



中国出境游研究所

CHINA OUTBOUND TOURISM
RESEARCH INSTITUTE



中国出境游

Market Report

市场报告

China Outbound Tourism Worldwide

Discover the latest trends of the Chinese outbound tourism market. Develop a successful business strategy with in-depth market insights, comprehensive qualitative analyses, and future prospects.

COTRI Market Report gives answers to questions like: What travel and consumption patterns do the different segments of the Chinese outbound market have? Which factors influence the Chinese outbound environment today and tomorrow? What are the typical profiles of Chinese outbound travellers? And what are the destination-specific differences in the socio-demographic structure of the market? Furthermore, **COTRI Market Report** provides best practise examples and checklists for product adaptation, marketing, and communication.

Starting in January 2015, the **COTRI Global Market Report** will be published every January and July.

Additionally four **COTRI Regional Market Reports** will be published annually, each focusing on a specific region:

- Europe (March)
- Asia-Pacific (April)
- The Americas (September)
- Africa and the Indian Ocean (October)

COTRI Global Market Report 2015/1

Selections from the Table of Contents:

1) China's Outbound Tourism Environment

- Economic, political, and social development trends in China in 2014/2015
- Real estate market in China
- China's luxury market and the consumption patterns of High Net Worth Individuals

2) Current Situation of China's Outbound Tourism Market

- China's outbound tourism development
- Overview of the China outbound tourism situation in 2014/2015 and up-to-date statistics
- Characteristics and profiles of the different types and market segmentations of Chinese travellers

3) Marketing for China's Outbound Tourism Market

- Product adaption and marketing strategies
- B2C marketing strategies and communications channels
- B2B marketing strategies and communications channels
- Best practice examples and checklists

4) China's Outbound Tourism in Selected Destinations

- Top Chinese outbound destinations
- Socio-demographic and lifestyle structures
- Chinese outbound tourism regional perspectives

5) Special Topics: Cruise Tourism / "Golden Visa"

6) Outlook and Future Prospects

COTRI Market Report

- COTRI Global Market Report, **150 pages** of comprehensive and in-depth market insights: 900 € (including VAT if applicable) per issue, 1,600 € for annual subscription (two issues)
- COTRI Regional Market Report, **80 pages**, detailed, regional focus on one of four regions: Europe, Asia-Pacific, Americas, Africa and Indian Ocean: 250 € (incl. VAT if applicable) per issue
- Introductory offer: Annual subscription: Two issues of COTRI Global Market Report + Four issues of COTRI Regional Market Reports for only 1,900 € (incl. VAT if applicable), valid until Feb. 28, 2015

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