

Chart in focus

International tourism: Chinese becoming bigger and bigger spenders

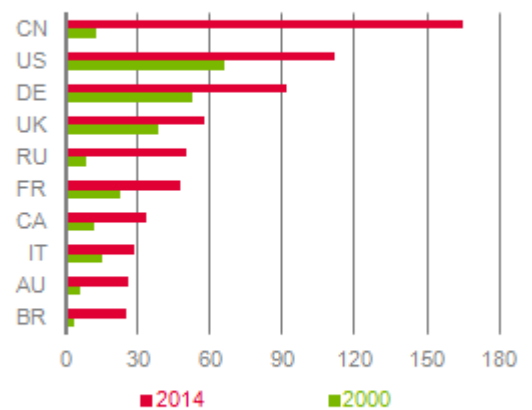
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In 2014 the Chinese spent nearly USD 170 bn on tourism services abroad. This makes them runaway leaders in the spending statistics ahead of tourists from the US (USD 112 bn) and Germany (USD 92 bn). The growth rate recorded by China over recent years has been particularly impressive: between 2000 and 2014 the Chinese increased their international tourism spending by an average of 20% per year. US and German tourists boosted their spending abroad by an average of just 4% per year over the same period, albeit the comparison is distorted by exchange rate effects.

In 2000 the Chinese accounted for a mere 2.6% of total international tourism expenditure. By 2014 this share had already climbed to 13.2%, and it is set to continue rising in future. This is suggested by the fact that tourism spending per capita in China is still much lower than US and German levels. A faster-than-average increase in per capita income in China will make this gap close gradually. In the coming years a large proportion of the expanding middle classes in China will be embarking on their first trips abroad anyway.

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Tourism spending abroad by nationality*, USD bn



* Example: Chinese spent USD 164.9 bn on tourism purposes abroad in 2014

Source: UNWTO



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