

**2023 China Business Climate Survey Report**  
**2023年度中国商务环境调查报告**

**Hospitality and Travel &  
Leisure Industry Report**  
**酒店、旅游与休闲行业报告**

This report distills industry-specific data from the full 2023 BCS Report reflects specific industry's business climate. We hope this report is helpful for our members to measure their operations and compare business outlooks and strategies with their industry and the broader foreign business community.

We want to thank all our members who took the time to participate in the survey. Your input is greatly valued and the key to our joint success.

*\*All data in this report was rounded to the nearest whole number. Therefore, some charts or graphs may not equal 100 percent.*

*\*\*Some response options and categories in the BCS have changed over time to address current market realities.*

- Executive Summary
- Financial Performance
- Investment Plan
- Two-Year Business Outlook
- Top three business challenges and opportunities



## Hospitality and Travel & Leisure Sector Executive Summary

- In 2022, half of the hospitality and travel & leisure sector members reported a profit loss; only 7% of them estimated their 2022 revenue would be up.
- 79% of the sector members said that the quality of the Chinese investment environment was not improving, and 35% reported that China is their first or top three investment destination in the near term.
- Across all the seven aspects of the business operation in China, the sector members are slightly optimistic about the domestic market growth (43%) and economic recovery (43%).
- 57% said that rising labor costs are one of their top three business challenges, and another 50% reported that increasing consumer demand for foreign brands/quality is one of their top business opportunities in China.

本报告从2023年度BCS报告全文中摘取了酒店、旅游与休闲行业的数据，以反映具体的行业商务环境情况。我们希望本报告能成为会员公司在其具体行业乃至更广泛的外资企业中，衡量业务、比较商业前景与策略的实用工具。

中国美国商会向所有参与此次调查问卷的会员机构致以诚挚的谢意。您的贡献是我们共同成功的关键。

*\*本报告中的所有数据由于四舍五入至最接近的整数分图表或图像的数据总和可能不等于总额（100%）*

*\*\*商务环境调查中的部分回答选项和类别会因反映当前市场情况而有所改变*

- 摘要
- 营收状况
- 在华投资计划
- 今后两年中国业务展望
- 在华运营前三大挑战和机遇

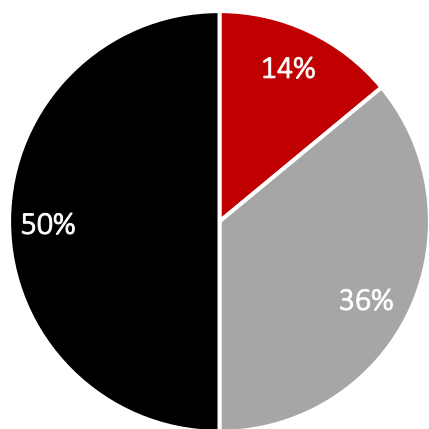


## 酒店、旅游与休闲行业概述

- 2022年，半数酒店、旅游与休闲行业会员企业报告利润亏损，仅7%的该行业会员企业认为其2022年预期营收将会增长。
- 79%的该行业会员企业表示中国投资环境质量没有改善。35%的该行业会员企业将中国列为该公司近期内首要或前三大投资目的地。
- 在七大在华运营方面，该行业会员企业对国内市场增长(43%)和经济复苏(43%)较为乐观
- 57%的该行业会员企业指出“劳动力成本上升”是其前三大商业挑战之一；另有50%的该行业会员企业反映“消费者对外国品牌/质量日益增长的需求”是该公司在华前三大商业机遇之一。

