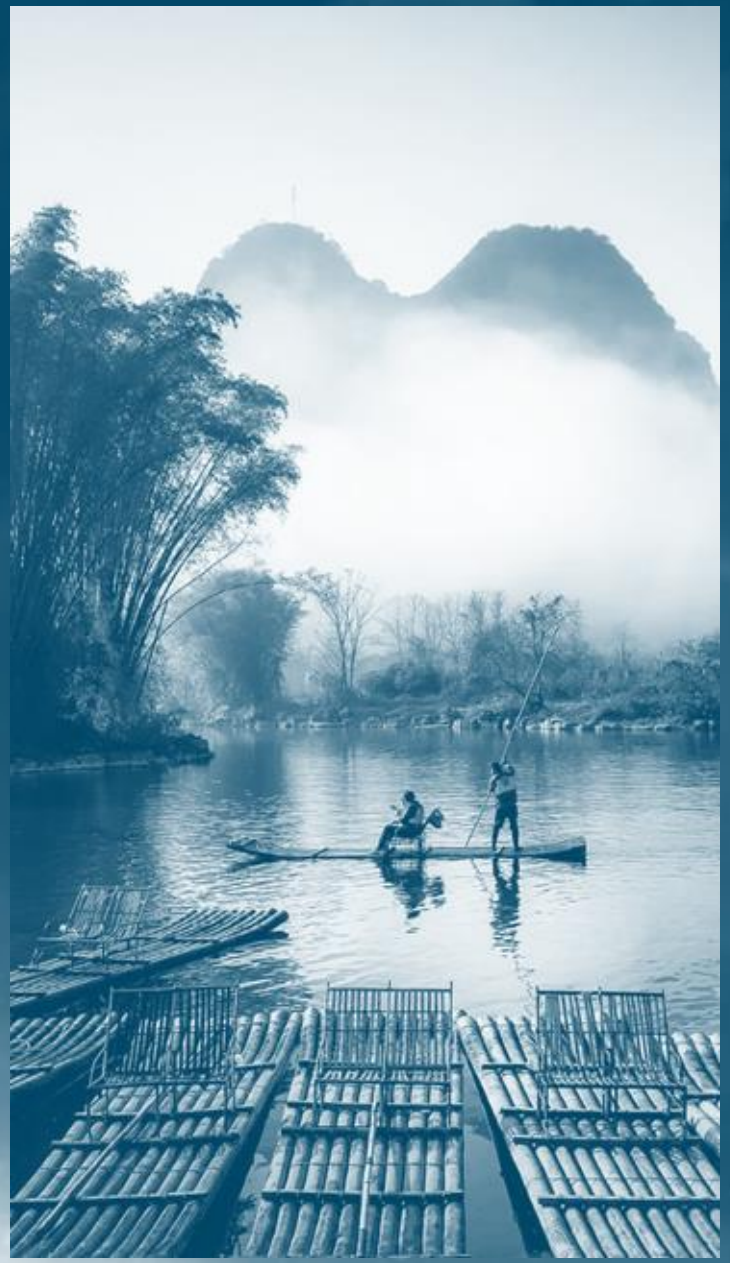


China's 2030 Tourism Vision:

Translating Data, AI and Innovation into the Next Frontier of Inbound Growth

Noor Ahmad Hamid | CEO PATA

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AI
CHATBOTS






工业具身



China targets 190 million inbound tourist visits by 2030 in new five-year tourism plan

Xinhua | Updated: 2026-07-08 08:52

BEIJING -- China aims to attract 190 million inbound tourist visits a year by 2030, according to a new five-year tourism development plan, signaling the country's expanding efforts to draw overseas visitors as it seeks to boost consumption and deepen international exchanges.

The plan, approved by the State Council, targets inbound tourism spending of more than $150 billion annually by 2030, while calling for higher-quality tourism services and a stronger global presence for China's tourism industry.

To help meet these goals, China will further streamline services for inbound visitors throughout their journeys in the country.

The plan calls for expanding the visa-free entry program and increasing international air and rail connections, while enhancing convenience in payment, transportation, communications and accommodation as well as optimizing tax refund procedures. Multilingual visitor services are also expected to improve via better training for foreign-language tour guides and wider use of AI-powered translation devices.

