



出境旅游价格指数报告

CHINA OUTBOUND-TOURISM PRICE INDEX

August 2016



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China Outbound-Tourism Price Index Report

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CHINA OUNBOUND-TOURISM PRICE INDEX REPORT

August 2016

1. China Outbound-Tourism Price Index of August 2016

- **China Outbound-Tourism Price Index for August 2016 is 113.5, a 0.3% increase over July 2016 and a 2.8% decrease over the same period of 2015.**

For August 2016, China Outbound-Tourism Global Composite Price Index (OPI) was 113.5, a 0.3% increase over July 2016. With regard to the changes from last month, the Americas, island destinations and Middle East & Africa's outbound-tourism price indexes all have risen in August as compared with those of July 2016, in which the outbound-tourism price index of island destinations increased the most at 5.0%. On the contrary, Asia, Europe and Oceania's outbound-tourism price index has declined slightly in August 2016 as compared with those in July 2016. Especially, Oceania's OPI has declined 2.7% over that of previous month.

Table 1.1 China Outbound-Tourism Price Index (OPI)

Outbound Tourism Price Index (OPI)					
	July 2016	August 2016	Regions	July 2016	August 2016
Global Composite Price Index (OPI)	113.2	113.5	Asia Price Index	112.7	111.6
			Europe Price Index	109.7	109.2
			Americas Price Index	130.5	135.7
			Oceania Price Index	116.2	113.1
			Middle East & Africa Price Index	102.2	105.5
			Island Destination Price Index	120.0	126.1

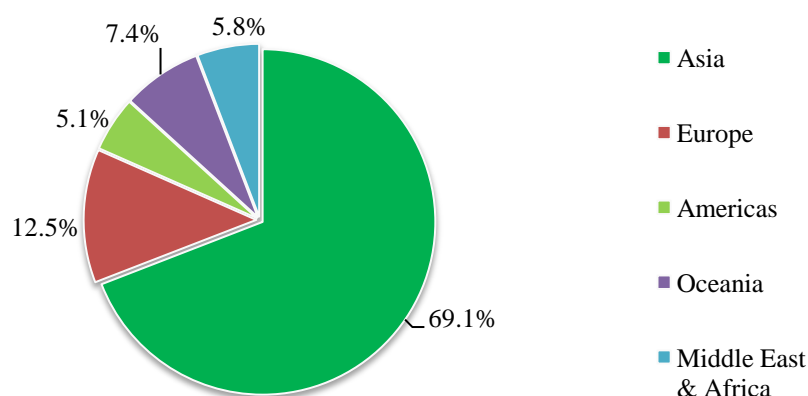
1.1 Outbound Tourism Product Structure

The OPI monitoring system has collected and analyzed over 280 thousands outbound packaged

and FIT tour products in August 2016. Asian tour products accounted the largest quantity with a share of 69.1% of the total outbound tourism products. European tour product quantity ranks the second, accounting for approximately 12.5%. The quantity of tour products to Americas ranks the last, accounting for 5.1%.

The product structure analysis shows that the market shares of tour products to Americas, Europe and Middle East & Africa have declined in August as compared with those in July. On the other side, the proportions of tour products to both Asian and Oceania destinations have gone up.

Figure 1.1 Outbound Tourism Product Structure in August 2016



1.2 Average Daily Price of Outbound Tourism Products

In August, full packaged group tour products to Maldives have the highest average daily price at RMB 2,535 yuan followed by the group tours to UK with the average daily price of RMB 2,523 yuan. Group tour products to Thailand have the lowest average daily price at RMB 683 yuan.

With regard to FIT tourism, tour products to Maldives also have the highest average daily price at RMB 2,675 yuan. FIT products to South Korea have the lowest average daily price at RMB 765 yuan.

Table 1.2 Average Daily Price of Outbound Tourism Products

Average Daily price of Outbound Tourism Products of August 2016 (in RMB Yuan)		
Countries	Full Packaged Group Tour	FIT Tourism
South Korea	812	765

Japan	1301	1215
Singapore	1260	1126
Malaysia	1017	1073
Thailand	683	859
France	2411	1876
Germany	1965	—
UK	2523	1568
Russia	1409	1391
U.S.	2017	1693
Canada	2398	1961
Australia	1923	1702
New Zealand	2225	1710
South Africa	1326	—
UAE	1746	1817
Egypt	1074	—
Bali	1176	1280
Phuket Island	859	985
Maldives	2535	2675
Hawaii	2346	1907
Fiji Islands	2110	2135
Guam	1358	1448
Saipan	1487	1387
Mauritius	1737	1682

(Please note: Full packaged group tour products included in the analysis refer to the all inclusive tour products covering the cost of air transportation, accommodations, local tour arrangements, etc. FIT tourism products refers to the semi-packaged products provided by travel agencies that only include the cost of air transportation and hotel accommodations.)