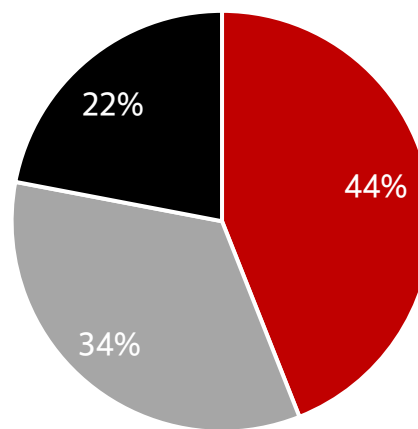
**Financial Performance**

Hospitality and Travel & Leisure Sector



■ Profitable ■ Break even ■ Loss

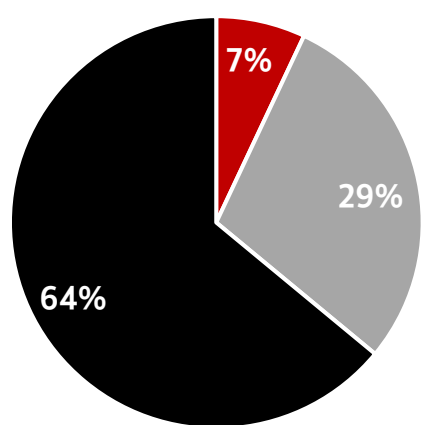
All respondents



■ Profitable ■ Break even ■ Loss

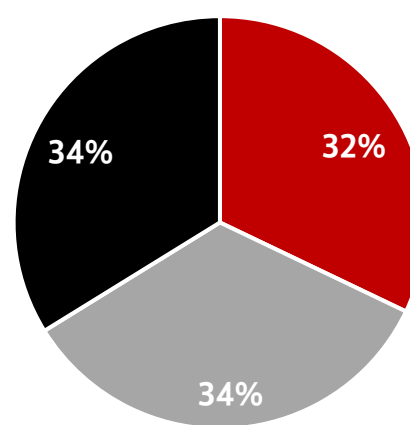
**Estimated Revenue**

Hospitality and Travel & Leisure Sector



■ Up ■ Comparable(± < 2%) ■ Down

All respondents



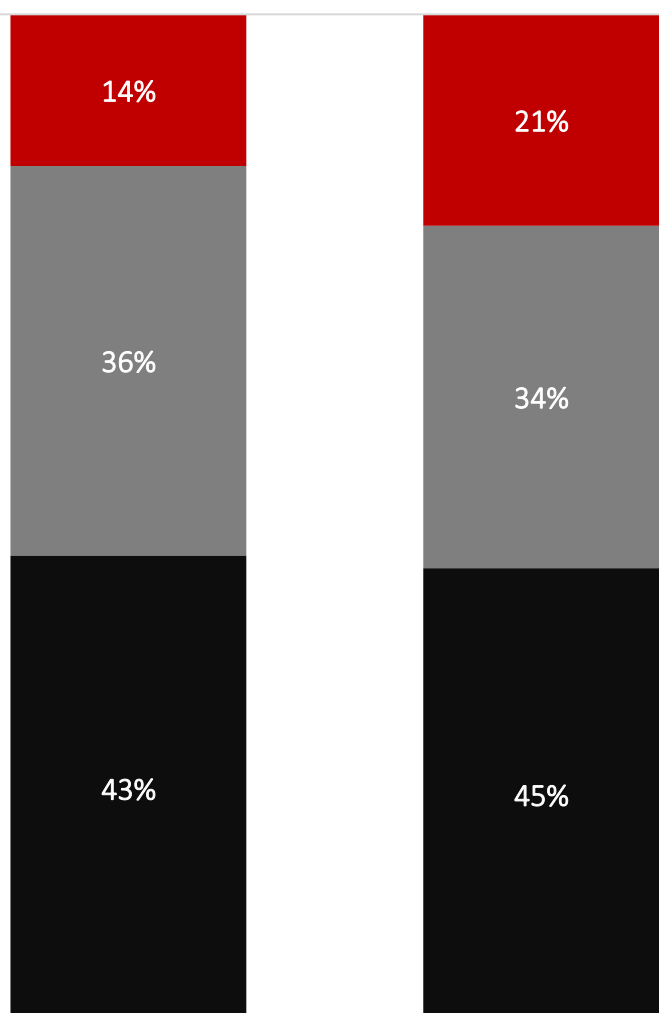