The 2030 **Tourism Ambition**

- 2025: 150 million inbound visits YOY +17%
- 2025: US$130 billion in inbound spending YOY +40%
- 2030: Convert ambition into results

26% Volume

International Visitors Arrivals
190 Million

15% Value

Spending Targets
US$150 Billion

A **Five-Year** Tourism Plan

- Expand **visa-free** entry
- Strengthen international air and rail **connectivity**
- Simplify **payments**, transport, communications and accommodation
- Streamline **tax refunds**
- Expand **multilingual** services and AI-powered translation
- Develop more **shopping hubs** for international visitors
- Build a nationwide **inbound tourism network** linking major gateways and international consumption hubs

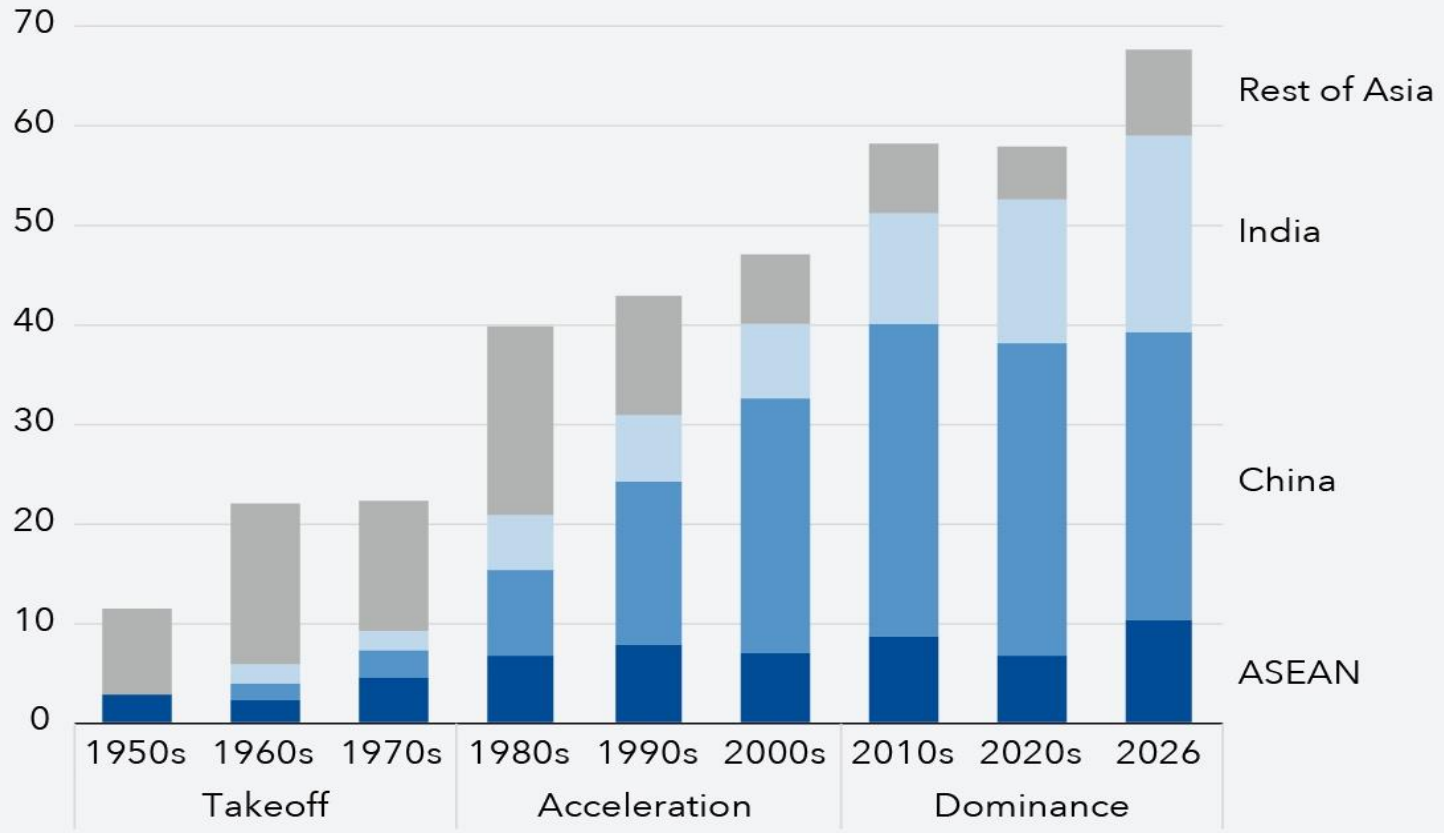
The **Conversion**



ANNUAL MEETINGS
2026 | THAILAND
INTERNATIONAL MONETARY FUND
WORLD BANK GROUP

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Contribution to global real GDP growth, percent, PPP GDP weighted



Source: IMF, World Economic Outlook. NOTE: 2020s includes data for 2020–25 only. PPP =purchasing power parity.

