



Digital Economy Provides More Opportunities for Domestic Tourism Development in China

OCTOBER 6, 2021

Shijun LIU, China



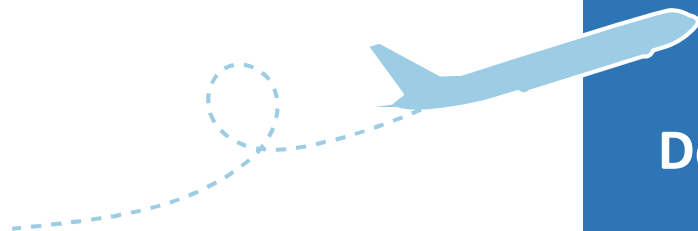
2.15
Billion



Statistics from the
Ministry of Culture and
Tourism of P. R. China



1.871
Billion



Domestic
Trips



1.63
Trillion
RMB
(\$250 billion)

Domestic
Tourism
Revenue



872.27
RMB
(\$135)

Average
Consumption
Per Person
Per Trip

I. The digital economy is reconstructing China's domestic tourism industry

INTERNET

 **1.011
Billion**

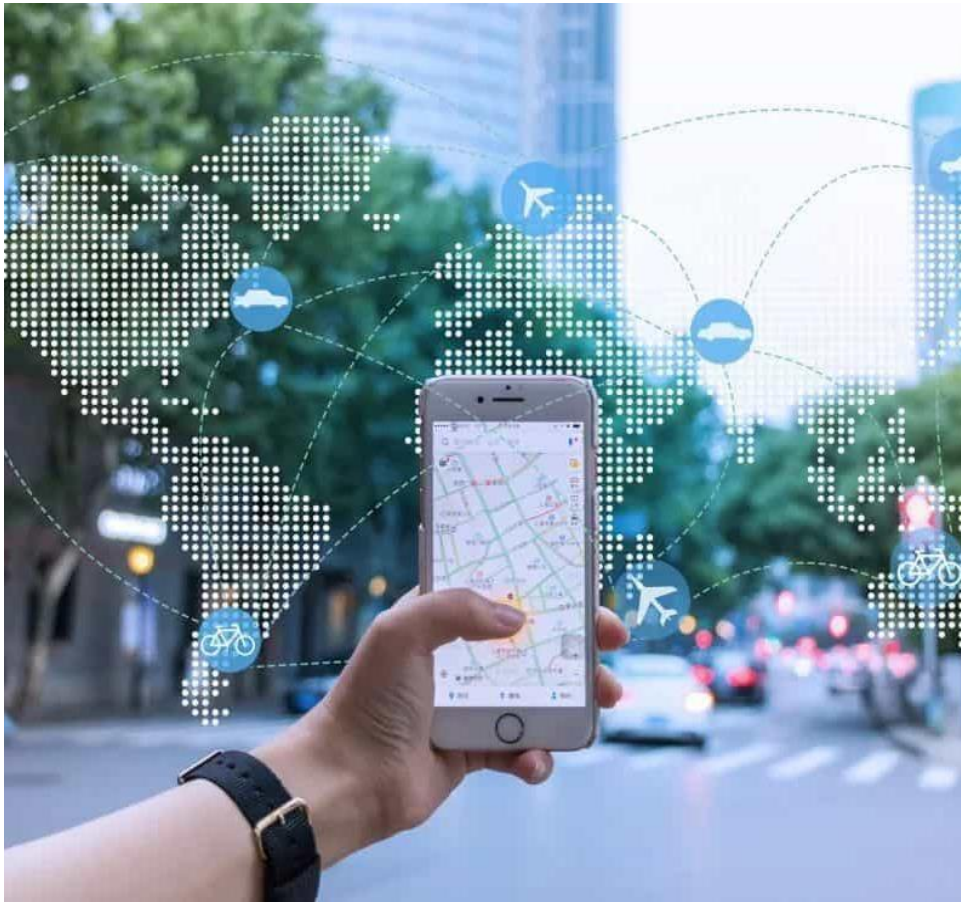
 **1.007
Billion**

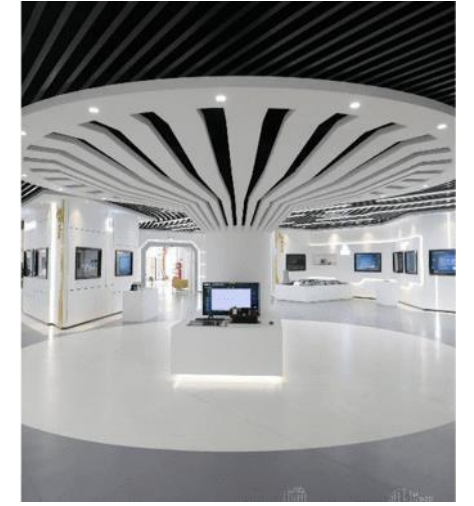


These new platforms are filled with native content. They are both new touch-points that stimulate tourists' travel demand and new outlets for the distribution of tourism products and services.

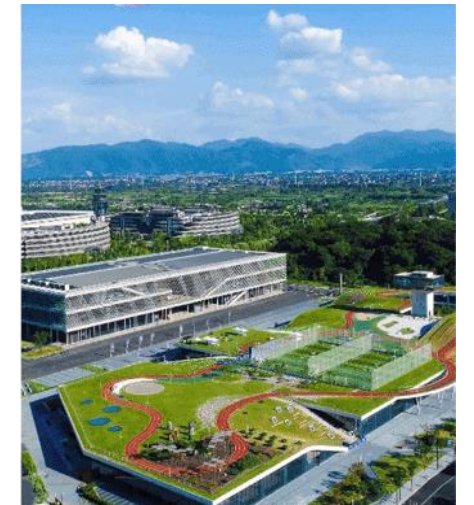


II. The digital economy helps China's domestic tourism sector boost quality and efficiency on the supply side






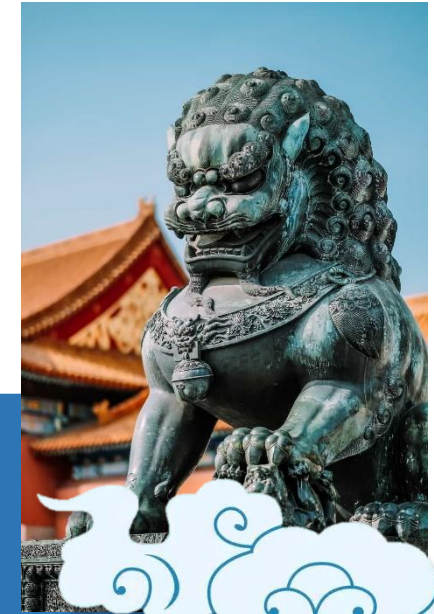
“Ten Tourist Scenes of the Digital Economy” of Hangzhou City, Zhejiang Province, China



III. The digital economy provides a platform for China's domestic tourism to promote social employment



The digital economy has broadened the channels of social employment. Promoting market-based employment via the digital economy can help tourism enterprises reduce operational pressure, lower costs and increase efficiency. It also improves the job flexibility of workers, and thus promotes the building of a healthy, vibrant and sustainable job market.



Because of the pandemic, people are now more concerned about the safety of tourism products and services, and have raised higher requirements for the quality of domestic tourism. Privacy has become a key concern; and the concept of contactless, personalized, tailor made products and services is gaining growing popularity.



Thank You for Your Attention

October 6, 2021

