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DUTY PAID

in

CHINA'S  
TRAVEL RETAIL  
LANDSCAPE

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1



Economy = No. 1 in Asia / No. 2 in the World

2

Outward Bound  
Tourist Trips

Millennium → 2018  
10.5 million → 145 million + **1,380%**

3

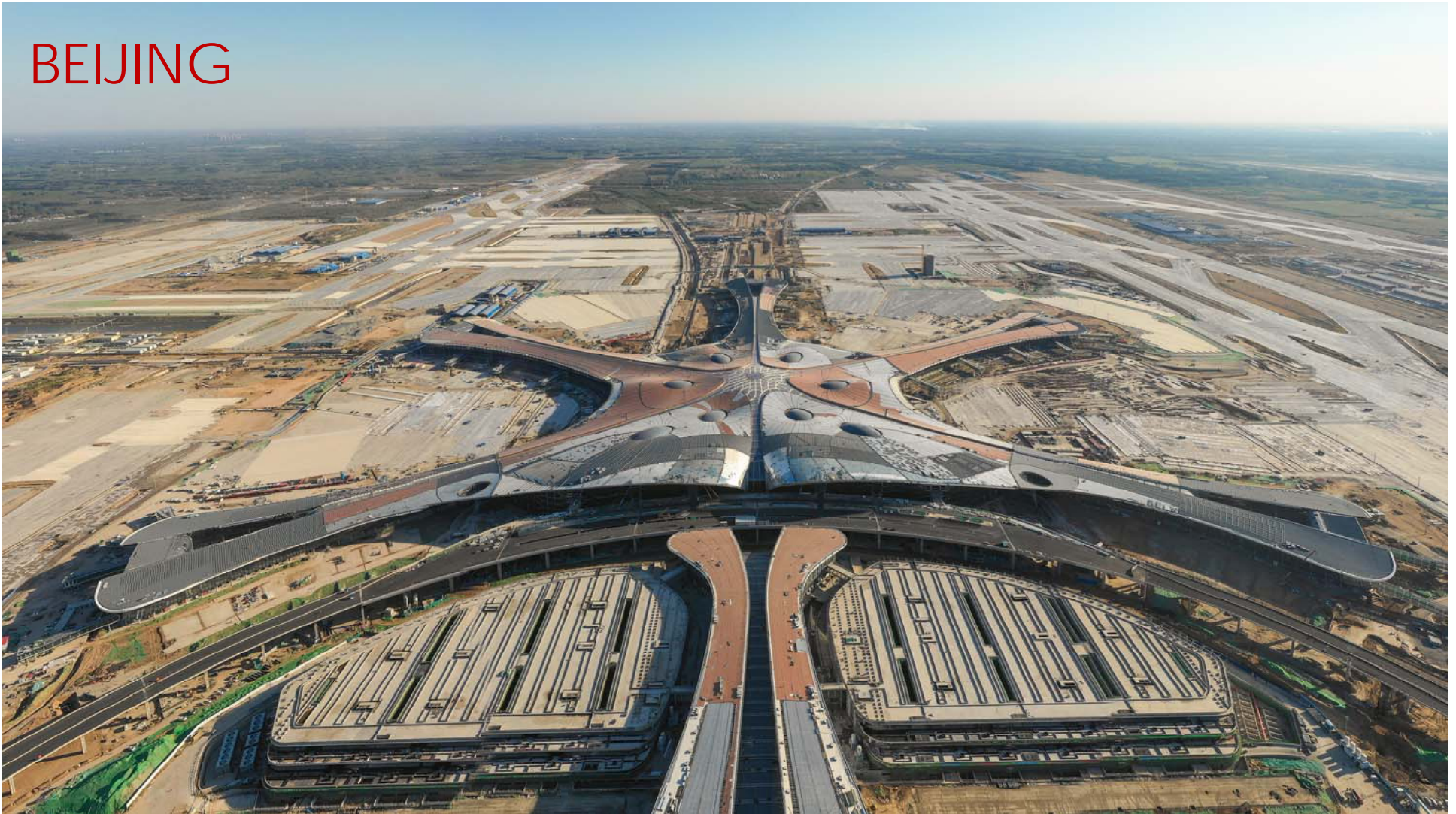
	Expected Goal in 2018	Increasing Rate over 2017
Inbound Tourism	142 million	1.4 %
Outbound Tourism	134 million	4.5 %
<b>Domestic Tourism</b>	<b>5.5 billion</b>	<b>10.8 %</b>
<b>Domestic Tourism Revenue</b>	<b>CNY 5.05 trillion</b>	<b>13 %</b>

