

Chinese travellers

China, with the biggest population in the world, is an important emerging market for international tourism. There are now more than 57 million outbound trips every year.

Most Chinese tourists, over 70 percent, go to Hong Kong and Macau. Of the rest, more than half stay in Asia – Japan, South Korea, and Thailand are among the other top destinations. Fewer than 10 percent go to Europe – particularly Germany, France and Italy – and the USA.

Many surveys conducted in these countries show that Chinese tourists' favourite activity is shopping, especially for luxury brands. Chinese tourists also spend more on tax-free shopping than visitors from other countries. In response to this demand, department stores in central Paris now have signs and services dedicated to Chinese shoppers.

Surveys also show that the Chinese typically travel in large tour groups of 30–40 people and they prefer to save money on food and accommodation in order to spend more in the shops.

Visiting historic monuments is the second favourite activity. The French attractions of the Louvre, the Eiffel Tower and Versailles Palace are the most popular with Chinese travellers.

4 Read this article about Chinese travellers and decide if the statements are true (T) or false (F). Correct the false statements.

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| 1 The majority of outbound trips are to Asian destinations. | T / F |
| 2 Half of outbound trips are to Europe and the USA. | T / F |
| 3 Germany, France and Italy are the top destinations in Europe. | T / F |
| 4 Chinese tourists generally like to spend money on luxury hotels. | T / F |
| 5 Chinese tourists prefer independent travel. | T / F |

5 One word or phrase in each group is not part of the tourism sector. Which sector does it belong to?

- 1 Accommodation: campsite, art gallery, bed and breakfast, motel _____
- 2 Transportation: airline, taxi, golf, tram _____
- 3 Attractions: museum, zoo, business convention, theme park _____
- 4 Food and beverage: car hire, café, restaurant, pizzeria _____
- 5 Recreation and entertainment: skiing, trekking, cycling, bistro _____
- 6 Events and conferences: Olympic Games, tennis tournament, hostel, music festival _____