

# Travel reasons and new market?

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# Brazil, Russia, India, China

Despite stalled growth in China, Brazil and Russia, a wave of newly middle-class travelers from the BRICs and beyond will start visiting international destinations in the coming decades — dwarfing the numbers we've seen thus far.

## Top 10 Countries in Travel Spend

Rank	Country	2015 (USD billion)	2025 (USD billion)	Percent Increase
1	China	\$137.0	\$255.4	86%
2	United States of America	\$101.0	\$134.1	33%
3	Germany	\$74.4	\$97.6	31%
4	United Kingdom	\$61.3	\$96.9	58%
5	Russian Federation	\$22.6	\$49.1	118%
6	Hong Kong, China	\$26.7	\$47.4	78%
7	Singapore	\$22.5	\$44.9	99%
8	France	\$37.4	\$43.9	17%
9	Brazil	\$18.3	\$37.8	106%
10	South Korea	\$21.1	\$34.3	63%

This chart depicts travel spend by households earning more than \$20,000 per year in the top 10 countries with the highest projected spend in 2025. Figures are in USD billions (constant 2015 prices).

A chart showing the forecast of the world's top travel spenders over the next decade, with Chinese tourists at the top of the list. (Oxford Economics and Visa)



# Asia Times

Richard Cook, October 12, 2016



**VisitBritain** has ambitions to double the spend from Chinese visitors to £1 billion annually by 2020 and it's a strategy that – thanks to the plummeting pound – looks set to stay on target for the rest of 2016, at least. Latest flight booking data from ForwardKeys shows bookings from China to the UK are up 24% for October to December 2016 compared to the same period last year.



# Wellness <> Healthness

Thanks to a mistrust of doctors in China as well as rising Chinese demand for [plastic surgery](#) and “maternity tourism,” Chinese outbound medical tourism has been growing as travelers head to places such as [South Korea](#), Japan, Europe, or the United States.

JING Daily July 12, 2016.

The number of Chinese tourists going abroad for medical care in 2016 has increased five times over a year ago, with each spending 50,000 yuan (\$7,200) on average, according to a report released by online travel company Ctrip.com

ECNS Wire December 29, 2016.

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Leisure, Wellness, MICE, Culture, Gourmet, Event, Health

Europe, Scandinavia, Russia, America,  
Middle East, China, India

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Baby Boomers, DINKS, Boomerang/kippers,  
DEWKS, Sandwich, YUPCAP, YAWN, YUPPIE