Source: Ministry of Culture and Tourism of PRC

# SHANGHAI



BEIJING



1

Jan - Sept = 2.28 trillion Yuan investment in travel infrastructure

Source: McKinsey

2

2017 = 229 airports in China – 32 of these handled >10 million PAX

Source: Flight Dashboard

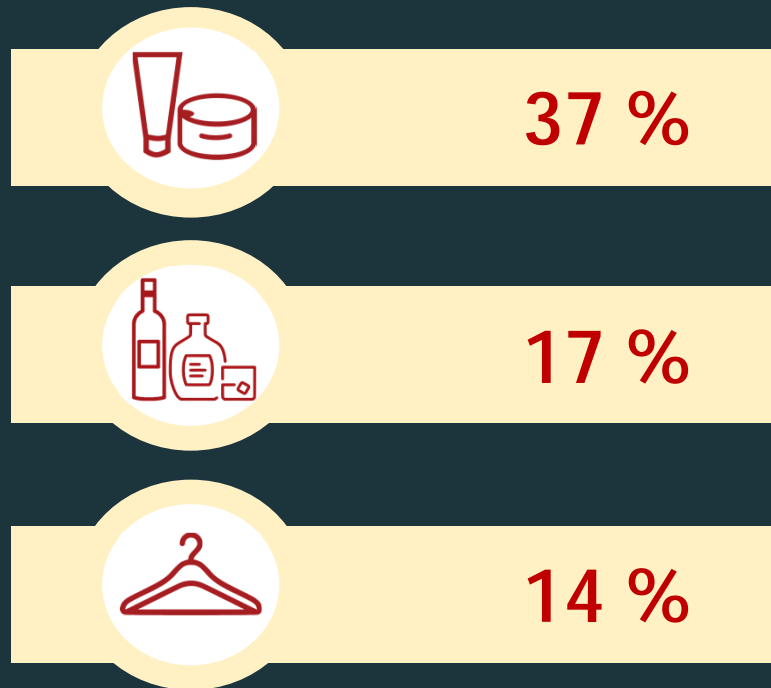
3

Over 90% of flights taken in 2017 destined within China

Source: NPD Travel Retail



## 2017 Chinese DF&TR Sales Top 3 Categories\*









**High Rents**



**DF Prices**



**Rail**







'Good Quality' No.1



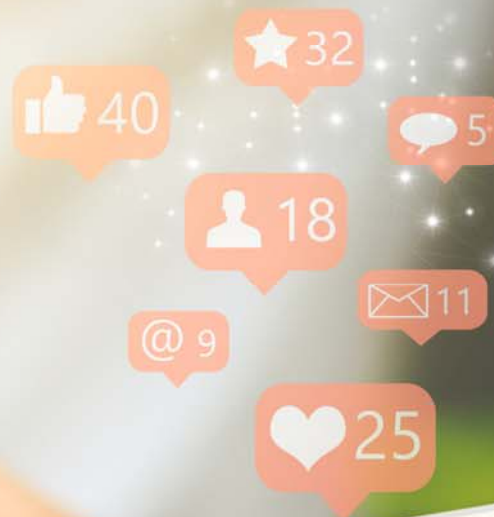
Price not as important



Socially Aware



# THANK YOU



SUNIL TULI  
MANAGING DIRECTOR  
DUTY FREE & TRAVEL RETAIL

