



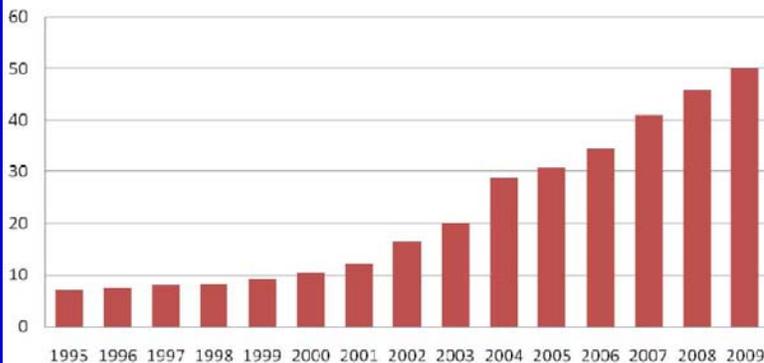
Why Guangdong?

- Guangdong's travel and tourism industry accounts for one third of the nation's total travel and tourism industry.
- Guangdong, with a population of 96.4 million, is the largest province in China, and represents the single largest potential source of tourists for U.S. tour operators
- Guangdong has the highest GDP of any province in the country.
- Guangdong's residents have the highest level of disposable income of any province in China.
- Guangdong consistently has the largest outbound tourists of any province in the country.

Opportunities and Trends

- Chinese leisure travelers are likely to increasingly travel to the United States in group tours as a result of a memorandum of understanding (MOU) signed by both countries in Dec 2007.
- Chinese travel agencies are now allowed to partner with U.S. companies to organize and market packaged group leisure tours to the United States, and U.S. travel destinations are able to advertise in China.

China Outbound Tourism 1995-2009 in million border-crossings
(COTRI, Source: CNTA; 2009 estimate)



South China Snapshot:

Travel & Tourism

Major Trade Show in 2011:

Guangzhou International Travel Fair 2011

Date: March 24-26, 2011

Venue: Guangzhou Jinhan Exhibition Center

Organizer: Hannover Fairs Shanghai Ltd.

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- The U.S Department of Commerce forecasts that the United States will host 579,000 Chinese travelers by 2011, an increase from 525,000 in 2009.
- In 2009, total U.S. travel and tourism service exports to Chinese travelers was \$3.5 billion. This value of travel and tourism exports is calculated by totaling all spending by Chinese people on short term visits to the United States, with the average Chinese tourist spending about \$6,000 USD per visit.

For More Information Contact:

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