

The Characteristics and Trends of Chinese Outbound Travel Market under the Crisis

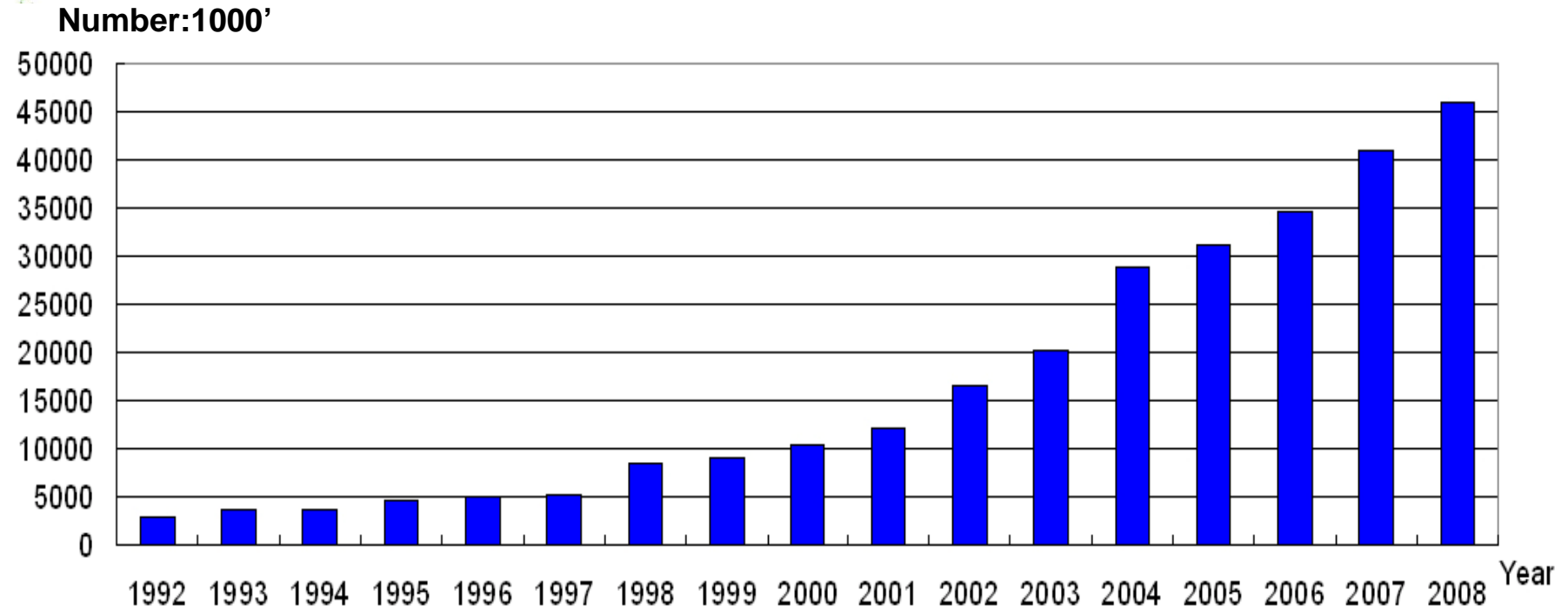
Wang Xinjun Ph.D

Managing Director

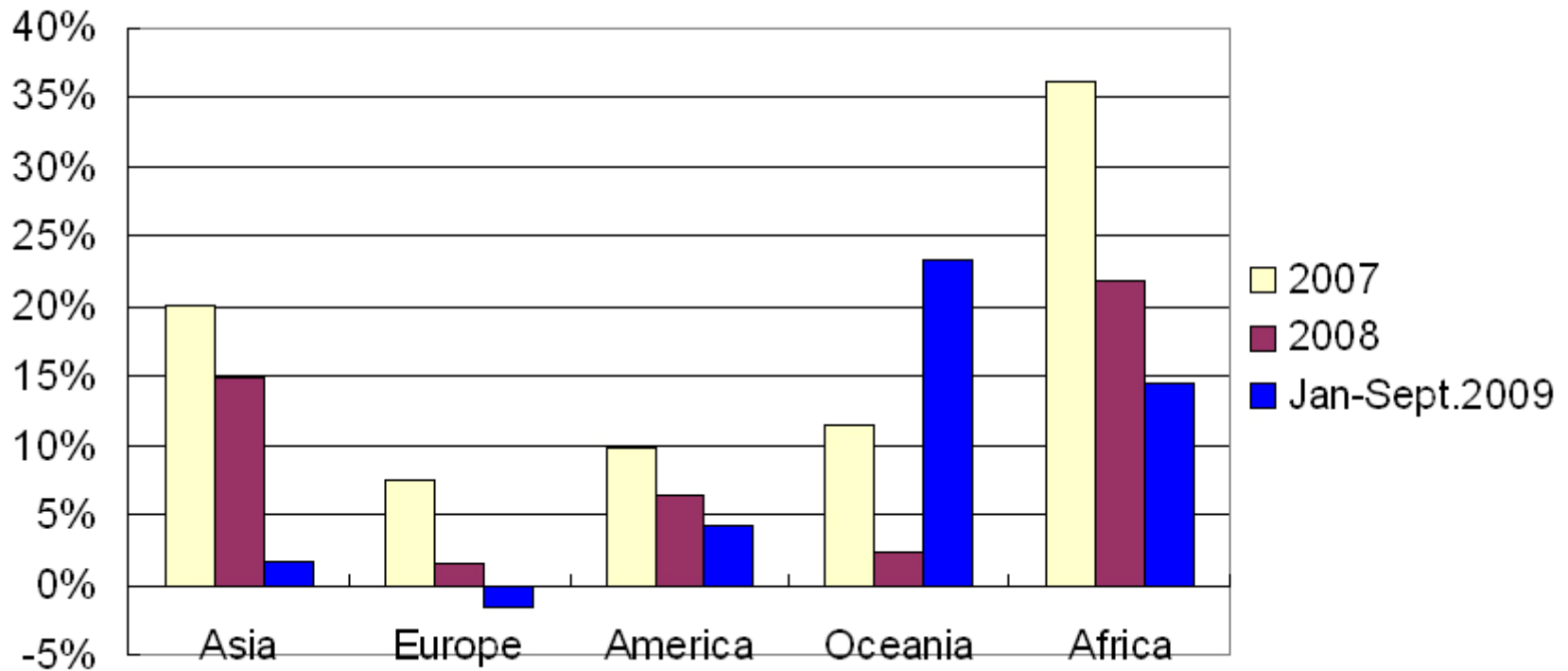
Ivy Alliance Tourism Consulting

15 November 2009 , GuiLin

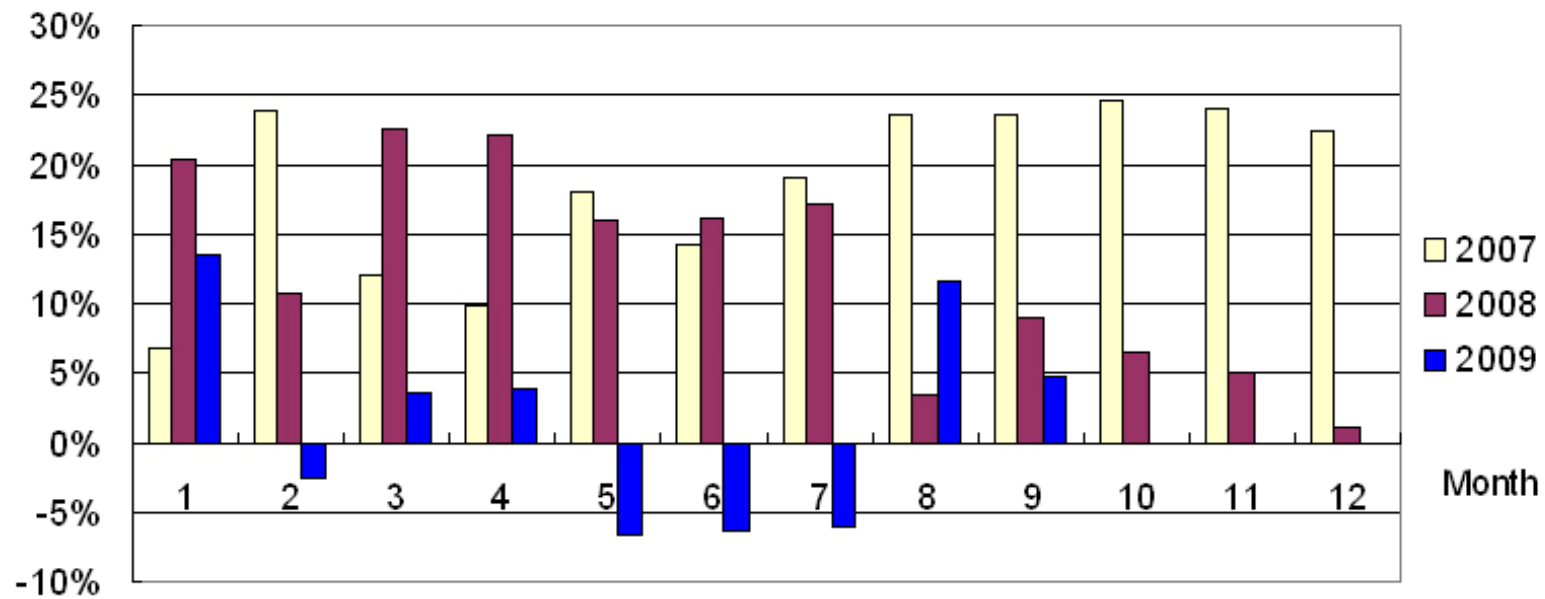
China Outbound Tourism Growth(1992-2008)



