

**Shopping in China:  
Sharing New Opportunities of Open Development**

Xinhua Institute



# Table of Contents

<b>Introduction</b> .....	I
<b>Chapter One:</b>	
<b>"Travel in China" Ignites "Shopping in China"</b> .....	3
1. The Acceleration of China's Inbound Consumer Market .....	3
2. Inbound Consumption: From "Buying Goods" to "Buying Experiences" .....	6
3. Nationwide Synergy in Inbound Consumption Fosters a Vibrant and Diverse New Landscape .....	8
<b>Chapter Two:</b>	
<b>Four Major Drivers Behind the Global Appeal of the Chinese Market</b> ...	13
1. Market Carrying Capacity: A "Deep-Water Port" for New Global Consumption Demands .....	13
2. Industrial Support: An "Incubator" for New Global Consumption Categories .....	16
3. Cultural Appeal: An "Amplifier" for Global Consumption Attraction .....	19
4. Policy Safeguards: The "Ballast Stone" for High-Standard Opening Up .....	22
<b>Chapter Three:</b>	
<b>The Global Significance of "Shopping in China"</b> .....	26
1. Activating the "New Engine" for Trade in Services .....	26
2. Striking the "Strongest Chord" of Opening-Up .....	27
3. Unlocking the "Big Dividend Package" of Consumption .....	28
4. Crafting a "Multifaceted Prism" of an Authentic China .....	30
5. Building a "Bridge of Understanding" for Mutual Learning among Civilizations .....	31
<b>Conclusion</b> .....	33
<b>Editorial Notes</b> .....	34



## Introduction

In China, the inbound tourism market continues to gain momentum, with overseas visitors showing a steadily rising willingness to travel to China. Inbound consumption has already become an important vehicle for economic, trade, and cultural exchanges between China and the rest of the world.

In today's world, profound changes unseen in a century are accelerating. Global economic growth remains sluggish, and various risks and challenges are mounting. The Global Risks Report 2026, released by the World Economic Forum, underscores that uncertainty has become the most certain risk facing the world. This uncertainty stems from protracted geopolitical tensions, the impact of protectionism and unilateralism on the trade order, drastic volatility in commodity prices, and the growing risk of "fragmentation" in global industrial and supply chains.

Against this backdrop, China remains committed to pursuing innovation-driven and higher-quality development, acting as a practitioner of openness and cooperation. With an inclusive vision and an open mind, China is building itself into a new destination for global consumption, injecting confidence and vitality into the world economy. As policies such as visa-free entry and tax refunds upon departure are continuously optimized and upgraded, more and more foreign visitors are choosing China as a shopping destination. The scale of inbound consumption is climbing steadily, and the structure of the inbound tourist market is becoming more diversified. Furthermore, consumption scenarios continue to expand, moving from "single-point breakthroughs" in core business districts to "multi-point support" covering entire regions.

The vibrant pulse of inbound consumption is underpinned by the strong momentum of Chinese modernization. With robust carrying capacity, China has created a premier consumer destination featuring complete product categories, a wide range of choices, and excellent experiences. Powerful industrial support ensures the supply of high-quality, diversified, and cost-effective products. Profound cultural appeal fosters strong cultural resonance that spans historical heritage, lifestyle aesthetics, and philosophical reflection. Comprehensive policy safeguards provide a convenient, efficient, and smooth shopping environment. As a result, "Shopping in China" gathers strength like streams converging into a mighty river.

Cooperation creates greater opportunities, and exchanges bring peoples closer. "Shopping in China" has emerged as an important bridge linking China and the world, serving as a powerful force to foster global trade in services, safeguard economic globalization, drive the structural upgrade of global consumption, shape China's national image, and enhance cultural exchanges and mutual learning among civilizations.

"Shopping in China, Connecting the World." China sincerely invites the world to share consumption opportunities, embrace openness together, and jointly draw a blueprint for development.



## Chapter One:

# "Travel in China" Ignites "Shopping in China"

As an open China embraces the world, "Travel in China" has ignited "Shopping in China." The surge of inbound consumption is palpable, with every global visitor arriving from afar gaining a vivid sense of China's strength, cultural appeal, and openness through their consumption experience. "Shopping in China" has opened a new chapter in economic and trade integration as well as people-to-people bonds between China and the rest of the world in the new era.

## 1. The Acceleration of China's Inbound Consumer Market

An open China is not only a global tourism destination but also a fertile ground for worldwide consumption. With the full resumption of cross-border exchanges and the continuous improvement of travel facilitation, China's inbound tourism market is witnessing a robust recovery, with inbound consumption demand unleashed in full force, consumption scale climbing steadily, the map of visitor sources expanding, and online popularity rising. Together, these dynamics have generated acceleration in high-quality development, positioning China as a key engine in the recovery of the global tourism consumer market.

### 1.1 Surging Vitality in the Inbound Consumer Market

Today, foreign tourists carrying shopping bags are a common sight across China's streets and alleys. From flagship business districts in first-tier cities to specialty shops in the alleys of ancient towns, from traditional handicrafts to cutting-edge smart products, the scenarios of inbound consumption are constantly expanding, and the momentum continues to rise.

In January 2026, at the check-in hall of Shanghai Pudong International Airport, seven visitors from the Middle East lined up more than 40 suitcases filled with goods, weighing over 250 kilograms in total, as they prepared to return home. Similar scenes have played out repeatedly at major ports of entry and exit across the country, vividly illustrating the enthusiasm of overseas visitors for shopping in China.

Authoritative data confirms this strong momentum: In 2025, the number of inbound and outbound crossings made by foreign travelers reached 82.035 million person-times, a year-on-year increase of 26.4 percent.<sup>①</sup> Exports of travel services totaled

---

<sup>①</sup> Xinhua News Agency. "Nearly 700 million! China's cross-border trips hit record high in 2025." January 28, 2026. <https://h.xinhuanet.com/vh512/share/12945574?docid=12945574&newstype=1001&d=1352520>.

393.98 billion yuan, up 49.5 percent year-on-year, 1.6 times the 2019 level.<sup>①</sup> The number of international travelers claiming tax refunds rose by 305 percent, with sales of tax-refunded goods up 95.9 percent, and refund amounts up 95.8 percent.<sup>②</sup> More than 10 million inbound users adopted Alipay's "foreign card binding" and Alipay+ "home e-wallet" services, with related inbound consumption more than doubling year-on-year.<sup>③</sup>

The scale of inbound consumption continues to expand steadily, with overseas visitors' enthusiasm for shopping in China fully unleashed. "Shopping in China" is becoming the common choice of millions of global tourists, painting a vivid picture of a thriving and upgrading inbound consumer market.

## 1.2 Further Diversification in the Structure of Inbound Source Markets

On Beijing's QianmenStreet, Bram from Spain purchased a wooden comb carved with "Joy in Life," savoring the charm of Eastern culture. In Shenzhen's Huaqiangbei, Liz from Brazil purchased three pairs of AI glasses, marveling at the appeal of China's intelligent manufacturing. In Shanghai's Xintiandi district, Don Bowman from the Netherlands packed cameras, a rideable suitcase, and a qipao into his luggage, returning home fully laden. In Chengdu's Kuanzhai Alley, Laura from Finland selected panda earrings and a Bashu-themed T-shirt, immersing herself in the vibrant atmosphere of Bashu culture. Visitors from different countries, with diverse preferences, are unlocking distinctive shopping experiences across China.

Global travelers journey to China from afar, drawn by its cultural magnetism. Their presence is steadily expanding and diversifying the inbound source market, injecting fresh vitality into the "Shopping in China" boom.

Traditional source markets are rebounding with strong momentum. As a close neighbor and major source market, South Korea recorded 3.16 million tourist arrivals to China in 2025, a year-on-year increase of 36.9 percent, the highest growth among its outbound destinations.<sup>④</sup> Data from Hana Tour show that between May 1 and 7, 2026 China accounted for around 30 percent of outbound bookings, ranking first among all destinations. Bookings for travel to China rose by 8 percentage points compared with the same period last year, underscoring a clear upward trend.<sup>⑤</sup> Trip.com data indicate that

① Website of Ministry of Commerce of the People's Republic of China. "Official from MOFCOM's Department of Trade in Services interprets 'Policy Measures on Promoting Travel Service Exports and Expanding Inbound Consumption.'" March 20, 2026. [https://www.mofcom.gov.cn/zwgk/zcjd/art/2026/art\\_437a5da6107c4ff99ee7f4e983d22f7.html](https://www.mofcom.gov.cn/zwgk/zcjd/art/2026/art_437a5da6107c4ff99ee7f4e983d22f7.html).

② Xinhua News Agency. "Tax data shows bright spots in China's domestic consumption in 2025." January 26, 2026. <https://h.xinhuanet.com/vh512/share/12942687?docid=12942687&newstype=1001&d=135251e>.

③ Xinhua News Agency. "WeChat Pay expands cross-border QR code payment connectivity across 5 countries." April 22, 2026.

④ Huanqiu.com. "South Korean media: Travel in China booms, South Korea adds multiple new routes to China." May 12, 2026. <https://world.huanqiu.com/article/4RWmeNCOPI>.

⑤ Huanqiu.com. "China becomes top overseas destination for South Korean tourists during May Day holiday. South Korean media: China-South Korea cross-border tourism shows a significant recovery trend." April 7, 2026. <https://3w.huanqiu.com/a/de583b/4R3b4LWe34w>.

more Southeast Asian tourists are choosing Chinese mainland cities, with some destinations even surpassing Japan in popularity.<sup>①</sup> According to the 2025 Beijing Inbound Tourism Report released by the Beijing Municipal Bureau of Culture and Tourism, inbound travel from Europe and North America is recovering steadily, with visitor arrivals from the UK, France, and Canada gradually returning to 2019 levels.

