

# INFOGRAPHICS: TRAVEL BEHAVIOR OF CHINESE OUTBOUND TOURISTS



Number of Chinese outbound travelers have been increasing dramatically. It is hardly believable, but in 2004 there were about 29 million outbound travelers from China. Today the total number of Chinese outbound tourists reached 54.1 million ...in the first half of 2014 only. Chinese overseas traveling is expected to grow by about 18.2% this year and will be above 116 million person/trips. In addition it is also expected the spending will be up by 20% to USD

155 billion, compare to the previous year. Such a giant outbound travel market simply cannot be overlooked by any travel and hospitality organization. Therefore, watching travel behavior and motivation of Chinese travelers become increasingly important today.

Tourism Review brings another infographic approach - Travel Behavior of Chinese Outbound Travelers:

[http://www.tourism-review.com/infographics/chinese\\_behaviors.jpg](http://www.tourism-review.com/infographics/chinese_behaviors.jpg)

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