2. Outbound Tourism Price Index of Short-haul Destinations

In August, the OPI price index of short-haul Asian destinations is 111.6, a slight decrease of 1% over July 2016. Among short-haul destinations, South Korea has the highest OPI for full

packaged group tour products at 125.7, a decrease of 1.9% over last month and a 5.4% increase over the same period of 2015. Japan has the lowest OPI for full packaged group tour products at 106.9, a 1.3% increase over July 2016. With regard to price changes as compared with last month, the OPI for Singapore destinations has gone up the most by 4.6% while the OPI for Thailand fell 2.6% as compared with that of July.

With regard to FIT tourism products, Japan's FIT OPI price index rose by 2.8%, the highest among short-haul destinations. Malaysia's FIT OPI price index decreased the most at 4.4% as compared with last month.

Short-haul Destination Outbound Tourism Price Index of August 2016					
Countries	Full Packaged Group Tour			FIT Tourism	
	Price Index	Month over Month Growth Rate	Growth over Same Period of 2015	Price Index	Month over Month Growth Rate
South Korea	125.7	-1.9%	5.4%	93.4	-1.5%
Japan	106.9	1.3%	-15.7%	108.4	2.8%
Singapore	120.3	4.6%	15.9%	86.1	0.3%
Malaysia	118.5	2.3%	6.3%	94.5	-4.4%
Thailand	113.9	-2.6%	-3.3%	102.7	-3.6%

As indicated by the analysis of tour products to short-haul destinations, Japan, among other short-haul destinations, ranked the first in August with an average price of RMB 7,946 yuan for full packaged group tour products. South Korea ranked the last with an average price of RMB 3,950 yuan for packaged group tours in August 2016. Compared with July 2016, the average price of group tour packages to Singapore has increased the most.

With regard to the FIT tour products, Japan still ranked first with an average price of RMB 7,065 yuan followed by Singapore at 6,246 yuan.

Figure 2.1 Average Price of Full Packaged Group Tour Products to Short-haul Destinations

