

China Snapshot

Country Facts:

Overall Population:

1,313,973,713 people (2006 est)¹

Population in the Three Major Economic Regions (2005):²

Beijing	-	14,930,000
Shanghai	-	17,420,000
Guangdong	-	83,040,000

Official Languages:

The official language is Mandarin. However, aboriginal dialects are spoken by most minorities as well as other languages like Cantonese, Xiang, and Hakka.

Religions:

Though officially atheist, Daoism and Buddhism are widely observed by many Chinese. Christianity, Islam, Lamaism, and Shamanism are also practiced.

Currency:

Yuan (CNY) or Renminbi (RMB)

Exchange Rates:

1 USD = 7.83 CNY

1 EUR = 10.43 CNY

**as of December 05, 2006*

Leave Entitlement:

The average leave entitlement for the Chinese is two weeks per year in addition to the three 'golden weeks':

- Spring Festival (Chinese New Year) in January or February
- May Holiday (International Labor Day) during the first week of May
- National Day Holiday during the first week of October

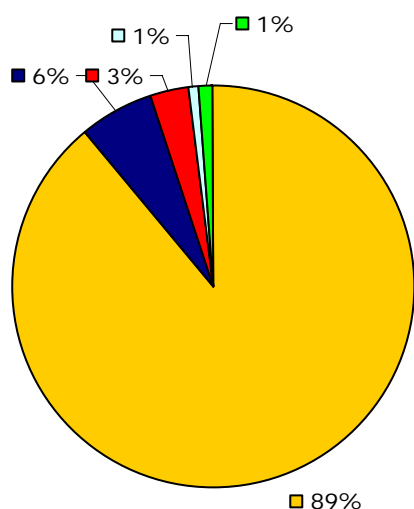


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China 2005 Travel Statistics:

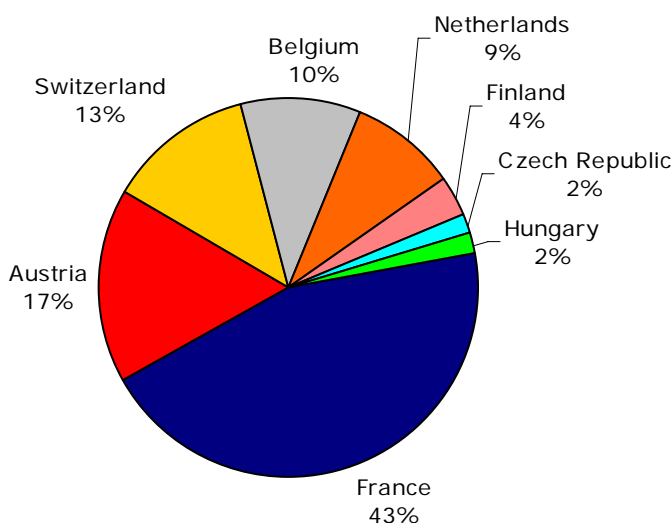
2005 Distribution of Outbound Departures per Continent³



■ Asia ■ Europe ■ America □ Oceania ■ Africa

- The total number of outbound travelers from China for 2005 was 31,026,000.
- Chinese travelers favor Asian destinations particularly Hong Kong and Macau followed by Japan, Vietnam, and South Korea.
- Europe was the most popular destination of Chinese travelers outside Asia followed by the U.S. and Oceania.

2005 Chinese Outbound Travel Statistics Based on First Destination Arrivals to Europe⁴



- The most popular destinations of Chinese travelers to Europe in 2005 were France followed by Austria and Switzerland.
- Among the Nordic countries, arrival statistics were only available for Finland through TourMIS, which had a 4 % share of Chinese travelers in 2005.

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Nordic Packages Offered in China:

A variety of Nordic tour packages are offered in China. The basic itinerary includes Denmark, Finland, Norway, and Sweden. Iceland and the fjords can usually be added to the basic package. An itinerary that includes all of the Nordic countries is also available to Chinese travelers.

<i>Package</i>	<i>Destinations</i>	<i>Price</i>
Four countries/8 days	Denmark, Finland, Norway, and Sweden	EUR 1,200 - 1,600
	• With fjords	EUR 1,700
	• With Iceland	EUR 2,000
Four Countries/10 to 12 days	Denmark, Finland, Norway, and Sweden	EUR 1,600 - 2,000
Five Countries/10 days	Denmark, Finland, Iceland, Norway, and Sweden	EUR 1,800
Five Countries/17 days	Denmark, Finland, Iceland, Norway, and Sweden	EUR 2,650

Chinese Traveler Profile:

China's strong economy has led to improved incomes, rising consumption, and an increased desire to travel among the country's burgeoning middle class segment. The majority of Chinese travelers to the Nordic region are 35 to 60 years old. Due to a strict policy on outbound tourism, leisure travel is restricted to group tours in countries that have ADS agreements with China. The Nordic countries were granted ADS in September 2004. Before the ADS approval, trips to the region from China were mainly business related.

Income

- The national average income in 2004 was CNY 10,129 (EUR 970) with a disposable income of CNY 9,422 (EUR 900). The majority of Chinese travelers come from urban Beijing and Shanghai. In 2004, the total income of Beijing urban residents was CNY 17,116 (EUR 1,640) with a disposable income of CNY 15,638 (EUR 1,500). Urban residents in Shanghai had a total income of CNY 18,502 (EUR 1,770) with a disposable income of CNY 16,683 (EUR 1,600).⁵

Travel Cycle of the Chinese Tourist to the Nordic Region

- School holidays from July to August make up the peak season for families while October is the high season for business travelers. Winter time, November and December, is not popular among Chinese travelers because it is too cold in the region.

Nights Spent by Chinese Visitors to the Nordic Countries in 2005

- Chinese visitors to the Nordic region spent the most number of nights in Finland (72,770)⁶ followed by Sweden (71,784), Denmark (57,805), Norway (55,464)⁹, and Iceland (11,506).¹⁰

Average Daily Expenditure of Outbound Chinese Travelers

- Chinese tourists are widely known for their exceptional spending habits when traveling in a foreign country. In 2005, the average expenditure of outbound Chinese travelers was USD 987 according to a study conducted by ACNielsen and Tax Free World Association (TFWA).¹⁰