

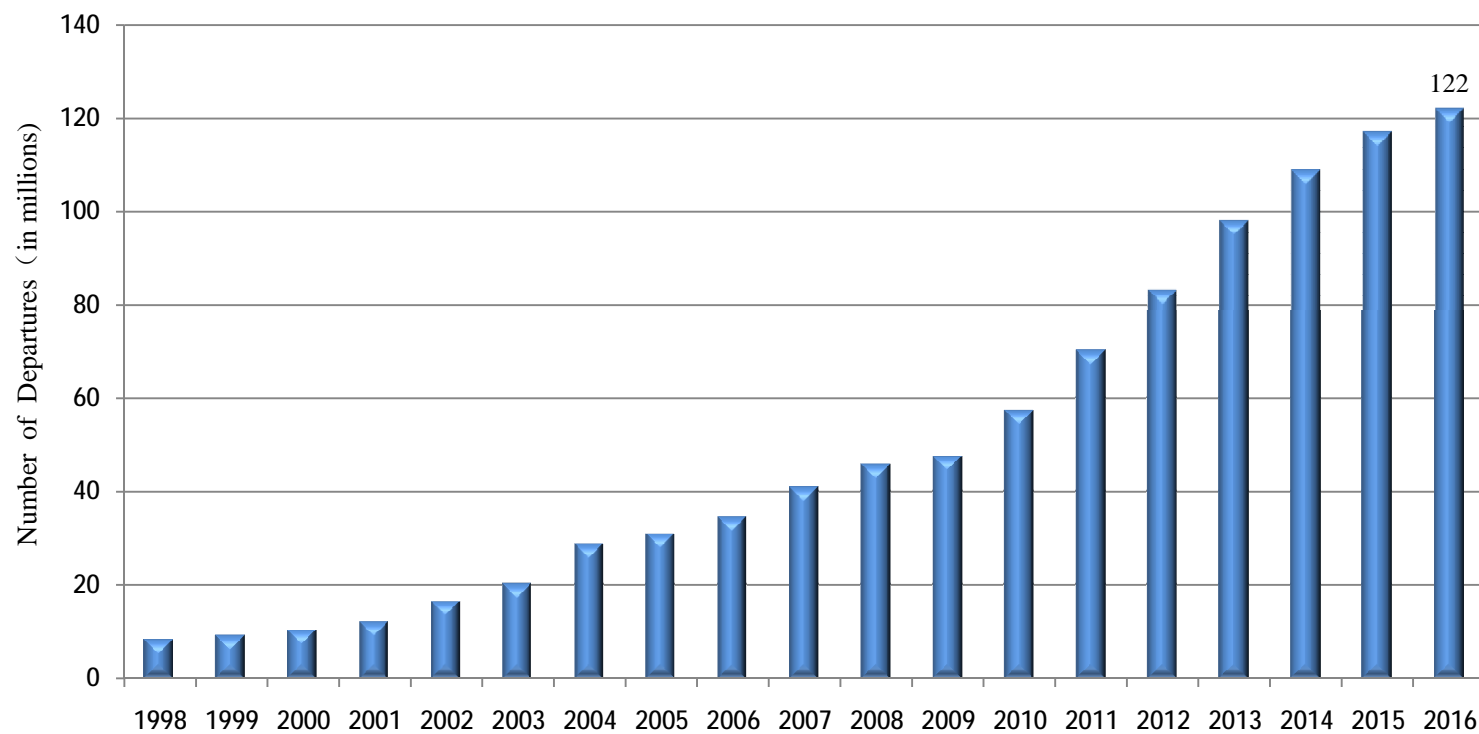
Market Structure and Trend of China Outbound Tourism

