China 2020 Annual Research: Key Highlights

Global Data 2019

- 10.3% Total GDP contribution
- 330mn Jobs globally (1 in 10 jobs)
- While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%
- 1 in 4 net new jobs were created by Travel & Tourism over the last five years

China 2019 Key Data

- 11.3% of Total Economy
  - Total T&T GDP = CNY10,942.5BN (USD1,584.9BN)
- +9.3% 2019 Travel & Tourism GDP growth vs +6.1% real economy GDP growth

China 2019 Key Data

- 79,870.0 Jobs (000's)
  - (10.3% of total employment)

International Visitor Impact

- CNY906.5BN
  - in visitor spend (4.9% of total exports)
  - USD131.3BN

Inbound Arrivals

- 1. Hong Kong SAR, China 40%
- 2. Macau SAR, China 12%
- 3. South Korea 7%
- 4. Japan 4%
- 5. Myanmar 4%
- Rest of World 33%

Outbound Departures

- 1. Hong Kong SAR, China 19%
- 2. Macau SAR, China 12%
- 3. Thailand 10%
- 4. Japan 8%
- 5. South Korea 6%
- Rest of World 45%

Sector Characteristics (2019)

- Leisure Spending 81%
- Business Spending 19%
- Domestic Spending 86%
- International Spending 14%

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

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