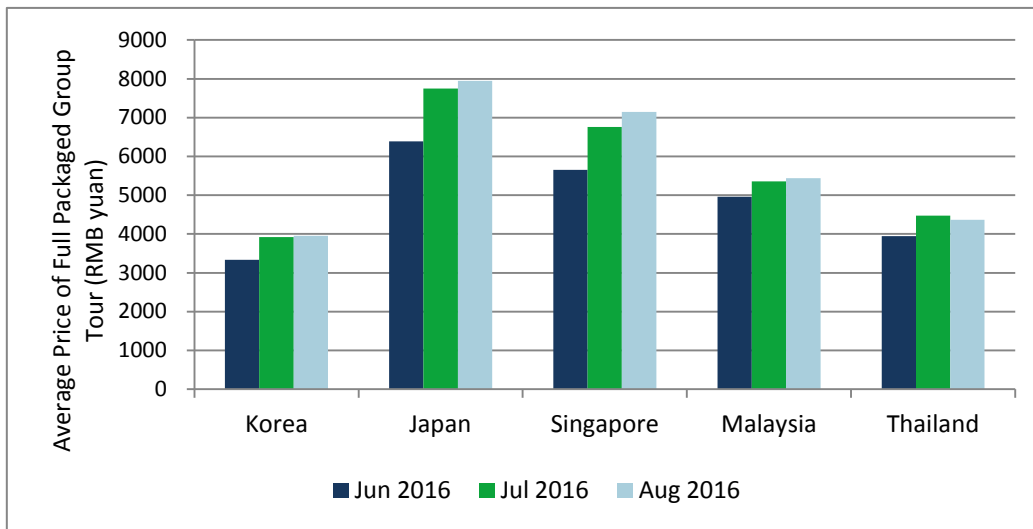
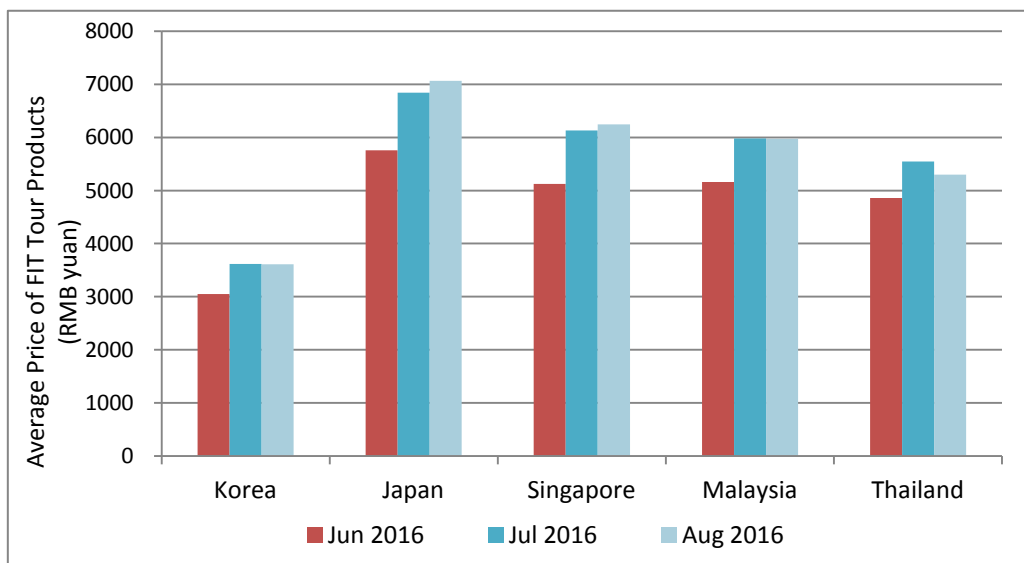


Figure 2.2 Average Price of FIT Tour Products to Short-haul Destinations



3. Outbound Tourism Price Index of Mid to Long-haul Destinations

In August 2016, the OPI of Americas destinations has risen the most at 4.0% as compared with previous month while the OPI of both Europe and Oceania destinations has declined at different rates.

Among mid to long-haul destinations, US has the highest OPI of 140.1 for full packaged group tour products. Russia and Canada ranked the first and second with regard to the OPI growth rate over July 2016 at 4.1% and 4% respectively. France has seen some major decline of 14.8% in

OPI price index in August as compared with that of July 2016.

As for FIT tour products, Canada's FIT OPI increased the most at 5.0% compared with previous month. France's FIT OPI in August fell by 11.9% compared with the previous month, the largest decline among mid to long-haul destinations.

Mid to Long-haul Destination Outbound Tourism Price Index of August 2016					
Countries	Full Packaged Group Tour			FIT Tourism	
	Price Index	Month over Month Growth Rate	Growth over Same Period of 2015	Price Index	Month over Month Growth Rate
France	87.2	-14.8%	-27.5%	139.5	-11.9%
Germany	135.7	3.4%	17.6%	---	---
UK	126.3	-3.6%	4.4%	112.7	2.0%
Russia	114.8	4.1%	5.0%	110.6	2.1%
U.S.	140.1	3.9%	11.1%	118.0	1.9%
Canada	109.4	4.0%	-3.3%	130.1	5.0%
Australia	119.3	-3.8%	4.0%	140.9	-3.5%
New Zealand	111.4	-2.6%	-8.4%	99.7	-10.6%
South Africa	85.1	4.0%	4.5%	---	---
UAE	96.5	-1.4%	-5.9%	116.6	-6.9%
Egypt	106.1	3.1%	-2.7%	---	---

As indicated by the analysis of tourism product prices, UK, among other mid to long-haul destinations, ranked the first in August with an average price of RMB 26,773 yuan for full packaged group tour products. Egypt ranked the last with an average price of RMB 9,469 yuan in August 2016. Both U.S and South Africa have seen apparent price hikes for group tour products in August.

With regard to the FIT tour products, France ranked first with an average price of RMB 19,730 in August while Russia ranked the last with average price at RMB 10,426 yuan. The average price of FIT tour products to Canada increased greatly in August.