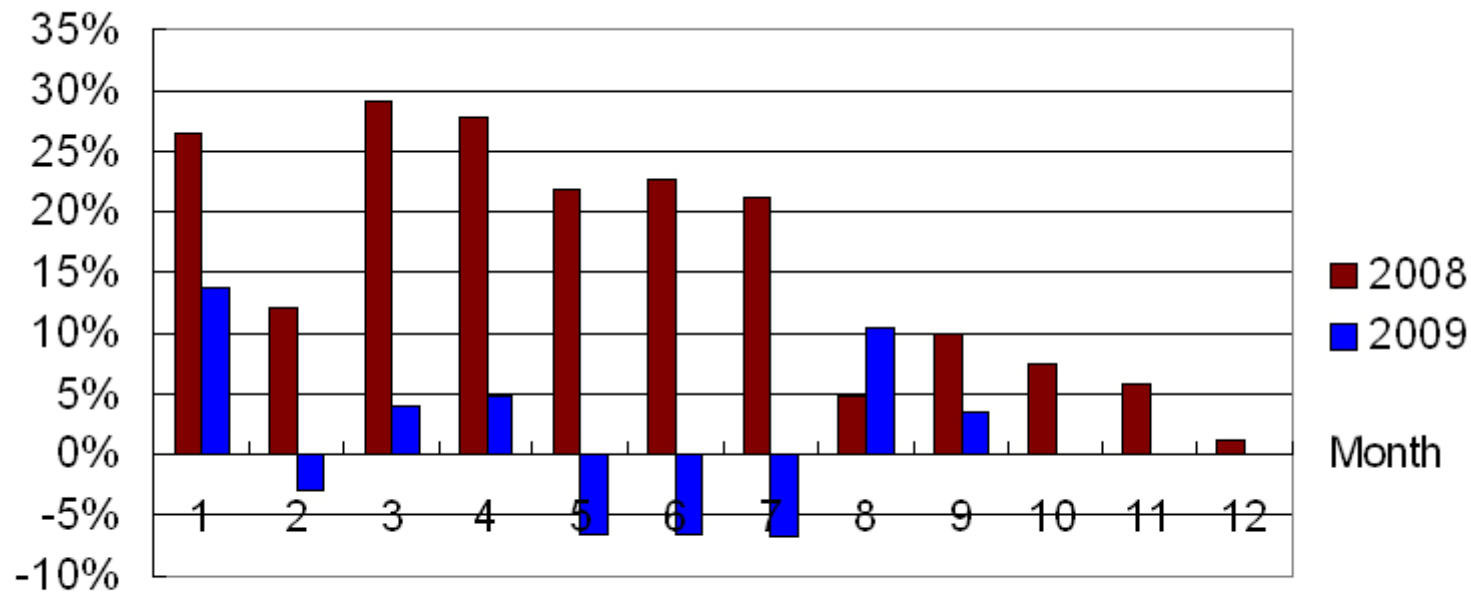
Growth Rates of Chinese Outbound Departures to Different Continents(2007-2009)



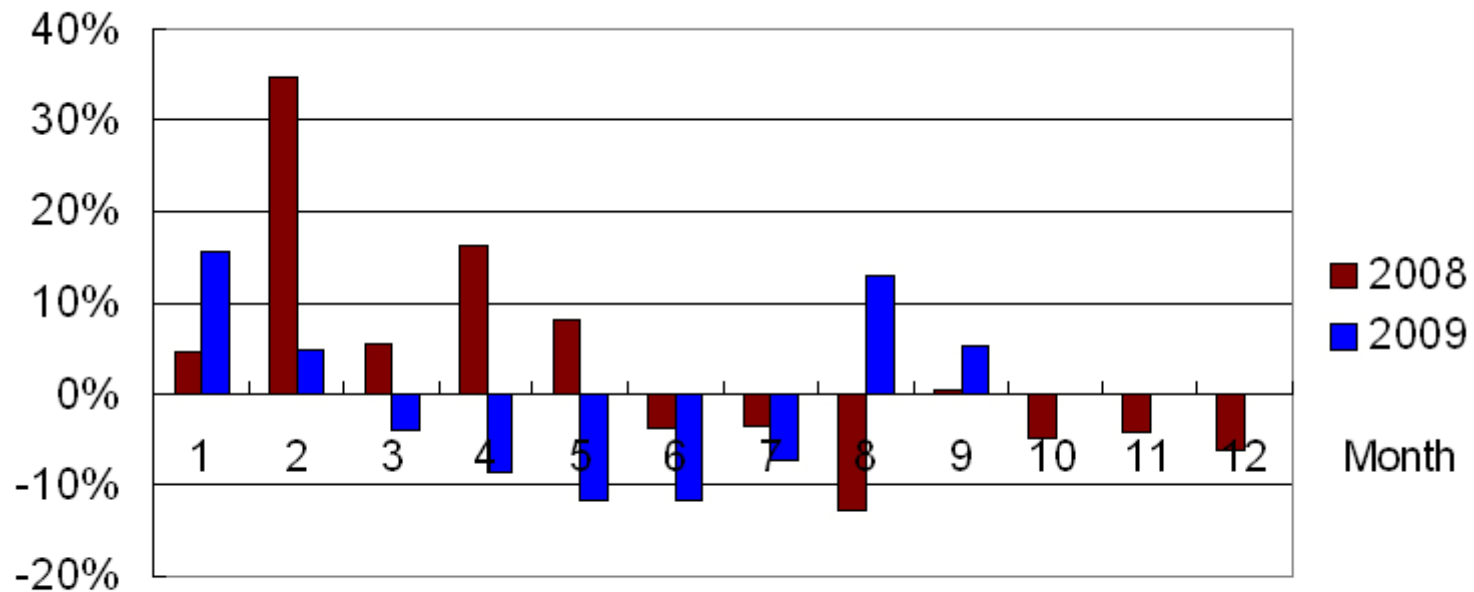
Monthly Growth Rates of Chinese Outbound Departures (2007-2009)



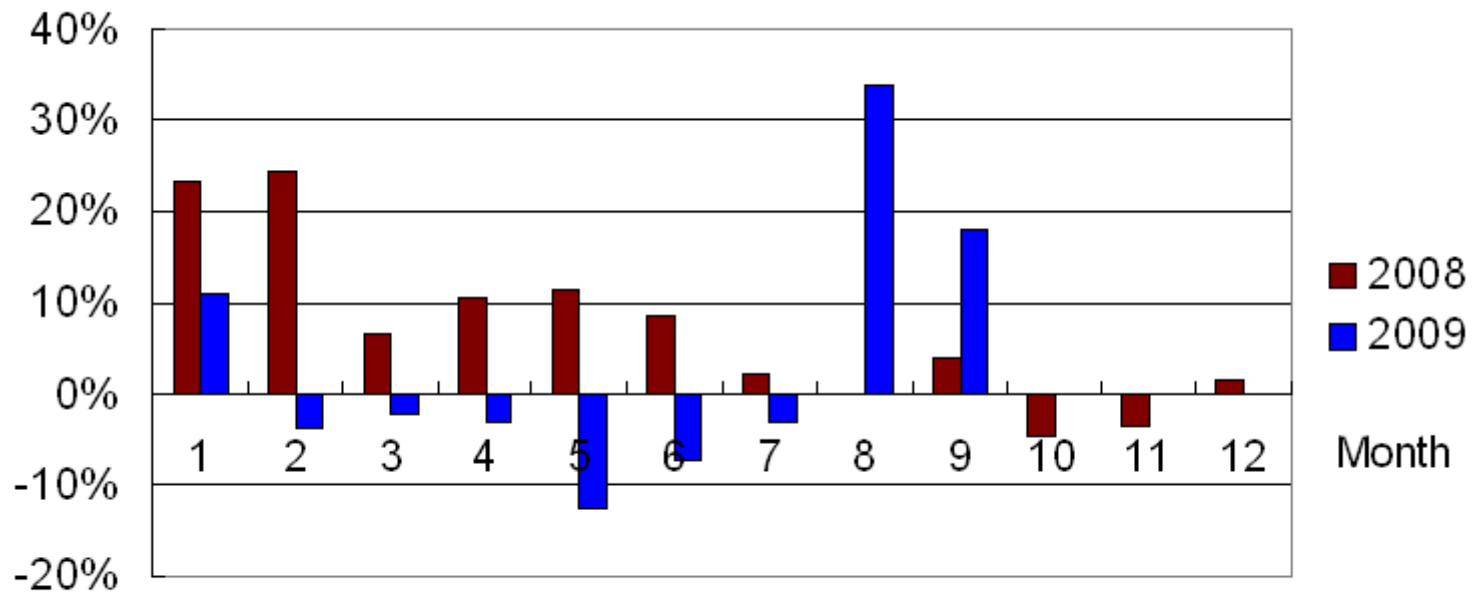
Monthly Growth Rates of Chinese Outbound Departures to Asia(2008-2009)



