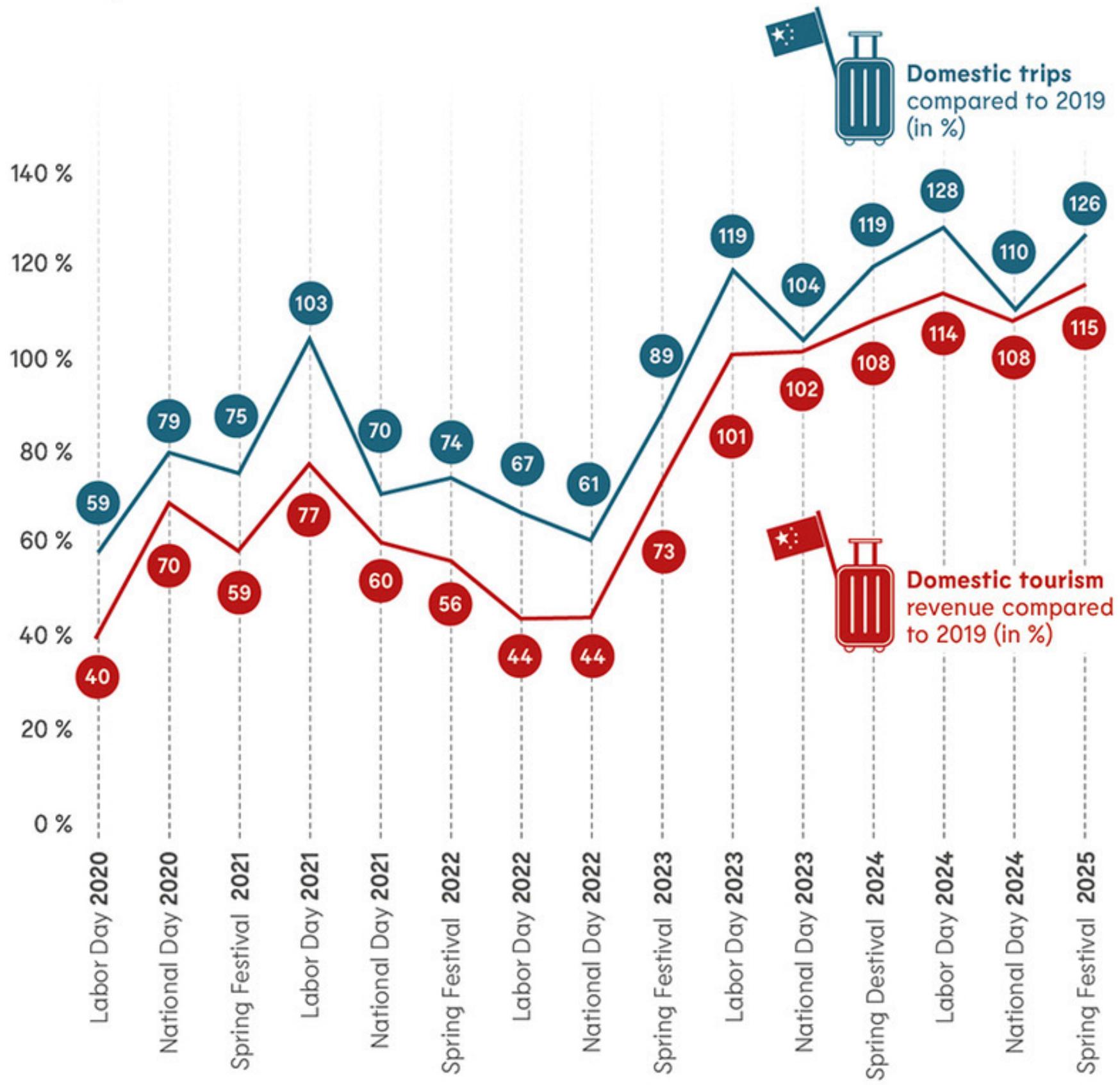


# China travel surge: Labor Day holiday fuels hope for strong consumption



# Weekly Facts & Figures.

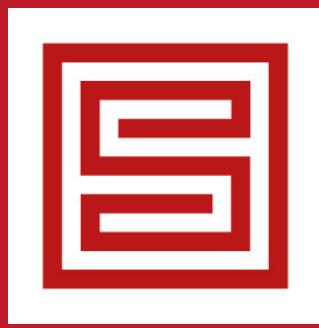
- **Holiday ranking:** Golden Week remains China's top travel period, with 765 million trips and 701 billion CNY in revenue in 2024
- **Recovery trend:** Tourism revenue in 2024 reached 5.75 trillion CNY, slightly surpassing the pre-pandemic peak from 2019
- **Labor Day 2025:** Air travel projected to reach 10.75 million trips over five days, up 8% from last year

# What This Means.

"The strong rebound in holiday travel signals renewed consumer confidence and is expected to give a meaningful boost to overall domestic consumption in 2025."



**Mirko Zumholz**  
Senior Consultant



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