Mr. Tang YuanYuan

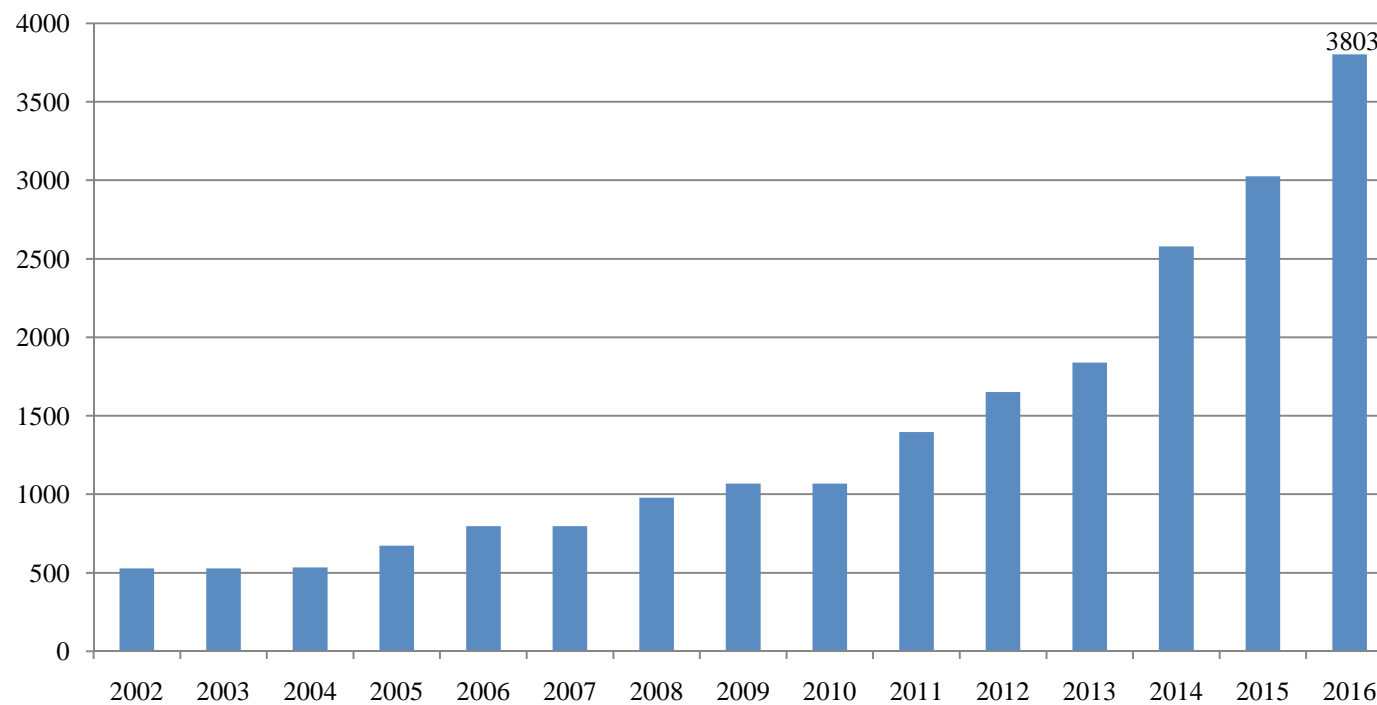
Ivy Alliance Tourism Consulting

April. 20, 2017 Addis Ababa

Chinese Outbound Travel – Booming Market



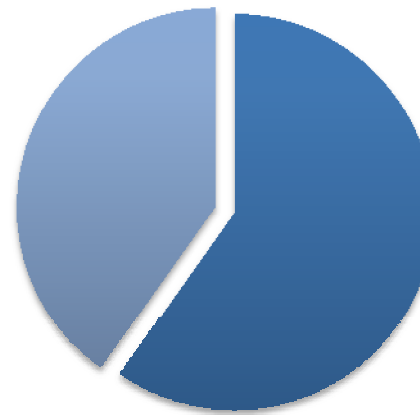
The Number of Chinese Outbound Travel Agencies



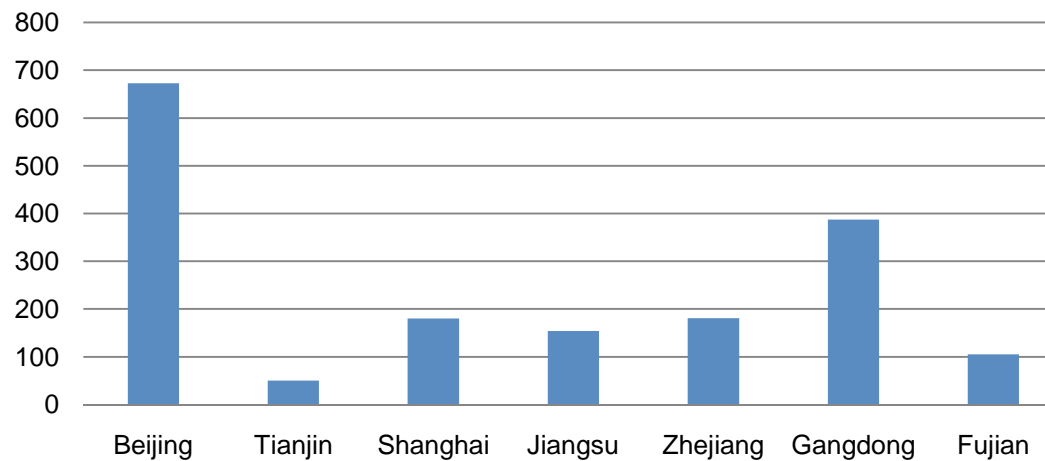
Regional Structure of Chinese Outbound Tourist-generating Markets



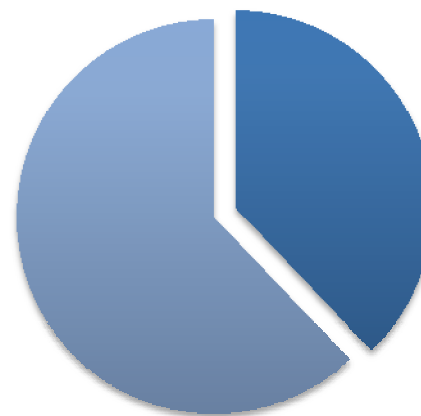
The First-tier Tourist Generating Regions



