

Economic development in the leisure industry adapted to foreign and domestic tourists

Preserving and promoting China's authentic cultural and natural heritage

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President Beijing Global Strategy Consulting Co., Ltd.

Past involvement in Olympics...

- Delegate Investment Promotion
Beijing Olympics 2008 Projects – BDRC
- Negotiation and Development Director – BSAM
- Sr. Advisor for the Olympic Economy – BDRC

Other functions (among others...)

- Professor Beijing Jiaotong University, School of Economics and Management
- Chairperson Public Procurement WG (2005 – 2015) – EUCCC
- Advisor to Beijing Mayor Guo Jinlong – 12th FYP
- International Director – Managing Committee of China Aging International Development Foundation
- Advisor for Foreign Trade – Belgium
- Sr. Advisor Beijing Investment Promotion Bureau
- Sr. Advisor Beijing Dongcheng District

Tourism figures 2015 (1)

- 134 m inbound trips, including foreigners and residents from Hong Kong, Macau, and Taiwan; only around 57 m stayed overnight
- Number of foreign tourists slightly decreased
- Part of those were also on a business trip
- Of the total foreigners counted for about 26 m of which some 20 m stayed at least one night.
- Direct contribution to GDP estimated at RMB 1.7 trillion (2.6% of GDP), to grow to over RMB 3.1 trillion (2.8% of GDP) by 2025

Tourism figures 2015 (2)

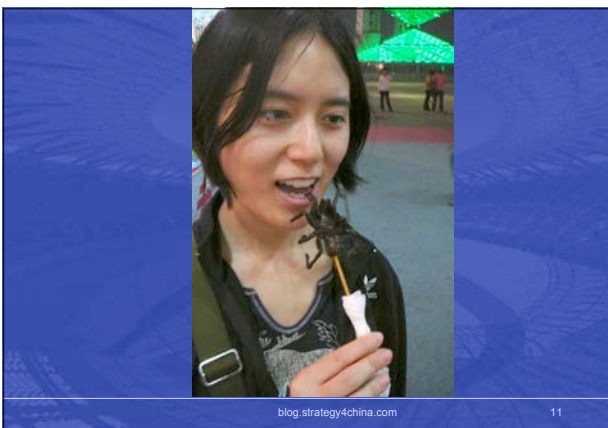
- Total revenue estimated at RMB 3.4 trillion, some sources quote nearly RMB 6 trillion (nearly 10% of GDP)
- Important economic pillar, providing some 64.4 million, or 8.4% of jobs.
- 120 million outbound visitors spending US\$ 104.5 billion. Financial Times: Chinese spent US\$ 498 billion abroad in 2014
- Figures can differ greatly.

Top destination countries for tourists in 2014

1. France - 83.7 million
 2. USA - 74.8 million
 3. Spain - 65.0 million
 4. China - 55.6 million
 5. Italy - 48.6 million
- 1.133 billion international tourist arrivals worldwide; China's share very modest

International Bazaars in Beijing





RV Market

- Currently 20,000 RV owners in China, expected to grow to 500,000 by 2020
- There are now only 80 standard RV campsites in China; in the USA there are 16,500 and in Europe 25,000
- Issues: regulations and cost of the RV

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Real Local Life



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13



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14

Discovering the New Sanxia



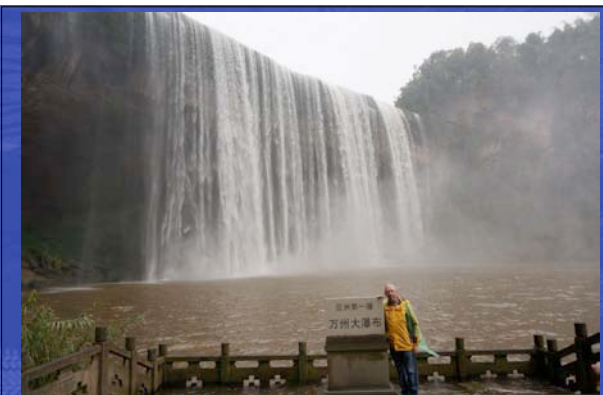
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15



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16



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17

תודה
Dankie Gracias شكرا
Спасибо Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας ευχαριστούμε 감사합니다
Bedankt Děkujeme vám
ありがとうございます
Tack

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18