



Why Guangdong?

- Guangdong's travel and tourism industry accounts for one third of the nation's total travel and tourism industry.
- In 2007, 2.56 million of Guangdong's citizens traveled abroad.
- Guangdong, with a population of 121 million, is the largest province in China.
- Guangdong has the highest GDP of any province in the country.
- Guangdong's residents have the highest level of disposal 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 will be allowed to partner with U.S. companies to organize and market packaged group leisure tours to the United States, and U.S. travel destinations will be able to advertise in China.
- The U.S Department of Commerce forecasts that the United States will host 579,000 Chinese travelers by 2011, an 81% increase from 2006.
- The Chinese Government has officially opened the Chinese market to wholly-owned foreign travel agents since 2006.



South China Snapshot:

Travel & Tourism sector

Major Trade Show in 2009:

Guangzhou International Travel Fair 2009

Date: March 26-29, 2009,
 Venue: Guangzhou Jinhan Exhibition Center
 Organizer: Hannover Fairs Shanghai Ltd.
 Contact: Ms. Iris Han
 Tel: 86-20-3879-2796
 Fax: 86-20-8626-6690
 Web site: www.gitf.com.cn
 E-mail: iris.han@hfchina.com

For More Information Contact:

Diana Liu & Andrew Gately

U.S. Commercial Service
American Consulate General Guangzhou

Email: diana.liu@mail.doc.gov
andrew.gately@mail.doc.gov

Phone: (86-20) 8667-4011

Fax: (86-20) 8666-6409