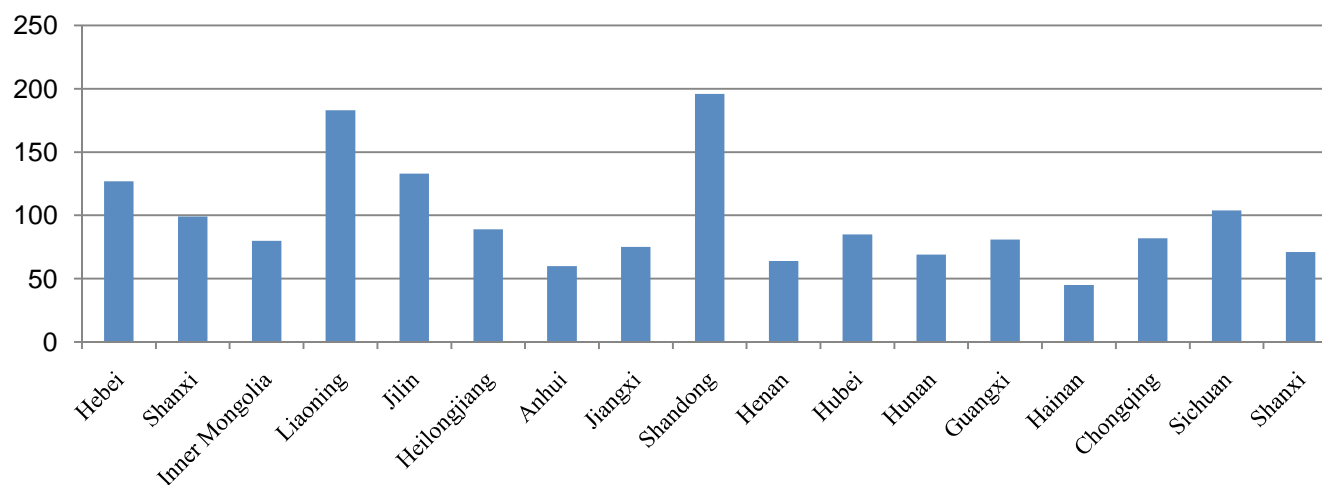
■ The First-tier Tourist Generating Regions
■ Other



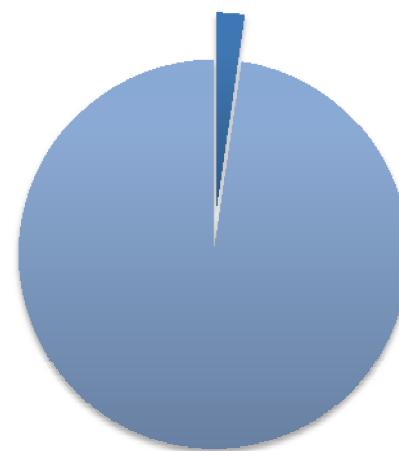
The Second-tier Tourist Generating Regions



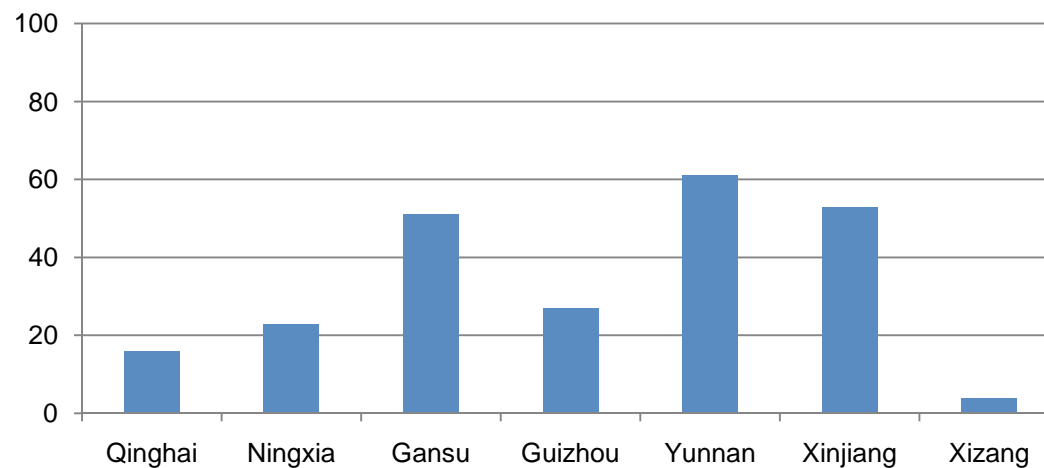
■ The Second-tier Tourist Generating Regions
■ Other



The Third-tier Tourist Generating Regions



■ The Third-tier Tourist Generating Regions
■ Other



China Outbound-Tourism Price Index (OPI)