IMF


Asia Pacific Tourism Outlook for 2028
789.2M
68% intra-regional
Asia is not just the growth engine,
it is becoming the laboratory for the future of travel.

Forecast **IVAs** to China 2026 - 2028



SOJERN

Top Feeder Markets to China

Flight Bookings in September 2026 | Source: Sojern

60% Asians

Top Metros

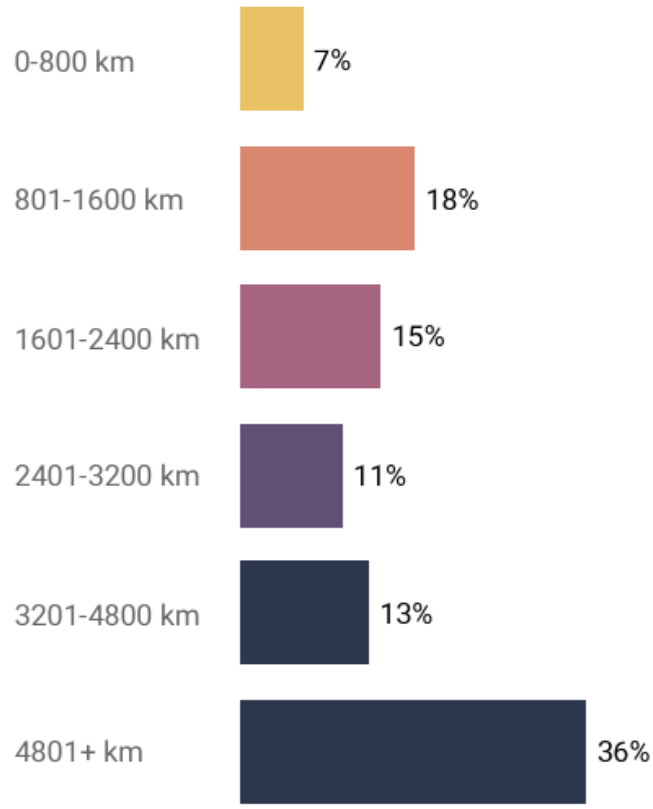
1	Seoul, South Korea	9.9%
2	Hong Kong, Hong Kong	6.6%
3	Singapore, Singapore	6.1%
4	Bangkok, Thailand	5.9%
5	Kuala Lumpur, Malaysia	4.7%
6	Tokyo, Japan	4.1%
7	Taipei, Chinese Taipei	4.0%
8	Hanoi, Viet Nam	2.4%
9	Moscow, Russia	2.4%
10	Taipa, Macao	2.2%
11	London, United Kingdom	2.1%
12	Jakarta, Indonesia	2.0%
13	Ho Chi Minh City, Viet Nam	1.9%
14	Sydney, Australia	1.7%
15	Osaka, Japan	1.6%

Top Countries

1	South Korea	10.8%
2	Thailand	6.4%
3	Hong Kong	6.3%
4	Japan	6.0%
5	Singapore	5.8%
6	United States	5.6%
7	Malaysia	5.5%
8	Russia	4.5%
9	Vietnam	4.3%
10	Chinese Taipei	4.2%
11	Australia	4.0%
12	Indonesia	2.5%
13	United Kingdom	2.5%
14	Macau, China	2.1%
15	Kazakhstan	2.0%

Distance

(between origin and destination)



