

# **Hong Kong Tourism Symposium 2004**

Session 2

# **China market**

*Challenges & Opportunities?*

Perspectives  
of  
the travel agents

# China



# China Heritage Assets

- World Cultural Heritage 22
- World Natural Heritage 3
- World Cultural/Natural Heritage 4



# Diversity of tourism attractions



# Nostagic old town



# Historic grandeur





# Tranquility of nature



# Modern architecture



# Metropolis



# Ethnic ritual





# Modern Beauty



# China Tourism statistics

CNTA research

|                             | 2002   | 2003    |
|-----------------------------|--------|---------|
| Total visitor by head count | 97.9 m | 91.66 m |
| • International             | 1.35 m | 1.15 m  |
| • Hong Kong                 | 61.9 m | 58.8 m  |
| • Macau                     | 18.9 m | 18.8 m  |
| • Taiwan                    | 3.7 m  | 2.8 m   |



# China Tourism Development

## Projection 2004 - CNTA

Projected arrival by head count

97.9 m

(international, Hong Kong, Macau & Taiwan)

Projected tourism receipt

Y 560 b

(international/domestic)

# China Tourism Development Forecast 2020 - CNTA

## Top 5 world tourism destinations

Country

Estimated visitor received

|    |               |         |
|----|---------------|---------|
| 1. | China         | 137.1 m |
| 2. | U S A         | 102.4 m |
| 3. | France        | 93.3 m  |
| 4. | Spain         | 71 m    |
| 5. | Hong Kong SAR | 59.3 m  |

# Imminent threats

## *Overseas tourists by passing Hong Kong*

- Diversity of tourism attractions.
- Increasing direct air services between China and foreign countries.
- Competition from intra-Asia cities to position as regional air hubs with China.

## Air services between regional cities with China (winter schedule 03/04)

| <i><u>From</u></i> | <i><u>03/04</u></i> | <i><u>02/03</u></i> | <i><u>01/02</u></i> |
|--------------------|---------------------|---------------------|---------------------|
| ■ Hong Kong        | 593                 | +11%                | +22%                |
| ■ Bangkok          | 95                  | +5%                 | +28%                |
| ■ Seoul            | 246                 | +11%                | +46%                |
| ■ Osaka            | 116                 | +59%                | +73%                |
| ■ Tokyo            | 195                 | +14%                | +156%               |
| ■ Singapore        | 111                 | +2%                 | +40%                |

# Imminent threats

## M.I.C.E. events switch to cities in China

- Modern exhibition & convention facilities.
- Proximity to production sources & huge consumer market.
- Cheaper & unlimited supply of labor.
- Affluent entertainment & theme event facilities.

# Opportunities & Determinants

- Integrate with China on international tourism marketing.
- Corporate with Pearl Delta Region & Macau on MICE service.



# Opportunities & Determinants

- International air hub.
- Cultural differentiation.
- Service quality.
- Ethic & integrity.
- Share & complement resources.
- Infrastructure.

Desirous of opportunities  
from Hong Kong's travel agents

To have a share in the outbound  
market of China