

TRAVEL AND HOSPITALITY

## Growing inbound travel in China concerns Western luxury brands

October 5, 2020



*The Ministry of Culture and Tourism said China recorded 425 million domestic tourist visits over the first half of its eight-day Golden Week festival. Image credit: Shutterstock*

By [Gemma A. Williams](#)

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

**Golden Week** is usually a chance for China's citizens to travel around the world, but this year, Chinese citizens had to settle for staycations and internal destinations.

According to the Ministry of Culture and Tourism, China recorded 425 million domestic tourist visits in the first half of the eight-day long national holiday, which happens to overlap with the country's **Mid-Autumn Festival** this year.

Up to 1,000 tourist attractions across China have been offering free or discounted tickets during the holiday the first holiday since China reopened trans-provincial group tours in July.

According to a report issued by the service ecommerce platform Meituan Research Institute, consumption at tourist attractions nationwide during the holiday is expected to rebound at about 90 percent of last year's holiday period.

**The Jing Take:** Though **COVID-19** is effectively under control in China, global travel restrictions and quarantine-periods still hamper movement in and out of the country.

In 2019, China ranked no. 13 in the Travel & Tourism Competitiveness Index, and the local tourism sector is seeing a strong post-lockdown rebound. That could have many potential knock-on effects, from invigorating local economies to a new appreciation of staycations.

If attitudes change and staying home takes hold, **luxury brands** need to brace for the likelihood that outbound travel and, therefore, outbound retail still will not be a reality.

Faced with huge market losses, the real issue for luxury brands is not how worried they should be, but how they can keep pivoting to connect with China's **consumers** at home.

*Published with permission from **Jing Daily**. Adapted for clarity and style.*

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.