

TRAVEL ORDERS TO XI'AN INCREASED BY 607% YEAR-ON-YEAR



The 8-day super golden week, including the Mid-Autumn Festival and National Day, is quickly approaching. According to the "Mid-Autumn Festival and National Day Tourism Forecast Report" released by Ctrip, the number of travel orders for Xi'an during this "Super Holiday" increased by 607% compared to last year.

Xi'an is among the top ten most popular cities in China

According to data from multiple platforms such as Ctrip and Fliggy, Xi'an is becoming increasingly popular as a tourist destination. During the National Day holiday period, Shanghai, Beijing, Hangzhou, Chengdu, Guangzhou, Xi'an, Chongqing, Shenzhen, Nanjing, and Changsha were the top ten most sought-after destinations, with Xi'an being the only city in the northwest region to make it to the list.

Moreover, the growth rate of bookings in "new first-tier" cities such as Tianjin, Wuhan, Zhengzhou, and Suzhou has been remarkable, with an increase of over five times compared to last year.

During the National Day holiday 2023, nearly 80% of Xi'an's travel orders were for inter-provincial travel. This represents a 625% increase compared to the previous year. Furthermore, almost 20% of users opted to stay for at least three days.

Train tickets for the Mid-Autumn Festival and National Day holiday are officially sold on September 15th. According to data from the Ctrip platform, searches for high-speed rail tours increased by 627% from the previous day as of 10 a.m. on September 15th.

According to Ctrip platform data, holiday air ticket bookings are currently reaching their peak. On September 15th, orders for transportation products booked for departures from September 29th to October 6th increased by 416%.

Shaanxi province welcomed 522 million domestic tourists in eight months

The Provincial Government Information Office has announced that the province's cultural tourism system has made tremendous efforts to promote cultural tourism recovery, integration, and development at the beginning of this year. This has significantly grown the province's cultural and tourism industry. Furthermore, construction has accelerated substantially. From January to August, the province received 522 million domestic tourists, an increase of 78.41% compared to the previous year. Domestic tourism revenue also increased to 469.672 billion yuan, a year-on-year increase of 123.93%.

The province has implemented several measures to enhance the tourism industry, such as comprehensive management of the cultural and entertainment sectors. The province is also controlling "unreasonably low-price tourism." Over 44,000 inspectors have been dispatched to monitor the cultural market, inspecting more than 17,000 business units and acting against 195 illegal market entities. These actions aim to uphold citizens' rights and interests while promoting a healthy and standardized tourism market.

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