

CHINA: DOMESTIC TRIPS GREW BY 64%



China's tourism industry has been slowly recovering this year, particularly in its domestic market.

The Ministry of Culture and Tourism recently released data based on a domestic tourism survey, which showed that **in the first half of 2023, there were 2.384 billion domestic trips** - an increase of 929 million compared to the same period last year, representing a growth rate of 63.9%.

During the first quarter, there were 1.216 billion domestic trips, a 46.5% increase compared to the previous year. There were 1.168 billion domestic trips in the second quarter, an 86.9% increase compared to a year earlier.

In the first half of 2023, domestic tourism revenue (total tourism expenditure) significantly increased. The rise in revenue exceeded the increase in the total number of trips taken. The revenue reached 2.3 trillion yuan, which is 1.12 trillion yuan more than the previous year, almost doubling the figures.

Various local governments have implemented policies to boost tourism, such as the "Yunnan Implementation Plan to Implement the Domestic Demand Expansion Strategy," which aims to expand diverse and personalized tourism offer. Chongqing City has initiated the "2023 National Summer Consumer Festival and Nightlife Festival in Chongqing". Additionally, guidelines have been issued in Henan City for constructing tourist roads.

Date: 2023-07-24

Article link:

<https://www.tourism-review.com/china-reported-increased-numbers-of-domestic-trips-news13460>