

The State of Chinese Inbound Tourism in 2019

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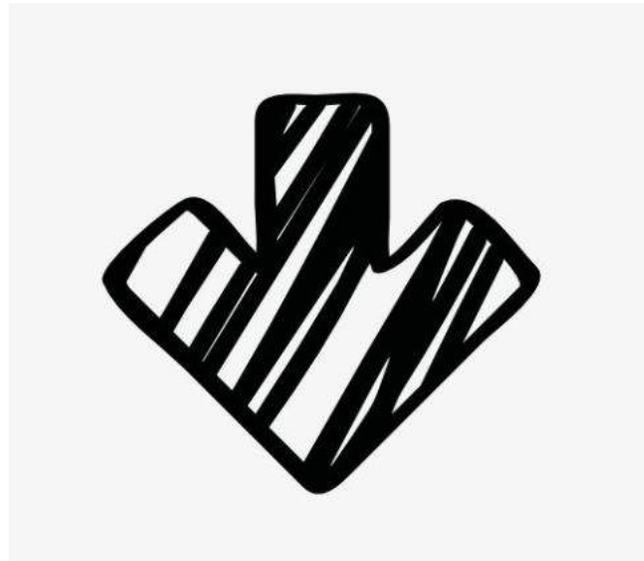
Editor of Jing Travel



Jing Travel's Mission

Jing Travel is the ultimate resource for cultural institutions looking to attract a larger slice of the Chinese outbound-travel market. Jing Travel's mission, through its website, newsletters, videos, white papers, and events, is to help museum professionals and those in the cultural tourism industry identify opportunities to capitalize on this rapidly growing and lucrative travel segment.

A Challenging Year



WHY





1. Trade War and International Relations

2. Perception of Safety

- Gun violence
- Terrorist attack
- Hate crime: possible violence against Asians



3. Chinese Government's Push for Domestic Travel

- Red tourism
- Rail infrastructure
- Marketing and promotion



Landscape of Guilin, Li River and Karst mountains. Located near Yangshuo County, Guilin City, Guangxi Province, China.

4 Trends Shaping the Chinese Inbound Tourism Market

The customized travel industry is in the early stages and online sales for such tours remain low, leaving significant room for growth.



1. Customization

2. Cultural Tourism



A Metropolitan Museum of Art exhibition exploring Chinese influence on the history of fashion attracted a [record 816,000 visitors](#) in a four-month run that had to be extended twice.



3. Educational Tours for Families

“China’s elite, those who have made their fortunes through manufacturing or technology, have a fascination with British culture and revere the aristocracy, seeing it as a model for how they can pass their own wealth on through the generations,” commented Esther Leong founder of New Chapters in 2013. “Learning through doing’ holidays are the logical, next-step extension of sending their offspring to prestigious private schools such as Harrow, Eton or Westminster.”

4 Less \$\$ on Shopping



While it's true that as many Chinese tourists aren't choosing shopping as their primary purpose for travel, it doesn't mean that they aren't spending money on travel or spending any less while abroad. It simply indicates that priorities have shifted in terms of where their money is spent.

Thank You!