Emerging source markets are witnessing explosive growth. On June 9, 2025, China introduced visa-free entry for ordinary passport holders from Saudi Arabia, Oman, Kuwait, and Bahrain, immediately driving a sharp increase in inbound demand. Ctrip data shows that on the first day after the policy's announcement, search volume for flights from GCC countries to China surged by 90% month-on-month, with Saudi Arabian tourists leading the search enthusiasm.<sup>②</sup> This highlights a strong willingness to travel and a high level of interest in the Chinese tourism market.

### **1.3 "Shopping in China" Becomes a Sensation on Overseas Social Media**

In the digital era, overseas social platforms have become a central arena for global tourists to sense China's consumer vitality and share its cultural appeal. Vast amounts of authentic, lively content have enabled "Shopping in China" to transcend geographical and cultural boundaries, turning it into a worldwide phenomenon and a social media traffic code.

"Chinahaul" has emerged as a phenomenal hashtag on overseas social media platforms. Headlines such as "What USD 500 Buys in China," "Surprising Experiences in Chinese Malls," and "Chinese Brands That Defy Expectations" have gone viral across the internet. Topics like "Becoming Chinese" and "Chinamaxxing" have each attracted hundreds of millions of views, as foreign netizens eagerly share their travel and shopping experiences in China. From Beijing's hutong cultural products and Shanghai's trendy brands, to Guangzhou's specialty foods, Shenzhen's tech innovations, Xi'an's heritage-inspired merchandise, Chengdu's panda-themed creations, and Hangzhou's Jiangnan treasures, Chinese goods and consumption scenes are flooding overseas social media platforms, sparking global fascination.

Behind the trending topics are overseas travel bloggers and consumer influencers who, through authentic experiences, have become ambassadors for China's consumption. During his livestreamed tour of China, top American influencer IShowSpeed made a special trip to the Huawei flagship store in Shenzhen. He purchased three foldable smartphones on the spot and unboxed them live on camera, vividly demonstrating the hard-core strength of Chinese tech products. Thousands of overseas creators,

---

① Guancha.cn. "Southeast Asian tourists are making China's non-first-tier cities top travel destinations!" December 22, 2025. [https://m.guancha.cn/qiche/2025\\_12\\_22\\_801271.shtml](https://m.guancha.cn/qiche/2025_12_22_801271.shtml).

② Southern Metropolis Daily. "Visa-Free Access Expanded to 47 Countries! China's Tourism Market Welcomes Visitors from All Over the World." June 9, 2025. [https://news.qq.com/rain/a/20250609A08S8R00?suid=&media\\_id=](https://news.qq.com/rain/a/20250609A08S8R00?suid=&media_id=).

through firsthand store visits and genuine product reviews, are breaking stereotypes about Chinese consumption and bringing Chinese goods and experiences into the global spotlight.

## **2. Inbound Consumption: From "Buying Goods" to "Buying Experiences"**

Today, inbound tourists' consumption concepts and shopping preferences have undergone a profound transformation. No longer limited to traditional product purchases, inbound consumption is shifting toward a brand new and deeper model: immersive encounters with China's cultural heritage, authentic experiences of local lifestyles, trust in the quality of Chinese products, and recognition of its homegrown brands.

### **2.1 Upgraded Chinese Manufacturing Is Reshaping Overseas Visitors' Shopping Lists.**

From silk, tea, and porcelain to traditional Chinese medicine and jade carvings, these time-honored specialties, carrying millennia of Eastern cultural lineage, were once the quintessential must-buys for overseas tourists and classic symbols of Chinese goods going global. Today, they remain popular choices for inbound shoppers. Rejuvenated by upgraded craftsmanship, innovative design, and strategic branding, they have gained new vitality and continue to captivate the hearts of global consumers.

Technological innovation is driving a leap from "Made in China" toward "Intelligent Manufacturing in China" and "Created in China," completely rewriting the shopping lists of overseas tourists. High-tech products like smartphones, new-energy vehicles, smart home appliances, drones, e-sports gear, and portable digital gadgets have become the new favorites among international buyers, thanks to their cutting-edge tech, premium quality, and exceptional cost-performance. In tech hubs such as Shenzhen's Huaqiangbei, Shanghai's Lujiazui, and Beijing's Zhongguancun, international tourists are eagerly experiencing and purchasing Chinese tech products, with many exclaiming that "the quality and innovation of Chinese intelligent manufacturing exceeded expectations."

From the artisanal heritage of traditional craftsmanship to the innovative breakthroughs of modern technology, Chinese products have transformed from "low-end supply" to "high-end quality," from "production-driven sales" to "precision market matching." This evolution infuses the shopping lists of overseas tourists with both historical warmth and technological sophistication, satisfying cultural sentiments while meeting modern needs, enabling inbound consumption to advance from "quantitative growth" to "qualitative leap."

### **2.2 Immersive Experiences Reshape New Scenarios for Inbound Consumption**

Immersive cultural-tourism consumption has become a new trend among overseas vis-

itors. At destinations such as the Palace Museum, Terracotta Warriors, and Dunhuang Mogao Grottoes, international tourists not only admire cultural relics and historic sites but also purchase cultural-creative products and take part in intangible cultural heritage workshops. Strolling through historic districts such as the Kuanzhai Alley in Chengdu, Pingjiang Road in Suzhou, and Three Lanes and Seven Alleys in Fuzhou, they indulge in local delicacies and shopping while sightseeing, fully immersing themselves in the unique charm of bustling urban life interwoven with traditional culture. By engaging in activities such as Hanfu dressing, tea ceremony appreciation, calligraphy and painting, and traditional Chinese medicine therapies, visitors complete their consumption through immersive participation, turning shopping into a journey of immersive Chinese culture experiences.

During this year's May Day holiday, inbound tourism saw a marked shift from passive sightseeing to immersive experiences, and from standardized itineraries to tailored services. Consumption driven by in-depth travel registered robust growth, highlighted by a 129 percent year-on-year surge in bookings for recreational activities and a 75 percent increase in car service reservations.<sup>①</sup>

The inbound tourism brand China Explorer Tour prioritizes cultural dissemination and in-depth local immersion. Leveraging immersive scenarios, it enables foreign visitors to integrate seamlessly into everyday local life, thereby unlocking inbound consumption vitality through cultural engagement. Furthermore, the JW Marriott Hotel Beijing Central, in collaboration with the historic Liulichang cultural district, has translated Beijing's 600-year cultural lineage into premium hospitality offerings. These have been highly acclaimed by overseas tourists, effectively driving consumption across accommodation, creative cultural products, and cultural experiences. In Nanjing, the CD-FG outbound duty-free store and the CNSC inbound duty-free store jointly launched themed promotional campaigns. Distinctive merchandise, ranging from creative cultural products featuring the Hongshan Forest Zoo and Mount Niushou to Nanjing Yunjin (cloud brocade) and Chinese-brand smartphones, have drawn keen interest from international visitors.

International tourists are also enthusiastic about traditional Chinese wellness culture and China's international medical tourism offerings. On Mount Wudang, more than ten million visitors from China and abroad come each year to practice martial arts, pursue wellness, and seek spiritual cultivation. For instance, Marouya, a French woman, is currently on her second visit, while Alexander, a German youth, and Byron Mui, an American physician trained in Western medicine, have all found physical and mental equilibrium here. Notably, NBA superstar Victor Wembanyama undertook a dedicated 10-day retreat at the Shaolin Temple, where he shaved his head, donned monastic robes, and passed the "Shaolin Level One" grading test, becoming the first NBA player to earn official Shaolin martial arts accreditation. Meanwhile, in 2025, more than 9,300

---

① Xinhua News Agency. "New Changes in the Heating Up of Inbound Tourism: From In-Depth Experiences to Service Upgrading." May 6, 2026.

overseas patients from 14 countries and regions across the globe came to seek medical treatment and wellness services at the Boao Lecheng International Medical Tourism Pilot Zone in Hainan. Notably, after the full island customs closure of Hainan Free Trade Port, the number of overseas patients received surged sixfold month-on-month.<sup>①</sup>

### **2.3 Domestic Brands Take Center Stage in the Inbound Consumer Market**

As the strength of Chinese brands continues to rise and "China chic" culture gains momentum, domestic products have evolved from a "niche alternative" into a new mainstream staple for inbound consumption. Increasingly, overseas visitors regard Chinese brands as a window into Chinese culture, proactively experiencing the strength and appeal of Chinese brands as they shop.

Spanning sportswear to beauty and skincare, smart home appliances to new energy vehicles (NEVs), and creative cultural toys to Chinese lifestyle products, diverse domestic brands are consistently upending the preconceived notions of overseas consumers. They achieve this by leveraging their profound cultural heritage, cutting-edge design innovation, and uncompromising product quality. Guochao (China-chic) sportswear brands like Li-Ning and Anta seamlessly blend trendsetting design with high cost-effectiveness; beauty brands such as Florasis and Perfect Diary epitomize the allure of Oriental aesthetics; while trendy domestic tech like DJI drones and folding-screen smartphones showcase the hardcore strength of "Intelligent Manufacturing in China." Anchored by the core synergy of "culture + technology + design," domestic products have emerged as the preferred shopping choice for international tourists in China.

International visitors are flocking to urban commercial districts, duty-free shops, and brand boutiques to uncover the narratives behind domestic goods, experience product performance firsthand, and handpick their favorite items. At the Li-Ning flagship store on East Nanjing Road in Shanghai, Australian tourist Gio and his girlfriend, while trying on apparel, noted that Chinese sportswear brands enjoy a strong reputation abroad for their novel styles and outstanding cost-effectiveness, further sweetened by convenient departure tax refund policies. At MINISO's Global Flagship Store No. 1, also on Nanjing East Road, South Korean visitor Han Seo and her friends carefully selected co-branded collectibles, teas, and lifestyle goods, remarking that each visit to China brings new surprises among Chinese brands.

