

# CHINESE TRAVEL AGAIN, BUT NOT FAR FROM HOME



After a difficult summer tourist season caused by the spread of the Covid-19 Delta variant throughout the country, China's domestic tourism is set to revive yet again for the upcoming Mid-Autumn Festival (September 21, 2021).

According to data from the Chinese travel agency Trip.com, the **Chinese travel industry is growing yet again after a slight hiccup in the last couple of months**, with interprovincial bookings made on the website of the agency having increased by 365 % between the end of August and September 6.

## Chinese Travel, But Not Far

Travel agency LY.com, on the other hand, notes that 800 million Chinese tourists will travel during the festival. Most definitely a significant number, but there is also one very interesting trend noted by analysts.

According to experts, tourists will be mainly focused on spending the upcoming holiday near their home, seeing as there is still a lot of cautiousness with regards to the Covid-19 situation.

Companies that focus on long-distance tourism within the country are currently struggling, as the demand for their services is not high. People currently prefer to travel to destinations that are in the proximity of Chinese metropolises.

## Beijing the Most Sought-after Destination

With regards to the popularity ranking of cities, Beijing is on top of the list, as per Trip.com. The capital is followed by Shanghai, Guangzhou and Hangzhou. **What is interesting is that Wuhan, the epicenter of the Covid-19 pandemic, is the 10th most popular destination among Chinese travelers.**

With regards to the specific destinations, some of the most sought-after places include the Gubei Water Town in Beijing, the Shanghai Disney Resort, the Yuntai Mountain area or the Shanghai Haichang Ocean Park.

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