



Results of Golden Week

结果如何？

How it went?



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China Golden Week is over and despite the normalization of Covid-19 prevention and control measures, many Chinese are satisfied with how they spent these last 7 days of vacation.

满足

But does this general impression reflect the numbers?

According to monitoring data from the Cultural Tourism China Data Center, the tourism market during this year's national holiday has declined compared to the same period last year.



This year's total number of people who traveled on railways, highways, and through domestic flights across China during Golden Week was slightly less compared to 2020.

81.92 million 2019

64.91 million 2020

63.02 million 2021



Golden Week 2019

649 BILLION RMB

In domestic tourism revenue

Golden Week 2020

466 BILLION RMB

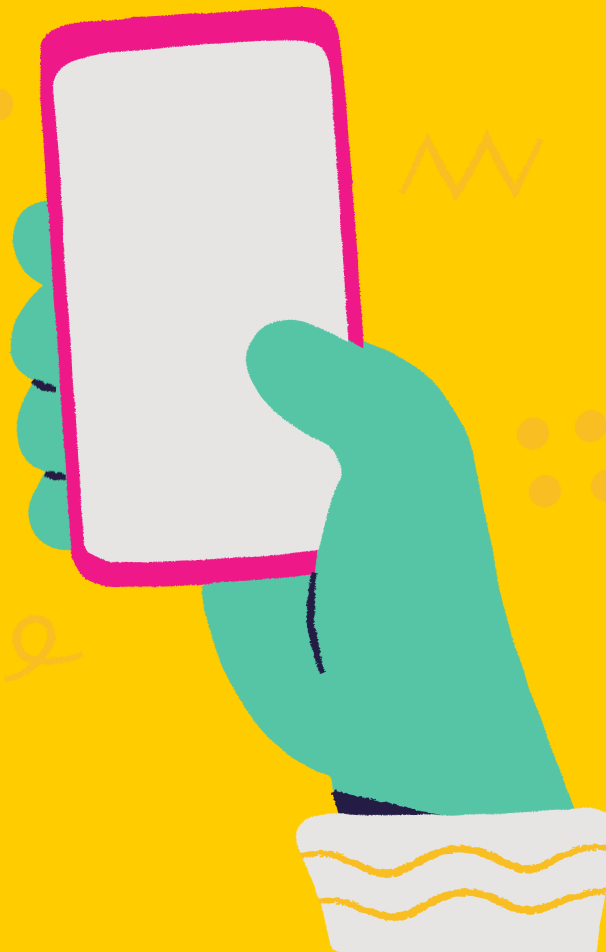
In domestic tourism revenue

Golden Week 2021

389 BILLION RMB

In domestic tourism revenue

Now let's turn our attention to the e-commerce side. As people in today's China can't live without their apps, looking at the most common apps for payments and online shopping we can get a big picture of this year's Golden Week performance from another perspective.



The National Day consumption report released by Alipay revealed



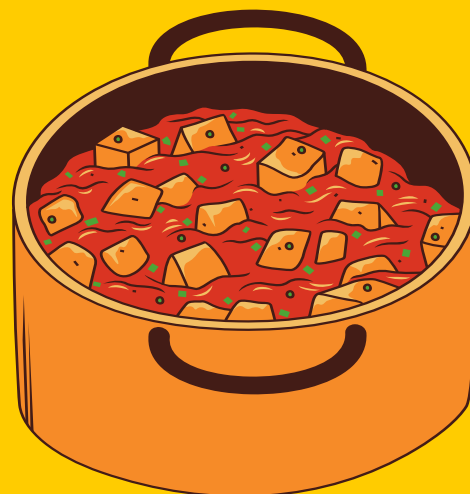
the amount of
consumption in
supermarkets and
shopping malls across the
country increased nearly
40% from the previous
month.



National Day 2021 Golden Week Consumption Trend Report by Meituan



shows that the top 10 cities for food consumption during the National Day holiday this year were:



- 1 成都 Chengdu
- 2 北京 Beijing
- 3 深圳 Shenzhen
- 4 广州 Guangzhou
- 5 武汉 Wuhan
- 6 重庆 Chongqing
- 7 上海 Shanghai
- 8 西安 Xi'an
- 9 杭州 Hangzhou
- 10 长沙 Changsha



This year's Golden Week by Chinese growth standards cannot be considered a success, but certainly, the decline was lower than previously expected, and this is thanks to the buying power of Chinese consumers.

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