

China's tourism opportunities in ASEAN

Chinese firms acquired hotels in Australia, Japan, and the U.S. in 2016. But what about ASEAN?

Our flight analytics show that there are **41 Chinese cities with at least one daily flight to Indonesia, Malaysia, the Philippines and Thailand.** And Chinese tourism spending in those countries, especially during the Lunar New Year holidays, is a fast-growing commercial opportunity.

That makes Chinese firms potential acquirers of ASEAN tourist assets.

Last year offers a good guide of activity elsewhere in the world with China Capital Investment Group purchasing South Molle Island in the Whitsundays; Yuyuan Tourist Mart acquiring Hoshino Resorts Tomamu in Hokkaido; and, HNA buying a 25% stake in Hilton.

TOP ASEAN DESTINATIONS FOR CHINESE TOURISTS



41
CHINESE CITIES

Number of cities with at least one daily flights to Indonesia, Malaysia, Philippines or Thailand.

Yellow lines indicate flight connections between cities. Thicker and darker lines illustrating more daily flights.

CHINA'S FLIGHTS TO ASEAN

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1801 Wheelock House
20 Pedder Street
Central, Hong Kong
T: +852 2293 2236
E: info@silkroadassoc.com

www.silkroadassoc.com