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

Liu Cheng
Director of Events & Publications Division
Marketing & International Cooperation Department
China National Tourism Administration

June 14, 2011 Darussalam
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
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.
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