



TRAVEL & TOURISM

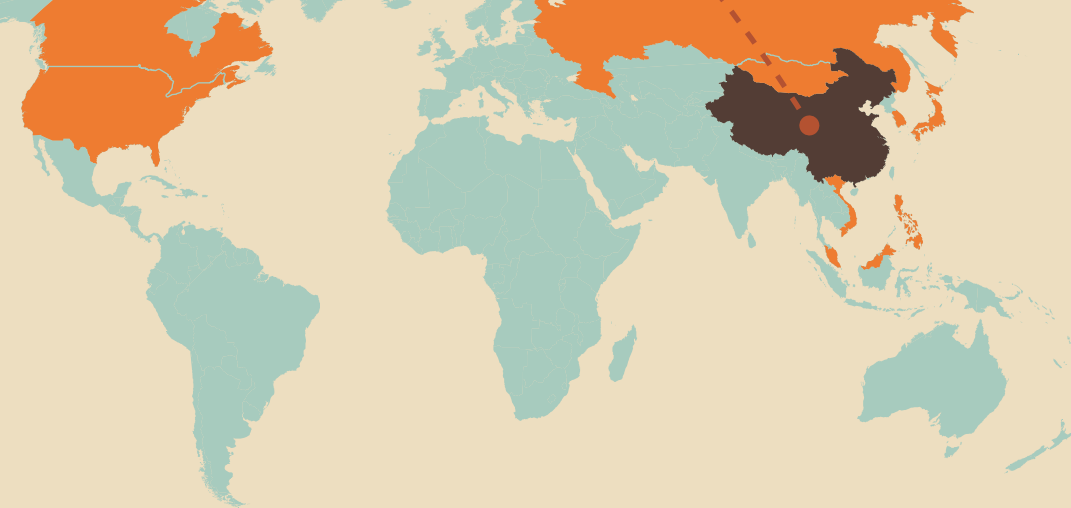
IN CHINA



WHO'S TRAVELING TO CHINA?

TOP FOREIGN TRAVELERS IN 2010

1. SOUTH KOREA
2. JAPAN
3. RUSSIA
4. UNITED STATES
5. MALAYSIA
6. SINGAPORE
7. VIETNAM
8. PHILIPPINES
9. MONGOLIA
10. CANADA



With over **55 million** international arrivals in 2010, China ranks **3rd** as the world's most visited country after France and United States

PURPOSE OF TRAVEL?



TOURISM

47%

BUSINESS

24%

SERVICES

9%

PASSPORT

OTHER

19%

VISITING FAMILY

0.3%



TOP ARRIVAL CITIES FOR FOREIGN TOURISTS

1 SHANGHAI

5,900,000 ARRIVALS

2 BEIJING

4,200,000 ARRIVALS

3 GUANGZHOU

2,900,000 ARRIVALS

4 HANGZHOU

1,900,000 ARRIVALS

5 SHENZHEN

1,700,000 ARRIVALS

TOURISM BY THE DOLLARS

TRAVEL EXPENDITURES

CHINESE TRAVELERS ABROAD

VS INTERNATIONAL TOURISTS IN CHINA

2010

\$54.9 BILLION

57.4 MILLION TOURISTS

\$45.8 BILLION

55.7 MILLION TOURISTS

2009

\$43.7 BILLION

47.7 MILLION TOURISTS

\$39.7 BILLION

50.9 MILLION TOURISTS

Chinese travelers spent **\$55 billion** on tourism in 2010, almost \$10 billion more than international tourists expenditures in China

WHERE ARE CHINESE TRAVELERS GOING?



TOP OUTBOUND DESTINATIONS IN 2010

1. JAPAN
2. SOUTH KOREA
3. VIETNAM
4. UNITED STATES
5. MALAYSIA



6. THAILAND
7. SINGAPORE
8. RUSSIA
9. AUSTRALIA
10. INDONESIA

CHINA'S "GOLDEN WEEKS"

CHINA'S MOST POPULAR TIME OF THE YEAR FOR TRAVELING



TOP INTERNATIONAL CITIES VISITED DURING GOLDEN WEEK TRAVEL



SOURCES

PRC National Tourism Administration
United Nations World Tourism Organization

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