出境旅游价格指数报告
CHINA OUTBOUND-TOURISM PRICE INDEX

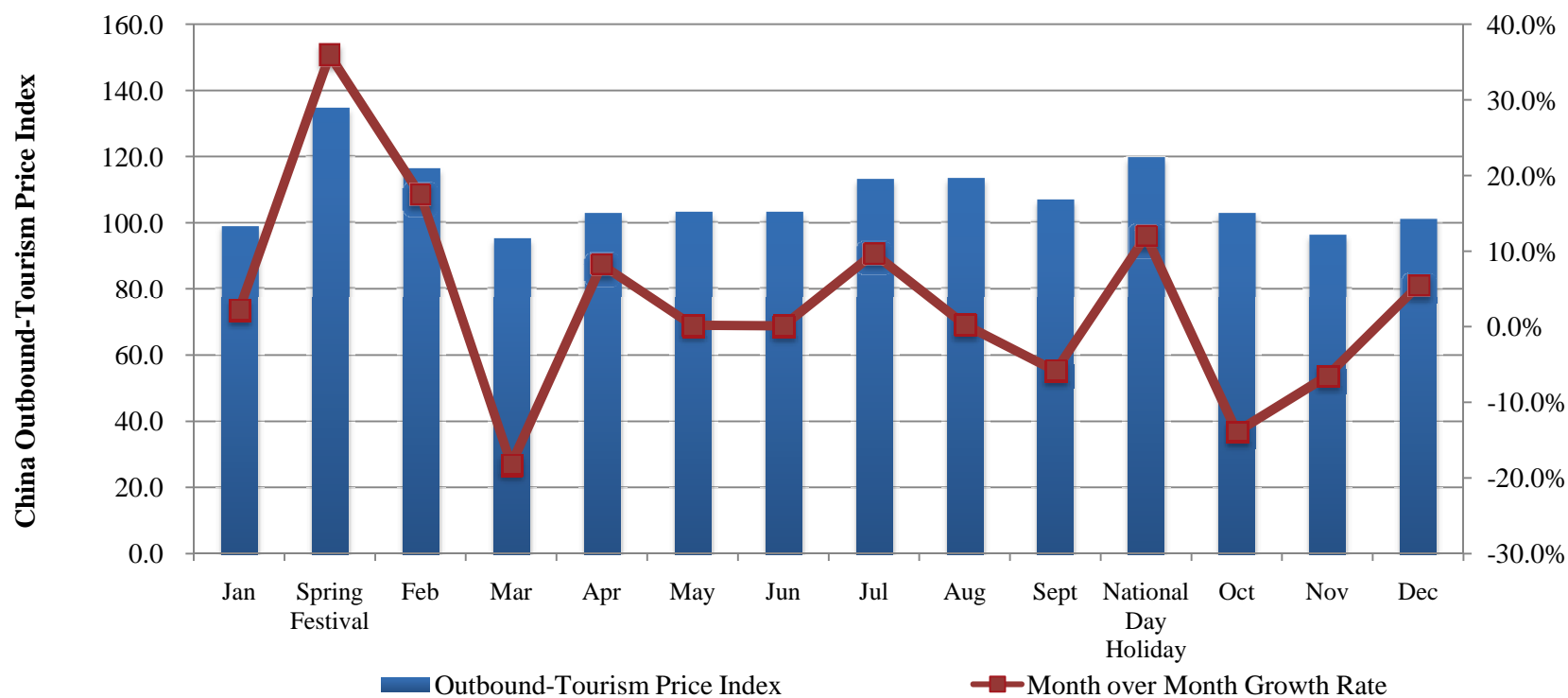


China's first monthly monitoring system of Chinese outbound tour products and market price to global destinations.

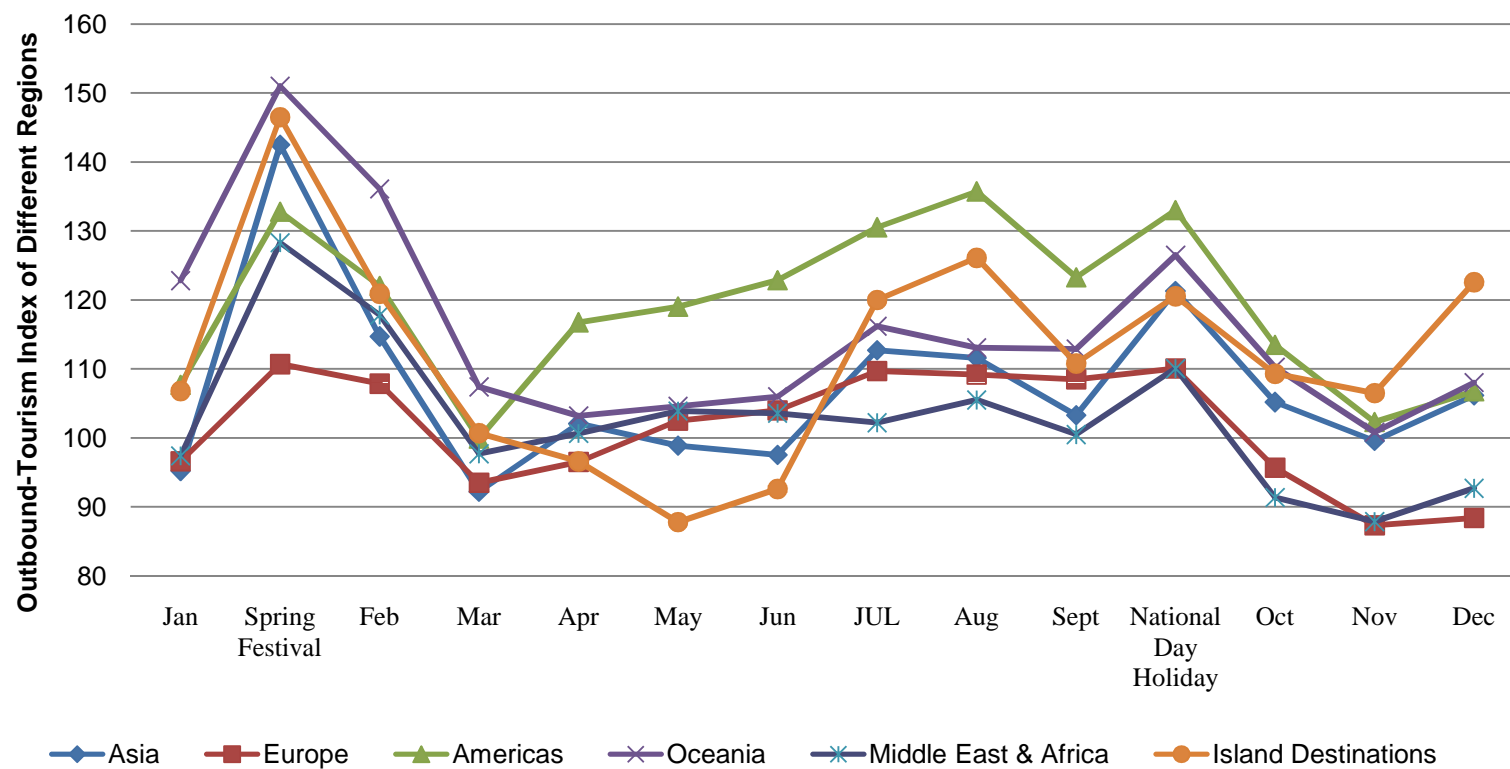
Based on big data acquisition and analysis.

