China's Tourism Development in 2012 – Facts and Figures

In 2012, thanks to the concerted efforts of the entire tourism community, China’s tourism sector has defied the grave situation of the global economy and maintained a sound momentum of growth, especially in the areas of domestic and outbound travels. Total tourism revenue rose by 15.2% to 2.6 trillion RMB yuan.

1. Inbound tourism

The 2012 figure of inbound tourism is basically the same as that of 2011. Overnight international tourist arrivals totaled 57.72 million, up by 0.3% year-on-year, and foreign exchange revenue reached US$50 billion, up by 3.2%. Total spending of inbound foreign tourists increased to US$30.2 billion, 5.4% higher than the previous year.

The top ten contributors of inbound tourists for China in 2012 are: the Republic of Korea, Japan, Russia, the United States, Malaysia, Vietnam, Singapore, Mongolia, the Philippines and Australia.

2. Domestic travel

In 2012, market demands for domestic travels remained vibrant in China. China is now already the world’s largest domestic travel market, with over 2.9 billion visits recorded each year, an average of two visits per person per year. Total spending of Chinese residents on domestic travels reached 2,270.6 billion RMB yuan.

3. Outbound tourism

Chinese tourists made 83.18 million outbound travels in 2012, up by 18.4% over the same period of last year. In terms of means of transportation, the number of tourists travelling on planes, cars, ships, trains and on foot each totaled 20.41 million, 13.66 million, 5.5 million, 1.23 million and 42.38 million, representing a year-on-year increase of 25.8%, 15.6%, 11%, 13.8% and 17.2% respectively.

The top ten countries chosen by Chinese tourists as the first stop of their overseas trips are: the Republic of Korea, Thailand, Japan, Cambodia, the United States, Malaysia, Vietnam, Singapore, Russia and Australia.

The ADS scheme for outbound travels of Chinese tourist groups has been expanded to 148 countries and regions, and is already under implementation in 115 countries and regions. Tourism has entered a new phase of public participation and industrialized operation.
4. **Tourism employment**

In 2012, 500,000 new jobs were created in the tourism sector. Tourism has provided a major boost to job creation in China and played an important role in the country’s social and economic development. Currently, more than 13.5 million Chinese population are directly employed in the tourism sector, and some 80 million people are now working on tourism-related jobs. It is estimated that by 2015, about 100 million people in China will be employed, either directly or indirectly, by the tourism sector.

5. **Bilateral and multilateral tourism cooperation and cooperation with international tourism organizations**

CNTA has actively engaged in bilateral and multilateral tourism cooperation with the United States, Australia, Russia, African countries, Central and Eastern European countries, the European Union, Brazil and countries in Latin America and the Caribbean, further strengthened the mechanism for cooperation between tourism authorities, and advanced mutually beneficial cooperation with major tourist sources and destinations in the area of tourism market. In the meantime, China has carried out close cooperation with the UNWTO, WTTC, PATA, APEC, SPTO, T20 and other international organizations, actively participated in various activities and international conferences, and made positive contribution to world tourism development.
关于给世界旅游组织提供 2012 年
中国旅游业发展情况的请示

局领导：

世界旅游组织东亚太和南亚地区委员会联合会议将于 2013 年 4 月 12-15 日在印度举行。世界旅游组织通过邮件与我处联系，告之各相关成员国需于 3 月 20 日前提供 2012 年各国旅游业发展情况，供地区联合委员会使用，同时刊登在世界旅游组织网站上。

我司草拟了 2012 年中国旅游业发展情况，已请政策法规司对相关数据进行了审核。

妥否，请示。

国际司
2013 年 3 月 18 日
关于请协助审核给世界旅游组织提供
2012年中国旅游业发展情况相关数据事

政策法规司：

世界旅游组织东亚太和南亚地区委员会联合会议将于2013年4月12-15日在印度举行。世界旅游组织通过邮件与我处联系，告知各相关成员国需于3月20日前提供2012年各国旅游业发展情况，供地区联合委员会使用，同时刊登在世界旅游组织网站上。

我司草拟了2012年中国旅游业发展情况，请贵司对相关数据进行审核，以便我司报局领导审批后送世界旅游组织。

国际司
2013年3月15日