

“Spring Festival” holidays continues to increase tourism demand this year

“Spring Festival” is one of the 3 largest seasonal festivals in China (Spring Festival, Boy’s Festival, Mid-Autumn Festival) which is a Lunar New Year. Date of “Spring Festival”, based on the lunar calendar, differs by each year and was celebrated someday during midst of January to midst of February. In China, “Spring Festival” in 2018 is on 16th February and the holiday period is from 15th February to 21st February (7 days). “Spring Festival” holidays has big impact on consumption in and out of China, as Chinese people celebrate Lunar New Year returning home and enjoying travelling.

Point 1

Domestic tourist number in China during “Spring Festival” is expected to be about 385 million consuming RMB 900 billion

- According to the China Tourism Academy, domestic tourist number of China is expected to increase + 12% YoY to about RMB 385 million during “Spring Festival” holidays in 2018. Enormous turnout of people to places such as shopping mall and amusement park is expected, as domestic tourism demand of China is increasing due to its development of transportation network such as high-speed rail.
- Also, domestic consumption such as retail sales and catering service is expected to increase + 10% YoY to about RMB 900 billion. In China, demand of higher-quality products and services such as high-performance products friendly to environment and health, sports and leisure are increasing.

Point 2

The number of outbound tourists from China increased + 6% YoY Japan ranks 2nd for the popular travel destination

- The number of outbound tourists from China during “Spring Festival” holidays is expected to increase + 6% YoY to about 6.5 million in 2018.
- Among the top 10 popular travel destination, Japan was ranked 2nd. Osaka and Tokyo are the popular cities and tours relating to snow seem to gain popularity. Number of Chinese tourists to Japan during “Spring Festival” holidays is expected to be about 340 thousand and average value of travel consumption per tourist to be RMB 9,500.

Future Outlook

Inbound tourism consumption by Chinese is expected to underpin Japanese consumption

- On 16th January 2018, Japan National Tourism Organization announced that the number of inbound tourist (estimate) increased + 19.3% YoY to the record high of approx. 28.7 million in 2017. Particularly, Chinese tourist number (largest of the inbound tourists) increased + 15.4% YoY to approx. 7.4 million surpassed Korea. The number of Chinese tourists visiting Japan is increasing along with increasing number of repeated visitors.
- “Spring Festival” holidays is a long holiday of the Greater China countries including Taiwan and Hong Kong. We expect large number of foreign visitors including those from the Greater China countries will visit Japan during “Spring Festival” this year and will underpin Japanese consumption.

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