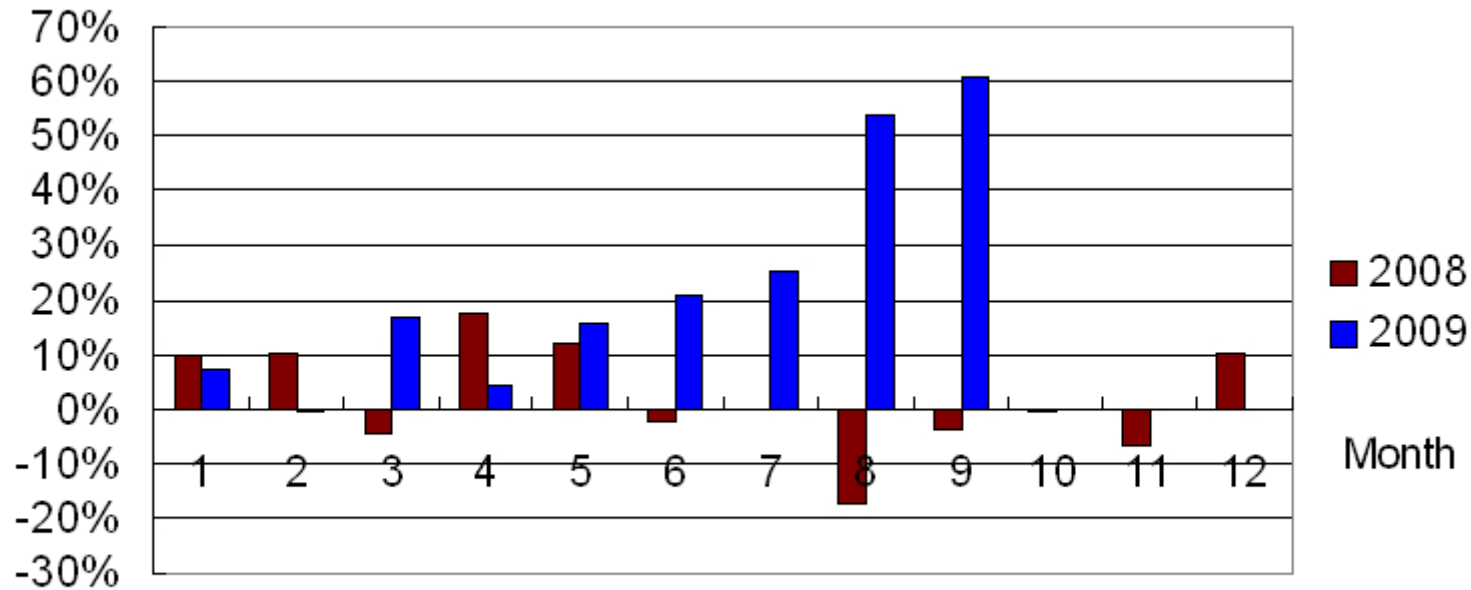
Monthly Growth Rates of Chinese Outbound Departures to Europe(2008-2009)



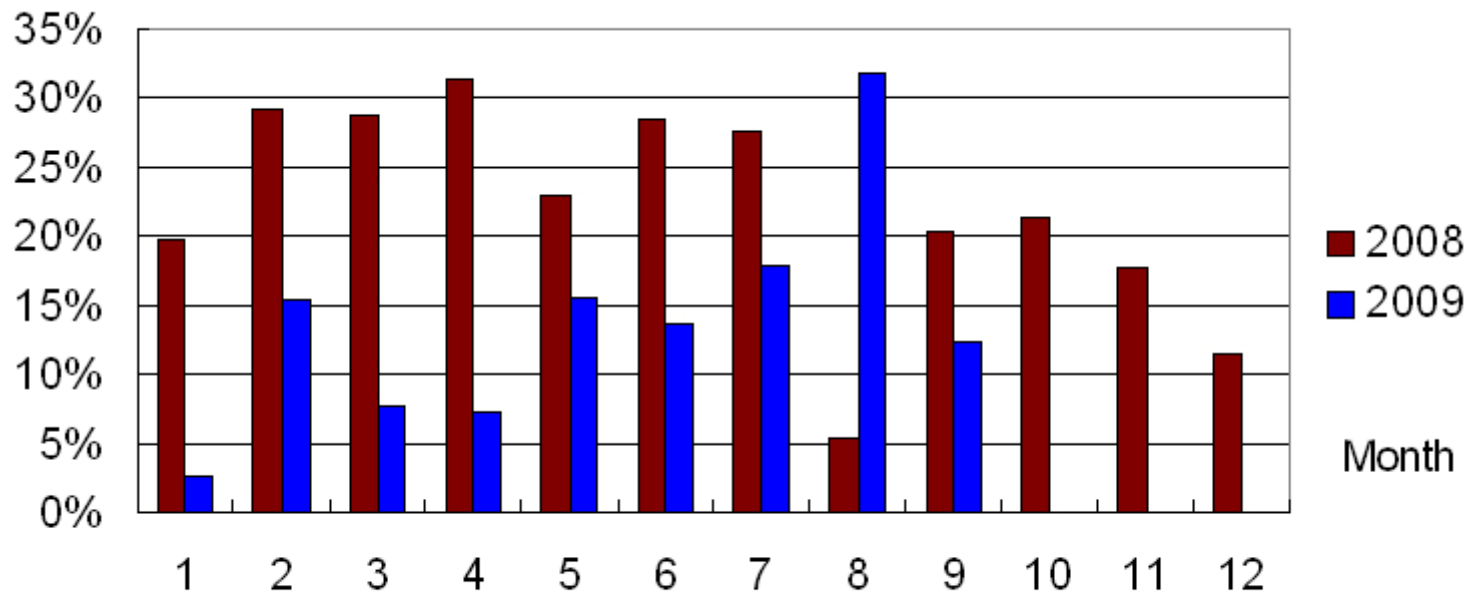
Monthly Growth Rates of Chinese Outbound Departures to America (2008-2009)



Monthly Growth Rates of Chinese Outbound Departures to Oceania (2008-2009)



Monthly Growth Rates of Chinese Outbound Departures to Africa (2008-2009)



Factors Influencing China's Outbound Market



Global financial crisis

A(H1N1) Flu

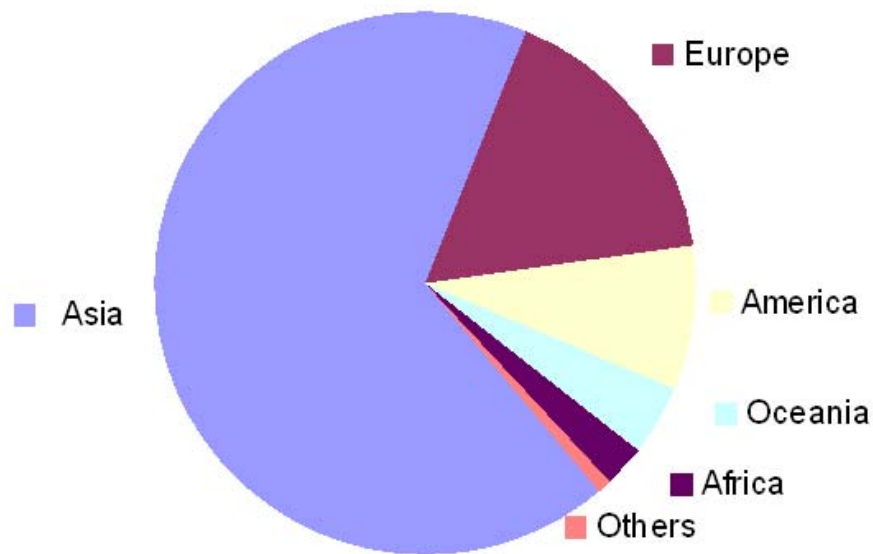


The strict-control policy for official
outbound travel paid by government

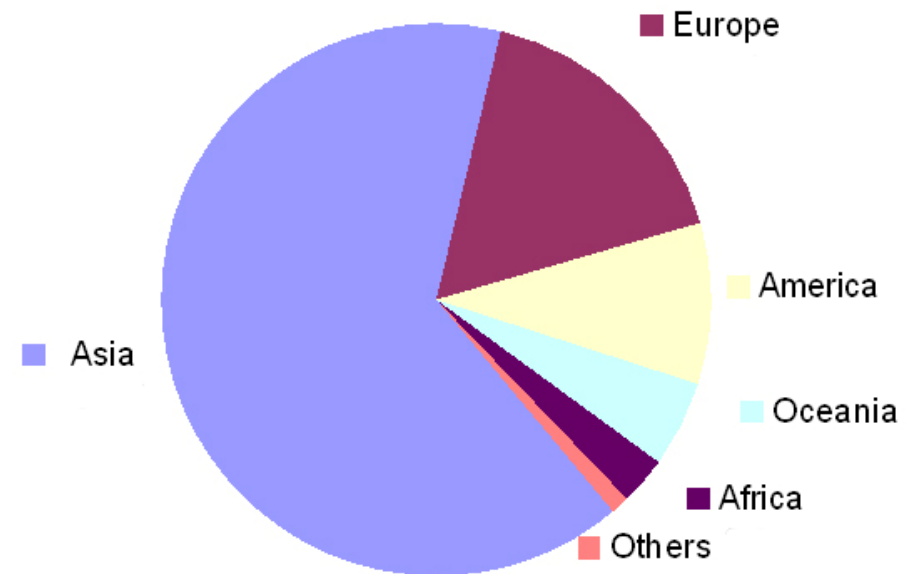
Market Structures of Chinese Outbound Traveler (except Hong Kong, Macao and Taiwan)



