CHINA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

1 in 4 net new jobs were created by Travel & Tourism over the last five years

79,870.0 JOBS (000's)

CNY906.5BN in visitor spend (4.9% of total exports)

CHINA 2019 KEY DATA

11.3% OF TOTAL ECONOMY

Total T&T GDP = CNY10,942.5BN (USD1,584.9BN)

Global GDP impact by sector (2018 data). Share of total economy GDP

1 in 4 net new jobs were created by Travel & Tourism over the last five years

11.3% OF TOTAL ECONOMY

+9.3%

2019 Travel & Tourism GDP growth vs +6.1% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

79,870.0 JOBS (000's)

(10.3% of total employment)

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

CNY906.5BN

in visitor spend (4.9% of total exports) (USD131.3BN)

INBOUND ARRIVALS

OUTBOUND DEPARTURES

1. HONG KONG SAR, CHINA 40%

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2. MACAU SAR, CHINA 12%

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3. SOUTH KOREA 7%

3. THAILAND 10%

4. JAPAN 4%

4. JAPAN 8%

5. MYANMAR 4%

5. SOUTH KOREA 6%

REST OF WORLD 33%

REST OF WORLD 45%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)

81%

19%

86%

14%

LEISURE SPENDING

BUSINESS SPENDING

DOMESTIC SPENDING

INTERNATIONAL SPENDING

All values are in constant 2019 prices & exchange rates
As reported in March 2020