

# **Remarks at the 5th Asia/Pacific Executive Training Program on Tourism Policy & Strategy**

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# China's Tourism Industry in 2010

- 55.66 million inbound overnight tourist arrivals, +9.4%
- US\$45.8 million foreign exchange earnings, +15.5%
- 2.1 billion domestic travels, +10.6%
- US\$193.85 billion in revenue, +23.5%
- 57.39 million outbound travels, +20.4%
- US\$241.5 billion total tourism revenue, 21.7%

# China's Tourism Industry in the World

- **3rd largest tourism destination**
- **4th largest outbound tourism market**
- **Largest domestic tourism market**

# Understanding of China's Tourism Industry by Government

**For the tourism industry to achieve fast and steady development, decision makers of a country must fully appreciate the importance of tourism to the national and regional economic and social development.**

# Understanding of China's Tourism Industry by Government

**With the development of tourism made a national strategy of China, the tourism industry will develop with a stronger momentum and at a faster pace.**

# Understanding of China's Tourism Industry by Government

**China will view the development of world tourism industry with a broader mind and take a more open approach to the sharing of development opportunities that its tourism industry can offer.**

# China's Tourism Industry in the Next 5 Years

- The number of domestic travels will reach 3.3 billion
- The total revenue of tourism industry will reach US\$353.85 billion.
- The number of airports in China will increase from the current 175 to over 230.
- The total length of rapid railway with a speed of over 160 km/h will reach 40,000 kilometers.

# Opinions on Accelerating the Development of Tourism

**Issued by Chinese government in 2009**

**A strategic pillar of the national economy**

**A modern service industry that can  
better satisfy people's needs**



# Opinions on Accelerating the Development of Tourism

- **increase investment**
- **provide stronger financial support**
- **relax access to tourism market**
- **encourage the participation of non-government capital**

# Opinions on Accelerating the Development of Tourism

- **the hospitality sector still holds out broad prospects for investment.**
- **development of leisure resorts will be an emerging priority of investment.**

# Opinions on Accelerating the Development of Tourism

- **manufacturing of tourist commodities and tourism-related shopping are the weak links that cry out for investment.**
- **new tourism products need to be introduced and new business forms of tourism merit more investment.**

Thank you &  
Welcome to China