2008



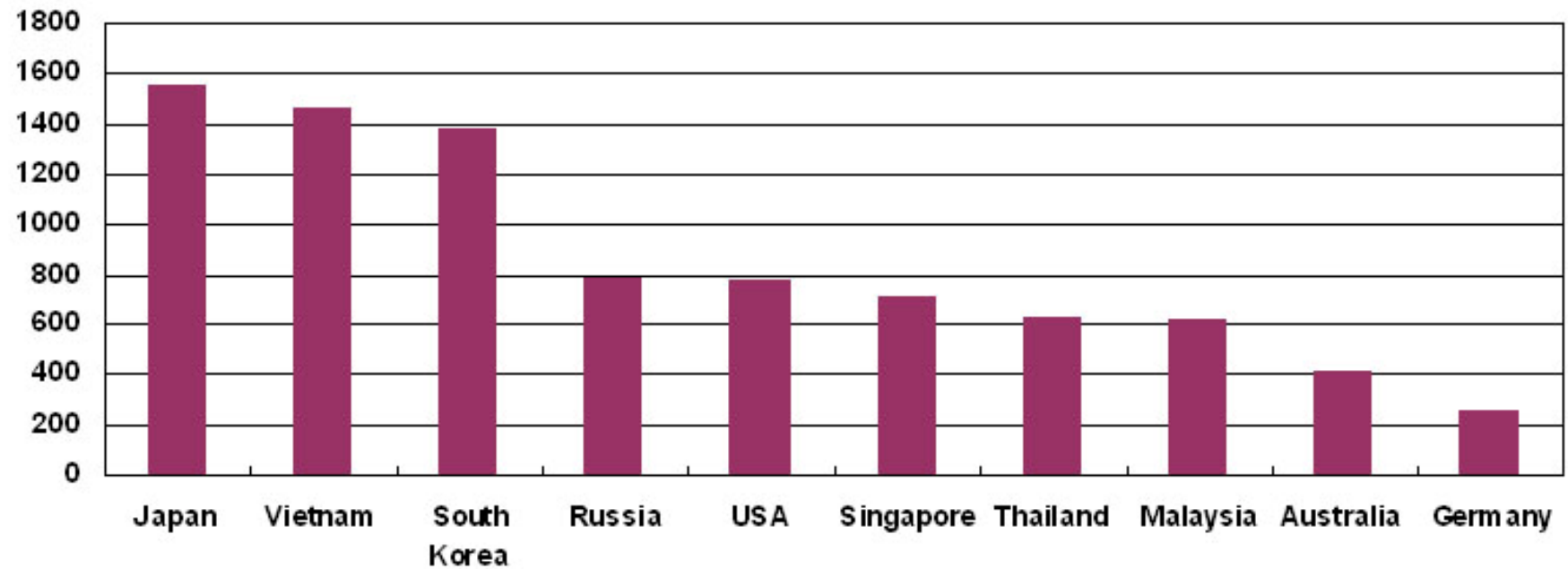
Jan-Sept.2009



Top 10 Chinese Outbound Destinations 2008



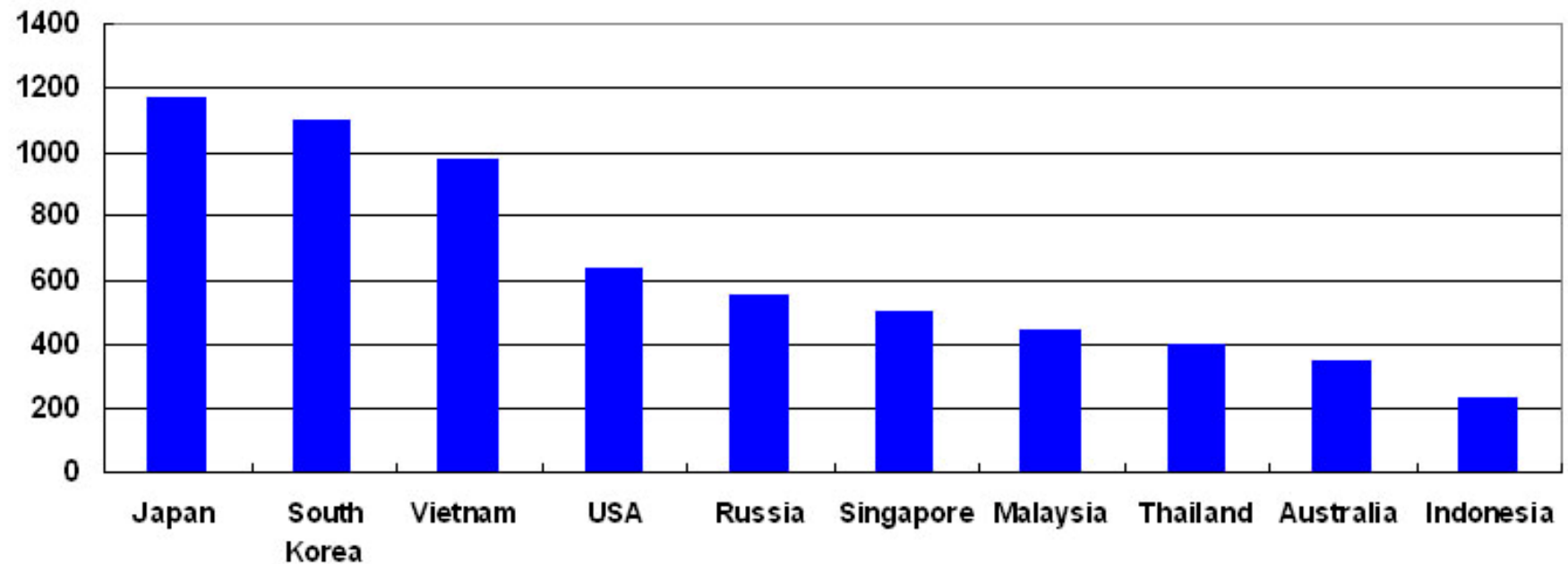
Number:1000'



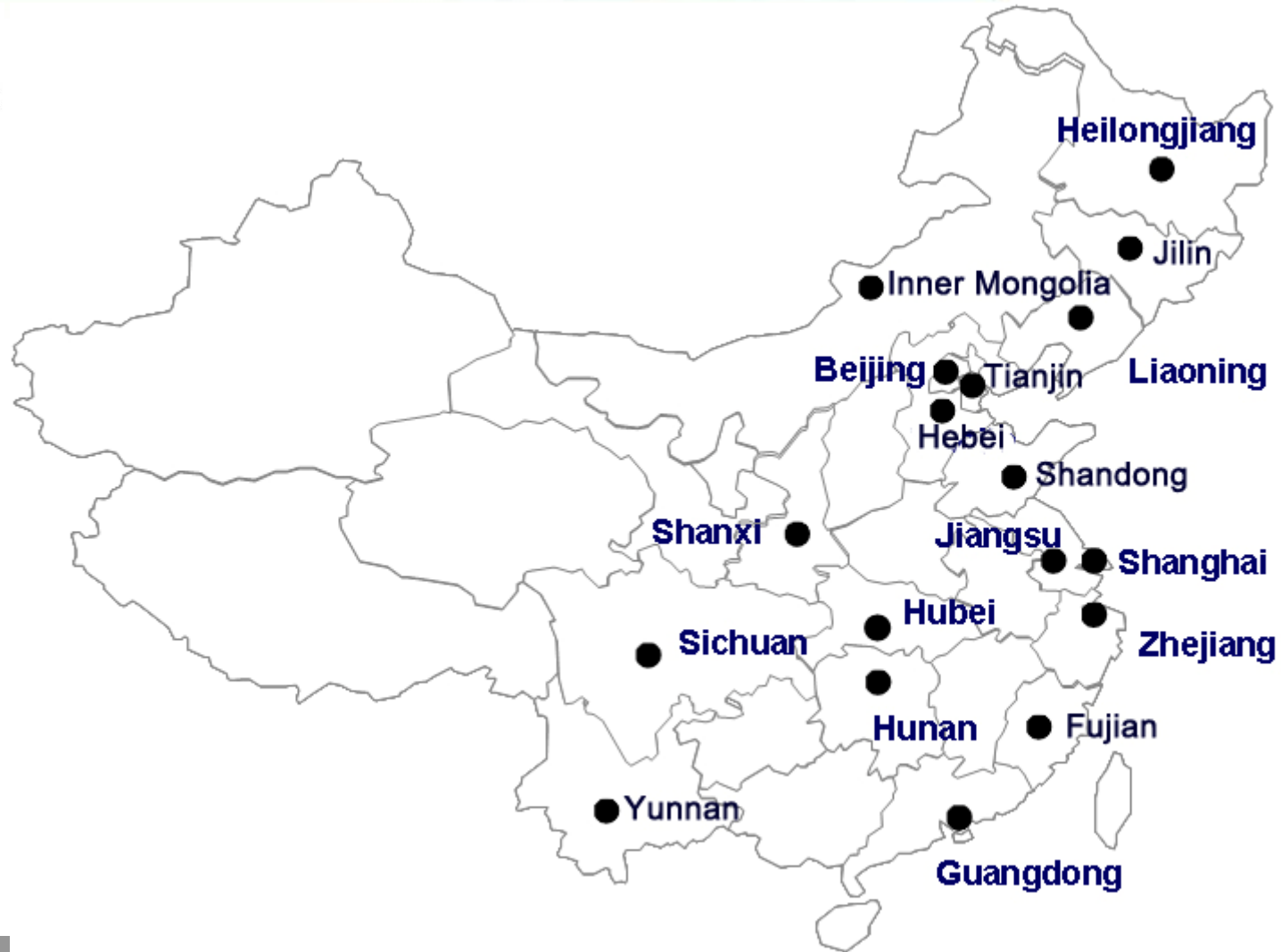
Top 10 Chinese Outbound Destinations(Jan-Sept.2009)