Track the demand of Chinese outbound travel to worldwide destinations.

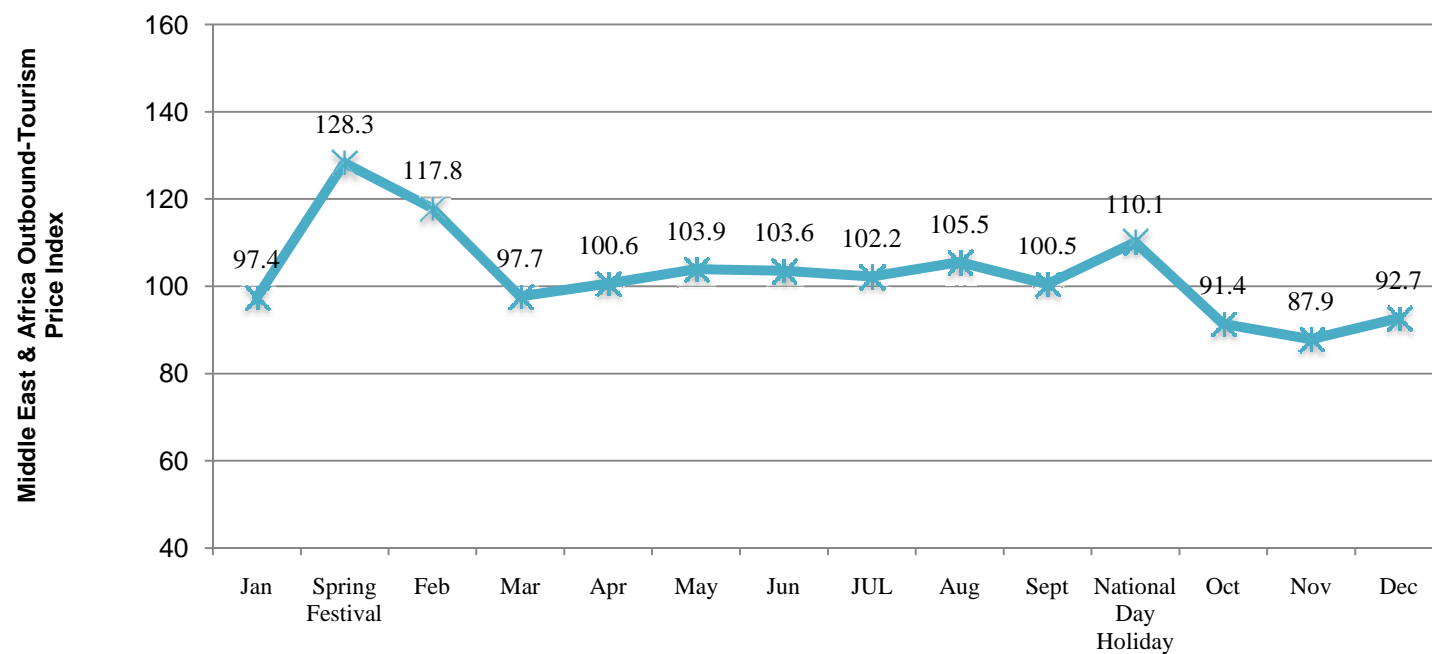
China Outbound-Tourism Price Index (Jan. -Dec. 2016)



