

CHINA'S EXPANDING VISA-FREE TRAVEL POLICIES FUEL GROWTH



China has facilitated visa-free travel for citizens of 50 countries and a 240-hour visa-free transit for 57 countries. The National Immigration Administration is working to improve and expand these policies to help foreigners better explore China, including its cultural heritage, cities, and natural landscape.

China is further increasing tourism by expanding its online presence and using its vast transportation network to meet the growing demand for leisure, entertainment, and business tourism. Foreigners may find it more comfortable and convenient to travel in China.

According to the National Immigration Administration's report, **there were 22.914 million foreign tourists in China in the first half of 2026, and a record 17.815 million of them were admitted visa-free**, which constitutes 77.7 percent of the total number of foreign tourists and a 30.6 percent increase compared to 2025. South Korea, Russia, Malaysia, Vietnam, Thailand, Singapore, the USA, Japan, Mongolia, and Australia accounted for 62 percent of all foreign tourists.

The foreign visitors' growth and the number of countries represented are on the rise, increasing China's competitiveness among tourist destinations and fueling the confidence of travel companies.

Beyond the visa liberalization policies, China is strategically positioned to promote and support tourism due to its well-developed transportation system. China has the largest network of high-speed railways in the world: 50 000 km of track and 199 000 km of highways that allow tourists to reach most of China's major cities and attractions quickly and comfortably. Moreover, foreigners can now purchase train tickets through official websites in English, and the online platform offers a wide range of functions.

The language barrier is no longer an issue as online services provide translation and interpretation services. Additionally, Alipay and WeChat Pay offer overseas card payment connections, including Visa and Mastercard, and are constantly improving their products to enhance the experience of foreign tourists. **Experts suggest that China's efforts to promote tourism extend beyond technological capabilities to serve as a long-term strategy for attracting visitors.**

Notably, China's strategy of continuous improvement of visa-free travel policies to drive demand for tourism is paying off: a growing number of foreigners are exploring China and its many attractions. Thus, the strategy appears to be successful in diversifying and expanding the tourist base and is a model for the tourism industry's future.

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