

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

Market Report | 2025-06-01 | 150 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

China Tourism And Hotel Industry Market Analysis

The China Tourism And Hotel Industry is expected to grow from USD 406.36 billion in 2025 to USD 531.86 billion by 2030, at a CAGR of 5.31% during the forecast period (2025-2030).

The China tourism and hotel industry stands at USD 406.36 billion in 2025 and is on track to reach USD 531.86 billion by 2030, supported by a healthy 5.31% CAGR. Domestic travel remains the backbone of demand, but a rebound in inbound arrivals, an expanding middle class, and rising wealth in lower-tier cities are widening revenue streams. Large-scale investment in railways, airports, and highways has opened fresh development corridors for hotel operators, while digital booking ecosystems continue to reshape distribution economics. Competition is intensifying in the mid-scale tier, yet the luxury pipeline is accelerating as affluent Chinese consumers seek high-touch, experiential stays. Tightening environmental rules and price pressure in smaller cities will test operator margins, but policy support for tourism and steady growth in event-related demand give the sector breadth and resilience.

China Tourism And Hotel Industry Market Trends and Insights

Urbanization and Infrastructure Development

Second- and third-tier cities are enjoying an unprecedented wave of hotel construction as high-speed rail and regional airports

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

shorten travel times and lower trip costs. Developers have clustered around new transit hubs, converting land near stations into mixed-use districts anchored by mid-scale and upper-mid-scale hotels. The resulting spillover demand has broadened the China tourism and hotel market beyond traditional coastal gateways, spreading risk for operators and exposing investors to faster-growing local economies. The shift also underpins a deeper pipeline of domestically managed franchised hotels, many of which fit evolving government standards on green construction and energy efficiency.

Government Support and Policies Promoting Tourism

Streamlined e-visa procedures, expanded visa-free entry agreements, and nationwide destination marketing campaigns are spurring inbound arrivals, reinforcing confidence among international brands that paused projects in 2022-2023. Parallel reforms in mobile payment interoperability for foreign cards reduce day-to-day friction for guests, smoothing their path from the arrival hall to the hotel check-in. Local authorities continue to subsidize heritage site upgrades and rural homestay initiatives, widening the product mix under the China tourism and hotel market umbrella. These measures help stabilize seasonal occupancy swings and encourage hoteliers to maintain staff levels and service consistency.

Pandemic-Era Visa and Quarantine Friction

Although health protocols are lighter than in 2023, sporadic rule changes leave some long-haul travelers uncertain. Group bookings from Europe and North America remain sensitive to sudden testing requirements or flight capacity shifts. Hoteliers mitigate near-term volatility by targeting regional Asian traffic, offering flexible cancellation policies, and launching language-specific booking microsites to accelerate lead recovery once restrictions stabilize.

Other drivers and restraints analyzed in the detailed report include:

Expansion of Luxury and Boutique Hotels / Increase in Event-Driven Tourism (MICE, Sports, Mega-Events) / Intensifying price competition /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Domestic travelers held 88% of the China tourism and hotel market in 2024, a dominance that kept nationwide occupancy above 60% even when borders tightened. Spending by city dwellers on weekend cultural escapes and multi-generational family trips continues to accelerate room demand in provincial capitals and scenic counties. Government holiday extensions and discounted rail passes encourage cross-province journeys that broaden stay patterns beyond the Golden Week peaks. Independent boutique hotels emphasize local heritage decor and farm-to-table menus to capture this culturally motivated segment.

Inbound tourism, though smaller, is the most dynamic component, posting an 8.4% CAGR to 2030. The China tourism and hotel market size attributable to international guests is expected to reach USD 69 billion by 2030 as flight capacity normalizes and visa-free corridors expand. Operators refurbish rooms with dual-language IPTV, foreign card-enabled kiosks, and globally recognized wellness amenities to raise RevPAR. Brand partnerships with international airlines and cruise lines further integrate booking funnels, reinforcing the nation's ambitions to regain its pre-2020 status as a premier Asian gateway.

Leisure, adventure, and eco-oriented stays accounted for 64% of 2024 revenue, making pleasure trips the core engine of the China tourism and hotel market. Consumers seek curated journeys that blend outdoor activity with cultural immersion, prompting hotels to add bicycle rental stations, tea-ceremony workshops, and night-sky observation decks. Packages often bundle tickets to intangible heritage performances or geopark entry, driving higher total spend per guest and extending average length of stay.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Business and MICE travel is rebounding faster than total demand, with a 12.3% CAGR through 2030. The China tourism and hotel market size for meetings is projected to surpass USD 120 billion by the end of the decade as conferences scale alongside the digital-economy boom. Hoteliers install high-definition hybrid meeting studios, 24-hour co-working lounges, and carbon-offset calculators to cater to corporate policy shifts toward green events. Weekday occupancies buoyed by business groups allow stronger rate management over weekends, when leisure promotions fill remaining inventory.

The China Tourism and Hotel Industry is Segmented Into by Tourism Type (Domestic Tourism, Inbound Tourism, and More), Purpose (Leisure & Adventure & Eco-Tourism and Business / MICE), Traveler Age (Generation Z (18-24), Millennials (25-40), and More), Booking Channel (Online Travel Agencies, and More), Hotel Category (Economy / Budget Hotels, Mid-Scale Hotels, and More), Ownership / Branding (Independent Hotels, and More).

