

# CHINESE INBOUND TOURISM MARKET KEEPS GROWING



Last week, the China Tourism Academy released the "China Inbound Tourism Development Report (2023-2024)," which indicates that the inbound tourism market in China is expected to continue improving in 2024. According to the report, it is projected that the inbound market for foreign visitors will recover to 80% of the 2019 levels, and the inbound market for visitors from Hong Kong and Macao will fully recover.

The report cites the continuous recovery of international travel routes, improved entry convenience, the ongoing enhancement of the inbound tourism supply chain, and the active engagement of market players across various tourist destinations as factors contributing to the positive outlook for China's inbound tourism market.

In the most optimistic scenario, **the foreign entry market in 2024 is expected to reach 80% of the 2019 levels**, while the markets for visitors from Hong Kong and Macao are expected to recover fully.

The report indicates that Chinese culture and the opportunity for a better life are the main attractions for foreign tourists visiting China. A unique survey by the China Tourism Academy shows that over 60% of respondents consider experiencing Chinese culture as their primary reason for visiting the country. Additionally, aspects such as food, healthcare, and shopping play a significant role in the tourist experience in China.

According to the most recent data from China's National Immigration Administration, the number of foreigners coming to China has more than tripled in the first quarter of this year. 466,000 foreign visas and certificates were issued, marking a notable increase of 118.8% year-on-year. **The number of visa-free foreigners also increased substantially, reaching 1.988 million and representing 266.1% year-on-year growth.**

Furthermore, China's visa-free policy is expanding to enhance personnel exchange between China and foreign countries. A trial visa-free policy for ordinary passport holders from New Zealand, Australia, and Poland has been developed, contributing to increased interest and activity in the inbound tourism market.

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