Figure 3.1 Average Price of Full Packaged Group Tour to Mid to Long-haul Destinations

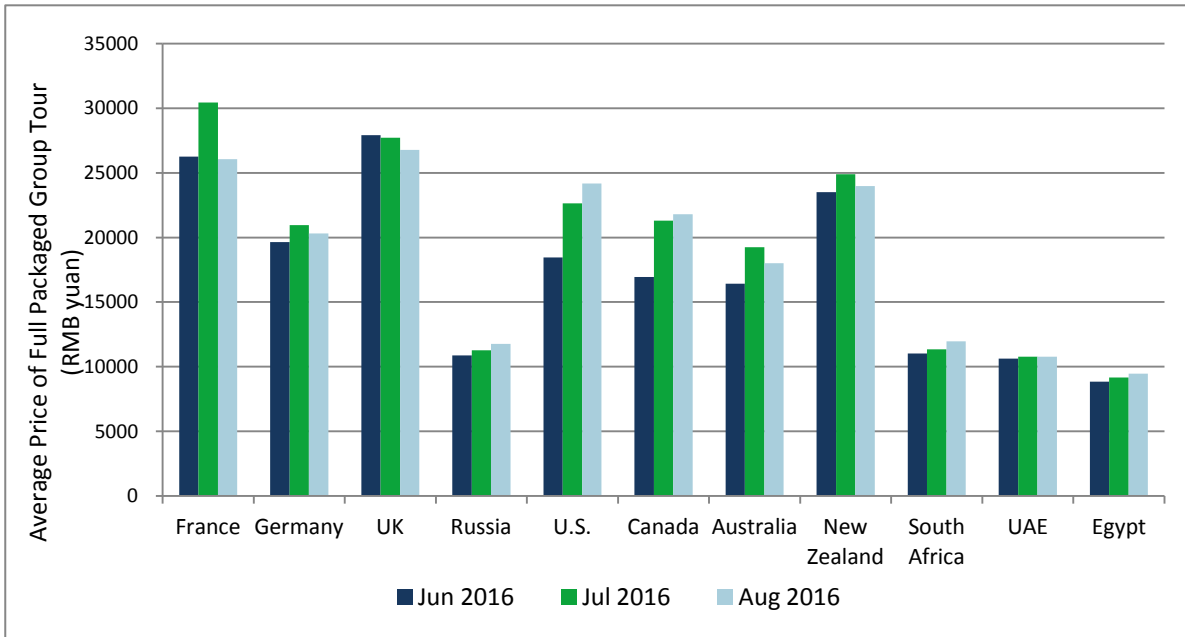
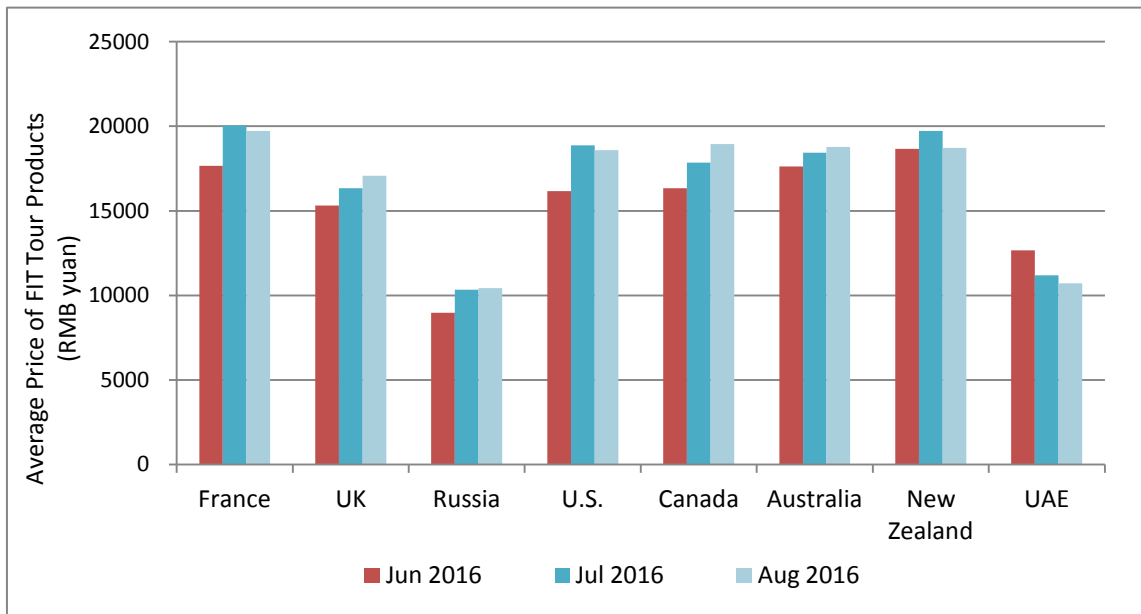