## **3. Nationwide Synergy in Inbound Consumption Fosters a Vibrant and Diverse New Landscape**

The trends of "Travel in China" and "Shopping in China" have injected new growth

---

<sup>①</sup>Hainan Daily. "Why Does the 'Medical Special Zone' Win Over Overseas Patients?" January 29, 2026. <https://www.hainan.gov.cn/hainan/ztfwjkc/202601/77350c71a53b4b86a7ce55ea385e2e03.shtml>.

drivers into the consumer market. They have also propelled the spatial transformation of China's inbound consumption from "single-point breakthroughs" in core commercial districts to "multi-point support" with nationwide coverage. Consumption scenarios are no longer confined to the central commercial hubs of traditional tourist cities; rather, they are rapidly extending to distinctive cultural blocks, county-level towns, border ports, and even rural areas. A nationwide consumption paradigm, characterized by clear tiers, complementary features, and synergistic development, is rapidly taking shape.

### 3.1 Key Cities Continuously Strengthen Their Leading Role

In recent years, as China's level of opening up steadily advances, a cohort of leading cities with powerful international appeal and high consumer capacity has emerged. Supported by policy empowerment and optimized infrastructure, these cities have accelerated the development of an open system for inbound consumption. They have become the core destinations for global tourists shopping and spending in China, spearheading the sustained boom in the inbound consumer market.

Leveraging their deep histories of international engagement and major aviation hub advantages, Beijing and Shanghai continue to outpace the market in inbound tourism. In 2025, Shanghai welcomed 9.36 million inbound tourist arrivals, a year-on-year increase of 39.58 percent, while Beijing received 5.48 million arrivals, up 39 percent year-on-year—both figures marking historic highs.

Capitalizing on its geographical proximity, Shanghai has become the top choice for short-haul cross-border consumption among neighboring countries like Japan and South Korea, with the trend "flying to Shanghai for the weekend after work on Friday" gaining massive traction on overseas social media platforms. Meanwhile, Beijing has deeply integrated its historical and cultural lineage with commercial consumption. This has allowed its consumption growth rate to consistently outpace its visitor flow growth rate, setting a benchmark for transitioning inbound consumption from a "traffic-driven" model to a "value-enhancing" one.

As gateways to Southern China, Guangzhou and Shenzhen continue to leverage their trade, commerce, and technological strengths, firmly anchoring themselves in the top tier of inbound tourism arrivals. Chengdu, powered by its unique Panda IP and leisurely lifestyle culture, has demonstrated robust, explosive potential for inland consumption; in 2025, its inbound tourist arrivals grew by 48.9 percent year-on-year, with total spending surging by 53.9 percent, placing its reception scale among the top nationwide and positioning it as the vanguard of inbound tourism in the central and western regions.<sup>①</sup> Other cities, such as Hangzhou, Chongqing, and Xiamen, have also capitalized on their unique local resource endowments to innovate across digital consumption, landscapetourism, and local cultural experiences, collectively creating a vibrant, diversified

---

<sup>①</sup> Ctrip Group. "Report on Insights into Inbound Tourism and International Communication of 'Global Youth Looking at Chengdu' — Exploring Global Youth's Aspirational Cities Through 'China Travel'." May 7, 2026.

landscape for China's inbound consumer market.

Capitalizing on policy dividends, including the expansion of nationwide visa-free policies, the promotion of the 240-hour visa-free transit policy, and the rapid recovery of international flights, China's major tourism and commercial hubs have taken the lead in rolling out supporting measures such as payment facilitation and optimized departure tax refunds. These efforts have significantly lowered the entry barrier for overseas tourists and catalyzed a fresh wave of cross-border consumption, showcasing the diverse charm and open posture of the Chinese consumer market to the world.

### **3.2 The Multi-Point Flourishing of Regionally Distinct and County-Level Markets**

Leveraging their differentiated advantages, a large number of regional cities boasting distinctive cultural features, industrial strengths, and tourism resources have emerged as new growth poles for inbound consumption, fostering a dynamic landscape where "a hundred flowers bloom." According to data from Ctrip, during this year's May Day holiday, the inbound tourism market transitioned from "single-point popularity" to an "all-domain boom," with destinations, tourist source markets, and experiences becoming increasingly diversified. Non-traditional inbound tourist destinations, such as Heilongjiang, Guizhou, Hunan, Xinjiang, and Shanxi, recorded robust growth in passenger flows, all surging by over 60 percent.<sup>①</sup>

International visitors are traveling to ancient capitals like Xi'an, Nanjing, Luoyang, and Kaifeng to explore their millennia-old historical lineage, purchase cultural relics replicas and intangible cultural heritage products, and savor local culinary specialties, completing their consumption amid immersive cultural experiences. They are also heading to leisure-oriented cities such as Kunming and Zhangjiajie to immerse themselves in a relaxed pace of life, participate in health and wellness experiences, and buy creative cultural goods, thereby sustaining the boom in local leisure consumption. Furthermore, they are flocking to coastal cities like Qingdao, Dalian, and Sanya to enjoy seaside scenery, engage in marine cultural and tourism projects, purchase distinctive coastal commodities, and taste seafood delicacies, activating the vitality of coastal consumption. Empowered by convenient transportation networks, they arrive in central cities like Wuhan, Changsha, and Zhengzhou, navigating between commercial districts and cultural tourism sites for shopping and sightseeing, thus becoming crucial participants in inland inbound consumption.

Concurrently, a growing number of inbound tourists are extending their travel consumption to third- and fourth-tier cities, county-level regions, and rural areas, unlocking niche and distinctive experiences. Ctrip data indicates that during the 2026 Spring Festival, the number of inbound tourist arrivals in 12 county-level cities nationwide reached the benchmark for Grade-A inbound tourism cities, doubling the figure from

---

<sup>①</sup> Xinhua News Agency. "Chinese Holidays Are Full of Vitality — An Observation of 'Travel in China' During the May Day Holiday." May 5, 2026.

the same period in 2025.<sup>①</sup> British tourists paused at ancient stages in Anqing to listen to Huangmei Opera, captivated by the charm of traditional Chinese opera; Brazilian football fans made special trips to Guizhou to experience the vibrant atmosphere of the "Village Super League" (Cun Chao) firsthand; and Pakistani visitors stepped into silk-reeling workshops in Puyuan Town, Tongxiang, to physically touch and experience millennia-old silk craftsmanship, triggering consumption through these unique interactions.

Data from Ctrip's overseas platforms reveals that the inbound tourism scale for destinations in China's fourth- and fifth-tier cities boasts an average annual growth rate of 134 percent. In 2025, tourist volume growth in places like Qiannan, Heihe, and Xiangxi was particularly prominent, with ticket bookings by international visitors for the Yungang Grottoes in Datong, Shanxi Province, surging sevenfold year-on-year.<sup>②</sup>

### 3.3 Border Port Markets Accelerate the Release of Potential

China shares extensive land borders with multiple neighboring countries. Leveraging on the advantages of geographic proximity, policy support, and cultural affinity, numerous border port cities have emerged as vital gateways for cross-border tourism and consumption.

Dongxing Port in Guangxi is separated from Mong Cai in Vietnam by merely a river. This highly convenient location has established it as a core node for Vietnamese inbound consumption in China. In 2025, total inbound and outbound border crossings exceeded 9 million, with a daily average passenger flow of 24,000. Large influxes of Vietnamese tourists in Dongxing navigated the port's commercial districts to purchase Chinese domestic goods and distinctive agricultural products, and visited trendy local milk tea shops. Moreover, many tourists made special trips to Taiping Ancient City in Chongzuo to try on Hanfu and take ancient-style photographs, completing their consumption through immersive experiences of Chinese culture.

Hunchun in Jilin Province, located at the junction of China, the DPRK, and Russia, attracts a massive influx of Russian tourists thanks to its unique geopolitical advantages. Since the beginning of 2026, the inbound and outbound passenger flow at the Hunchun highway port has surpassed 50,000, hitting a record high for this period. Heihe in Heilongjiang Province has witnessed a continuous surge in cross-border consumption since implementing a visa-free policy for Russian tourists in September 2025. During the 2026 New Year holiday, Heihe saw a 29.69 percent year-on-year increase in tourist arrivals and a 37.84 percent year-on-year increase in total tourist expenditure, emerging as one of the fast-growing "dark horse" destinations for inbound tourism. In both Hunchun and Heihe, the footprints of Russian tourists span various sectors, including

① Xinhua News Agency. "From Foreigners to Locals: Why Do They Come to China for the Spring Festival?" February 24, 2026.

② People's Daily Online. "Report from the Research Institute of the Ministry of Commerce: Inbound Tourism Becomes a 'New Engine' for Trade in Services Exports, Promoting a Significant Narrowing of the Trade in Services Deficit." February 28, 2026. <https://finance.people.com.cn/n1/2026/0228/c1004-40672107.html>.

commerce, trade, medical care, and health and wellness, with traditional Chinese medicine therapies emerging as a particularly sought-after choice for inbound consumption.

From the Hanfu experiences of Vietnamese tourists to the TCM health and wellness practices embraced by Russian visitors, and from transit shopping to in-depth stays, the enduring enthusiasm of overseas tourists continues to unleash the consumption potential of border port cities.

## Chapter Two:

# Four Major Drivers Behind the Global Appeal of the Chinese Market

In the opening year of the 15th Five-Year Plan period, China, maintaining a posture of higher-standard opening up, presents the "Shopping in China" initiative as a shining calling card to the world. The robust pulse of inbound consumption is not only a direct manifestation of economic vitality but also a vote of confidence cast by overseas tourists in the Chinese market. Underlying this are profound driving forces jointly forged by the deep carrying capacity of an ultra-large market, the robust support of a complete and efficient industrial system, the unique appeal of a long and splendid culture, and the powerful policy safeguard.