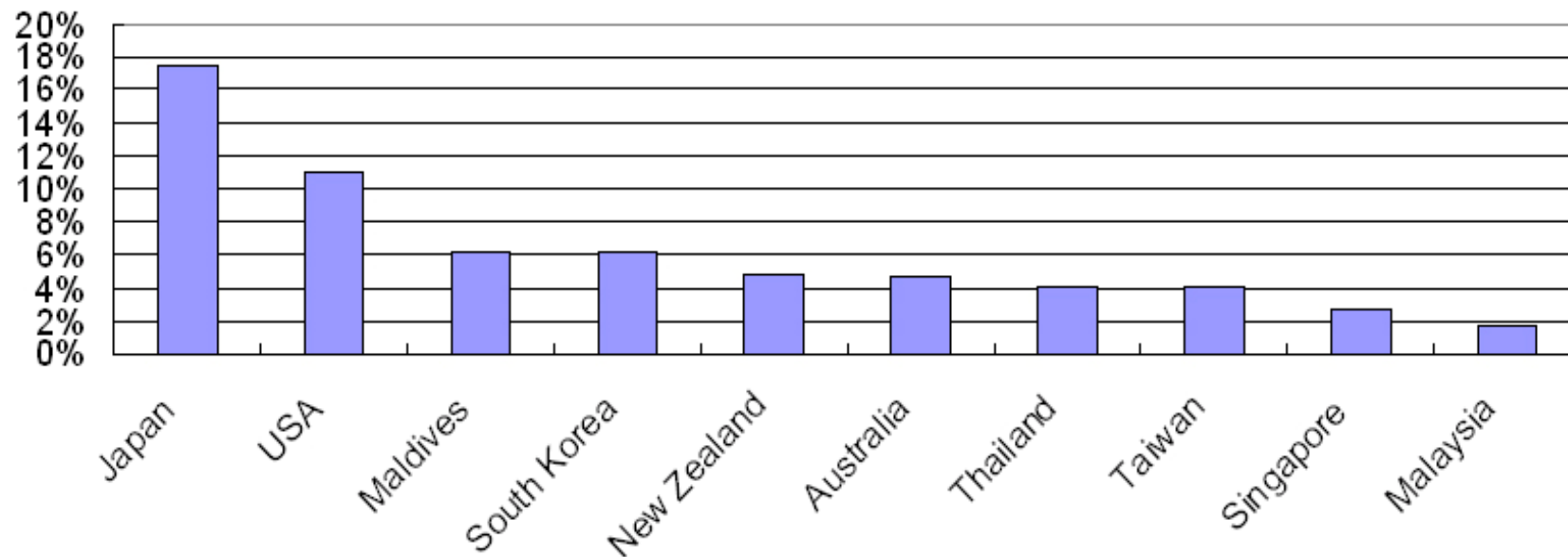
Number:1000'



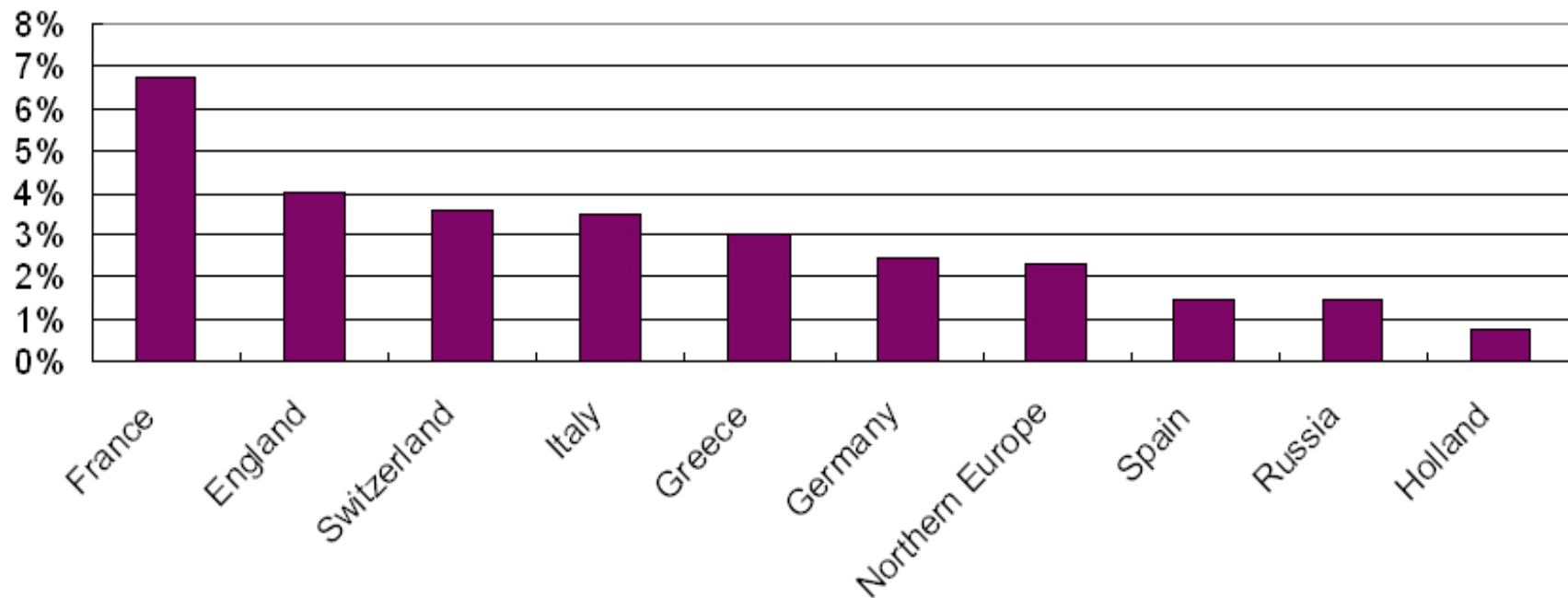
Questionnaire Survey Conducted by IVY ALLANCE in China (Jul.- Oct.,2009)



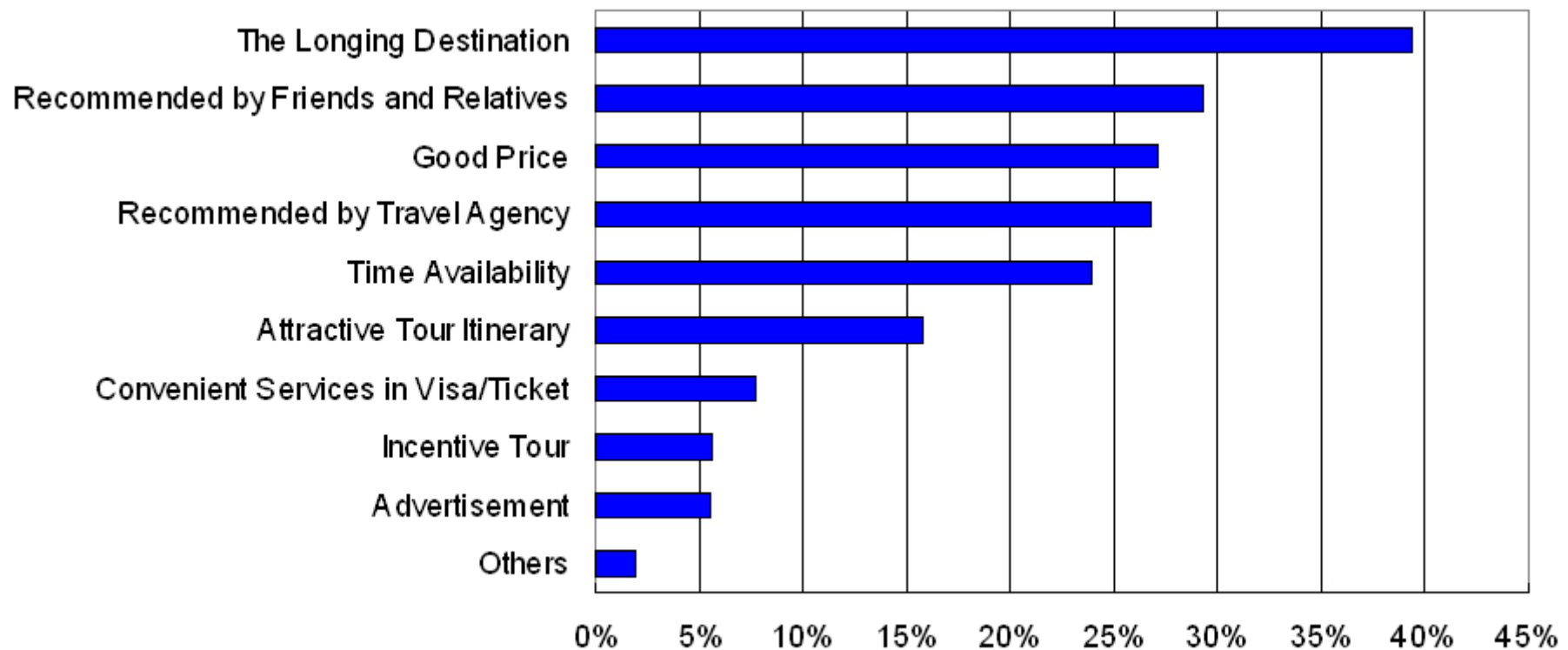
Top 10 Popular Asia-Pacific Destinations of Chinese Tourists(2010-2011)