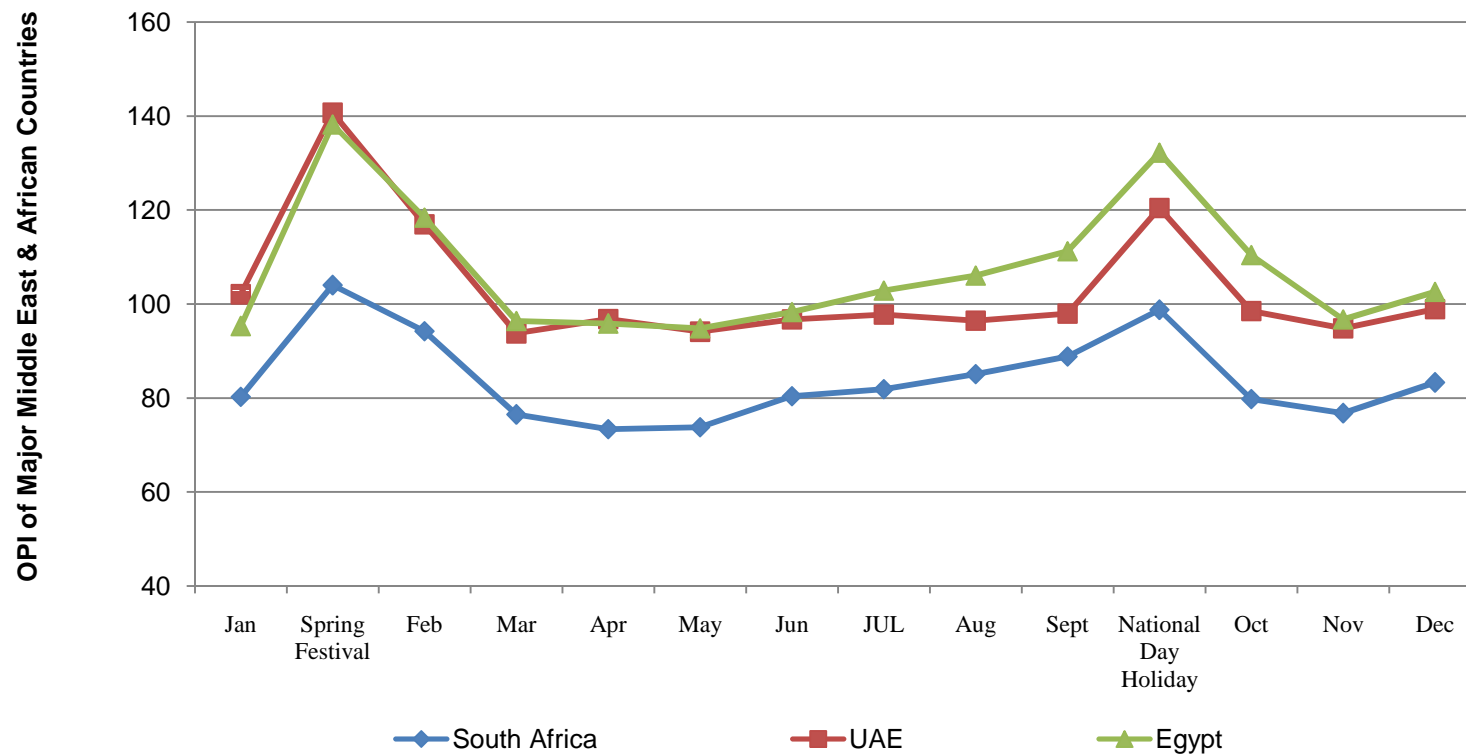
China Outbound-Tourism Price Index of Different Regions (2016)



