

New Opportunities:



Tourism between ASEAN and China

ASEAN-China Centre



Mission

An inter-governmental Organization between 11 governments of ASEAN and China.

Covering investment, trade, tourism, culture and education.

Promote ASEAN & China as premier travel destinations to each other.

Two-way Travel Volume

2012 Visitations

ASEAN to China: 5.89 million, +21.69%

China to ASEAN: 9.69 million, +4.01%

Two-way: 15.5 million

Source: China National Tourism Administration

A Closer Look at China-A Travel Market

- 2012
- Domestic Travel: 2.9 billion visitations
- Outbound Travel: 80 million visitations
- Inbound Travel: 133 million visitations
- New employment: 500,000
- Source: China National Tourism Administration

Chinese Travelers

- Shopping & Sight-seeing
- Group tour
- New Trend: Private tour & Cruise
- Sun, Sand, Sea (Southeast Asian Islands)
- Short span of decision-making
- Curious about new destinations

China- A Travel Destination

- Golden Route
- World Heritage Sites, ranking No.3 in the world
- Diversified
- MICE & Cruise Destination

Travel Destinations in ASEAN

- Location (easy accessibility)
- Island
- Food
- All year round
- Family friendly

New Opportunities

- Infrastructure
- Investment
- Connectivity
- Understanding



Thank You

Dawei Wu

➤ Tourism Officer, ASEAN-China Centre

➤ wudawei@asean-china-centre.org