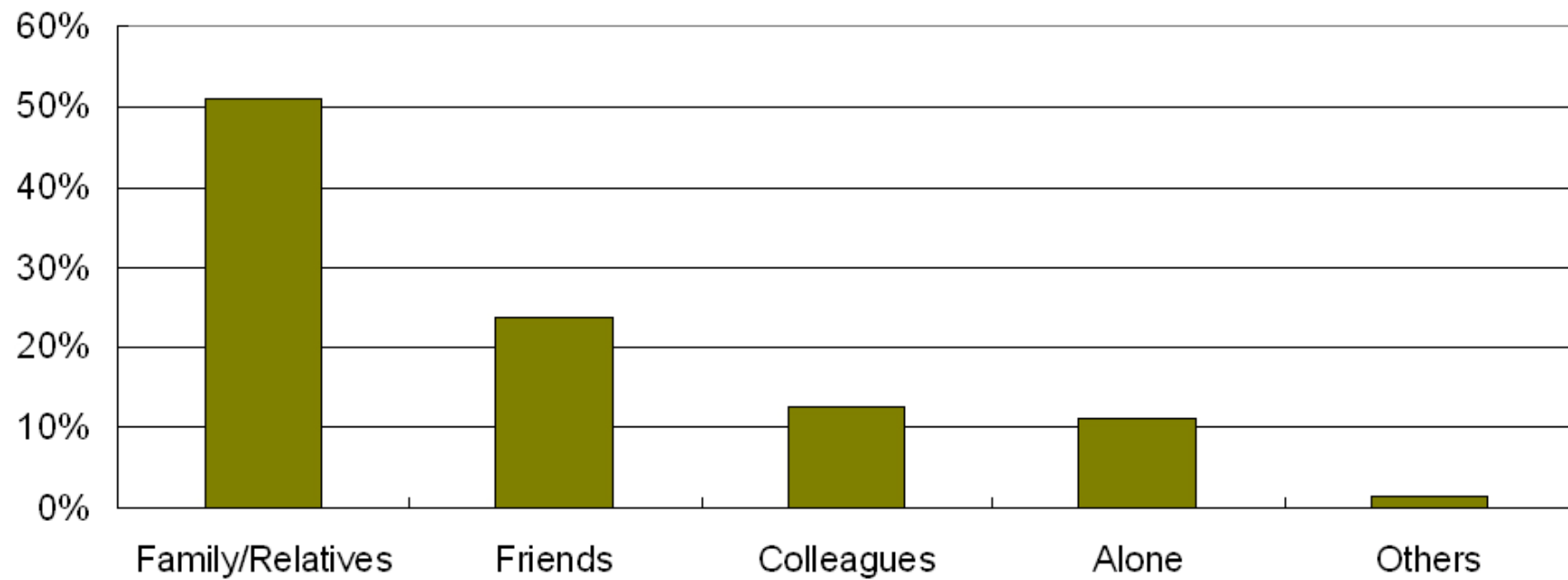
Top 10 Popular European Destinations of Chinese Tourists(2010-2011)



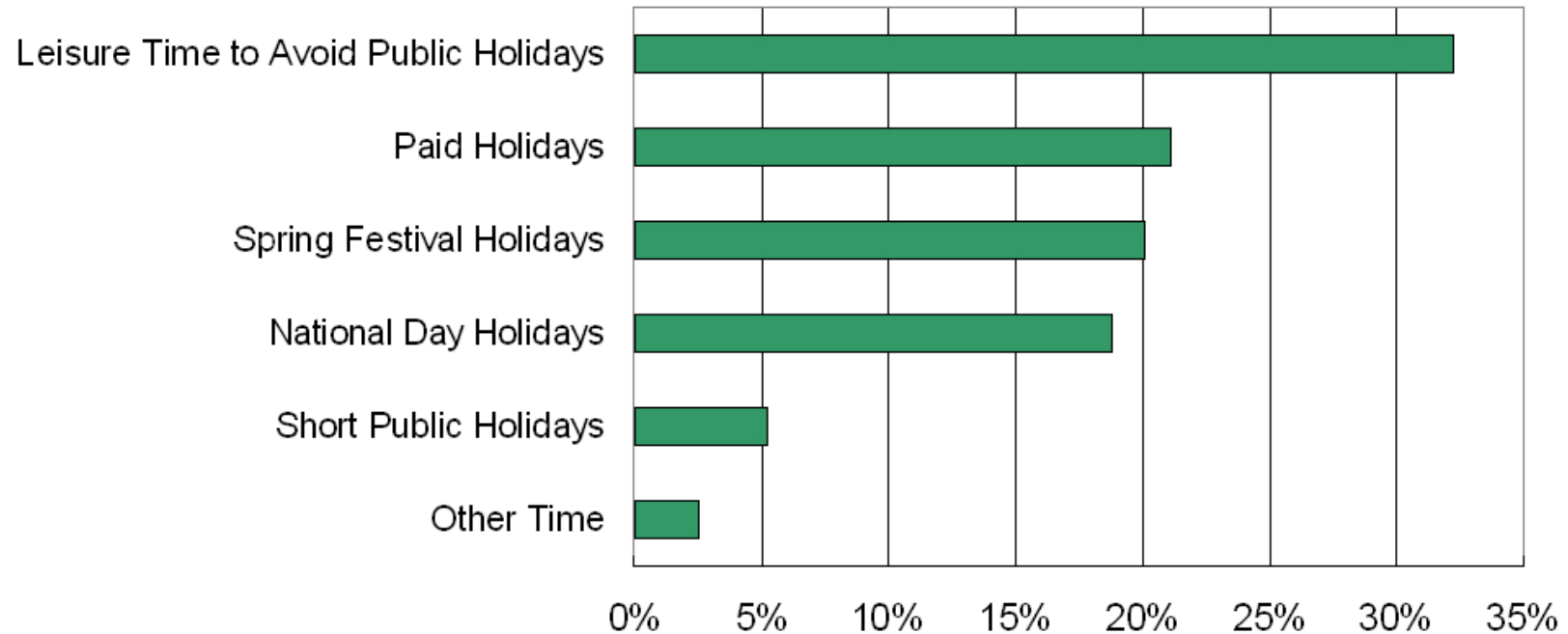
Major Factors Influencing Chinese Tourists on Choosing Destinations