RACE to the TOP

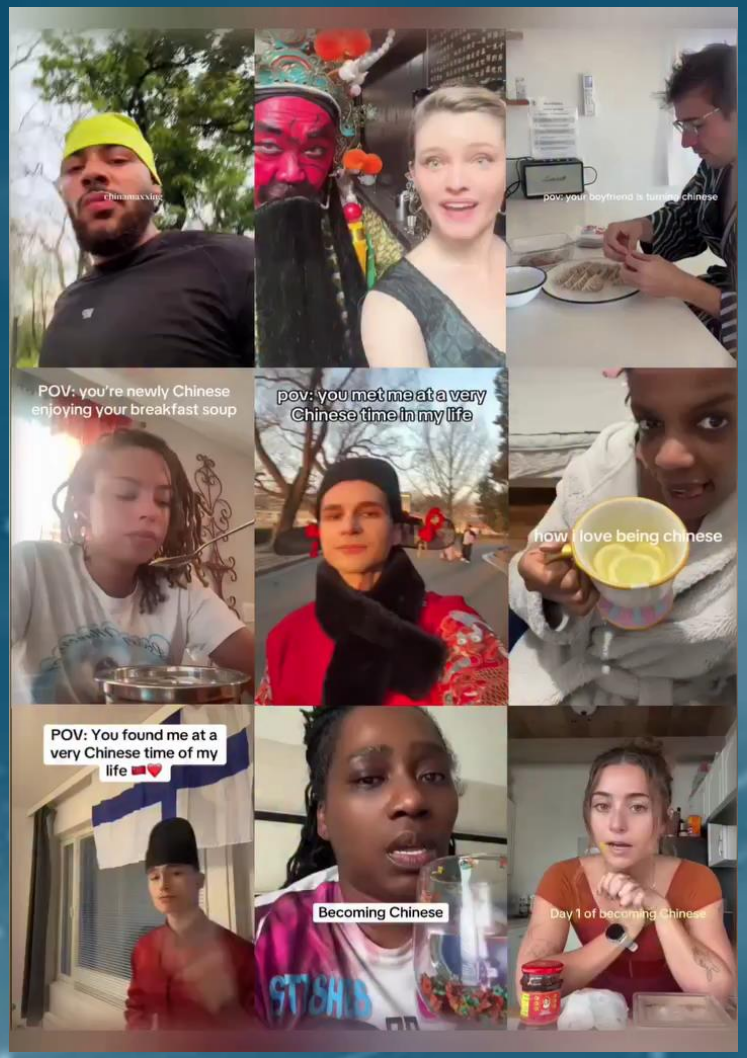




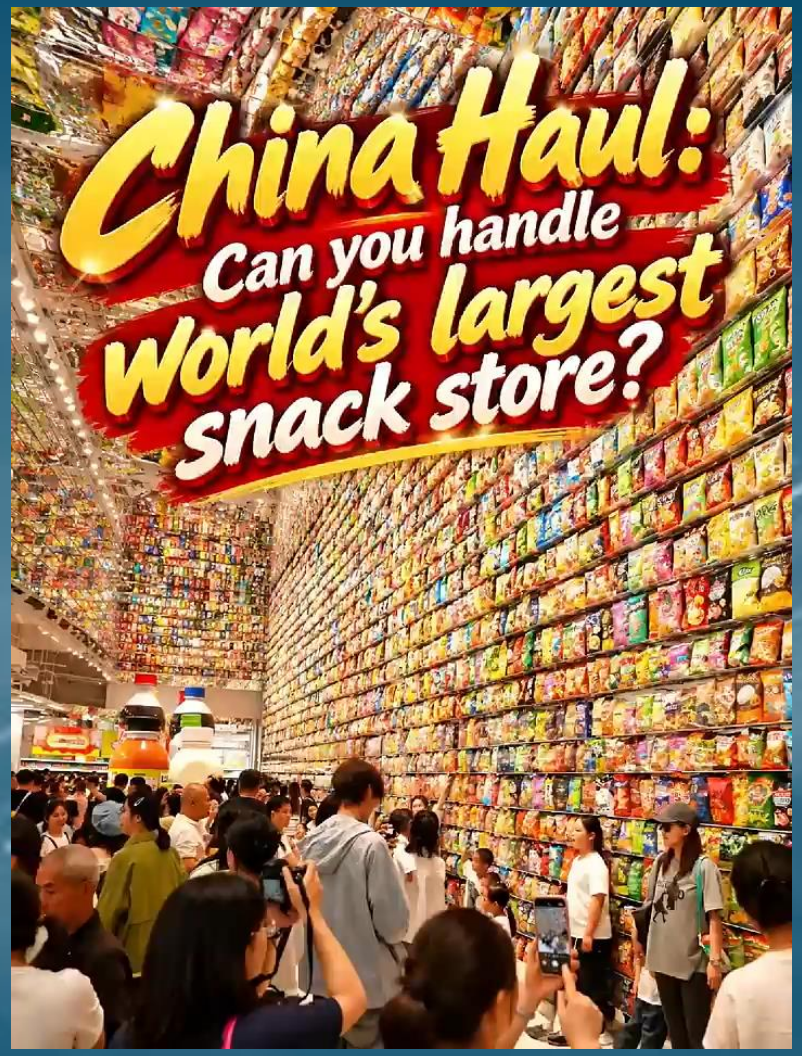
For illustration purposes only

Can **Social Media Trends** Drive More International Visitors to China?

