

China Outbound-Tourism Price Index Monthly Report



出境旅游价格指数报告
CHINA OUTBOUND-TOURISM PRICE INDEX

January 2017

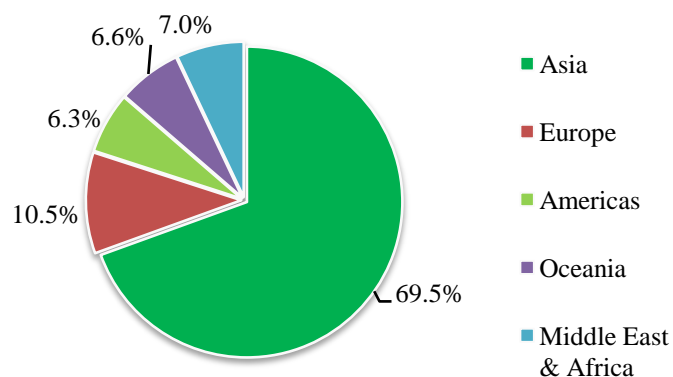


China Outbound-Tourism Price Index (OPI) is China's first monthly monitoring system of Chinese outbound tour products and market price to global destinations. OPI monthly report is developed with the aim to track the price trend of Chinese outbound tourism and report the changes of consumer prices on Chinese outbound travel to worldwide destinations.

By monitoring the real-time tour product information of leading tour operators across country, OPI is determined on the basis of big data acquisition and analysis. Categorized by outbound tourism destinations, product types and source markets, OPI is illustrated through the abstract index system which is built on specially designed mathematical model that reflects outbound tourism price fluctuations.

OPI monthly report is developed by Ivy Alliance Tourism Consulting in partnership with HuaTai Securities and China Association of Travel Services. OPI report will provide DMOs and destination suppliers with useful guidance and intelligence on China outbound tourism market demand, changes of price and structure of outbound tourism products. OPI monthly report is now available for subscription.

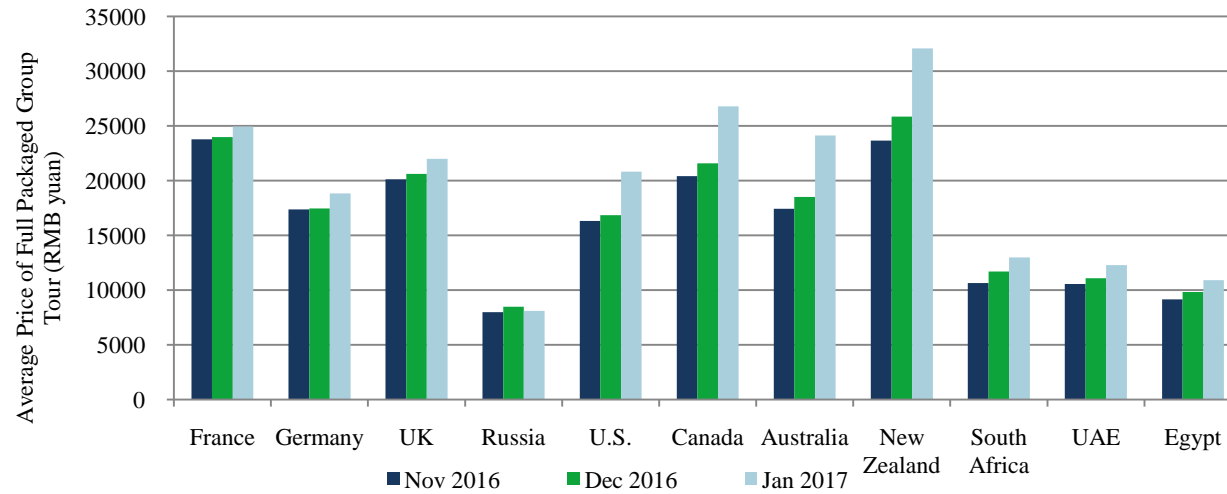
Outbound Tourism Product Structure



Mid to Long-haul Destination Outbound Tourism Price Index of January 2017

Countries	Full Packaged Group Tour			FIT Tourism	
	Price Index	Month over Month Growth Rate	Growth over Same Period of 2016	Price Index	Month over Month Growth Rate
France	92.0	6.9%	—	114.4	15.9%
Germany	128.2	8.6%	27.6%	—	—
UK	109.0	6.3%	9.8%	104.4	0.9%
Russia	84.0	-0.2%	-6.1%	91.1	-1.5%
U.S.	134.6	23.4%	36.4%	107.7	10.2%
Canada	115.2	19.6%	26.1%	122.4	6.0%
Australia	156.3	34.3%	26.3%	138.7	4.3%
New Zealand	148.9	27.1%	19.5%	123.6	15.4%

Average Price of Full Packaged Group Tour Products to Mid to Long-haul Destinations



About Ivy Alliance Tourism Consulting

IVY Alliance Tourism Consulting (Ivy Alliance) was founded in 2001. With its remarkable research and consulting achievements, Ivy alliance has become China's leading professional research and consulting company focusing on China tourism market and business, and has built an excellent brand image in China tourism industry. Combining market resources and professional research together, Ivy Alliance provides tailored research and consulting services which can support decision-making in marketing strategies of international organizations, domestic and abroad destination tourism boards and transnational corporations.

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