■ Up ■ Comparable(± < 2%) ■ Down

**Investment Plan**

**China Investment environment quality**

Hospitality and Travel & Leisure

All

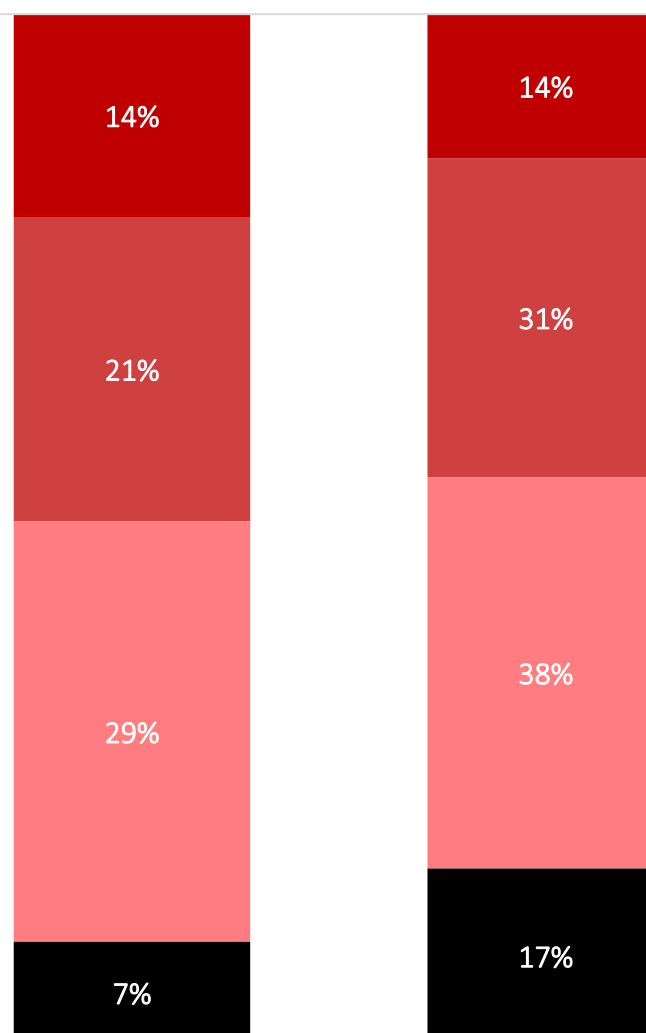


■ Improving ■ Staying the same ■ Deteriorating

**China ranks of near-term global investment destination**

Hospitality and Travel & Leisure

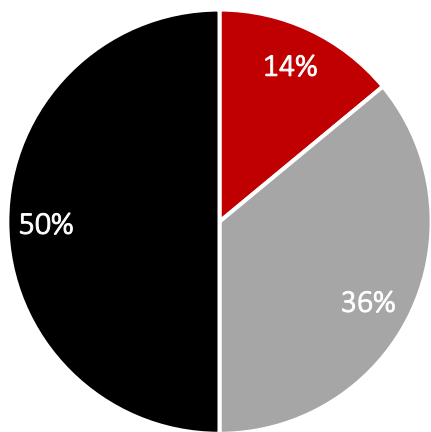
All



■ First priority ■ Top three priority ■ One among many destinations ■ Not a high priority

