

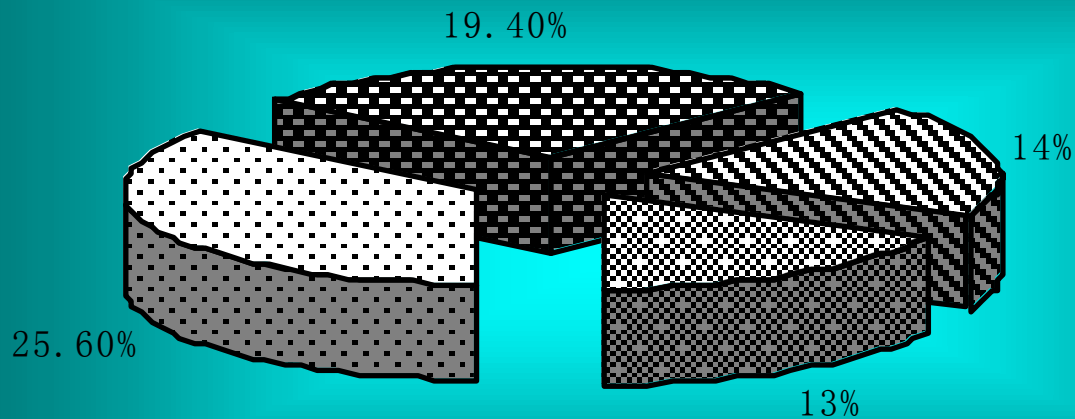
Features of China Tourism Outbound Consumption Behavior



Accessing the China Outbound Tourism Market

Prof. Dr. Yingzhi Guo, Department of Tourism, Fudan University, Shanghai, China

Most Preferred Continental Regions by Mainland Chinese Residents



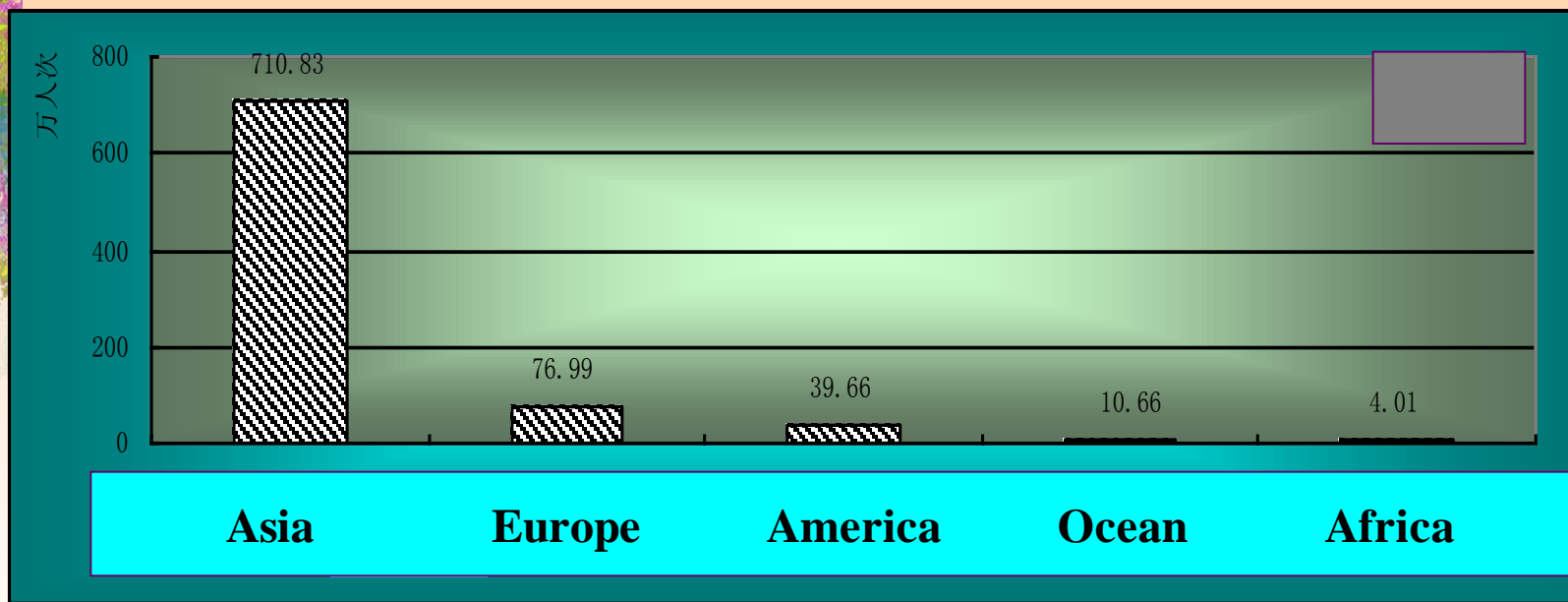
- Western Europe
- North America
- Ocean
- Southeastern Asian



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Continental Destinations of China Outbound market



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Monthly Income of Outbound Tourism in China

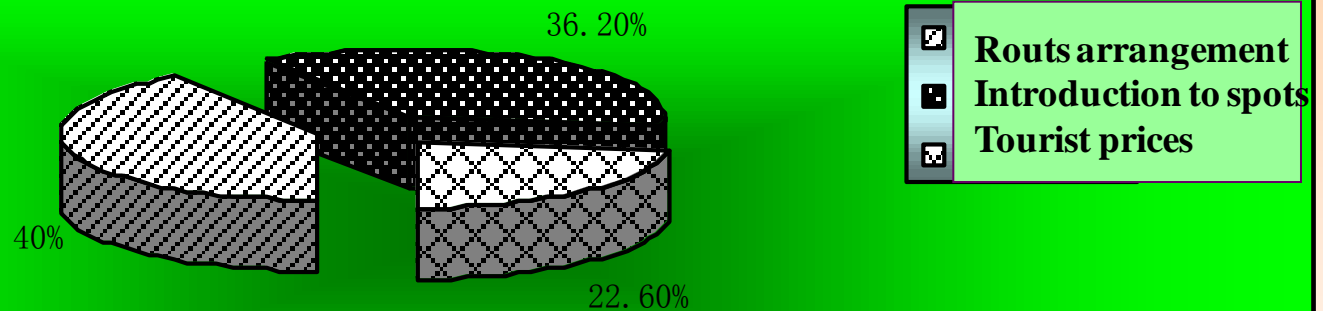
Outbound Destination	Main Organization	Family Month Income (Unit: Chinese RMB Yuan)
South-eastern Asia	National, Collective enterprises	2000—4000
Europe and Americans	Foreign invested, Jointed Invested, and Macao, HK and Taiwan invested companies	4000—8000
Japan, Macao & HK China	Foreign invested, Jointed Invested, and Macao, HK and Taiwan invested companies	2000—4000



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Channel Information of China Outbound Tourism Market



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