



**Euromonitor
International**

Tourism Flows in China

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Domestic tourism continues to recover, supported by mid-haul trips
Strong momentum for inbound and outbound travel

PROSPECTS AND OPPORTUNITIES

Travellers in China are set to explore more destinations
China expected to welcome more inbound travellers

CATEGORY DATA

- Table 1 - Inbound Arrivals: Number of Trips 2019-2024
- Table 2 - Inbound Arrivals by Country: Number of Trips 2019-2024
- Table 3 - Inbound City Arrivals 2019-2024
- Table 4 - Inbound Tourism Spending: Value 2019-2024
- Table 5 - Forecast Inbound Arrivals: Number of Trips 2024-2029
- Table 6 - Forecast Inbound Arrivals by Country: Number of Trips 2024-2029
- Table 7 - Forecast Inbound Tourism Spending: Value 2024-2029
- Table 8 - Domestic Tourism by Destination: Number of Trips 2019-2024
- Table 9 - Domestic Spending: Value 2019-2024
- Table 10 - Forecast Domestic Tourism by Destination: Number of Trips 2024-2029
- Table 11 - Forecast Domestic Spending: Value 2024-2029
- Table 12 - Outbound Departures: Number of Trips 2019-2024
- Table 13 - Outbound Departures by Destination: Number of Trips 2019-2024
- Table 14 - Outbound Tourism Spending: Value 2019-2024
- Table 15 - Forecast Outbound Departures: Number of Trips 2024-2029
- Table 16 - Forecast Outbound Departures by Destination: Number of Trips 2024-2029
- Table 17 - Forecast Outbound Spending: Value 2024-2029

Travel in China - Industry Overview

EXECUTIVE SUMMARY

- Travel in 2024
- Airlines: Key trends
- Hotels: Key trends
- Booking: Key trends
- What next for travel?

MARKET DATA

- Table 18 - Surface Travel Modes Sales: Value 2019-2024
- Table 19 - Surface Travel Modes Online Sales: Value 2019-2024
- Table 20 - Forecast Surface Travel Modes Sales: Value 2024-2029
- Table 21 - Forecast Surface Travel Modes Online Sales: Value 2024-2029
- Table 22 - In-Destination Spending: Value 2019-2024
- Table 23 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tourism-flows-in-china/report.