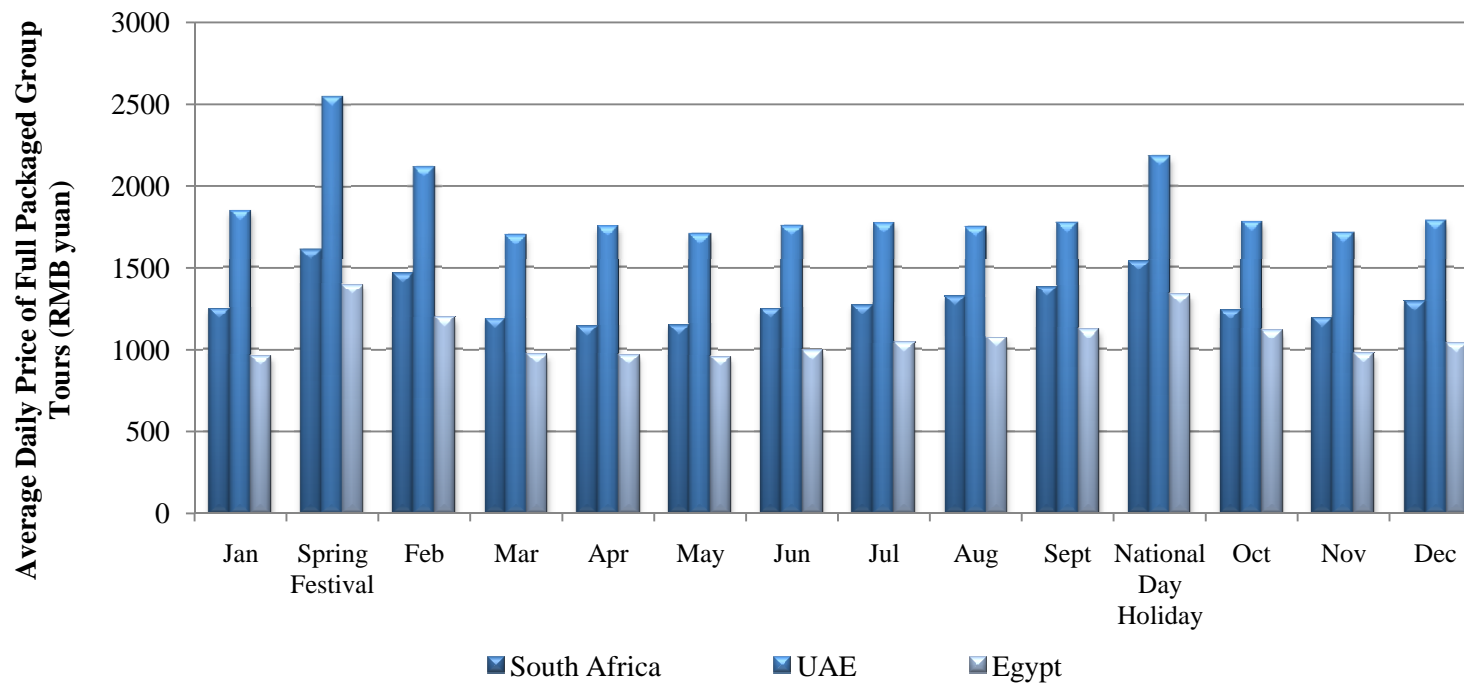
China Outbound-Tourism Price Index of Middle East & Africa Destinations (2016)



China Outbound-Tourism Price Index of Major Middle East & African Countries (2016)



Average Daily Price of Outbound Tour Products to Middle East & African Countries (2016)



Chinese Outbound Tourism Development Trend 2017



Chinese outbound travel will continue to grow steadily at current level

1

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

2

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

3

Outbound tour operators including OTA s are restructuring /remodeling business and product focuses

