



World's Largest Outbound Tourism Market

China is now the world's largest outbound tourism market and the world's fourth largest tourist destination, China National Tourism Administration (CNTA) revealed at the end of last year.

According to CNTA figures, China's tourism industry accounted for 10.8 percent of the national economy in 2015. That year, the country's total tourism revenue hit RMB 4.13 trillion; there were 117 million outbound travelers. Chinese tourists visit 151 countries and regions. Chinese passport holders are granted visa waivers or visas on arrival to 57 countries and regions.

Chinese tourists, known for their strong purchasing power, have become the new engine to boost the global tourism sector. Data show that China has been world's biggest spender on outbound travel for the last four years in a row.

To meet the demand of more sophisticated Chinese tourists, some Chinese tourism companies formed partnerships with foreign counterparts to better tap into the potential of the market. In last December, Fliggy, an online platform with the Alibaba group, reached an agreement with VisitBritain whereby Fliggy will help to promote British cultural experiences and travel amongst Chinese Internet users.