

Chine la hausse des prix hôteliers en forte progression sur le marché chinois

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The findings of a recent research carried out by an online travel portal, Hotels.com, reveal that a rapid influx of Chinese tourists all over the world has caused a global upward shift of most hotel prices.

Hotel Price Index revealed that hotel prices have upped by one percent during the year 2013 with the average price of a hotel room increasing by two percent between the first six months of 2013 and the same period in 2012.

Chinese make up the largest fraction of the world's travelers with an estimated 83 million overseas trips and more than \$100 billion incurred in travel expenditures as of 2012, according to statistics released by the China Tourism Academy. Hotel.com's President David Roche described the surge in Chinese travelers as a phenomenon greatly influencing hotel prices worldwide.

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