### 1. Market Capacity: A "Deep-Water Port" for Global Consumption Demands

China boasts one of the world's largest, most dynamic, and most resilient consumer markets. Backed by the rapid development of its unified national market, China accommodates diverse demands through its sheer scale, drives supply-side innovation through consumption upgrades, and hedges against global market risks with its steadfast resilience. This provides an irreplaceable landing space for global goods, services, and brands, creating a consumer destination characterized by comprehensive categories, extensive choices, and premium experiences for global consumers.

#### 1.1 The Ultra-Large Scale Underpins a "Full-Spectrum" Consumption Supply Across All Tiers and Categories.

Economic laws have long demonstrated that market size profoundly influences the refinement of the social division of labor and determines the richness of consumption supply. The sheer scale of China is vast enough to dilute the marginal costs of innovation and specialized production. It is powerful enough to support an all-tier, omnidimensional coverage, ranging from inclusive mass consumption to high-end customized consumption, from physical goods to full-category service consumption, and from traditional business formats to emerging consumer sectors. This has constructed a globally unique "full-spectrum" consumption supply system, elevating it into a rare and irreplaceable market advantage on the global stage.

It is precisely the massive demand generated by a population of over 1.4 billion that allows tens of billions of product SKUs (Stock Keeping Units) on leading e-commerce platforms to find their own fertile soil across various niche segments. From rigid-demand livelihood goods, such as daily necessities, food and beverages, and apparel and luggage, to upgraded products like consumer electronics, new energy vehicles (NEVs),

and high-end luxury goods, the market has achieved full-chain and full-category coverage, capable of satisfying the diversified and multi-layered shopping demands of overseas tourists in a one-stop manner. China has also established a comprehensive service system covering culture and tourism, health and wellness, education, sports, and entertainment. This ultra-large-scale market acts as an invaluable "incubator," providing sufficient space needed for various new business models in the service industry to experiment, take risks, and ultimately thrive. In the cultural and tourism sector alone, a multi-layered product matrix has emerged, featuring urban leisure, rural retreats, in-depth educational tours, and high-end customization. Overseas tourists of different nationalities, ages, spending powers, and preferences can all find their desired options within the Chinese market.

The depth of China's market further extends the chains of specialization. From high-end commercial districts in first-tier cities to distinctive shops in counties and villages, and from coastal trading hubs in the east to industrial belts across central and western regions, this tiered regional landscape not only offers fertile ground for the world's leading brands to take root and grow, but also opens vast channels for niche and specialty products to reach broader markets.

## **1.2 Continuously Upgrading Demands Drive a Positive Cycle of "Demand Upgrading and Supply Iteration."**

The unique charm of the Chinese market stems not only from its ultra-large scale but also, more importantly, from the continuously iterating momentum of consumption upgrading. With per capita GDP exceeding USD 13,000, the structure of China's consumer demand is accelerating its transition from a focus on "availability" to a focus on "quality," and from "meeting basic living needs" to "pursuing premium experiences." Consumer demand for "new-quality consumption," characterized by green and smart products, health and wellness, personalized customization, and cultural empowerment, is growing robustly. Data from the National Bureau of Statistics of China shows that in 2025, China's per capita disposable income reached 43,377 yuan, representing a real year-on-year increase of 5 percent, indicating abundant momentum and broad space for consumption upgrading.

The continuous upgrading of the domestic demand market not only compels domestic products and services to improve quality and strive for excellence, thereby completing supply iteration, but also directly amplifies the appeal of inbound consumption, positioning China as a preferred destination for premium consumption among global tourists. Robust and diversified high-end consumer demand attracts global brands to prioritize the Chinese market for the debut of their latest high-quality products and cutting-edge services. Currently, capitalizing on China's market appeal as a premier launchpad for international brands introducing new products, a vast number of multinational corporations are establishing their regional headquarters, R&D hubs, and design centers within the country. This strategic localization allows them to precisely align with local

high-end consumption preferences and customize exclusive products and services. These iteratively upgraded, high-quality supplies are simultaneously opened to the outside world, benefiting inbound tourists and providing them with a rich array of options for shopping and consumption experiences in China. Meanwhile, leveraging the dividends of consumption upgrading in the domestic market, Chinese domestic brands have continuously intensified their R&D and innovation efforts, relentlessly enhancing product quality and technological prowess. They have created globally leading, high-quality products that are rapidly emerging as new hotspots for inbound consumption.

### **1.3 Exceptional Resilience Consolidates China's Role as a "Stabilizer" and "Safe Haven" for Global Consumption**

Currently, global economic recovery is sluggish, anti-globalization sentiments are on the rise, geopolitical conflicts persist, and global inflation remains high. Consumer markets in major economies are experiencing persistent weakness, leading to a significant increase in uncertainties. Against this backdrop, the Chinese economy demonstrates an extraordinary, cycle-transcending resilience and stability. During the 14th Five-Year Plan period, China's total economic output has successively surpassed the milestones of 110 trillion, 120 trillion, 130 trillion, and 140 trillion yuan, while maintaining an average annual contribution of approximately 30 percent to global economic growth. Behind these milestones lies the powerhouse support of consumption acting as the economic "primary engine." In recent years, final consumption expenditure has consistently driven over 50 percent of China's economic growth, with total retail sales of consumer goods crossing the monumental 50-trillion yuan mark, solidifying the country's role as a vital "stabilizer" and critical source of momentum for the global consumer market.

For multinational corporations, China's ultra-large and steadily growing market serves as an indispensable anchor to hedge against global volatility and navigate economic cycles. This macro-level certainty is translating into a powerful appeal, compelling global companies to adopt an "In China, For China" strategy. For global enterprises, China's stable, ultra-large market acts as their primary reliance for navigating global uncertainties and achieving sustainable development. A stable Chinese market provides global enterprises with the firm assurance needed to develop. Even amid intensifying global market volatility, an increasing number of multinational companies continue to position the Chinese market at the core of their global strategies, consistently scaling up their investments in China. For inbound tourists, stable and sound economic fundamentals, a safe and orderly market environment, and continuously optimized consumption experiences make China the most reliable "safe haven" for global cross-border consumption.

Facts have proven that no matter how the global economic landscape evolves, the economic fundamentals sustaining long-term growth remain unchanged, the fundamentals of China's ultra-large market remain unchanged, and the trajectory of continuous consumption upgrading remains unchanged. This exceptionally resilient foundation has

consolidated the most solid groundwork for the sustained momentum of the "Shopping in China" trend, ensuring that the Chinese market remains the core engine for global consumption growth.

## **2. Industrial Support: An "Incubator" for New Global Consumption Categories**

Relying on a modern industrial system characterized by its vast scale, complete categories, and comprehensive supporting facilities, coupled with the continuous elevation of new quality productive forces, China has transitioned from the "world factory" to a "global source of consumer innovation." With full-category supply offering high-quality and affordable-price choices, intelligent manufacturing upgrades spearheading quality transformations, and agile responses keeping pace with the trends of the times, China provides global consumers with a high-quality, diversified, and highly cost-effective product supply.

### **2.1 "Full Category + High Cost-Effectiveness" Highlights the Unique Advantages of the Consumer Market**

The world's most complete industrial system endows Chinese manufacturing with unparalleled full-category supply capabilities and outstanding high cost-effectiveness advantages, thereby constructing the unique core competitiveness of the Chinese consumer market and creating convenient, diversified, and affordable consumption experiences for global consumers.

Full-category supply capacity is the core backbone of China's consumer market, truly underpinning a consumption landscape where "almost everything can be bought." Supported by an industrial ecology with full supply chains and comprehensive supporting facilities, Chinese manufacturing has achieved full coverage of consumer categories. From upstream raw material processing to terminal consumer goods manufacturing, from basic components to complete sets of high-end equipment, and from daily necessities costing just a few yuan to high-end consumer gear worth hundreds of thousands of yuan, all categories of products can be mass-produced.

The Yiwu small commodities market, hailed as the "world's supermarket," boasts 26 major categories and about 2.1 million individual SKUs (Stock Keeping Units), with products exported to over 230 countries and regions worldwide. Ranging from buttons and zippers to outdoor gear and household furnishings, global merchants can achieve one-stop procurement. Distinctive industrial belts, such as furniture in Foshan, footwear and apparel in Quanzhou, electronics in Dongguan, home textiles in Suzhou, ceramics in Jingdezhen, and colored glaze in Zibo, have formed industrial clusters with complete categories and robust supporting facilities. Each industrial belt can provide full-chain services spanning design, production, customization, and logistics, precisely aligning with the diverse consumer demands of different global markets.

High cost-effectiveness, on the other hand, serves as the core attraction of the Chinese consumer market, achieving a perfect balance between quality and price by relying on these industrial advantages. The effects of large-scale manufacturing and intensive production brought about by industrial clusters have drastically reduced the production and circulation costs of goods. Under the premise of ensuring product quality, these efficiencies endow various commodities with highly competitive pricing. Whether it be standardized manufactured industrial goods, rigid-demand daily necessities, customized products meeting personalized needs, or distinctive handicrafts embodying profound Chinese cultural connotations, corresponding highly cost-effective supplies can always be found within the Chinese consumer market. This fully manifests the unique advantages of China's consumer market.

## **2.2 Innovation-Driven Capabilities Propel the Transition from "Made in China" to "Chinese Brands"**

In recent years, Chinese manufacturing has been accelerating its march toward "Intelligent Manufacturing in China" and "Chinese Brands," with a batch of globally competitive brands and products coming to the fore. In the consumer electronics sector, products such as foldable smartphones, AI translation devices, and drones continue to attract overseas tourists with their leading technological prowess and outstanding cost-effectiveness. In the new energy vehicle (NEV) sector, Chinese brands now occupy half of the global market share, with core technologies, such as batteries, electric motors, and electronic control systems, leading the world, making them a focal point for inbound tourists. In the smart home sector, robotic vacuum cleaners, smart projectors, and whole-house smart systems are rapidly becoming highly sought-after categories for overseas tourists to "purchase and take back home."

