ILLUMINANT'S CHINESE TAKEOUT

ENTER THE DRAGON: A REALISTIC OVERVIEW OF CHINA
• A CHINA-ENTRY GUIDE • PART 5 OF 12 • January 2013 •

China in a box

Chūn Jié 春节
(Lunar New Year, aka Chinese New Year aka Spring Festival)

Good Mandarin Chinese phrases to use during the new year are "新年快乐"(xīn nián kuài lè, "Happy New Year") or "元旦快乐" (yuán dàn kuài lè, "Happy Yuan Dan").

Date	Duration	Greetings	Gifts
Jan 23 - Feb 10 (2013)	7 DAYS	YES	Recommended

Spring Fesival Travel

Total = 3,154,000,000 trips made

Total = 2,893,600,000 trips made

Retail sales during Spring Festival

The three industries with the greatest increases in sales:

1. Clothing (18.7%)
2. Jewelery (16.4%)
3. Food (16.2%)

Tourism during Spring Festival

2012 railway income = USD 481,475,050

2012 airline income = USD 868,233,697

Top 10 domestic travel destinations during Spring Festival ranked by revenue

- Chongqing : 21,753,800 tourists
- Beijing : 8,270,000 tourists
- Chengdu : 8,151,000 tourists
- Hangzhou : 6,107,900 tourists
- Shenzhen : 4,562,100 tourists
- Tianjin : 4,000,400 tourists
- Nanjing : 3,160,000 tourists
- Shanghai : 3,142,000 tourists
- Harbin : 2,981,700 tourists
- Sanya : 484,000 tourists

Total tourists= 62,613,900 people
Total income = USD 5,470,818,454

Top 10 international travel destinations during Spring Festival

Hong Kong

Phuket Island

Singapore

Bangkok

Bali

Seoul

Maldives

Cambodia

Tokyo

Kuala Lumpur

Top 4 industries that benefit the most from the holiday economy

1. Transportation
2. Telecommunications
3. Tourism
4. Gifts (Typically, alcoholic beverages and foodstuffs)

Fun facts about Spring Festival

Over 30 billion SMS text messages were sent during the 2012 Spring Festival!

Spring Festival represents the largest share of the overseas luxury market, with $7.2 billion spent in 2012. During the period, Chinese tourists took 62% of the European luxury market, 33% of the North American market and 69% of the Hong Kong, Macau and Taiwanese market.

This Chinese Takeout by:

Public Relations & Strategic Communications
Brand & Digital Communications
Branding & Corporate Identity

公关关系 品牌营销
数码传播
品牌建设 企业形象

Illuminant
a source of light

illuminantpartners.com

Copyright © 2013 Illuminant Inc. All rights reserved