

CHINESE DOMESTIC TOURISM REVENUE WAS 2.3 TRILLION YUAN



The Chinese Ministry of Culture and Tourism recently released domestic tourism revenue data for the first half of 2023. The figures demonstrate that there were 2.384 billion domestic tourists in China during this period, generating a total tourism expenditure of 2.3 trillion yuan.

A domestic tourism sampling survey revealed that in the first half of 2023, the total number of domestic tourists reached 2.384 billion. **This marks a significant increase of 929 million or 63.9% from last year.**

Notably, urban residents accounted for 1.859 billion of these trips, representing a year-on-year increase of 70.4%. Meanwhile, rural residents made 525 million domestic tourist trips, an increase of 44.2% from last year.

During the first quarter of 2023, there were 1.216 billion domestic tourists, a 46.5% increase over the previous year. Similarly, in the second quarter of 2023, there were 1.168 billion domestic tourists, reflecting an 86.9% increase from the prior year.

According to recent data, domestic tourism revenue (including all tourism-related expenses) in the first half of 2023 amounted to 2.30 trillion yuan. This is a significant increase of 1.12 trillion yuan, or 95.9%, compared to last year. Of this total, 1.98 trillion yuan was spent by urban residents on travel, reflecting a year-on-year increase of 108.9%. Meanwhile, rural residents spent 0.32 trillion yuan on travel, indicating a 41.5% increase year-on-year.

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