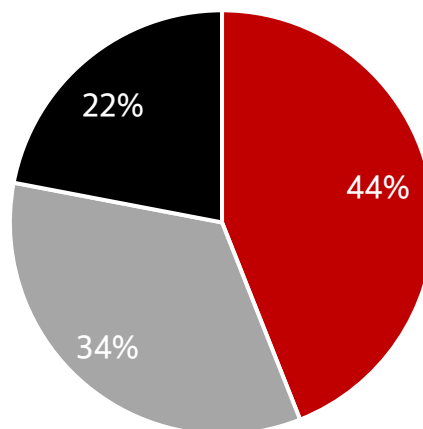
财务状况

酒店、旅游与休闲行业



■ 盈利 ■ 基本持平 ■ 亏损

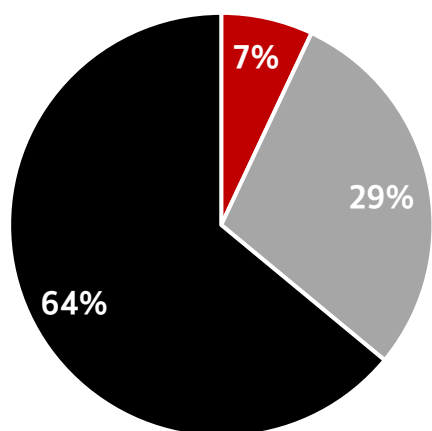
所有受访者



■ 盈利 ■ 基本持平 ■ 亏损

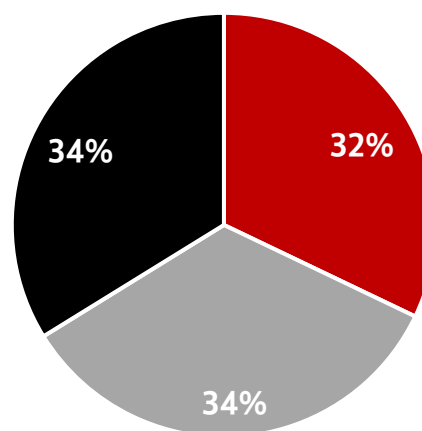
预期年度经营收入

酒店、旅游与休闲行业



■ 上升 ■ 持平(± < 2%) ■ 下降

所有受访者



■ 上升 ■ 持平(± < 2%) ■ 下降

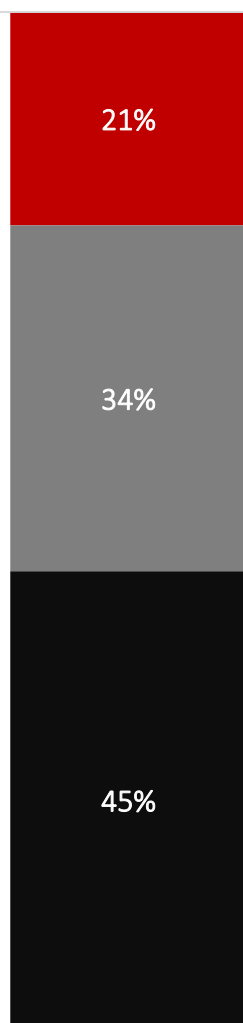
投资计划

中国投资环境质量

酒店、旅游和休闲行业



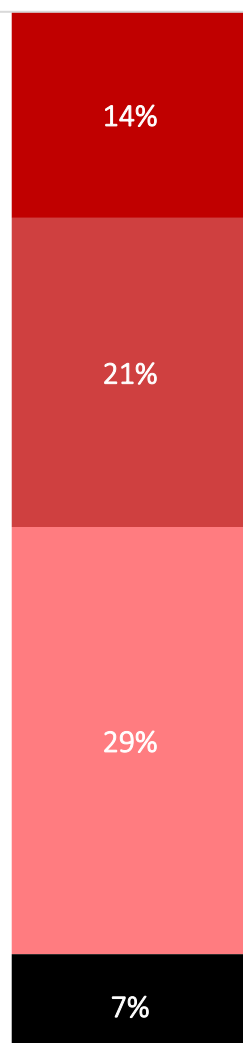
所有受访者



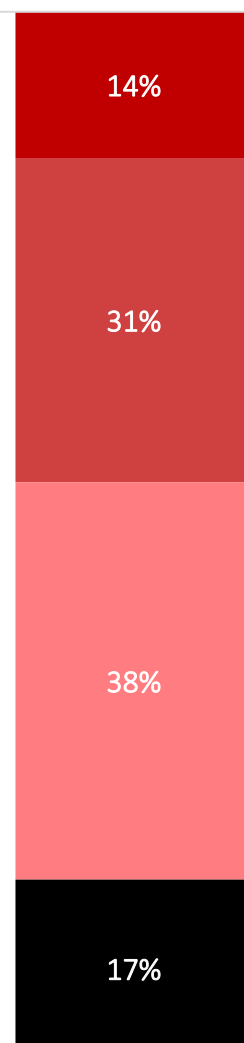