4



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

Experienced travelers with high spending power

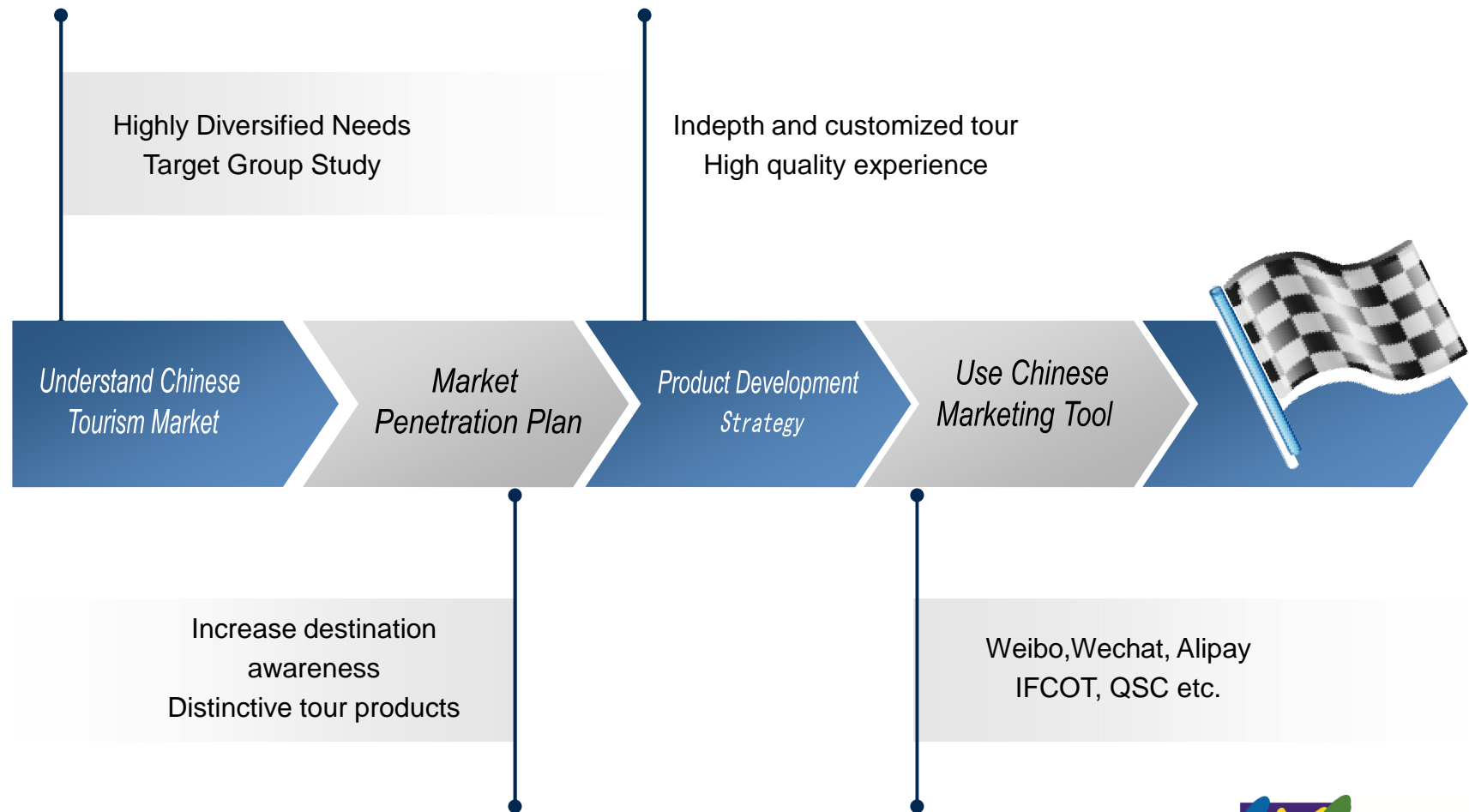


Ethiopia – Connecting point of Chinese visiting Africa

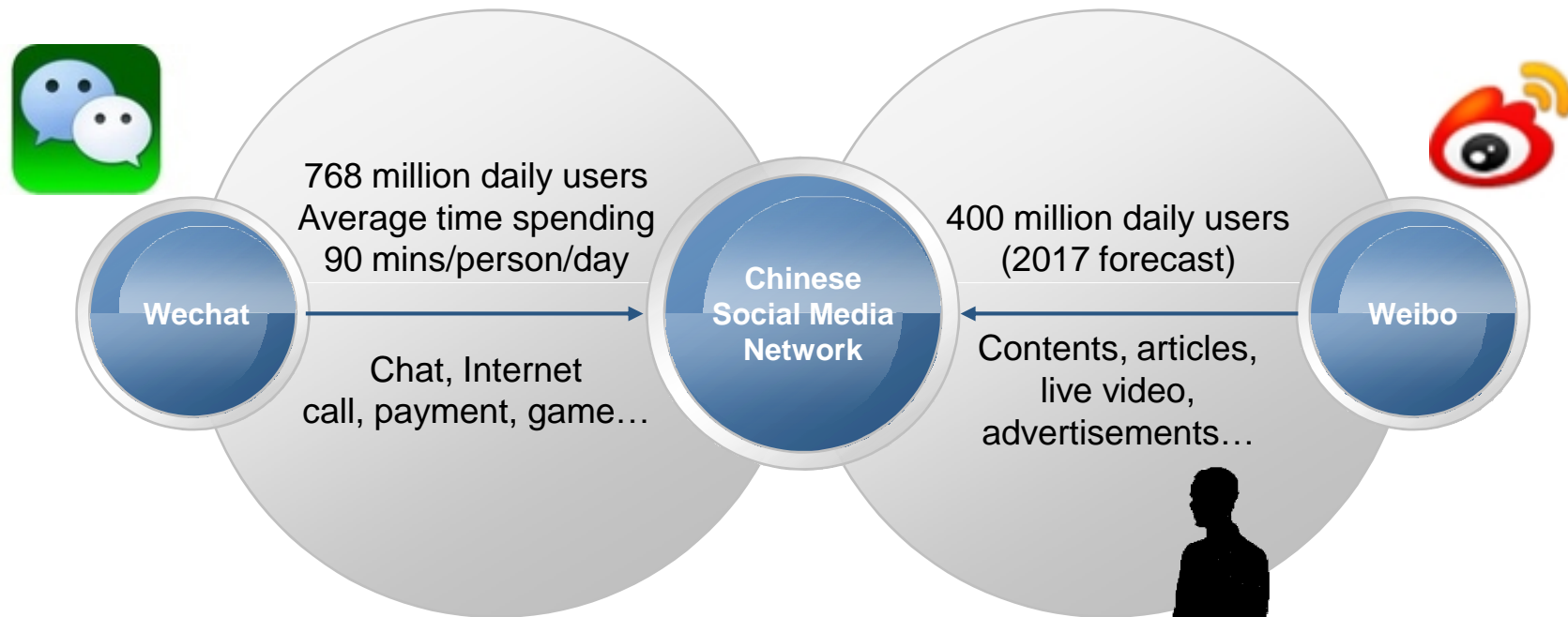
Few popular, many unknown

Highly affected by visa, airlines, safety

Market Solutions and Approaches to Attract Chinese Tourists



Chinese Social Media Network: Wechat & Weibo



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 & Intergrating Business Resources

A Brand Carefully Built from the Past Decade

Well known in China Outbound Tourism Industry

中国出境旅游
Chinese Outbound Tourism

北京北辰洲际酒店 2011年6月15日
June 15, 2011 • INTERCONTINENTAL Beijing

多样化需求与品质旅游
Diversified Demands and Quality To

Supporter
China Tourism Association
Guam Visitors Bureau
Tun... Embassy Culture
... Information Section

Organizer
Ivy
Co-org



China Outbound Tourism Quality Service Certification (QSC Program)



- n Non-profit Program
- n Win the trust of Chinese Buyers
- n Highway to China Tourism Market



www.qualitytourism.cn

Thanks

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