

China and India: Expansion of the Superpowers - International - June 2019

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“A decade ago collaborative consumption was a relatively unknown concept and tourism related goods and services – including accommodation, rental cars and guided tours – were booked almost exclusively through travel agents or direct with a mainstream tourism provider such as a hotel, car rental firm or holiday letting company.”
- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

The sharing economy has disrupted the tourism industry considerably in the interim and two of its biggest players – Airbnb and Uber – are now among the world’s biggest and most well-known brands. The number of tourism related shareconomy platforms has also grown significantly and includes things like room-sharing, ride-sharing, car-sharing, skill-sharing (in the form of guided tours, excursions and workshops), food and drink-sharing and even clothes-sharing.

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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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Table of Contents

Introduction

Data Sources

Overview

Global powers rising in the East

China

Population

The potential impact of China's ageing society

Figure 1: China's population, 1950-2018

Economy

Figure 2: Chinese GDP growth, 2010-20

China faces diverse economic challenges

Exchange rate

Figure 3: Exchange rate of the Chinese Renminbi & selected global currencies (1 April each year), 2012-19

India

Population

India's younger population to drive consumer growth

Economy

India prepares for economic growth slowdown

Figure 4: Indian GDP growth, 2010-20

Exchange rate

Figure 5: Exchange rate of Indian Rupee & selected global currencies (1 April each year), 2012-19

Transport Infrastructure in China and India

Chinese aviation takes on the world

Figure 6: Chinese air-passenger traffic, 2012-18

Chinese high-speed rail sets new standards

India targets being world's third-largest air market

India revamps Asia's oldest rail network

Travel booking in China

Travel booking in India

Inbound, Domestic and Business Travel Sectors

Chinese inbound tourism

Indian inbound tourism

Figure 7: Inbound arrivals to India by port of entry, 2017

Chinese domestic tourism

Figure 8: Chinese & Indian domestic tourism, 2010-18

Indian domestic tourism

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Figure 9: Indian domestic visitors by state, 2017

Business travel in China and India

Outbound Travel from China and India

Chinese outbound tourism by value

China's travel bug spreads nationwide

Figure 10: Chinese cross-border travel movements, 2010-20

Indian outbound tourism by value

A new middle class gets ready for take-off

Figure 11: Indian outbound travel movements, 2010-20

Seasonality in Chinese travel

Seasonality in Indian travel

Figure 12: Indian & Chinese monthly arrivals to New Zealand, March 2018-February 2019

Popular Destinations for Chinese and Indian Tourism

North East Asia

Hong Kong and Macau

Taiwan

Japan

Figure 13: Chinese & Indian arrivals to Japan, 2010-18

South Korea

Oceania

Australia

New Zealand

South East Asia

Indonesia

Thailand

Singapore

Malaysia

Vietnam

Cambodia

South Asia

Sri Lanka

Maldives

Nepal

Middle East

UAE

Abu Dhabi

Qatar

Oman

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Europe

Figure 14: Projected Chinese travel growth to the EU, 2017-22

Figure 15: Projected Indian travel growth to the EU, 2017-22

France

Germany

UK

Italy

Spain

Czech Republic

Other EU destinations

The Americas

US

Figure 16: Chinese & Indian arrivals to the US, 2000-17

Canada

Latin America

Africa

Morocco

Egypt

South Africa

Kenya

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