Trendy technological products from companies like Huawei and DJI showcase the technological prowess of "Intelligent Manufacturing in China," continually enticing foreign tourists into shopping sprees. Inside the DJI flagship store located in Shanghai's Xintiandi, numerous foreign tourists enthusiastically select the latest models. Store staff note a clear increase in foreign consumers arriving in groups, placing direct orders, and simultaneously acting as purchasing agents, with many heading straight for the drone section the moment they walk through the door.

Huaqiangbei in Shenzhen serves as the core agglomeration area of China's electronic information industry. Since October 2025, the monthly in-store foot traffic in Huaqiangbei has consistently exceeded 100,000, with a daily average of over 7,000 foreign visitors pouring in. Technological products representing the latest in "Intelligent Manufacturing in China," such as drones, VR headsets, foldable smartphones, and AI translation devices, continue to draw large numbers of foreign tech enthusiasts seeking to "treasure hunt."

Relying on a mature industrial chain foundation, Beijing's Silk Road focuses on customized clothing and original designs to incubate its own brands. It is highly popular

among the embassy district and long-term foreign residents, characterized by high re-purchase rates and a continuously rising per-customer transaction value. Meanwhile, Beijing's Hongqiao Market has deeply cultivated the pearl industry, with its annual pearl sales accounting for one-eighth of global production. By creating innovative consumer brands such as the "Hongqiao Master Class" and "Qinian Red," it has effectively attracted foreign tourists for sightseeing and shopping. In April 2026 alone, it hosted over 300 foreign tour groups, with visitors coming from 58 countries and regions.

### **2.3 Rapid and Flexible Service Response Capabilities Keep Pace with New Consumption Trends**

When cultural hotspots emerge and new consumption trends bud, China's manufacturing and service sectors are capable of capturing demands within a short time, transforming "hot topics" into "selling points." This not only sustains the freshness and appeal of the Chinese consumer market but also enables inbound tourists to "purchase the latest trends and take a piece of China home" at the very first opportunity.

Following its launch in August 2024, the domestic game *Black Myth: Wukong* rapidly captivated the globe. The ancient Chinese architecture, traditional attire, and mythological elements featured in the game sparked intense interest among overseas players. Within less than a month, hundreds of related creative cultural products flooded major e-commerce platforms, ranging from *Wukong* figurines and models of the Golden Cudgel to in-game character costumes and guidebooks for visiting real-world filming locations. The entire process from concept to shelf took merely over 20 days. Simultaneously, provinces where the game was filmed, such as Shanxi, Zhejiang, and Sichuan, launched "Traveling with *Wukong* in China" themed travel itineraries, seamlessly integrating cultural and tourism products and services with the game's popularity, thereby providing inbound tourists with new consumption options.

Multiple hit domestic TV dramas have ignited a cultural craze for Tang dynasty makeup and attire, making the characters' hair buns (*faji*), forehead floral ornaments (*huadian*), and traditional wrap skirts (*ruqun*) trending topics on overseas social media platforms. During the broadcast of these series, same-style merchandise began appearing on e-commerce platforms, with products like hair accessories, circular fans, and imitation Tang-style clothing transitioning from broadcast to surging sales in just a week. Even before the series concluded, related products had expanded from online to offline channels, with ancient capitals like Xi'an and Luoyang rapidly launching Tang-style makeup and styling experience studios. Numerous inbound tourists eagerly participated in these styling experiences and took photos, immersively feeling the charm of Chinese culture.

After "traditional Chinese medicine (TCM) milk tea" went viral on social media in late 2024, dozens of new-style tea shops highlighting the concept of "medicine and food sharing the same origin" sprang up on the streets of cities like Beijing, Shanghai, Guangzhou, and Chengdu within less than a month. Traditional ingredients such as goji

berries, red dates, aged tangerine peel, and monk fruit (luohanguo) were cross-integrated with milk tea and coffee, forming a new category of "wellness beverages." This trend quickly transmitted to the product end, with pre-packaged goods like teabags, herbal wellness pastes, and botanical drinks hitting the shelves simultaneously, allowing inbound tourists to both enjoy a fresh taste in-store and "pack the goods to take home."

### **3. Cultural Appeal: An "Amplifier" for Global Consumption Attraction**

Fine traditional Chinese culture boasts a profound heritage, serving as the soft power catalyst that continuously amplifies the attractiveness of the Chinese market. The matrix of historical and cultural resources, Oriental lifestyle aesthetics, and time-honored philosophical thought jointly drive the continuous enhancement of inbound consumption appeal.

#### **3.1 Historical and Cultural Heritage Broadens the Traffic Inflow Channels for "Shopping in China"**

Chinese civilization is the only civilization in the world that has continued uninterrupted from antiquity to the present. Its 5,000-year history of civilization has nurtured a vast array of resplendent historical and cultural relics. These are the spiritual treasures of the Chinese nation, significant iconic cultural assets attracting overseas tourists to China, and traffic inflow channels for "Shopping in China." To date, China boasts 60 World Heritage sites, including 41 cultural heritage sites and 4 mixed cultural and natural heritage sites,<sup>①</sup> constituting a globally unique matrix of historical and cultural resources.

Across renowned mountains and great rivers, through trendy streets and ancient alleys, different skin colors outline the same smiling faces, collectively perceiving the beauty of China. During this year's May Day holiday, the Zhangjiajie scenic area in Hunan hosted a series of distinctive cultural and tourism activities, allowing inbound tourists to deeply experience Zhangjiajie's diverse cultural charm while admiring its natural wonders. Data from the Hunan General Station of Exit and Entry Frontier Inspection shows that in the first three days of the holiday, inbound and outbound passenger trips through Hunan ports exceeded 15,000, a year-on-year increase of 3.38 percent. Notably, foreign nationals accounted for 95 percent of the inbound and outbound passengers at the Zhangjiajie port.<sup>②</sup>

From the Great Wall and the Palace Museum in Beijing to the Terracotta Warriors of

① Xinhua News Agency. "Series of Themed Press Conferences on the High-Quality Completion of the 14th Five-Year Plan: Introducing the High-Quality Development of Cultural Relics Undertakings During the 14th Five-Year Plan Period." September 10, 2025.

② Xinhua News Agency. "Hunan: Inbound Tourism Continues to Heat Up During the May Day Holiday." May 6, 2026.

the Mausoleum of the First Qin Emperor in Xi'an and the Mogao Caves in Dunhuang, and from the Archaeological Ruins of Liangzhu City in Hangzhou to the Cultural Landscape of Old Tea Forests of the Jingmai Mountain in Pu'er, World Heritage sites and historical relics across the country carry the long lineage of Chinese civilization, drawing millions of overseas tourists each year. Following these imprints of civilization, overseas tourists experience the majesty of the landscapes atop the Great Wall, touch the elegance of the Silk Road before the murals of the Mogao Caves, and gaze upon the dawn of a 5,000-year civilization at the Archaeological Ruins of Liangzhu City. In this dialogue with history, tourists deeply perceive Chinese civilization, while also transforming sightseeing footfall into consumption volume through the purchase of creative-cultural products and souvenirs.

### **3.2 Oriental Lifestyle Aesthetics Emerge as a New Growth Pole Attracting Consumption**

The most captivating elements of Chinese culture are often embedded within the vibrant fabric of daily life. Increasingly, foreign tourists journeying from around the globe to China are falling in love with the Chinese lifestyle and cultivating a taste for "authentic Chinese flavors."

Chinese cuisine serves as a direct window, attracting overseas tourists to understand China. At an intangible cultural heritage (ICH) culinary experience restaurant on the Bund in Shanghai, a table of ICH dishes blending northern and southern flavors, combined with a series of tangible traditional crafts, enables foreign tourists to understand and appreciate China. Nearly half a year after its opening, overseas customers have come to account for over 90 percent of the restaurant's clientele, attracting tourists from 21 countries and regions, including Singapore, South Korea, Russia, and the United Kingdom. Among them, Asian tourists represent over 60 percent, while European tourists make up 27.5 percent.<sup>①</sup>

During the 2026 Spring Festival, foreign tourists visited temple fairs, ate candied haws (tanghulu), and played with pinwheels in Beijing, engaging with "even more enthusiasm than locals." At the brilliantly illuminated Yuyuan Garden Lantern Festival in Shanghai, they strolled through intangible cultural heritage markets wearing traditional Hanfu attire, looking "indistinguishable from ancient Chinese." In the ancient towns of Tianjin, they made woodblock New Year prints, admired fish-shaped lanterns, and enjoyed candied treats, affectionately referring to themselves not as "foreigners" but as "locals." Many foreign tourists seamlessly integrated their sightseeing itineraries with immersive shopping sprees. Exquisite Suzhou embroidery, resplendent cloisonné, lustrous Jingdezhen ceramics, and elegant Hanfu—these products, carrying Oriental aesthetics, have emerged as entirely new shopping categories for inbound tourists.

---

<sup>①</sup> Xinhua News Agency. "From Foreign Friends to Locals | Intangible Cultural Heritage in Cuisine Helps Foreign Friends Immersively Understand China." February 25, 2026.

