

## China Outbound - May 2015

Report Price: £295.00 | \$477.74 | €374.74

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"The Chinese outbound market is anticipated to continue to flourish despite the current slowdown in the Chinese economy. In fact the market is expected to double in size by 2020, with North Asian destinations, including Japan and South Korea as well as Europe and the US, being the main benefactors of this seemingly relentless demand."

- Jessica Kelly, Senior Tourism Analyst

### This report looks at the following areas:

- What is the current size of China's outbound tourism market?
- What are the future growth predictions for China's outbound tourism market?
- What are the macro-economic and industry factors shaping dynamic growth in China's outbound market?
- How are NTOs responding to the needs of China's tourists?
- How are the infiltration of digital technology and changes in government legislation impacting China's outbound market potential?
- Who is the Chinese outbound traveller?

This report examines how the Chinese outbound market has altered radically since the start of the 21st century. It identifies key external factors, including economic conditions and legislation that are having an impact on outbound Chinese tourism demand. Key emerging traits of Chinese tourists are also explored in detail, with an emphasis on how technology is changing the travel decision-making process.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Oceania  
Australia  
New Zealand

## Market Characteristics

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