■ 有所改善 ■ 维持不变 ■ 有所恶化

中国在全球短期投资目的地中的排名

酒店、旅游和休闲

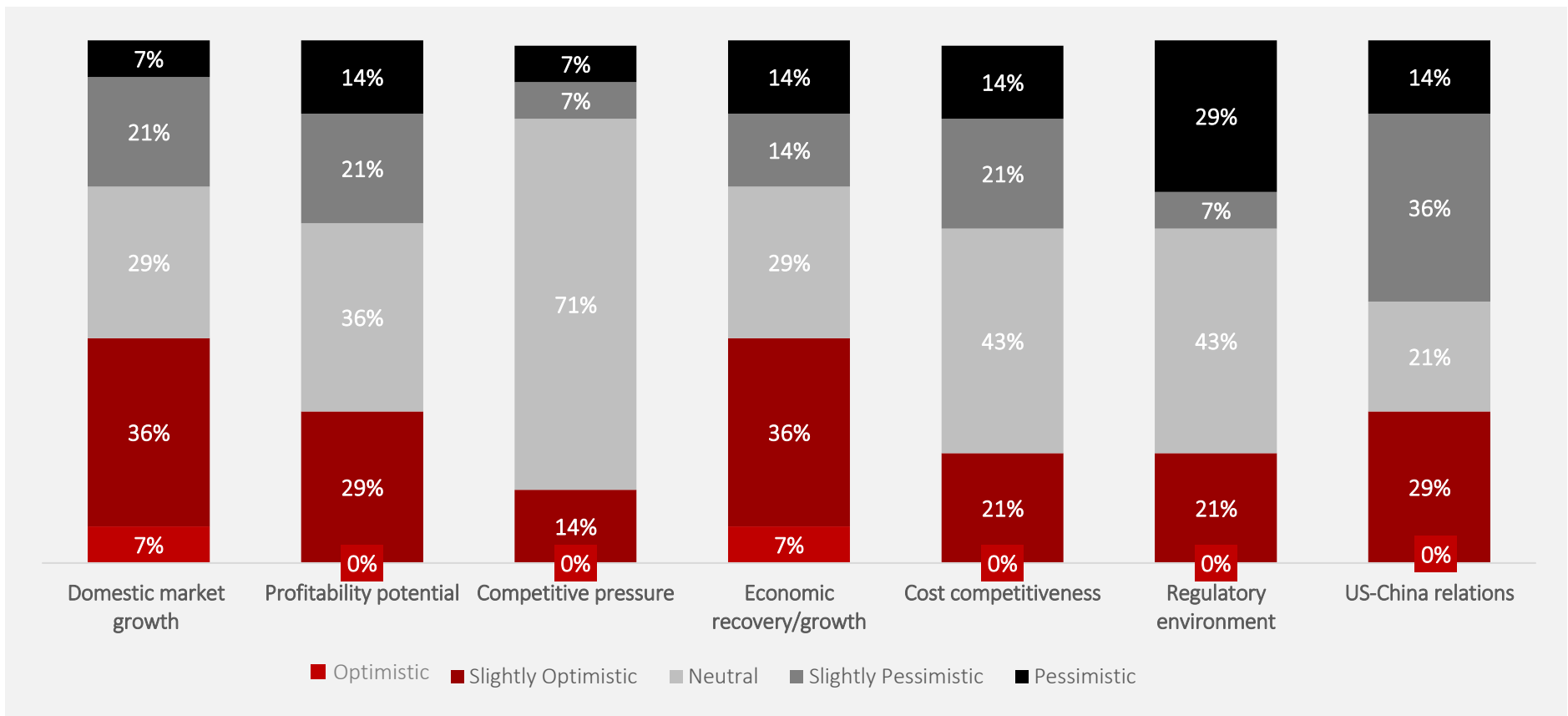


所有受访者



■ 首要投资目的地 ■ 前三大投资目的地  
■ 众多投资目的地之一 ■ 不是优先考虑对象

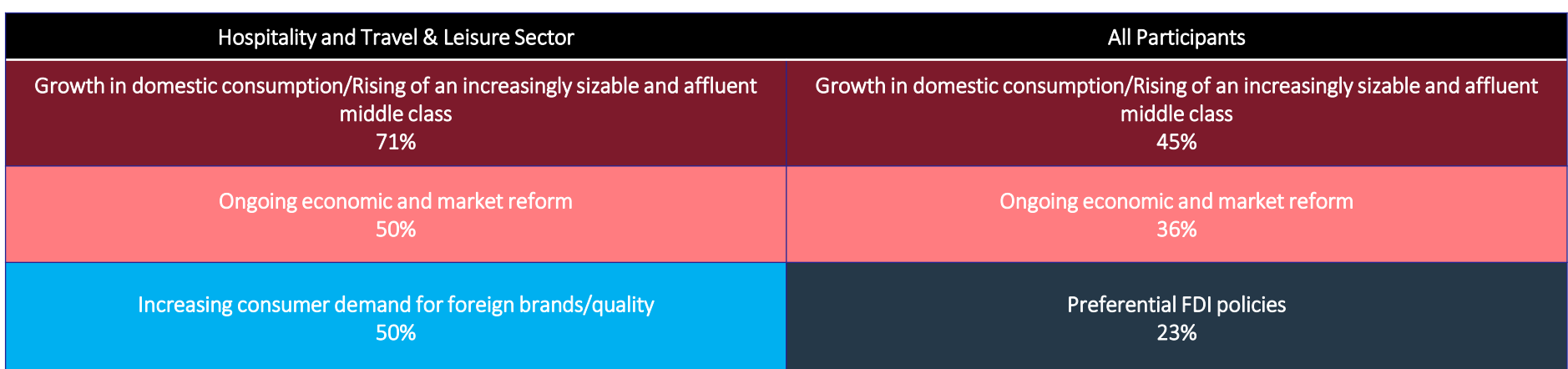
Two-Year Business Outlook in China



Top three business challenges



Top three business opportunities



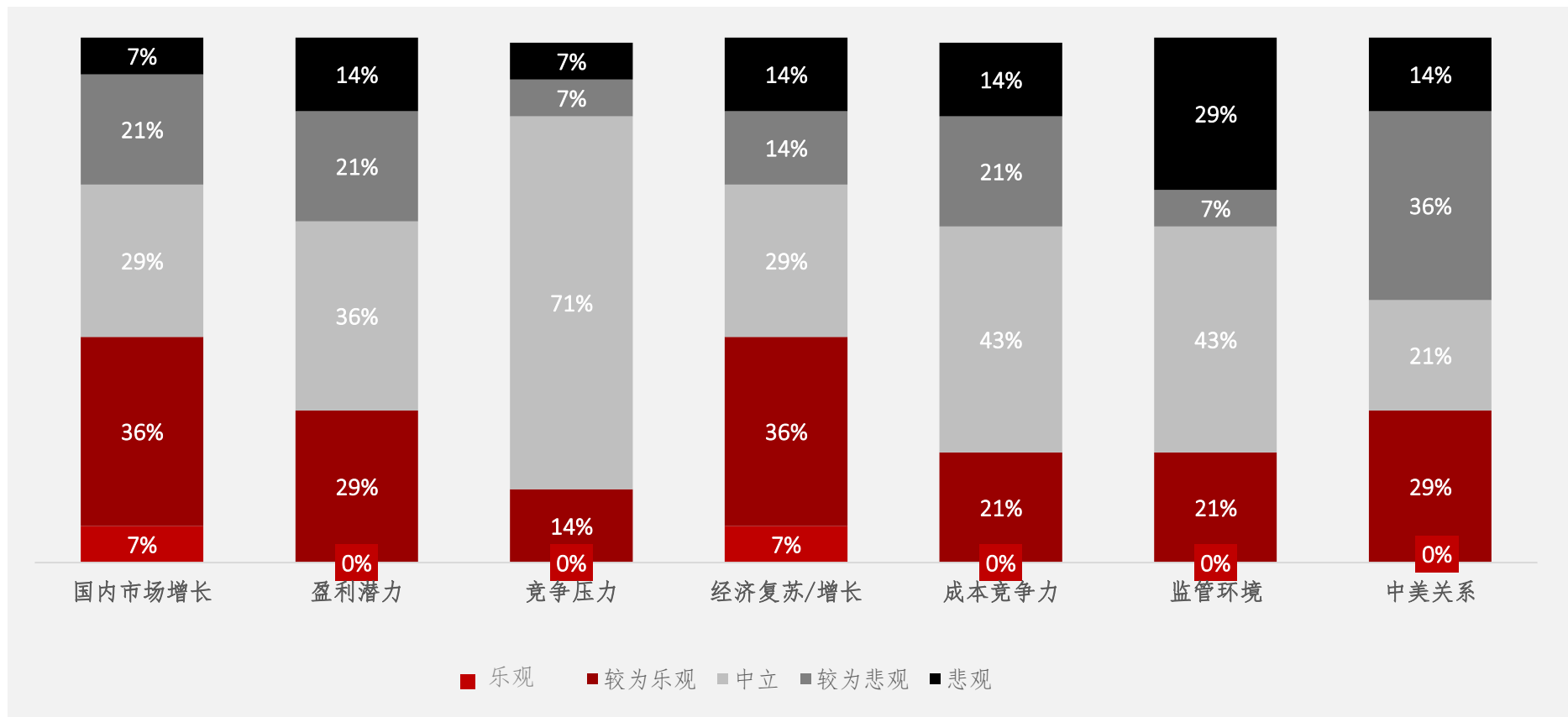
**About AmCham China Business Climate Survey Report**

The China Business Climate Survey (BCS) is one of AmCham China's most important advocacy tools. It provides valuable insights to the Chinese and US governments about member companies' concerns concerning China's regulatory and policy environment and the daily business challenges they face operating in China. Furthermore, the survey provides a valuable tool for our members to measure their operations and compare business outlooks and strategies with the broader community.

