

CHINA EXCEEDS US\$87 BILLION IN WINTER TOURISM REVENUE



Since the Spring Festival, the number of skiers at many ski resorts across China has reached a new high. This surge in visitors has led to a significant increase in the income of winter tourism destinations.

Additionally, the rise in ice and snow activities has stimulated the manufacturing of ice and snow equipment and the development of ice and snow venues. **The passenger flow at various winter tourism resorts nationwide has also reached record levels.** Specifically, the total number of visitors to 934 ski resorts in China amounted to 17.232 million, 10% more than last year's Spring Festival holiday.

The number of visitors to Harbin Ice and Snow World in Heilongjiang has exceeded 100,000 for the first time, marking the highest attendance in its history. Additionally, the number of skiers at the Xinjiang Jiangjun Mountain International Ski Resort surpassed 10,000 in a single day, setting a new record. Jilin Vanke Songhua Lake Resort experienced a 40.1% increase in year-on-year tourist numbers, with a single-day attendance reaching its highest ever.

The Silk Road Mountain Resort in Urumqi County, Xinjiang, has opened 15 ski trails for beginners, intermediates, and advanced skiers, resulting in a nearly 40% increase in visitor traffic compared to typical figures.

Winter tourism economy is thriving not only in northern China but also in the south. Sun Zheng, general manager of Guangzhou Hot Snow Miracle, reports that visitors increased by 10% year-on-year during the Spring Festival holiday as the largest indoor ski resort in South China.

The latest data indicates that from January 28 to February 4, the number of ski tourists in Guangdong, Chongqing, Jiangsu, and Shanghai rose by 79.4%, 37.8%, 33%, and 32%, respectively.

During the Spring Festival holiday, the provinces of Liaoning, Heilongjiang, and Jilin, known for their abundant ice and snow resources, exhibited remarkable tourism performance, ranking among the highest in the country for tourism income. Specifically, Liaoning Province saw an increase in tourism revenue of 30.11%, while Heilongjiang Province experienced a 23.80% year-on-year growth.

The 9th Asian Winter Games commenced in Harbin on February 7. According to data from an online travel service platform, air ticket bookings for Harbin surged by 47% compared to the previous year, and hotel bookings rose by approximately 60%.

The China Tourism Academy report predicts that during the 2024-2025 winter season, the number of winter leisure tourists in China is expected to reach 520 million, with tourism revenue projected to exceed 630 billion yuan (approximately US\$87 billion). This represents a considerable increase compared to the previous winter seasons.

According to incomplete statistics, 1,970 ice skating venues, 719 ski resorts, and 995 emerging ice and snow parks and theme parks are currently designed for families in China.

The development of the ice and snow economy is accelerating. It is transitioning from a niche market to a more significant public interest, expanding from regional attractions to nationwide offerings and evolving from focusing solely on winter activities to year-round options. This growth showcases the industry's vibrant and dynamic potential.

Date: 2025-02-24

Article link:

<https://www.tourism-review.com/winter-tourism-in-china-reported-record-revenues-news14809>