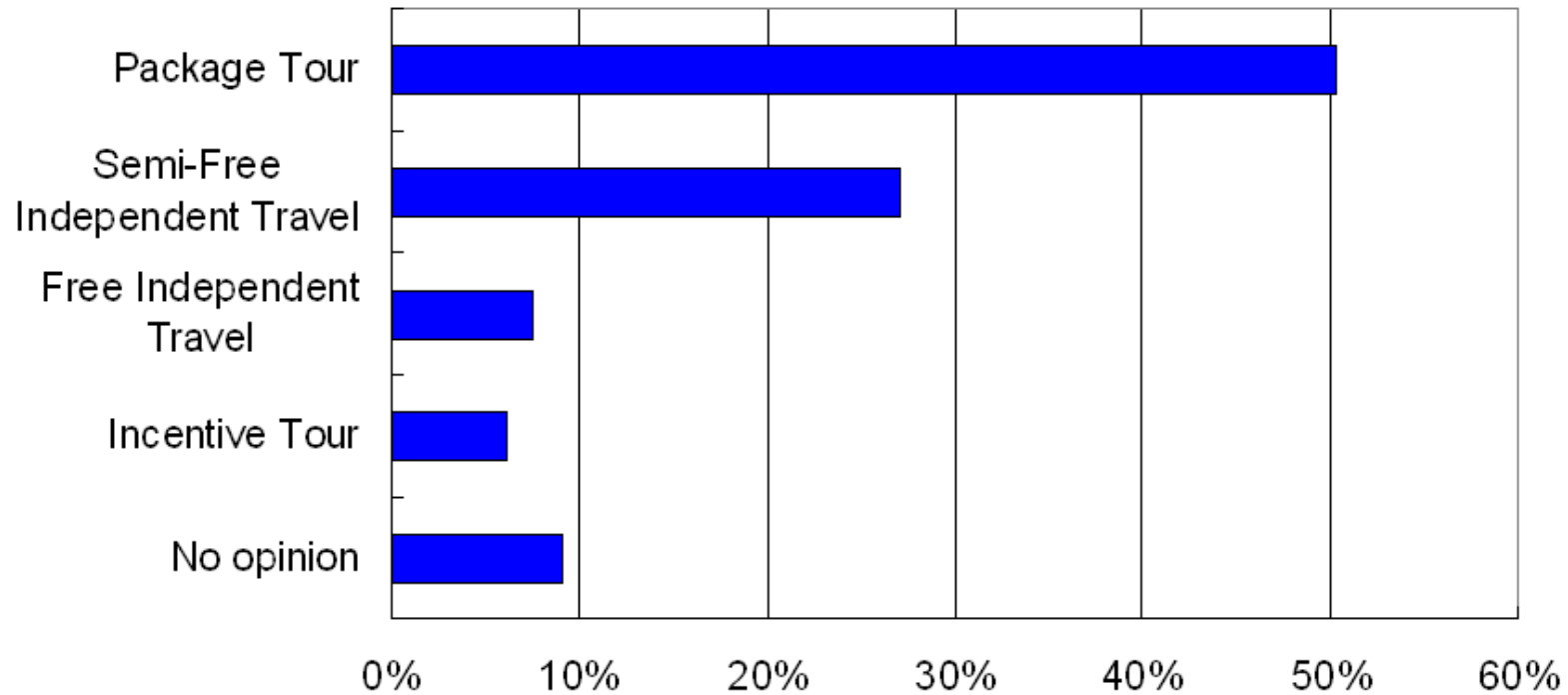
Companion for Outbound Tour



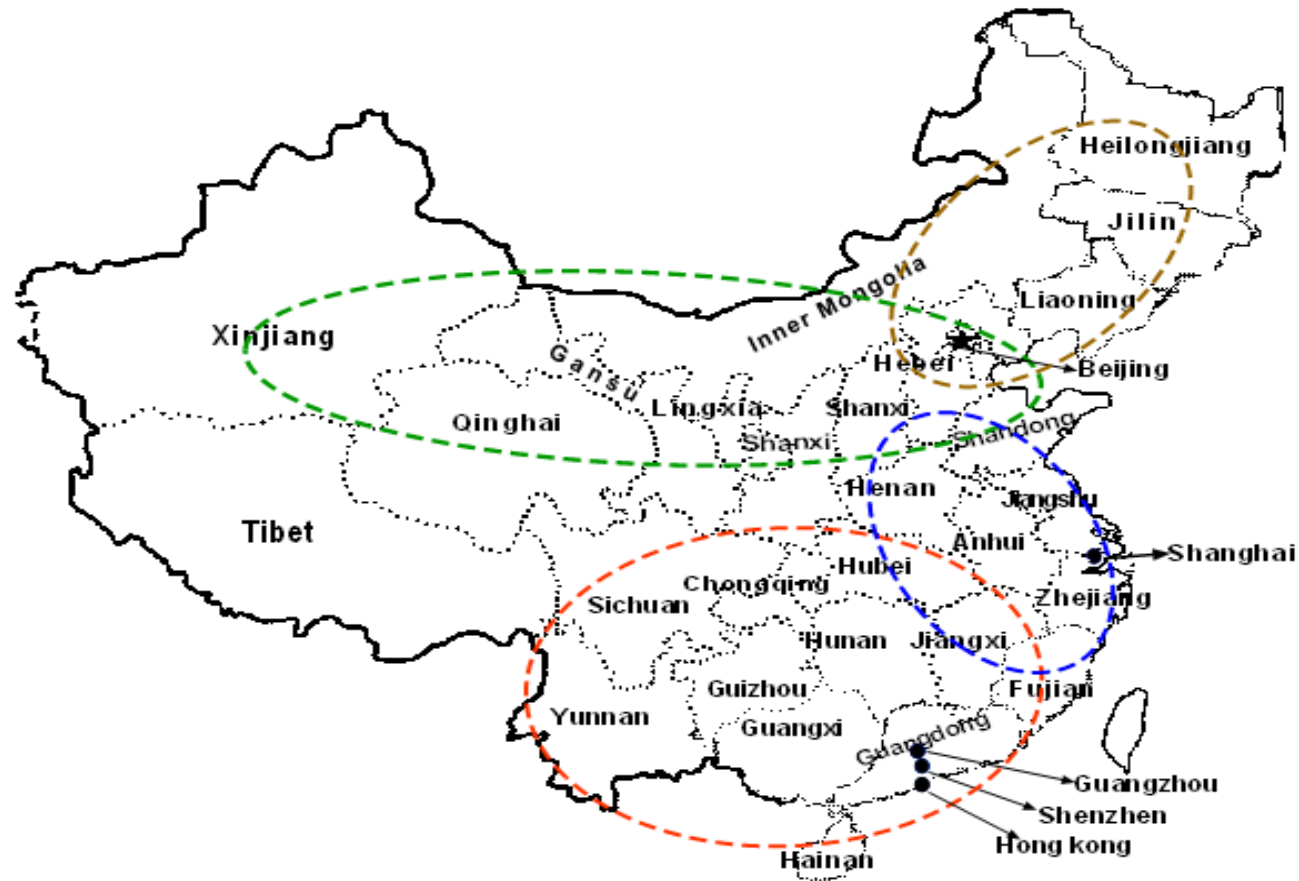
The Chinese Tourists' Time Preference for Outbound Travel (2010-2011)



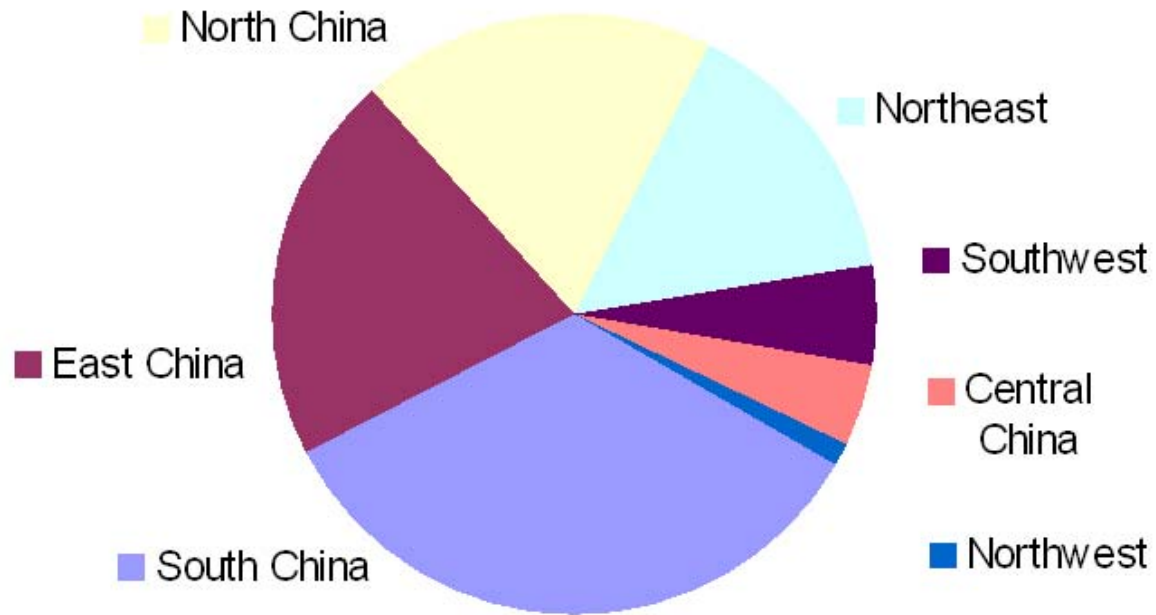
Favorite Type of Traveling (2010-2011)



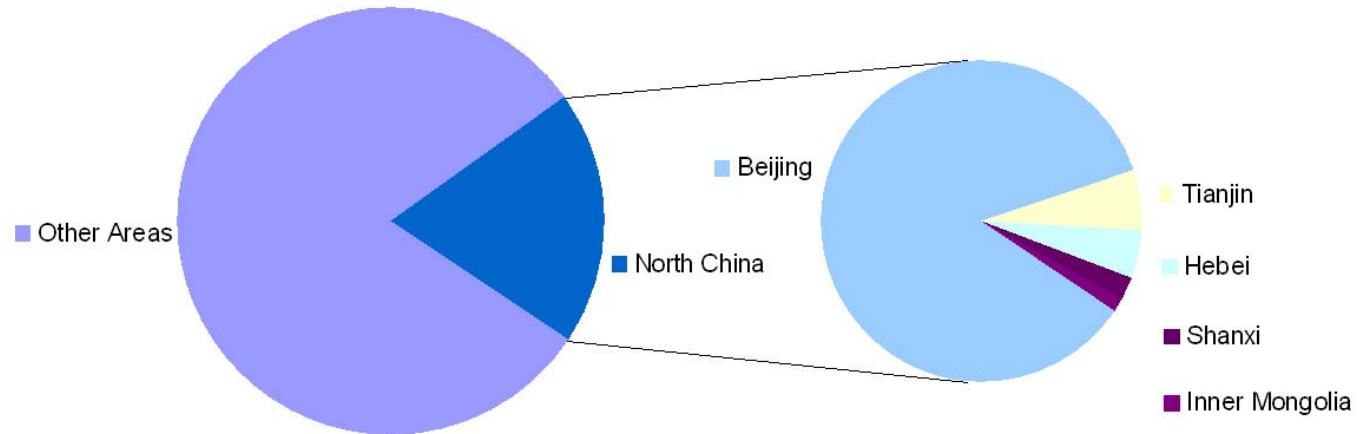
Potential Tourist Source of China's Different Regions