Figure 3.2 Average Price of FIT Tour Products to Mid to Long-haul Destinations



4. Outbound Tourism Price Index of Island Destinations

The Outbound Tourism Price Index of island destinations is 126.1 in August, a 5% increase as compared with that of July 2016. Compared with previous month, OPI of full packaged group tours to most island destinations rose at various degrees except Fiji Island. Among major island

destinations, the OPI of Saipan has risen by 7.0% in August over previous month.

As for the FIT products, Saipan and Guam have seen the hike of OPI price index with a rate of 4.7% and 2.9% respectively.

Major Island Destination Outbound Tourism Price Index of August 2016					
Island Destinations	Full Package Group Tour			FIT Tourism	
	Price Index	Month over Month Growth Rate	Growth over Same Period of 2015	Price Index	Month over Month Growth Rate
Bali	108.5	2.8%	-6.1%	108.5	0.8%
Phuket Island	107.5	0.8%	-6.6%	108.1	1.8%
Maldives	116.6	3.8%	-4.2%	106.0	1.2%
Hawaii	184.7	2.4%	—	119.0	-2.6%
Fiji Islands	117.8	-2.5%	—	92.7	2.4%
Guam	79.9	4.3%	-17.8%	101.7	2.9%
Saipan	132.2	7.0%	13.2%	122.5	4.7%
Mauritius	113.4	3.1%	-1.6%	109.4	-4.1%

As indicated by the analysis of tourism product prices, Hawaii, among other island destinations, ranked the first with an average price of RMB 17,546 yuan for full packaged group tour products. Phuket Island ranked the last with an average price of RMB 5,364 yuan.

With regard to the FIT tourism products, the average price to most of island destinations has gone up in August except Hawaii and Mauritius. Fiji Islands ranked the first with an average price of RMB 16,544 yuan. Phuket Island ranked the last with an average price of RMB 6,301 yuan.