Cities such as Beijing, Shanghai, and Chengdu are developing high-standard traditional Chinese medicine (TCM) cultural and tourism experience bases. These bases integrate diagnostic convalescence, wellness, cultural experiences, tourism sightseeing, and specialty shopping into a unified whole, constructing a full-chain business model of "medical care + wellness + tourism + consumption" to form immersive TCM wellness consumption scenarios. Following the mutual visa exemption between China and Russia, "TCM wellness tourism" has become a new distinctive feature attracting Russian tourists to China. The Sanya Traditional Chinese Medicine Hospital has introduced TCM convalescent and wellness programs that combine tropical climate recuperation with acupuncture and massage(tuina), complete with Russian-language interpretation services. Its international medical department has also partnered with multiple international insurance companies to implement direct billing. Numerous Russian tourists travel specifically to this hospital, opting for full courses of TCM treatments.

### **3.3 Spiritual and Philosophical Thought Propels In-Depth Dialogue and Value Resonance Among Civilizations**

The uninterrupted history of civilization spanning over 5,000 years has enabled Chinese culture to form an independent, complete value system and governance wisdom. While shopping in China, foreign tourists are simultaneously influenced and immersed in the spiritual and philosophical thought embedded within Chinese civilization, transforming "Shopping in China" into an in-depth dialogue and value resonance among different civilizations.

Tea culture is a vivid encapsulation of the Chinese lifephilosophy. From the labor of picking and processing tea leaves to the elegance of tea ceremonies and the leisure of sipping tea while engaging in philosophical discourse, tea culture experiences are becoming a popular choice for inbound tourists. Consequently, tea leaves and tea ware have emerged as distinctive categories within the "Shopping in China" trend. In early January of this year, when a 73-year-old British tourist named Burgess drank Dancong tea for the first time in Guangdong, she could not help but exclaim, "Very refreshing." After her trip concluded, she brought Dancong tea back to the United Kingdom, allowing the fragrance of Dancong tea to drift thousands of miles away.<sup>①</sup> Through a clear cup of tea, overseas consumers comprehend the Chinese life philosophy of "harmony, serenity, joy, and authenticity," while also resonating with the Oriental wisdom embodied in tea culture.

Chinese philosophical concepts, such as Hehe Culture (the culture of harmony and cooperation), Unity of Heaven and Humanity, and Harmony Without Uniformity, are also being recognized and embraced by an increasing number of foreign tourists along-

---

① Southern Metropolis Daily. "British, Italian and Russian Tourists Fall for Guangdong Dancong Tea: Savour the Joy of Tea Tasting, Reserve Space in Luggage for It." January 26, 2026.

side the "Shopping in China" trend. Mount Tiantai in Zhejiang is a crucial birthplace of the Hehe Culture. Its Cloud-Mist tea and the Hehe Culture continuously attract tourists from countries such as Japan and South Korea. The tea culture of Mount Wuyi in Fujian, the Hui culture of Mount Huangshan in Anhui, and the Confucian culture of Qufu in Shandong attract a large number of overseas groups for study tours every year. During these immersive cultural explorations, overseas tourists comprehend the ancient wisdom embedded in Chinese civilization and experience the inclusive, broad-mindedness of the Chinese people. By shopping creative cultural products and specialty goods, they bring this philosophy and culture back to their home countries.

## **4. Policy Safeguards: The "Ballast Stone" for High-Standard Opening Up**

The "Shopping in China" trend also stems from the robust policy safeguards China offers to the world. China has continuously promoted the facilitation of inbound travel, optimized payment and tax refund services, and strengthened full-chain supporting safeguards. The targeted implementation of policies has effectively leveraged the inbound consumer market and expanded new spaces for service consumption.

### **4.1 Entry Facilitation Ensures Global Tourists "Enter with Ease"**

Convenient entry is the first threshold for cross-border consumption. Upholding the philosophy of openness and inclusiveness, China has continuously deepened visa facilitation reforms to build a multi-level, wide-ranging, and highly efficient inbound service system. This enables global tourists to enjoy "spontaneous travel and convenient entry," injecting an inexhaustible momentum of passenger flow into the "Shopping in China" trend.

Data from the National Immigration Administration of China shows that in 2025, the number of countries enjoying China's unilateral visa exemption increased to 48, and those with mutual visa exemption expanded to 29. China also upgraded its 240-hour visa-free transit policy, expanding its scope of application to 55 countries and increasing the number of entry ports to 65.<sup>①</sup> Meanwhile, visa processing and port customs clearance services have continued to improve in quality and efficiency. The new version of the visa application form has simplified items by 34 percent, and Chinese embassies and consulates abroad have abolished the appointment system and temporarily reduced visa fees by 25 percent. "Facial recognition" smart customs clearance has been promoted at multiple key ports, achieving "clearance in seconds." In 2026, measures such as electronic visas and online applications are being steadily im-

---

<sup>①</sup> Xinhua News Agency. "The Spring Festival: A Cross-Cultural Universal Language." February 17, 2026.

plemented. Through institutional optimization and technological empowerment, global tourists' trips to China have become even more convenient. Data indicates that during the 2026 May Day holiday, inbound and outbound trips by foreign nationals reached 1.255 million, an increase of 12.5 percent compared to the same period last year. Among the inbound foreign nationals, visa-free entries accounted for 436,000 trips, up 14.7 percent year-on-year.<sup>①</sup>

## 4.2 Optimized Payment- Refund Services Ensure Overseas Tourists "Buy Effortlessly"

The departure tax refund is a crucial link in cross-border consumption and an important measure to unleash consumption dividends. In April 2025, China rolled out the "buy-and-refund" service nationwide, simultaneously lowering the minimum purchase amount for departure tax refunds for overseas tourists to 200 yuan. Concurrently, it simplified the review process, delegated filing authority, and compressed processing times. As the facilitation reform of departure tax refunds continues to deepen, major aviation ports nationwide are accelerating the promotion of self-service models, with cities like Shenzhen, Hangzhou, and Shanghai taking the lead in achieving rapid self-service tax refunds within minutes.

In the year since the implementation of China's "buy-and-refund" service measure for departure tax refunds, the number of applicants has surged by 12.96 times year-on-year, while both tax-refunded sales and the tax refund amount have grown by 9.35 times year-on-year. Currently, the number of tax-refund shops in China offering the "buy-and-refund" service has exceeded 8,000, representing an increase of over 100 percent compared to a year ago.<sup>②</sup> During the 2026 May Day holiday, the number of departure tax refund transactions in Shanghai grew by 248.6 percent year-on-year, and departure tax-refunded sales increased by 44 percent year-on-year.<sup>③</sup>

In terms of cross-border payments, multiple Chinese departments have collaborated to optimize the foreign-related payment service system. In July 2025, the unified gateway for cross-border QR codes began trial operations, with comprehensive integration of mainstream payment institutions such as WeChat Pay and Alipay. This supports the convenient use of overseas e-wallets in China, truly realizing the vision of "touring China and shopping in China with just a mobile phone." The People's Bank of China has continuously promoted the binding of overseas bank cards to Alipay and WeChat Pay for domestic merchant consumption. Simultaneously, it supports the use of an increasing number of overseas e-wallets domestically. The payment experience of "binding for-

---

① Xinhua News Agency. "From 'Sightseeing Mountains and Waters' to 'Enjoying Mountains and Waters' — Unlocking the Advanced Code of a Tourism Power." May 12, 2026.

② Xinhua News Agency. "Departure Tax Refund Sales Increase by Over 9 Times Year-on-Year One Year After New Policy." April 27, 2026.

③ Xinhua News Agency. "Shanghai's Online and Offline Consumption Grows by 7.7 Percent During the May Day Holiday." May 6, 2026.

eign cards to domestic platforms" and "using foreign wallets domestically" is consistently improving. From May 1 to May 3, 2026, the consumption amount of inbound tourists using Alipay in China increased by nearly 70 percent compared to the same period last year, and the number of transactions by foreign nationals using WeChat Pay's "binding foreign cards to domestic platforms" service surged by 58 percent year-on-year. In core commercial districts such as Nanjing Road in Shanghai, Sanlitun in Beijing, and Tianhe Road in Guangzhou, overseas tourists can directly scan to pay using their foreign bank cards or e-wallets, eliminating the need to exchange cash. This effectively addresses the payment pain points for overseas tourists, making "Shopping in China" even more effortless.

### **4.3 Full-Chain Supporting Safeguards Ensure Overseas Tourists "Integrate Seamlessly"**

Adopting a systems-thinking approach, China has forged a world-class consumer environment by integrating essential services, such as language support, telecommunications, transportation, and accommodation, into its institutional guarantee framework, thereby establishing a full-chain consumption ecosystem.

In 2026, multiple departments jointly issued guidelines, clarifying that inbound digital services will reach an internationally leading level by 2030. With full coverage of one-stop SIM card activation at airports, multi-language intelligent guidance, and free Wi-Fi in public areas, these measures ensure that overseas tourists can "connect to the network upon landing." Official multi-language living guidelines are published regularly, covering scenarios such as accommodation, communications, transportation, and consumption, providing clear and convenient operational handbooks for individuals from overseas.

Various regions are accelerating the improvement of foreign-related services. In Beijing, the Summer Palace has specially developed an English-language tourist questionnaire, and the Temple of Heaven Park has introduced over 60 AI translation devices. In Changsha, more than 4,000 merchants have completed foreign card payment upgrades, and foreign currency exchange facilities have achieved full coverage across popular commercial districts. In Chengdu, the "Little Green Pepper" bilingual volunteer service has been fully launched, optimizing the travel experience for both domestic and overseas tourists through language translation and other heartwarming services.<sup>①</sup>

Institutional opening-up platforms continue to empower consumption upgrades. For over a decade, China's Pilot Free Trade Zones have steadily enhanced the efficiency, scale, and variety of premium consumer goods imports. By expanding the opening-up of the service sector, these platforms have enriched and broadened the supply of high-quality, diversified services. They have nurtured and scaled emerging consumer models and formats, such as direct import retail, cross-border e-commerce, bonded ex-

---

<sup>①</sup> Xinhua News Agency. "Chinese Holidays are Full of Vitality — Observations on 'Travel in China' During the May Day Holiday." May 5, 2026.

