

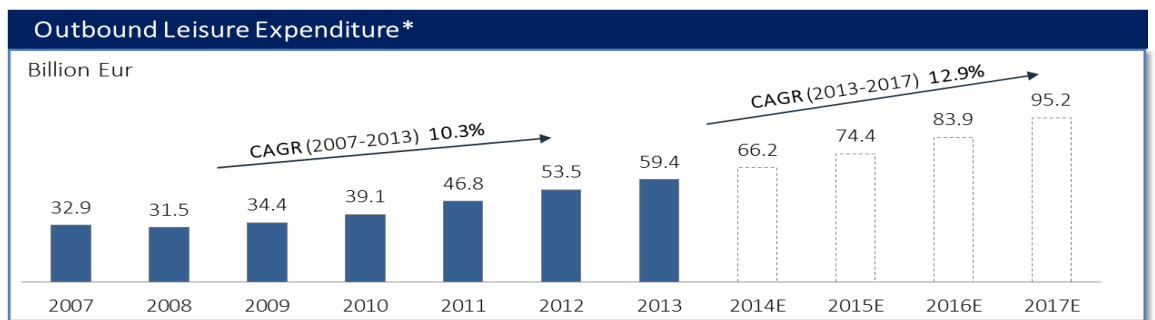
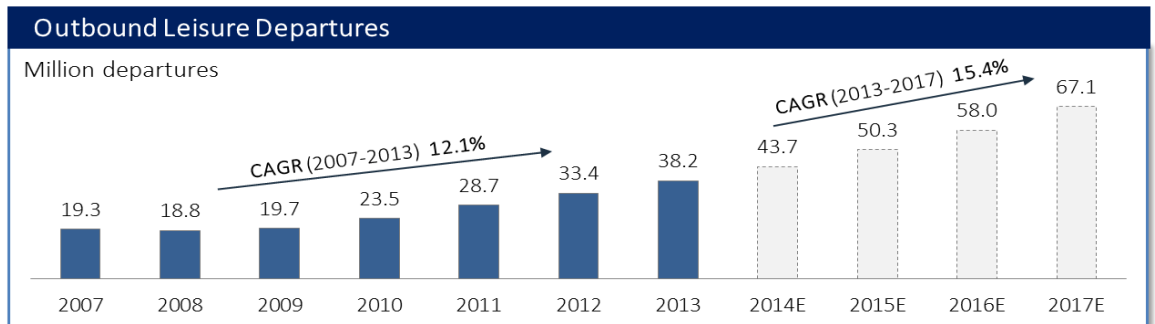
INTRODUCTION

Our client is a world-famous resort chain group. The project was aimed at investigating the market for Chinese outbound leisure tourism and design a better strategy.

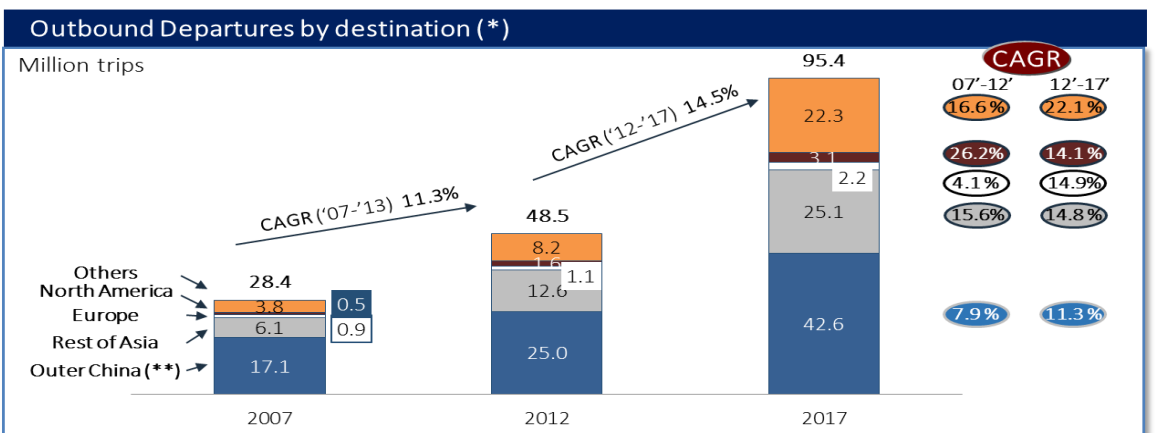
MARKET SITUATION

Thanks to rapid urbanization, rising disposable incomes and relaxation of restrictions on foreign travel, the market for Chinese leisure tourism has been growing extremely fast.

- There were almost 40 million outbound leisure departures in 2013 (growing at 12% per year) and the number is expected to grow even faster.
- The outbound leisure expenditure represents a market worth about 60 Billion Euro in 2013.
- Vast majority of Chinese travelers still prefer traveling within Asia.



SOURCE: Euromonitor, internal analysis, 1 EUR = 0.12 RMB; (*) Leisure Expenditure = Travel Expenditure * % of Leisure Departures on Total Departures



(*) Also includes business departures

(**) Includes HK, Macau and Taiwan

KEY TAKEAWAYS

- The **outbound leisure tourism is a very large opportunity** but wants and needs of Chinese tourists must be well understood to customize the tourism products outside of China.
- **Online sales of travel services is growing extremely fast** and has captured 10% share of the market in 2012