

## **MEDIA SYNOPSIS**

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China News Service

# **Asia tourism growth surges due to Chinese visitors**

*The number of Chinese international tourists rose from around 10 million in 2013 to about 130 million in 2017. Will Chinese outbound tourism transform Southeast Asia's tourism industry? Leon Perera, Chief Executive Officer of Spire Research and Consulting, shared his viewpoint on the SEA tourism industry in China News Service's news portal.*

The new generation of Chinese tourists increasingly prefers to travel solo instead of in groups.

Perera highlighted that China's huge middle class are keen travelers and accounted for 143 million international tourist trips in 2017. This is even though only one out of ten Chinese holds a passport, underlining the enormous growth potential.

Outbound Chinese tourism has also had a transformational effect on Southeast Asia's tourism industry. In Thailand alone it contributed USD16 billion in 2017, sparking substantial investment.

However, Chinese tourist growth is expected to moderate as China's economic growth slows.

Click [here](#) for the official coverage on China News Service's website.

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