

INFOGRAPHIC: SHOPPING BEHAVIOR OF CHINESE TRAVELERS



Chinese cross-border tourists spent about \$128.7 billion during their overseas stays in 2013, a 27% from the previous year. In about two years, Chinese travelers could be spending about \$194 billion a year abroad.

That figure demonstrates the growing economic power of China's middle class.

According to the UNWTO, it is expected about 100 million Chinese outbound tourists by the end of 2015. Morgan Stanley compared the spending of Chinese tourists to luxury goods, and found that by the end of 2015, Chinese tourists could spend more than all luxury shoppers worldwide combined.

Emphasized the importance of the Chinese tourists shopping power, Tourism Review brings main shopping habits of Chinese travelers in for of the infographic:

http://www.tourism-review.com/infographics/chinese_shopping.jpg

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