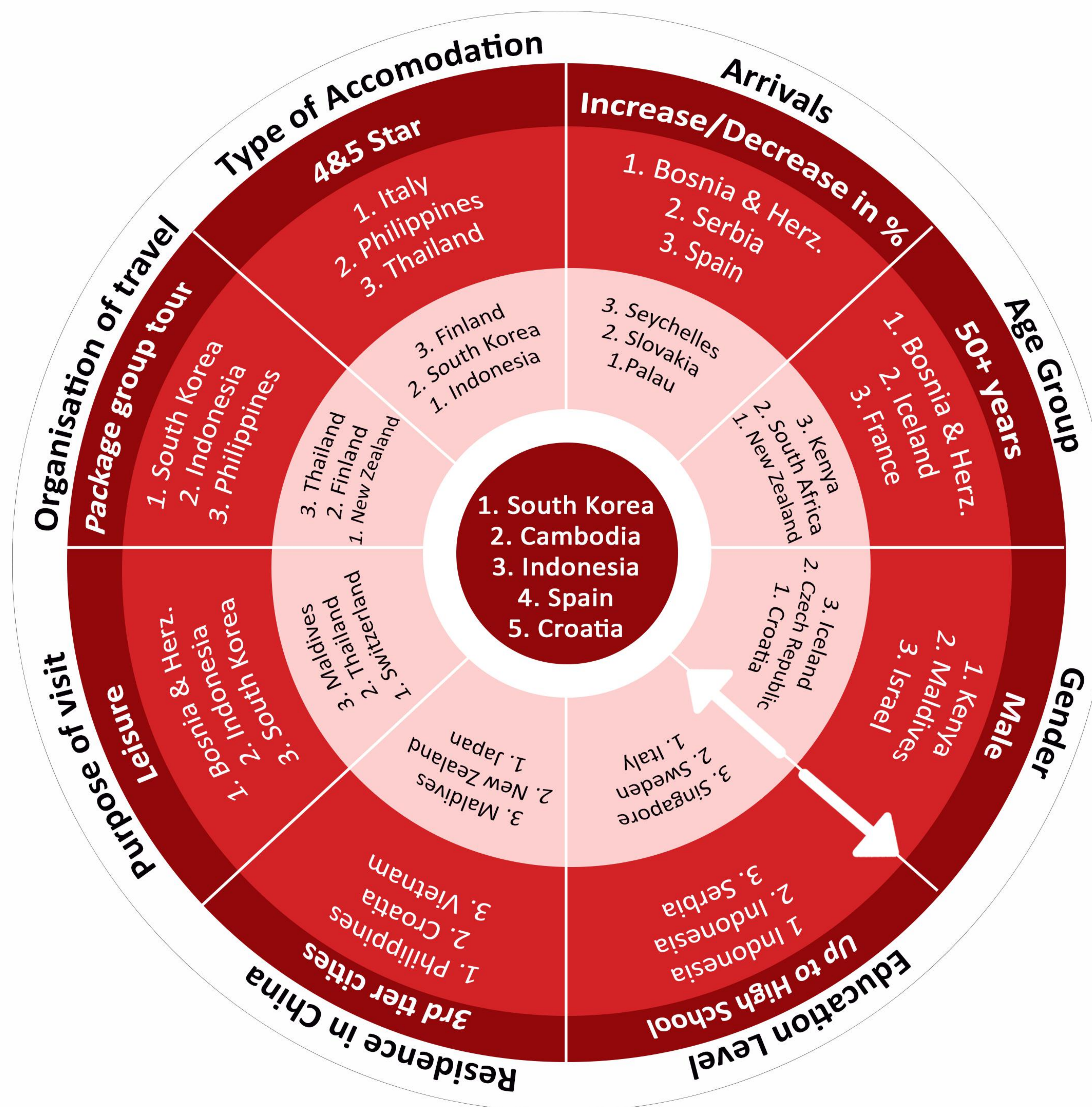


# COTRI ANALYTICS RADAR

Chinese Outbound Tourism 4th Quarter 2018



The **COTRI ANALYTICS RADAR** displays the **quarterly dynamic changes** of the **60 most important destinations** for the Chinese outbound tourism market as on **Year-on-Year comparison**. The increases and decreases in percentage for eight different categories are based on COTRI ANALYTICS data published by COTRI China Outbound Tourism Research Institute. The countries (excluding Greater China destinations) with the highest positive changes are ranked in the outer ring, the countries with the highest negative changes in the inner ring.

The five countries listed in the centre of the graphic achieved the highest increases in total market share. This COTRI ANALYTICS RADAR provides data for the last quarter of 2018 compared to the last quarter of 2017. A new COTRI ANALYTICS RADAR is published every quarter, each time providing rankings for different categories.

## Greater China

Most important YoY increase in percentage for any data point

**Hong Kong:** Package tour - Increase

**Macau:** Residence 3rd tier city - Increase

**Taiwan:** Gender Female - Increase