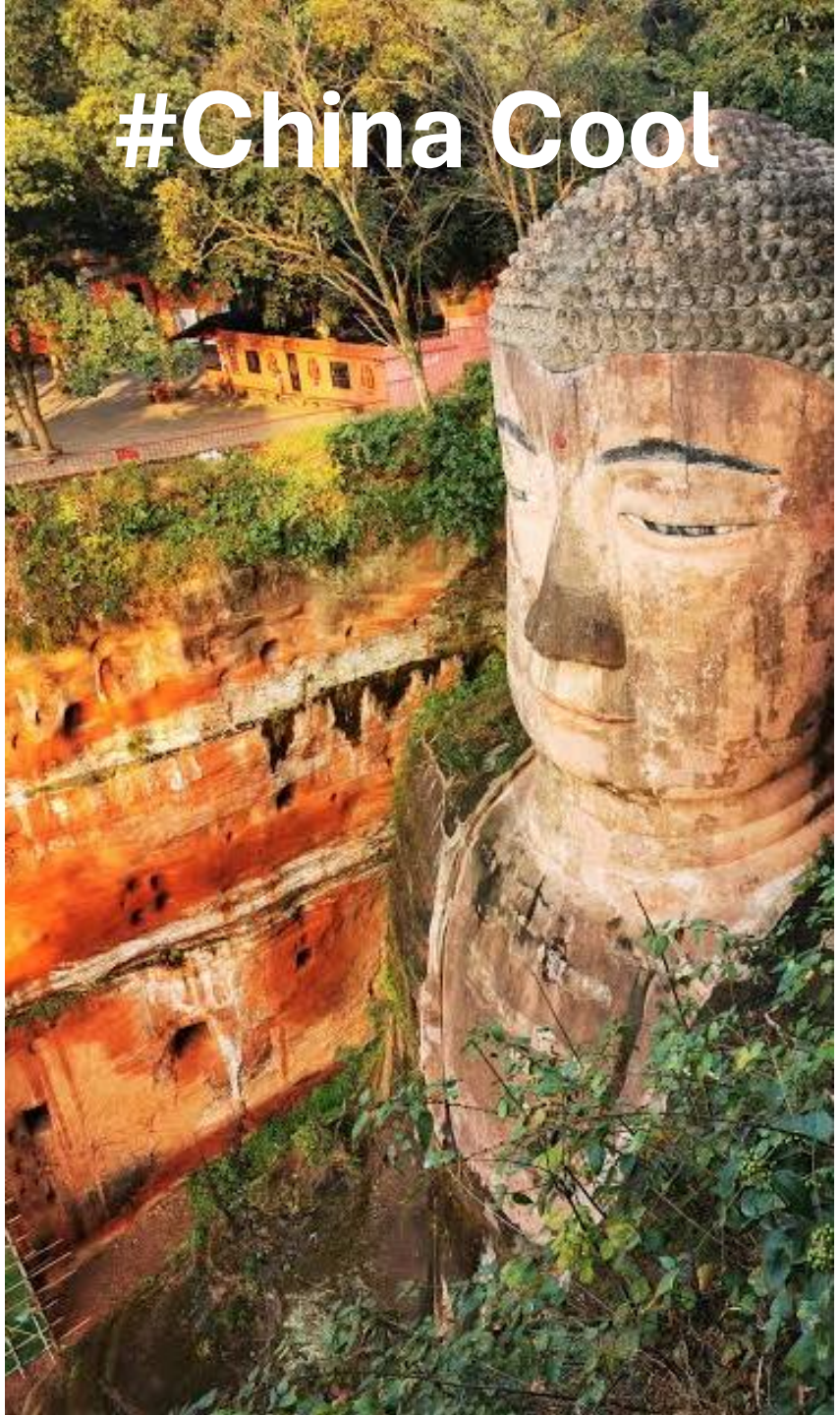
#Chinamaxxing



#China Haul



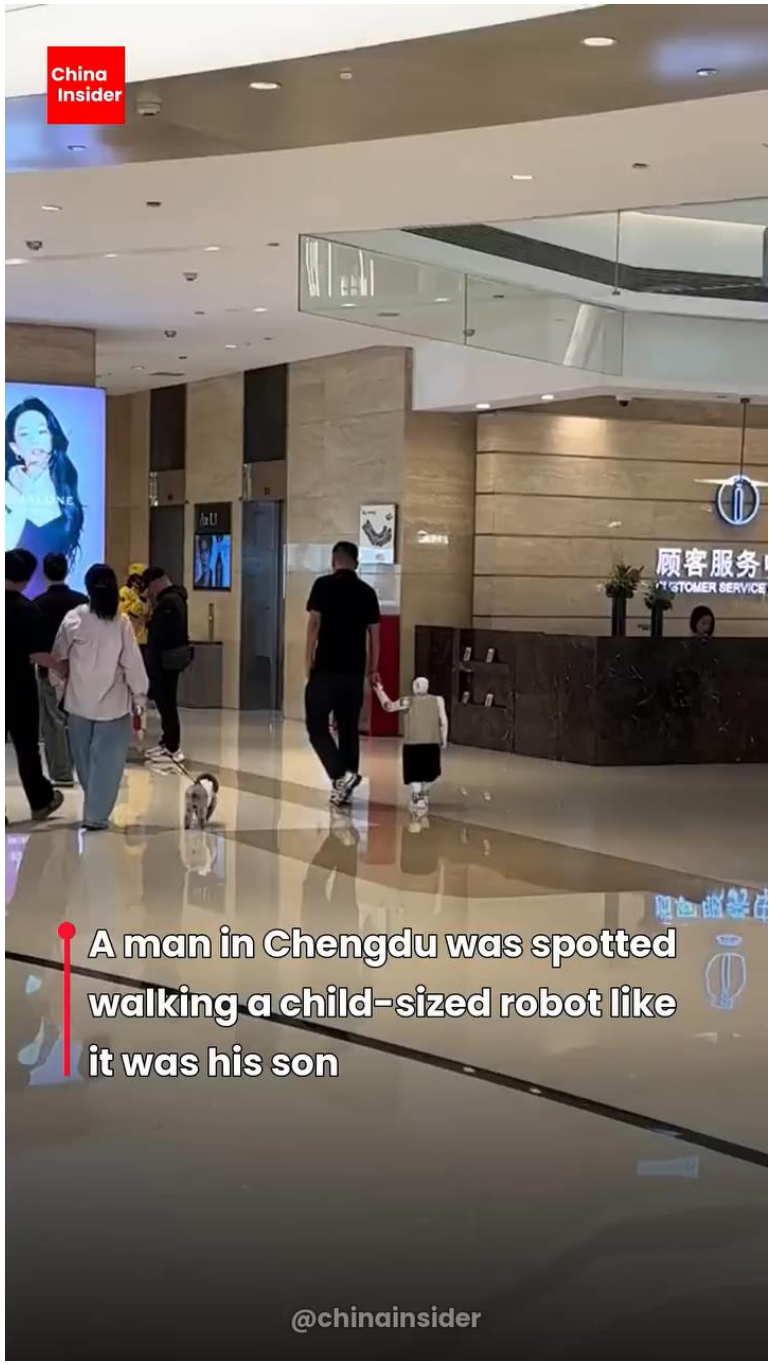



#China Cool








China Insider
A man in Chengdu was spotted walking a child-sized robot like it was his son
@chinainsider


#China Cool




POP MART







Stella Li, Executive Vice President of BYD and CEO of BYD Americas, and Daniel Craig. Credit: BYD

The **10 Factors** to Attract More International Visitors?

