CHINA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)
- **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
- **79,870.0 JOBS (000's)** (10.3% of total employment)
- **CNY906.5BN** in visitor spend (4.9% of total exports) (USD131.3BN)

**CHINA 2019 KEY DATA**

- **CONTRIBUTION OF TRAVEL & TOURISM TO GDP**
- **CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**
- **INTERNATIONAL VISITOR IMPACT**

**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% 19%
- BUSINESS SPENDING
- DOMESTIC SPENDING 86%
- INTERNATIONAL SPENDING 14%

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

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