



中国驻悉尼旅游办事处

CHINA NATIONAL TOURIST OFFICE SYDNEY(AU & NZ)

2009 China Travel Agencies Statistics Bulletin

1. Scale and business of travel agencies

By the end of 2009, there were 21649 travel agencies in China, 4.63 percent more than last year. 21224 travel agencies participated the survey, that's 98.04% of the travel agencies accounted.

By the end of 2009, the total assets owned by travel agencies nationwide amounted to 58596 million yuan, increasing by 12.28 percent over the previous year, liabilities 34599 million Yuan, increased by 15.34%, owner's equity 23997 million Yuan, increased by 8.15%.

In total, travel agencies employed 340894 staff, include 112777 tour guides, 29593 group leaders, 32845 accountants, 84271 managers, and 81408 others.

By the end of 2009, the business income of travel agencies was 180653 million yuan, 8.64 percent more than that of the previous year, gross profit is 13436 million Yuan, gross profit margin is 7.44%. Net profit is 1148 million Yuan, net profit margin is 0.64%. Tourism sales is 174558 million Yuan, 8.87 percent more than that of the previous year, gross profit is 12028 million Yuan, gross profit margin is 6.89%. The business tax was 1269 million yuan, 12.37 percent more than that of the previous year. Forex settlement is 1051 million Yuan, 11.24percent less than that of the previous year. Total expenditure for promotion is 676 million yuan, 13.87 percent more than that of the previous year.

2. Business categories

a. Inbound tourists

in 2009, inbound tourism business income of travel agencies is 22215million yuan, 1.21 percent less than that of the previous year, accounts for 12.73% of the total business income. The gross

profit of inbound tourism is 1869 million Yuan, 4.72 percent more than that of the previous year, accounts for 15.54% of the total gross profit of tourism income, the gross profit margin is 8.42%.

Liaised international tourists reached 12,614,300 person/times, 4.78 percent less than the previous year. There are 23,993,100 foreigners, 15.22 percent less than the previous year. The total inbound tourists arrivals is 18,733,800 person/times, 7.85 percent less than the previous year, foreigners 7,748,400 person/times, 16.45 percent less than the previous year. The total number of person/nights is 63,045,900, 1.61 percent lower than that of the previous year. The total number of person/night of foreign visitors is 26,044,200, 16.89 percent less than that of the previous year.

b. Domestic tourism

In 2009, the total income of domestic tourism amounted to 113910 million yuan, 11.79 percent more than the previous year, that accounts for 65.26% of the total business income of travel agencies. The gross profit of domestic tourism is 7633 million yuan, 16.64 percent more than the previous year, accounts for 63.46% of the total gross profit of travel agencies.

Domestic tourists organized by travel agencies reached 101,234,700 person/times, 18.53 percent more than the previous year. The total number of person/nights is 300,189,700, 18.12 percent more than the previous year. Domestic tourists received by travel agencies are 136,960,500 person/times, 31.07 percent more than the previous year, 263,393,400 person/nights, 14.69 percent more than that of the previous year.

c. Outbound tourism

In 2009, the outbound tourism income is 38434 million yuan, 6.92 percent more than the previous year, accounts for 22.02% of the total business income of travel agencies. The gross profit of outbound tourism is 2525 million yuan, 28.99 percent more than the previous year, accounts for 21% the total gross profit of all travel agencies, gross profit margin is 6.57%.

Outbound tourists organized by travel agencies are 12,346,800 person/times, 57,678,700 person/nights. Tourists traveled to other countries are 6,852,900 person/times, 13.54 percent more

than the previous year, 40,738,700 person/nights, 17.17 percent more than the previous year. Tourists went to Hong Kong and Macao are 5,195,800 person/times, 6.61 percent more than the previous year, 16,940,100 person/nights, 7.94 percent more than previous year. Tourist organized for border tours are 298200 person/times, 30.53 percent less than the previous year.

3. The basic structures of travel agencies

a. Most concentrated areas.

The provinces (autonomous regions, municipality cities) that have most of travel agencies are: Shandong(1802), Jiangsu(1704), Zhejiang(1501), Hebei(1116), Liaoning(1110), Guangdong(1085), Henan(1052), Hubei(886), Beijing(875), Shanghai(873). These 10 areas have 55.45% of the total travel agencies.

b. Business situation

By considering such factors as business income, gross profit of tourism business, tax, forex settlement, person/night of liaised foreign tourists, person/night of received tourists, organized domestic tourists, received domestic tourists, the top 10 areas that performed best in tourism are Beijing, Guangdong, Zhejiang, Shanghai, Shandong, Liaoning, Jiangsu, Yunnan, Hunan, Beijing.

c. The ownership of travel agencies.

Among all the travel agencies, 8.23% are state-owned, 76.24% are joint-stock company, and 15.53% travel agencies take other form structures.