---

hibitions, the debut economy, and offshore tax refunds, while deeply exploring institutional reforms in the consumer sector to proactively cultivate a secure and satisfying consumer environment.<sup>①</sup>

On December 18, 2025, the Hainan Free Trade Port officially initiated special customs operations, implementing liberalization and facilitation policy framework of "freer access at the first line, regulated access at the second line, and free flow within the island." Data shows that in the 100 days following the customs closure, Hainan's foreign trade imports and exports surpassed 80 billion yuan, inbound and outbound passenger trips exceeded 860,000, and offshore duty-free sales reached 15.6 billion yuan.

---

<sup>①</sup>BoaoDuoduo."Hainan Releases 100-Day Performance Report Following Launch of Island-wide Special Customs Operations: Impressive Figures Speak Volumes." CCTV News, March 27, 2026. Full text at [https://content-static.cctvnews.cctv.com/snow-book/index.html?item\\_id=6684422504326632373](https://content-static.cctvnews.cctv.com/snow-book/index.html?item_id=6684422504326632373).

## Chapter Three: The Global Significance of "Shopping in China"

"China cannot develop in isolation from the rest of the world; and the world needs China for global prosperity."<sup>①</sup> This important assertion by Chinese President Xi Jinping profoundly reveals the interconnection and shared destiny between China and the international community. "Shopping in China" puts this vision into practice through concrete action—building consensus on development through mutual learning among civilizations, unleashing innovative vitality through integration of trade and commerce, advancing global openness through its own opening-up, making China's progress resonate with global development, and injecting enduring momentum into world peace, development, prosperity, and stability.

### 1. Activating the "New Engine" for Trade in Services

Currently, trade in services is emerging as a vital engine for global economic growth. However, against the backdrop of a sluggish global economic recovery, the resurgence of unilateralism and protectionism has prompted some nations to erect trade barriers, casting a shadow over the free flow and healthy development of global services trade. In an era defined by uncertainty, China's launch of the "Shopping in China" brand, an initiative rooted in openness, not only revitalizes its domestic consumer market but also presents a highly valuable "China opportunity" to fuel the prosperity of global trade in services.

The booming development of "Shopping in China" has, first and foremost, directly driven a surge in China's travel service exports. Propelled by the continuous expansion of its visa-free "circle of friends" and the comprehensive upgrade of facilitation measures such as departure tax refunds, China is becoming a desired destination for global travelers. In 2025, China's travel service exports surged by 49.5 percent year-on-year, making it the fastest-growing sector within service exports. The comprehensive experience of international tourists in China, spanning dining, accommodation, transport, sightseeing, shopping, and entertainment, translates directly into incremental growth for China's service trade exports. This dynamic not only optimizes China's trade structure but also injects robust momentum into the recovery of the global tourism services market.

The spillover effects generated by "Shopping in China" are driving the synergistic development of related global service industries, including aviation, insurance, and finance. The explosive growth of inbound tourism has directly stimulated a surge in demand for international passenger flights. In 2025, passenger traffic on China's interna-

---

<sup>①</sup> Xi Jinping. "Unswervingly Promote High-Level Opening-Up." *Qiushi Journal*, 2025 (14).

tional civil aviation routes grew by over 20 percent year-on-year, injecting immense passenger volume and commercial opportunities into the global aviation network. Concurrently, the frequent cross-border movement of people and the diversification of consumer scenarios have unlocked new growth avenues for the global insurance market. The sheer scale of cross-border consumption has catalyzed the operation of global payment and settlement systems, yielding massive transaction volumes and settlement dividends for international card networks and cross-border fintech enterprises.

"Shopping in China" is more than just a consumer brand; it is a vivid testament to China's commitment to high-standard opening-up. Cutting through the haze of protectionism, the initiative leverages its scale, sincerity, and resilience to send a resolute signal to the international community: "China will do well only when the world does well, and vice versa."<sup>①</sup>

## 2. Striking the "Strongest Chord" of Opening-Up

For a long time, major developed Western nations have been the most direct and principal beneficiaries of economic globalization, leveraging their first-mover technological advantages, accumulated capital, and dominance over global industrial chains. However, as the world has entered a period of turbulence and transformation in recent years, certain developed countries have brazenly pursued unilateralist policies. Disregarding their international responsibilities and global common welfare, they have frequently resorted to protectionist measures, such as tariff hikes, industrial decoupling, and technological blockades. By artificially fracturing global industrial, supply, and consumer chains and perversely fanning the flames of anti-globalization, they have severely disrupted the international economic and trade landscape. In 2025, upon being awarded the Nobel Prize in Economic Sciences, French economist Philippe Aghion publicly stated that factors such as protectionism and tariffs stand as obstacles to economic growth. "Openness is a driver of growth," he remarked. "I do not welcome the protectionist wave in the United States."<sup>②</sup>

By continuously expanding institutional opening-up and resolutely safeguarding economic globalization, China demonstrates its firm determination to proactively align with high-standard international economic and trade rules and intensify its opening-up efforts. The "Shopping in China" initiative serves as a vivid microcosm of the country's drive to expand the breadth and depth of its openness. It establishes a new paradigm of two-way opening-up, "In China, Buy Globally," highlighting a development pattern where China and the world advance in tandem to achieve mutually benefit through win-win cooperation.

<sup>①</sup> Outline for the Study of Xi Jinping Thought on Diplomacy. People's Publishing House, Study Publishing House, 2021, p.57.

<sup>②</sup> Global Times. "Nobel Laureate in Economics Speaks Out: I Do Not Welcome the Wave of Protectionism in the United States." October 14, 2025. <https://world.huanqiu.com/article/40izuQnOM0u>.

On the one hand, the Chinese market is embracing the world, comprehensively absorbing high-quality goods and premium services from across the globe. While satisfying the demands of both domestic and international consumers, it also creates vast room for growth for global brands. On the other hand, Chinese brands, Chinese intelligent manufacturing, and Chinese services are going global by leveraging the boom in inbound consumption. China Chicbrands, creativecultural products featuring intangible cultural heritage, and sci-tech products rank high on the must-buy lists of overseas tourists, forging a virtuous cycle where "the world buys from China, and China sells to the world." This is a strategic choice made by China to proactively open its market to the world and share development opportunities. It fully demonstrates China's firm conviction as a champion of economic globalization and multilateralism, as well as its enduring resolve to continuously ease market access in the consumption sector, optimize the international consumption environment, and deepen consumption cooperation between China and the rest of the world.

The remarkable success of "Shopping in China" demonstrates to the world that a country's expansion of opening up and its domestic development are not mutually exclusive, but rather complementary and mutually reinforcing; openness and development constitute a reciprocal process of mutual reinforcement. High-quality goods and market demands can by no means be obstructed by trade barriers. Through the connectivity of cross-border consumption, "Shopping in China" drives the free flow and optimal allocation of global resource factors, injecting powerful momentum into building an open world economy and restoring confidence in economic globalization. "Shopping in China" also proves to the world that the door to globalization cannot be closed, and high-quality goods cannot be shut out by trade barriers. Any attempt to close the door to globalization or impede the flow of factors runs counter to economic laws, market logic, and common interests and is ultimately unsustainable.

### **3. Unlocking the "Big Dividend Package" of Consumption**

At present, the transformation and upgrading of global consumption have entered a new stage characterized by weak growth, stark divergence, and high uncertainty. Consumption is trending toward conservatism, value preferences are undergoing a reconstruction, and consumption divergence across regions and demographic groups continues to intensify. Uncertain economic prospects, persistently high inflation, and sluggish wage growth are collectively squeezing the room for disposable income growth among people across all countries.

According to AlixPartners' 2026 Global Consumer Outlook, the global consumer net spending intention index for 2026 is projected to plummet to -18 percentage points. This represents a sharp deterioration from the -11 percentage points expected in

2025, with the margin of contraction widening by over 60 percent.<sup>①</sup>

Measured by purchasing power parity (PPP), China is already the world's largest consumer market, and its potential for future growth remains immense. The "Shopping in China" boom has driven China to become a crucial hub that converges premium global consumer resources. By optimizing the supply system and spearheading consumption innovation, China is sharing the advantages of its ultra-large market with enterprises and consumers worldwide.

Sharing high-quality and affordable consumer resources with global consumers. What China shares with global consumers is not only a dazzling array of premium commodities but also the robust purchasing power yielded by a stable and low price level. Meanwhile, China has continuously optimized channels for imported goods and lowered market access thresholds for premium consumer products, allowing distinctive global goods and high-end brands to enter the Chinese market more smoothly. Consumers both at home and abroad can enjoy one-stop shopping for premium global commodities, thereby tangibly enhancing their sense of fulfillment and happiness in consumption.

Fostering a testing ground for competition and innovation for global consumer enterprises. Whether they are international giants expanding into incremental markets or small- and medium-sized brands testing the waters of emerging consumption, all can leverage the Chinese market to rapidly obtain user feedback, optimize product design, and upgrade service models. Chinese and foreign consumer brands compete fully in this fierce yet orderly testing ground. This dynamic compels enterprises to elevate technological research and development, strengthen brand building, and innovate consumer scenarios, ultimately helping global business entities grow through competition and upgrade through cooperation.

Promoting excellent consumer business models on a global scale. China's e-commerce is developing rapidly. A series of innovative practices integrating online and offline channels, such as livestreaming e-commerce, instant retail, smart business districts, and unmanned retail, are highly popular, establishing China as an innovation highland for global consumer formats, models, and scenarios. As the scale of "Shopping in China" expands, new consumer formats, models, and scenarios at home and abroad can interplay and integrate through business cooperation, technological exchanges, and experience sharing. This provides replicable references for the transformation of the global retail industry, helps countries optimize their consumption infrastructure and elevate consumer service efficiency, and drives the overall upgrading of global consumer formats, allowing China's consumption innovation achievements to benefit the world.