List of Companies Covered in this Report:

Jin Jiang International Holdings Co., Ltd. / Huazhu Group Ltd. / BTG Homeinns Hotels Group Co., Ltd. / GreenTree Hospitality Group Ltd. / Atour Lifestyle Holdings Ltd. / Dossen International Group / Dongcheng International Hotel Group / Plateno Group / Zhejiang New Century Hotel Management Co., Ltd. / Shanghai Jin Mao Hotel Investments & Mgmt / Marriott International Inc. / Hilton Worldwide Holdings Inc. / InterContinental Hotels Group PLC / Accor SA / Wyndham Hotels & Resorts Inc. / Hyatt Hotels Corp. / Shangri-La Asia Ltd. / MGM China Holdings Ltd. / Sunac Culture & Tourism Group / Tongcheng-Elong Holdings Ltd. /

Additional Benefits:

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

Table of Contents:

1 Introduction

1.1 Study Assumptions & Market Definition

1.2 Scope of the Study

2 Research Methodology

3 Executive Summary

4 Market Landscape

4.1 Market Overview

4.2 Market Drivers

4.2.1 Urbanization and Infrastructure Development

4.2.2 Government Support and Policies Promoting Inbound and Domestic Tourism

4.2.3 Expansion of Luxury and Boutique Hotels

4.2.4 Increase in Event-Driven Tourism (MICE, Sports, Mega-Events)

4.2.5 Growth in Domestic Tourism

4.3 Market Restraints

4.3.1 Lingering Pandemic-Era Visa and Quarantine Friction for Inbound Travelers

4.3.2 Intensifying Price Competition Among Domestic Hotel Chains

4.3.3 Rising ESG Compliance Costs for Hotel Properties

4.3.4 Geopolitical Tensions Dampening Long-Haul Source Markets

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 4.4 Regulatory Outlook
- 4.5 Technological Outlook
- 4.6 Porter's Five Forces
 - 4.6.1 Supplier Power
 - 4.6.2 Buyer Power
 - 4.6.3 Threat of Substitutes
 - 4.6.4 Threat of New Entrants
 - 4.6.5 Competitive Rivalry

5 Market Size & Growth Forecasts

- 5.1 By Tourism Type
 - 5.1.1 Domestic Tourism
 - 5.1.2 Inbound Tourism
 - 5.1.3 Outbound Tourism
- 5.2 By Purpose
 - 5.2.1 Leisure & Adventure & Eco-Tourism
 - 5.2.2 Business / MICE
- 5.3 By Traveler Age
 - 5.3.1 Generation Z (18-24)
 - 5.3.2 Millennials (25-40)
 - 5.3.3 Generation X (41-56)
 - 5.3.4 Baby Boomers (57+)
- 5.4 By Booking Channel
 - 5.4.1 Online Travel Agencies (OTAs)
 - 5.4.2 Direct Hotel Websites & Apps
 - 5.4.3 Offline Travel Agencies
- 5.5 By Hotel Category
 - 5.5.1 Economy / Budget Hotels
 - 5.5.2 Mid-scale Hotels
 - 5.5.3 Upscale Hotels
 - 5.5.4 Luxury Hotels
 - 5.5.5 Serviced Apartments & Long-Stay
- 5.6 By Ownership / Branding
 - 5.6.1 Independent Hotels
 - 5.6.2 Domestic Chain-Affiliated Hotels
 - 5.6.3 International Chain-Affiliated Hotels
- 5.7 By Region
 - 5.7.1 Central China
 - 5.7.2 East China
 - 5.7.3 North China
 - 5.7.4 Northeast China
 - 5.7.5 Northwest China
 - 5.7.6 South China
 - 5.7.7 Southwest China

6 Competitive Landscape

- 6.1 Market Concentration

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

6.2 Strategic Moves

6.3 Market Share Analysis

6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products & Services, and Recent Developments)

6.4.1 Jin Jiang International Holdings Co., Ltd.

6.4.2 Huazhu Group Ltd.

6.4.3 BTG Homeinns Hotels Group Co., Ltd.

6.4.4 GreenTree Hospitality Group Ltd.

6.4.5 Atour Lifestyle Holdings Ltd.

6.4.6 Dossen International Group

6.4.7 Dongcheng International Hotel Group

6.4.8 Plateno Group

6.4.9 Zhejiang New Century Hotel Management Co., Ltd.

6.4.10 Shanghai Jin Mao Hotel Investments & Mgmt

6.4.11 Marriott International Inc.

6.4.12 Hilton Worldwide Holdings Inc.

6.4.13 InterContinental Hotels Group PLC

6.4.14 Accor SA

6.4.15 Wyndham Hotels & Resorts Inc.

6.4.16 Hyatt Hotels Corp.

6.4.17 Shangri-La Asia Ltd.

6.4.18 MGM China Holdings Ltd.

6.4.19 Sunac Culture & Tourism Group

6.4.20 Tongcheng-Elong Holdings Ltd.

7 Market Opportunities & Future Outlook

7.1 White-Space & Unmet-Need Assessment

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

Market Report | 2025-06-01 | 150 pages | Mordor Intelligence

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 License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		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="2026-02-26"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

