

China Tourism And Hotel - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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Report description:

The China Tourism And Hotel Market size is estimated at USD 406.36 billion in 2025, and is expected to reach USD 531.86 billion by 2030, at a CAGR of 5.53% during the forecast period (2025-2030).

China's tourism and hotel industry is a dynamic sector with significant growth potential driven by various aspects, such as rapid urbanization, rising disposable income, government support, and increasing inbound and domestic tourism. As the world's most populous country and a major tourist destination, China's tourism and hotel industry plays a crucial role in economic development and international engagement. China has experienced robust growth in both inbound and domestic tourism in recent years. The country's rich cultural heritage, diverse landscapes, modern infrastructure, and a growing number of attractions have attracted millions of tourists from around the world. Additionally, the Chinese government's efforts to promote tourism through policies, infrastructure development, and marketing campaigns have further boosted the industry's growth.

The hotel industry in China has also witnessed significant expansion and development to meet the growing demand from tourists and business travelers. Major international hotel chains and domestic hotel brands have expanded their presence in China, leading to increased competition and a wider range of accommodation options for travelers. The COVID-19 pandemic had a severe impact on China's tourism and hotel industry, leading to a sharp decline in international travel and hotel occupancy rates. However, the Chinese government's swift response and effective containment measures helped the country recover quickly compared to other countries.

China Tourism and Hotel Market Trends

Rising Demand for Hotels Is Driving the Growth of the Market

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The rising demand for hotels is a significant driver of growth within the tourism and hotel industry, exerting a profound impact on various aspects of the sector. As global travel continues to increase, driven by factors including growing disposable incomes, expanding middle-class populations, and growing interest in leisure and business travel, the demand for accommodation options, particularly hotels, experiences a corresponding surge.

This increased demand for hotels has several notable impacts on the tourism and hotel industry. Firstly, it drives investment in infrastructure, leading to the construction of new hotel properties and the expansion or renovation of existing ones. This influx of investment not only enhances the accommodation capacity but also improves the overall quality of hotel offerings, ranging from luxury resorts to budget-friendly accommodations catering to diverse traveler preferences.

Furthermore, the expanding hotel sector generates a ripple effect on the broader tourism ecosystem. Beyond accommodation, hotels often serve as hubs for tourism activities, offering amenities such as dining options, recreational facilities, conference spaces, and tour services. This integration of services creates a seamless and convenient experience for travelers, enhancing destination attractiveness and encouraging visitor spending on ancillary services and attractions.

Growing Internet Access and Online Testimonials Is Driving the Market

Growing Internet access and online testimonials have indeed emerged as key trends in the Chinese tourism and hotel market. China has witnessed a significant increase in internet penetration over the years, with over 70% of internet penetration. This high internet penetration has opened new opportunities for the tourism and hotel industry.

Online travel agencies (OTAs) and hotel booking platforms have gained immense popularity in China. Platforms like Ctrip (now Trip.com Group), Meituan-Dianping, and Alibaba's Fliggy have become go-to options for travelers to search, compare, and book hotels. These platforms provide a variety of options and competitive prices, making it convenient for travelers to find suitable accommodations.

Social media platforms, including WeChat, Weibo, and Douyin, play a crucial role in shaping travel trends and influencing consumer decisions. Travelers often seek advice, inspiration, and recommendations from their social media connections. Hotels and tourism businesses actively leverage social media channels to engage with potential customers, promote their offerings, and generate positive reviews.

China Tourism and Hotel Industry Overview

The hotel and tourism industries in China are inherently fragmented. Currently, a few firms control most of the industry in terms of brand awareness and market share. Several travel and tourism companies are providing a variety of inbound and international tourism packages to attract many customers and achieve a competitive advantage. Like this, major international hotel brands have extended to the nation to provide their services as a result of the huge population and volume of foreign visitors. eLong, Shanghai Jin Jiang International Hotels (Group) Co. Ltd, Fliggy, Trip.com Group Ltd, and Marriott International are a few of the leading companies in the market.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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