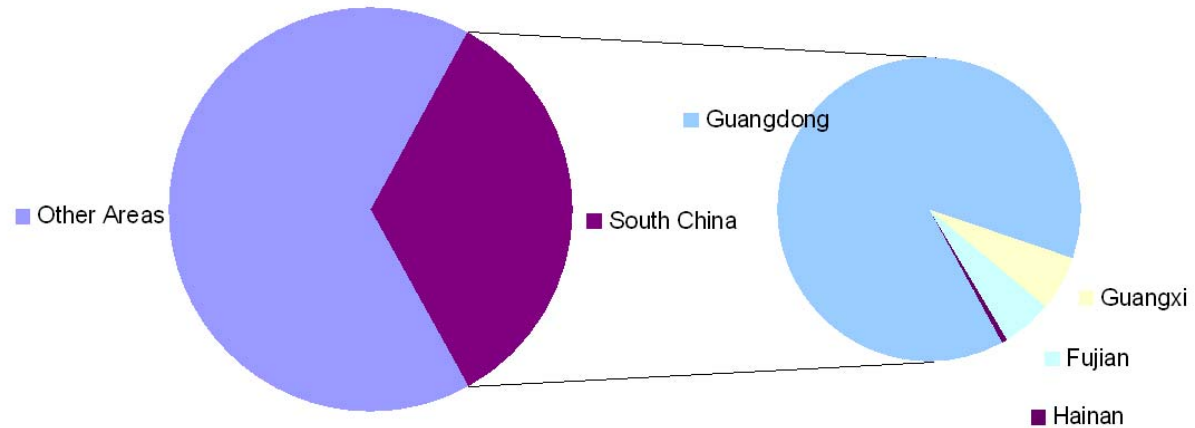
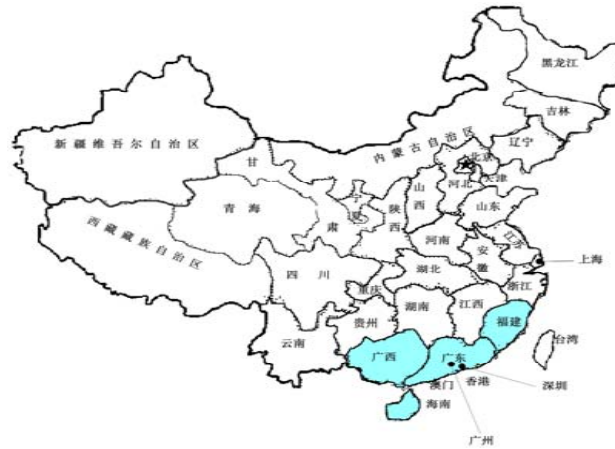
Structure of Chinese Outbound Tourists Organized by Travel Services from Different Regions of China



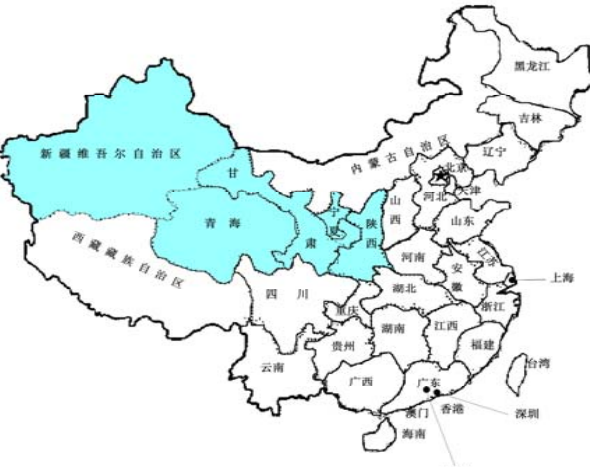
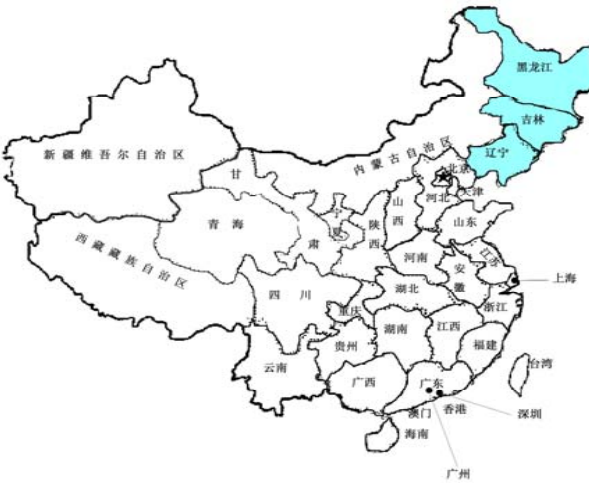
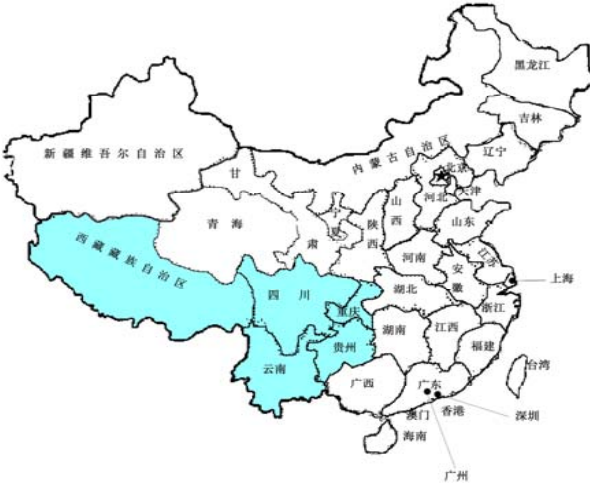
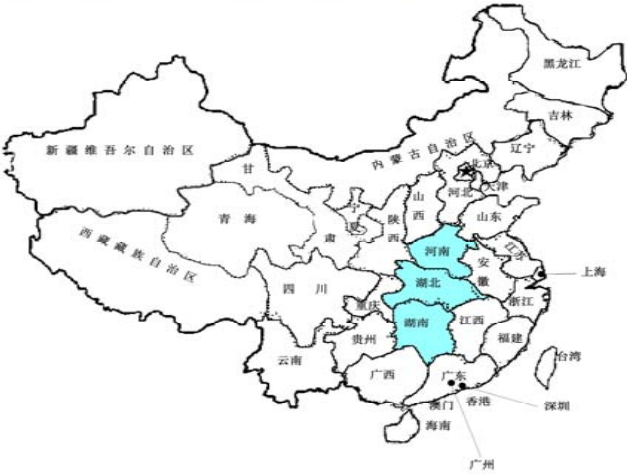
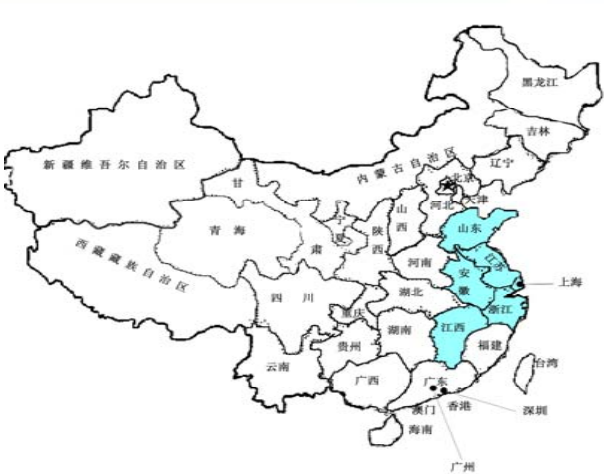
Tourist Generating Market in North China



Tourist Generating Market in South China



Other Tourist Generating Market in China



The Trend of Chinese Outbound Travel Market after the Crisis



Asia Destination

Europe Destination

America Destination

Oceania Destination

Africa Destination



Favorite Outbound Tour Products



Island Vacation



Cruise Tour



F.I.T



Theme Tour/ Itinerary

Marketing Strategy for the Chinese Outbound Market



- **Travel Product Integration and Optimization**
- **Unique Selling Spots and Core Travel Products**
- **Quality Service Suppliers**
- **Personalized Package and Special Attraction**
- **Effective, Innovative and Integrated Marketing**

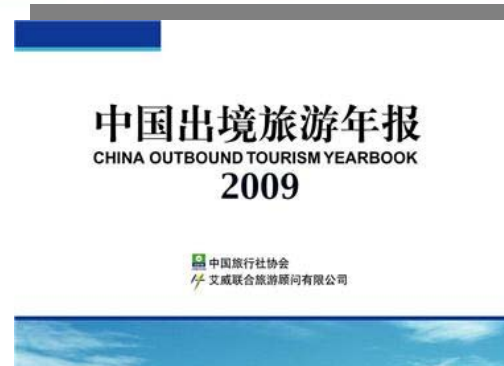
艾威联合旅游顾问有限公司 About Ivy Alliance



Founded in 2001 in Beijing, China.

A leading consulting and marketing company specialized in China outbound tourism market.

Organizer of International Forum of Chinese Outbound Tourism



International Forum on Chinese Outbound Tourism



- **Wind vane of China outbound tourism Market.**
- **The collective platform of diverse and unique business resources in China outbound tourism market.**
- **The window of understanding Chinese outbound tourism market.**
- **Exclusive professional education platform.**
- **Valuable promotion and networking platform.**



The 6th International Forum on Chinese Outbound Tourism (IFCOT2010)



Theme: *Quality Service, Product Upgrade and Sustainable Growth*

Time: June 23-24 , 2010

Venue: Grand Millennium Hotel, Beijing

More Information: ifcot@outbound-tourism.cn



谢谢！
Thanks!

王新军 博士
Wang Xinjun Ph.D

Managing Director
Ivy Alliance Tourism Consulting

Looking forward to Cooperation

Contact :

forum@outbound-tourism.cn

Tel:+86-10-62247696

Fax:+86-10-62279624

www.ivyalliance.cn