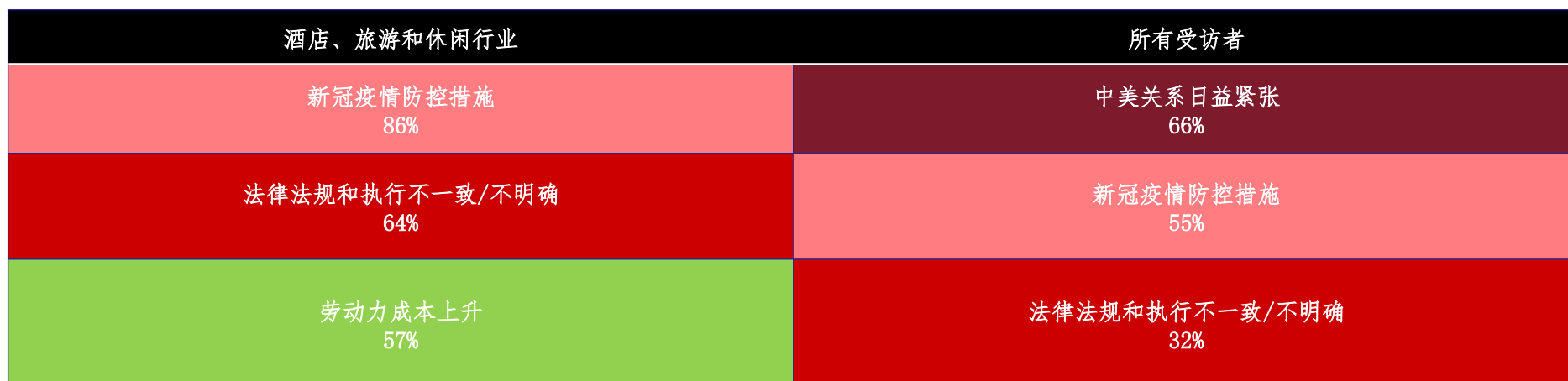
Visit [here](#) for more information on the report



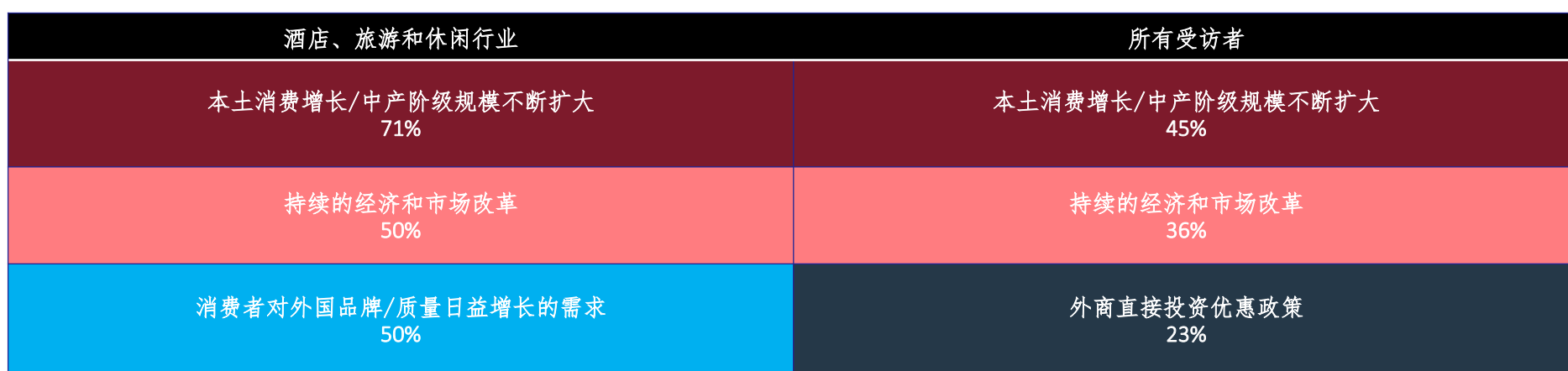
今后两年在华运营前景



前三大在华运营挑战



前三大在华运营机遇



关于中国商务环境调查报告

中国商务环境调查报告(BCS)是中国美国商会最重要的政策谏言工具之一。该报告结果反映了商会会员企业对中国监管和政策环境以及在华日常运营的真实情况，为中美两国政府提供了宝贵而深入的见解。此外，报告结果也为商会会员企业以及在华外资企业在华运营、投资决策等方面提供了衡量依据。

更多详情，请点击[这里](#)。