Figure 4.1 Average Price of Full Packaged Group Tour to Island Destinations

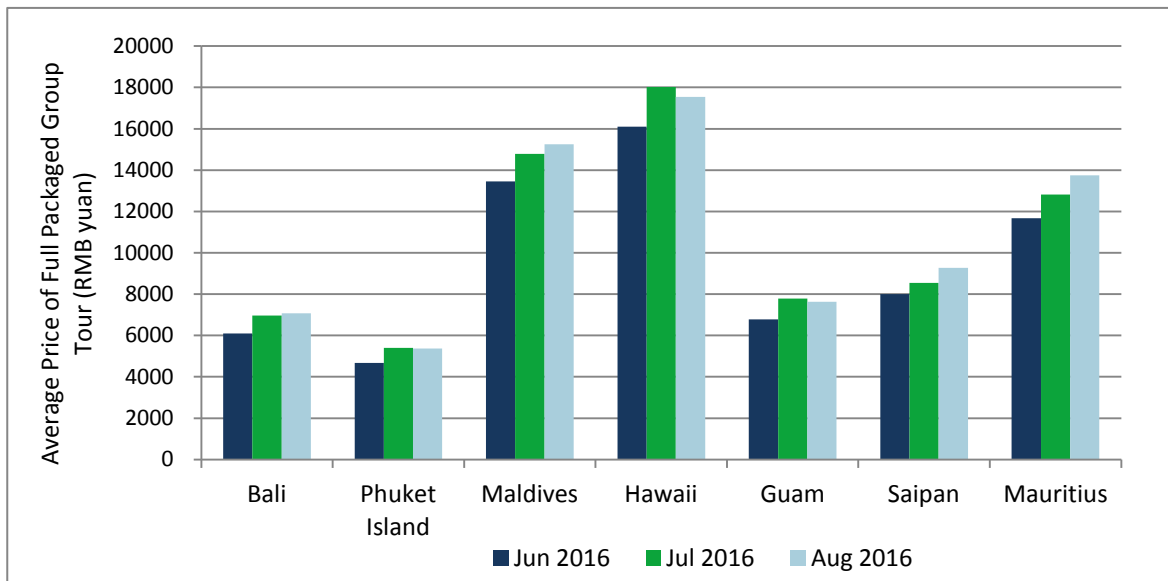
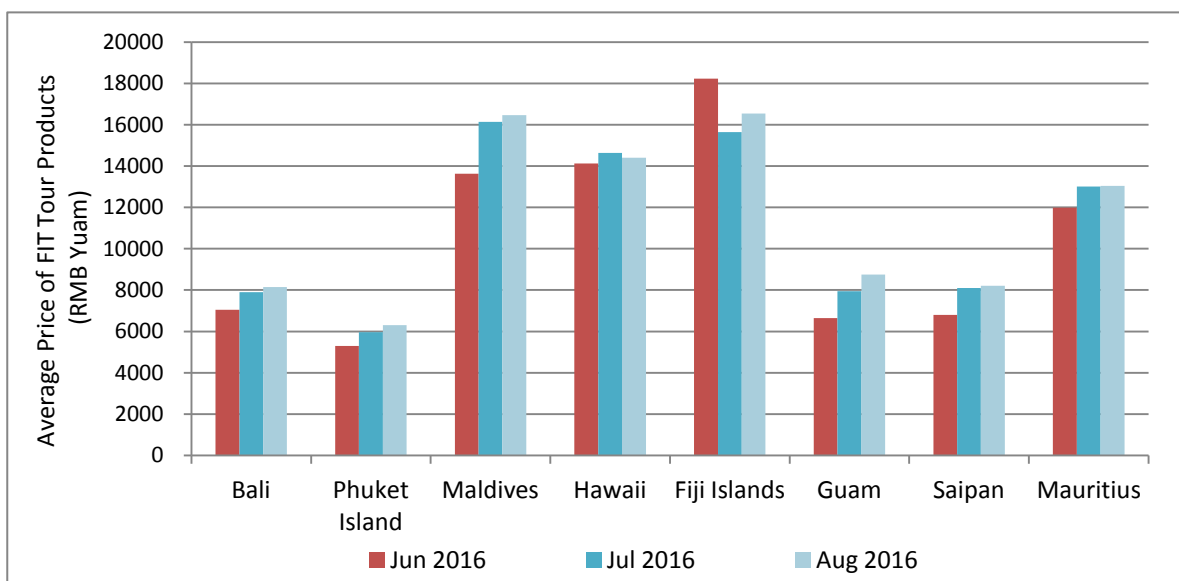


Figure 4.2 Average Price of FIT Tour Products to Island Destinations



5. About OPI

China Outbound-Tourism Price Index (OPI) is China's monthly monitoring system of China outbound tour products and price changes to global destinations. OPI monthly report is developed with the aim to track the price trend and 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 and categorized by outbound tourism destinations and product types. OPI is illustrated through the abstract index system

which is built on specially designed mathematical model that reflects outbound tourism price fluctuations. OPI is developed by Ivy Alliance Tourism Consulting in partnership with HuaTai Securities and with support from China Association of Travel Services. OPI 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.

Data Collection and Definition

OPI system monitors and analyzes real-time outbound tourism products to hundred of worldwide destinations offered by representative Chinese outbound tour operators and online travel agencies. Data are screened and qualified to cover both all inclusive packaged tour products and semi-packaged FIT tourism products that only include the cost of air transportation and hotel accommodations. June 2015 has been set as the base period for OPI analysis and calculation.

OPI price index system consists of global composite OPI price index, destination continent OPI price index, island destination OPI price index as well as the price indexes of individual destination countries and islands.

➤ Global Composite OPI Price Index

The global composite OPI price index is a weighted average of different continent price indexes based on the proportion and market structure of outbound departures to different continent destinations organized by Chinese tour operators and travel agencies.

➤ Continent OPI Price Index

For each individual continent OPI price index, all multi-destination tour products and single-destination tour products are included in the calculation of individual continent price index.

➤ Destination Country OPI Price Index

Based on the market structure of Chinese outbound departures to global destinations, tour products to 24 most popular destination countries or islands in different continents are analyzed to report individual country OPI price index. For these destination countries and islands, only single-destination tour products to the corresponding destination are included in the calculation of OPI price index and daily average prices.