Market Structure and Trend of China Outbound Tourism

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Chinese Outbound Travel – Booming Market

![Bar chart showing the number of departures (in millions) from 1998 to 2016. The number of departures has significantly increased over the years, starting from approximately 5 million in 1998 and reaching 122 million in 2016.]}
The Number of Chinese Outbound Travel Agencies

![Graph showing the number of Chinese outbound travel agencies from 2002 to 2016. The number increases significantly from 2002 to 2016, reaching 3803 in 2016.]
Regional Structure of Chinese Outbound Tourist-generating Markets
The First-tier Tourist Generating Regions

The First-tier Tourist Generating Regions

Beijing Tianjin Shanghai Jiangsu Zhejiang Gangdong Fujian
The Second-tier Tourist Generating Regions

- The Second-tier Tourist Generating Regions
- Other

[Map of China showing tourist generating regions]

- Chart showing tourist generating regions and other regions with numerical values.
The Third-tier Tourist Generating Regions

- Qinghai
- Ningxia
- Gansu
- Guizhou
- Yunnan
- Xinjiang
- Xizang

The Third-tier Tourist Generating Regions
Other
China's first monthly monitoring system of Chinese outbound tour products and market price to global destinations.

Based on big data acquisition and analysis.

Track the demand of Chinese outbound travel to worldwide destinations.
China Outbound-Tourism Price Index of Middle East & Africa Destinations (2016)

Middle East & Africa Outbound Price Index

Jan  97.4  128.3  117.8  97.7  100.6  103.9  103.6  102.2  105.5  100.5  110.1  91.4  87.9  92.7

Spring Festival  Feb  Mar  Apr  May  Jun  JUL  Aug  Sept  National Day Holiday  Oct  Nov  Dec
China Outbound-Tourism Price Index of Major Middle East & African Countries (2016)
Chinese outbound travel will continue to grow steadily at current level

With the upgrade of Chinese tourist consumption, overseas quality tourism suppliers will be more and more welcomed

Outbound tour product structures are increasingly diversified with more personalized, customized, in-depth and theme tours

Outbound tour operators including OTA’s are restructuring/remodeling business and product focuses
Chinese Outbound Tourism Development Trend 2017

5. Chinese tourists overseas spending will continue to grow, but will become rational.

6. Competition among tourism destinations is becoming more and more fierce.

7. FIT market will continue to grow rapidly and expand from the short-haul neighboring destinations to mid/long-haul destinations.

8. Chinese outbound tourism industry has become more diversified.
Tourism market of Chinese visiting Africa: Features, Opportunities and Challenges

- Grow quickly, high potential
- Ethiopia – Connecting point of Chinese visiting Africa
- Experienced travelers with high spending power
- Few popular, many unknown
- Highly affected by visa, airlines, safety
Market Solutions and Approaches to Attract Chinese Tourists

- Highly Diversified Needs
  Target Group Study

- Indepth and customized tour
  High quality experience

1. Understand Chinese Tourism Market
2. Market Penetration Plan
3. Product Development Strategy
4. Use Chinese Marketing Tool

- Increase destination awareness
  Distinctive tour products

- Weibo, Wechat, Alipay
  IFCOT, QSC etc.
Chinese Social Media Network: Wechat & Weibo

Wechat

768 million daily users
Average time spending
90 mins/person/day
Chat, Internet call, payment, game...

Chinese Social Media Network

Weibo

400 million daily users
(2017 forecast)
Contents, articles, live video, advertisements...
Alipay - More than a popular payment tool for Chinese customers

- Alipay reaches 70%+ of China outbound tourists
- Int’l merchants across 23 Countries
- User marketing for pre-trip, during, post-trip
- Highly targeted promotion through big data
- 450MM+ Validated Users
- 100MM+ Daily Active Users
中国出境旅游国际论坛
International Forum on Chinese Outbound Tourism

High Level    Authority    Professional    Effective

Platform for Marketing & Integrating Business Resources
A Brand Carefully Built from the Past Decade
Well known in China Outbound Tourism Industry
Non-profit Program
Win the trust of Chinese Buyers
Highway to China Tourism Market

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Thanks

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