

Effective Tool to Detect the Trends and Directions of China Outbound Tourism Market



China Outbound Tourism Monitor - Quarterly Report
中国出境旅游市场季度监测报告

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■ **China outbound tourism market is growing at high speed and full of opportunities and challenges**

Over the past 15 years, China outbound tourism market has maintained rapid development with average annual growth rate at 18%. Chinese outbound departures exceeded 100 million in 2014. Chinese tourists' international expenditure reached 165 billion, a 28% increase over that of 2013. Chinese outbound departures are expected to reach 120 million in 2015, a 16% increase over 2014. In the next 10 years, China outbound tourism market will continue to maintain rapid growth in the golden period of development.

■ **China outbound tourism is under transformation with new demands, new features and new opportunities**

The market growth and huge potential demand have generated tremendous market opportunities for overseas destinations, local tourism suppliers and travel services providers. With the changes of Chinese tourists' demand and product structure, there are more and more competitions between the tourist destinations. Outbound tourism operators have adjusted their market positioning and product strategy to achieve competitive advantages. China's outbound tourism industry has entered into a new development stage.

■ **China Outbound Tourism Monitor - Quarterly Report provides the best way to track China outbound market trends and obtain strategic intelligence**

The China Outbound Tourism Monitor-Quarterly Report is developed by Ivy Alliance Tourism Consulting, with support from China Association of Travel Services (CATS), leading outbound tour operators and travel agencies in China. The quarterly report closely monitors the development of China outbound tourism market and travel trade performance.

Based on comprehensive survey with travel trade and big data analysis, the report provides foreign destinations and local service providers with updated booking changes and forecasts. The report offers a very effective and productive way to learn the latest market dynamics and obtain useful insights into product structures, market demand, business performance and market trends, which enable travel services providers to adjust their marketing and product development strategies accordingly.

China Outbound Tourism Monitor - Quarterly Report

(Standard Edition)

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F.I.T

M.I.C.E

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■ **Methodology**

- Conduct market study on outbound tourism business and examine product characteristics to various world destinations;
- Sampling is targeted and selected for the top 50 China-based outbound tourism service providers, wholesalers and OTAs. Sampling will be regionally represented and account for the majority of outbound travel bookings;
- Survey design will be primarily quantitative and secondarily qualitative;
- Big data analysis: Monitor the outbound tourism products to worldwide destinations provided by China's major tour operators including online travel agencies, and analyze the monthly changes of product structure and price fluctuation of outbound tourism services;

■ **Report Delivery**

- The report will be quarterly published. There will be four quarterly reports provided per year.
- Report will be in Chinese or English in PDF format.

■ **Subscription Price (Standard Edition)**

- US\$3999/year (four quarterly reports)
- Subscription starts from 2016 (available from any quarter)

China Outbound Tourism Monitor - Quarterly Report

(Customized Edition)

- On the basis of standard edition contents, we will provide customers with customized and value-added services. The customized research and survey will help your company obtain timely intelligence on market demand and feedback to benchmark marketing promotion and business development efforts.

- The Chinese travel trade or consumer survey questionnaire will be tailored to meet your company needs. Survey questions can be adjusted each quarter. For example:
 - Chinese outbound tour operators awareness or perception of your company and services;
 - Chinese outbound tour operators interest in business partnership;
 - Chinese outbound tour operators awareness or product promotion intent with regard to specific destination;
 - Chinese outbound tour operators projection on market demand to specific destination;
 - China outbound tourism product structure and price trend to specific destination;
 - China outbound tourism product structure of specific source markets;
 - Other questions;

- The cost of customized research is subject to your detailed requests and requirements.



China Leading Consulting Company in China Outbound Tourism Market

It is our honor and professional pursuit to create sustainable value for our clients

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