

# STAT: CHINESE TRAVELLERS' SPENDING IS CHANGING

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Revenue from outbound tourism from China continues to grow. Figures from the United Nations' World Tourism Organisation show that spending by Chinese tourists abroad now makes up nearly a quarter (21%) of global tourism spending, driving a significant impact on the luxury and travel industries.

While findings from the Chinese Outbound Tourism Research Institute (COTRI) also show that the number of Chinese travellers is on the rise, the organisation suggests there has been a shift in their spending habits in the third quarter of 2018. The **COTRI report** says: 'While traveller expenditure data is not yet available for the period, trends suggest that overseas spending has plateaued, if not decreased.'

With local luxury brands and product exclusives on the rise in China, affluent shoppers are being tempted to spend closer to home. Read more about the evolution of Chinese spending with our **Chinese Duty-free Market**.