise, as group travel loses popularity

Consolidation continues, driven by OTAs

PROSPECTS AND OPPORTUNITIES

Lodging set to see progress in direct booking

Business travel set to increase; however, sales will be dragged by low business confidence

CATEGORY DATA

Table 51 Booking Sales: Value 2019-2024

Table 52 Business Travel Sales: Value 2019-2024

Table 53 Leisure Travel Sales: Value 2019-2024

Table 54 Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 55 Forecast Booking Sales: Value 2024-2029

Table 56 Forecast Business Travel Sales: Value 2024-2029

Table 57 Forecast Leisure Travel Sales: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Travel in China

Market Direction | 2024-09-12 | 44 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-30"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com