- **Easier Access**
- **Better Connectivity**
- **Seamless Travel Experience**
- **Smart Use of AI**
- **Stronger Global Marketing**
- **More Compelling Experiences**
- **Competitive Value**
- **Data-Driven Decisions**
- **Policy: Public–Private Collaboration**
- **Sustainable Growth**

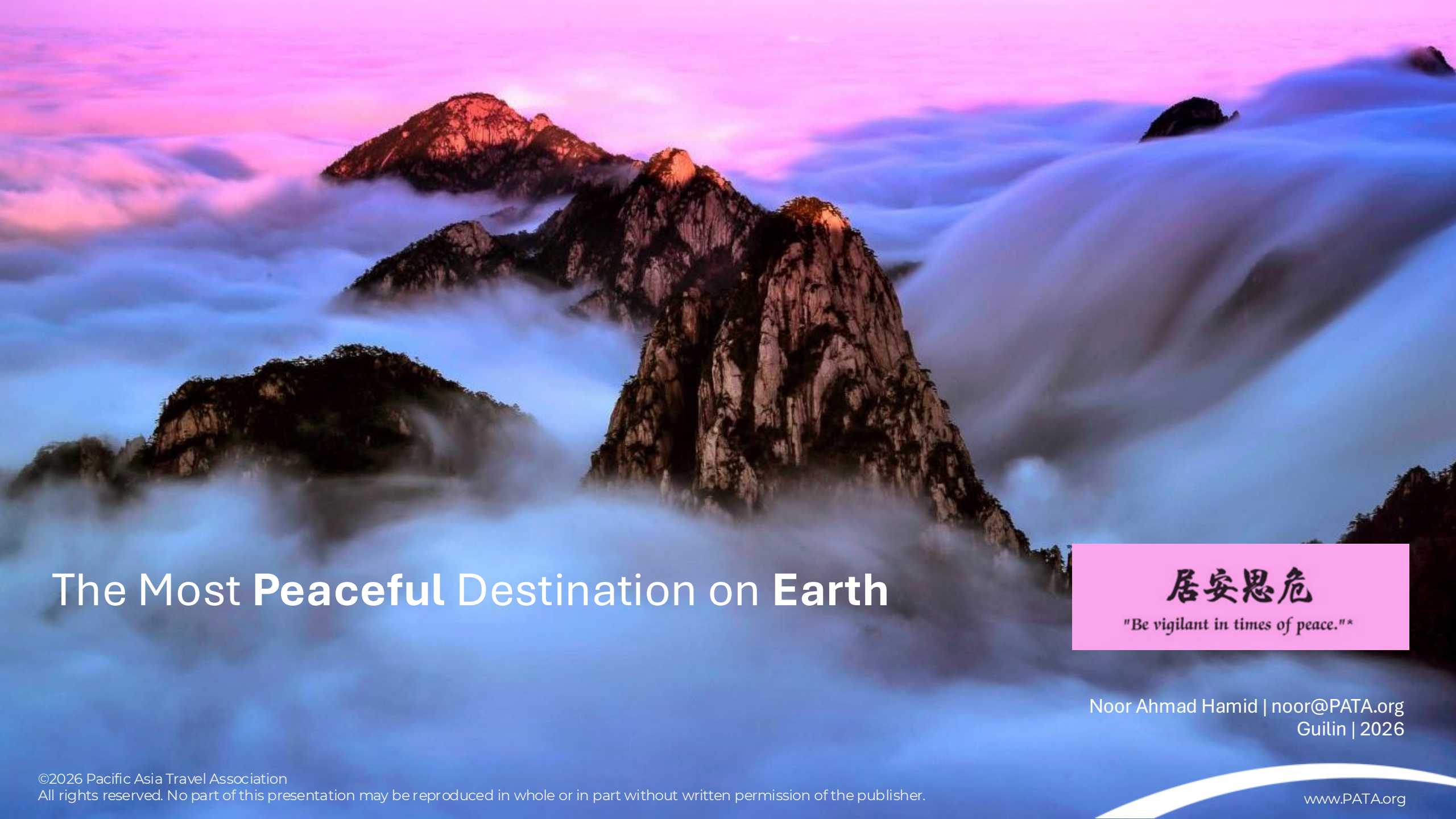
China’s Moment to **Revolutionize** Tourism



8 Ways China Can **Redefine** the Future of Global Tourism

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1. The Most Livable Country
2. The Cleanest, Safest and Healthiest Destination
3. The Right Number of Visitors, in the Right Places
4. A Journey for Every Traveler, at Every Pace
5. A Living Culture, Not Just a Tourist Attraction
6. More Prosperity Reaching Local Communities
7. A Net Positive Footprint on Nature
8. .....



The Most **Peaceful** Destination on **Earth**

居安思危

*"Be vigilant in times of peace."**

Noor Ahmad Hamid | noor@PATA.org
Guilin | 2026

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