---

① Future Think Tank. "2026 Global Consumption Trend Analysis: Consumer Behavior Reshaping and Business Response Strategies in an Era of Austerity." December 24, 2025. <https://www.vzkoo.com/read/4617794996211290112.html>.

## 4. Crafting a "Multifaceted Prism" of an Authentic China

For a long time, Western media has deliberately fabricated false narratives about China and disseminated biased and misleading remarks, hindering the international community from gaining a full, objective, and true understanding of the country. Amid complex and daunting external circumstances, China stays firmly committed to high-standard opening-up. It keeps easing entry facilitation policies, fully optimizes services for inbound tourism and consumption, and takes the "Shopping in China" initiative as an important means to effectively reverse external stereotypes.

Gregory Dolgos, a columnist for the British publication *Tourism Review*, has observed, "A tourist isn't just revenue. They are a walking ambassador who makes the world a little less suspicious and pushes the country to improve."<sup>①</sup>

"Before arriving, China is a mystery; upon leaving, they become China enthusiasts." Overseas tourists bring back cost-effective premium goods, convenient and comfortable consumer services, and the unique charm of Eastern culture to their home countries. By sharing their travel and shopping experiences on overseas social media platforms, they tell objective and vivid China stories from grassroots and individual perspectives. This bottom-up, organic word-of-mouth dissemination model effectively offsets the biased, stigmatized, and false interpretations propagated by the West, dispelling cognitive biases caused by information asymmetry. For instance, the China trips of foreign influencers and travel vloggers, represented by figures like "IShowSpeed," have utilized "unfiltered" first-person perspectives to present an authentic picture of China's scenic spots, folk customs, and everyday life to a global audience. These first-hand experiences and emotional resonances not only break down the cultural barriers between China and the West but also showcase a true, multi-dimensional, and comprehensive image of China to the world, reshaping the international community's perception of China in a gentle and imperceptible manner.

French scholar Laurent Michelon remarked, "An increasing number of Westerners are coming to China by taking advantage of the visa-free transit policy, and upon returning home, they all say that what they saw is completely different from what is reported by certain Western media."<sup>②</sup>

With consumption as the bond and shopping as the bridge, the interaction and connectivity between Chinese and foreign peoples are becoming increasingly close, and cultural barriers are gradually dissolving. Multi-level and multi-dimensional local experiences construct an objective and complete cognitive loop, continuously projecting the im-

---

① Global Times. "UK Media: Every Inbound Tourist Is Breaking Stereotypes about China." December 9, 2025. p. 12.

② Xinhua News Agency. "French Scholar Laurent Michelon: Shattering the Filter, Westerners See the Real China." August 11, 2024.

age of China in the new era to the world. This prompts the international community to view China's development and Chinese modernization from a more rational, objective, and comprehensive perspective.

## 5. Building a "Bridge of Understanding" for Mutual Learning among Civilizations

In today's world, certain countries have long been obsessed with imposing cultural hegemony. Taking their own cultural values as the ultimate standard, they disparage and even interfere in the cultures of other nations. Rhetoric such as the "clash of civilizations," the "hierarchy of civilizations," "universal values," and "Western-centrism" runs rampant.

British author and Marxist theorist Terry Eagleton argued that "fine art and polite living are not a Western monopoly," and that "In a global sense, it does not look as though the West occupies a particularly advantageous position for winning these particular [culture] wars."<sup>①</sup>

President Xi Jinping proposed the Global Civilization Initiative, stating that "There is no such thing as a superior or inferior civilization. Civilizations are different only in identity and location."<sup>②</sup> China is ready to work together with the international community to open up a new prospect of enhanced exchanges and understanding among different peoples and better interactions and integration of diversified cultures. Together we can make the garden of world civilizations colorful and vibrant.

"Shopping in China" is a vivid practice of this philosophy. Acting as a bond through trade and commerce, it dismantles cultural barriers. It is not merely an economic behavior but, more importantly, a crucial carrier for cultural exchanges and mutual learning, thereby consolidating the cultural foundation for building a community with a shared future for humanity.

The Chinese civilization has always upheld the inclusive spirit of "harmony without uniformity" and "shared appreciation of diverse cultures." From the echoing camel bells along the ancient Silk Road to the prosperous spectacle of foreign envoys and merchants converging during the Tang and Song dynasties, China has consistently absorbed diverse cultures with an open mind. Today, inbound consumption has become an everyday setting for dialogues among civilizations. Foreign tourists experience the magnificent atmosphere of the Tang Dynasty through holographic projections at the Grand Tang Mall in Xi'an, appreciate the intangible cultural heritage of the Yingge Dance and Chaozhou embroidery in Chaoshan, and admire the hardcore romance of drone shows in Chongqing. What they consume is no longer cold commodities, but rather China's

---

①GuangmingNet. "Transcending the 'Western-Centrism of Civilization' with a 'New View of Civilization'." May 31, 2024. [https://topics.gmw.cn/2024-05/31/content\\_37359716.htm](https://topics.gmw.cn/2024-05/31/content_37359716.htm).

②Outline for the Study of Xi Jinping Thought on Diplomacy. People's Publishing House, Study Publishing House, 2025, p. 189.

profound cultural heritage and lifestyle aesthetics. This upgrade from "traffic-driven" to "quality-driven" consumption has transformed China into a "lifestyle destination" for global tourists.

China embraces global consumers, investors, and practitioners on an equal footing, irrespective of their countries' size, wealth, strength, or level of development. This practice stands as a powerful testament to its respect for the diversity of world civilizations. The interaction among civilizations, with commerce as the bridge and consumption as the medium, rejects the fallacies of the "clash of civilizations" and "civilizational superiority." It actively practices the philosophy of "harmony without uniformity" and serves as a vivid footnote to the exchanges, mutual learning, and harmonious coexistence of different civilizations worldwide. By injecting an enduring and nurturing people-to-people strength into the building of an open, inclusive, interconnected world of win-win development, it highlights China's cultural commitment to advancing a community with a shared future for humanity.

## Conclusion

The essence of economic activity has never been a mere cold exchange of commodities or a game of competing interests; rather, it is the most vivid practice of human civilization. When merchants of diverse backgrounds engage in lively negotiations in multiple languages at bustling ports, when international tourists curiously select handicrafts in exotic bazaars, and when representatives of multinational corporations solemnly sign cooperation agreements in modern office buildings, beneath these seemingly ordinary economic behaviors lies a dynamic interplay and integration of cultures, as well as the inheritance and innovation of civilizations.

Every handshake, every transaction, and every cross-border commodity carries the lifestyles, values, and aesthetic connotations of different nations. Through these mutual exchanges, a silent dialogue is fostered, deepening mutual understanding.

For this reason, initiatives like "Travel in China" and "Shopping in China" have long transcended the realm of simple tourism and consumption. They serve not only as a crucial window for observing the economic linkages between China and the world but also as a vivid microcosm of their deep integration and connectivity. Through this window, the international community can see a real, multi-dimensional, and comprehensive China, while sensing its sincerity and vibrant vitality as it embraces the globe.

Today, as anti-globalization sentiments spread and protectionist undercurrents surge, China remains steadfast in expanding its opening up. It stands firm on the right side of history, contributing to the building of a community with a shared future for humanity through pragmatic actions.

We must enable cultural exchanges to transcend estrangement, mutual learning to transcend clashes, and coexistence to transcend feelings of superiority. The continuous advancement of "Shopping in China" will not only deepen economic and trade cooperation between China and countries worldwide, enhance cultural exchanges, foster closer people-to-people ties, and promote mutual learning among civilizations, making economic globalization more open, inclusive, balanced and beneficial to all. This practice injects enduring momentum into global connectivity and economic recovery, providing a practical Chinese solution for the advancement of human civilization.

When chasing dreams across mountains and seas, we feel no distance at all; though the journey ahead is long, we will stride forward with resolve.

"Shopping in China" reaffirms a profound truth to the world: to walk with China is to walk with opportunity and to journey with hope.

## Editorial Notes

This think tank report titled "Shopping in China: Sharing New Opportunities of Open Development" was prepared by a project team led by Fu Hua, president of Xinhua News Agency and chairman of the Academic Committee of Xinhua Institute. Lyu Yansong, editor-in-chief of Xinhua News Agency, serves as deputy team leader, and Ren Weidong, deputy editor-in-chief of Xinhua News Agency, serves as executive deputy team leader. Team members include Liu Gang, Fu Yan, Cheng Zheng, Dou Shuqi, Wang Jingbo, Li Xiaoting, Liu Kaixiong, Li Xiaoling, Chen Fang, Zhang Xuan, Zeng Qingyi, Yao Shi, and Yin Xi. The English version of the report was proofread by Zhou Erjie, Tian Sulei, Zhang Yiyi, Jiang Wenqian, and Yang Qi.

Since its launch in December 2025, the project team has completed a rigorous process of investigation, drafting, revision, and final editorial review and proofreading.

We would like to express our sincere gratitude to the following experts and scholars for their invaluable guidance and support throughout the drafting process: Wei Pengju, Director of the Cultural Economics Research Institute at the Central University of Finance and Economics; Zhao Fujun, Senior Fellow at the Department of Foreign Economic Research of the Development Center of the State Council; Sun Jiyong, Associate Fellow at the Chinese Academy of International Trade and Economic Cooperation; Liu Xiangyan, Director of the Institute of International Research at the China Tourism Academy; Wang Kan, Senior Fellow at the Tourism Research Center of the Capital University of Economics and Business; and Wu Liyun, Executive Deputy Director of the China Academy of Culture and Tourism at Beijing International Studies University.

Our thanks also go to the domestic and international organizations that provided multi-faceted assistance, including the China International Travel Service (CITS) and the Los Angeles Tourism & Convention Board.