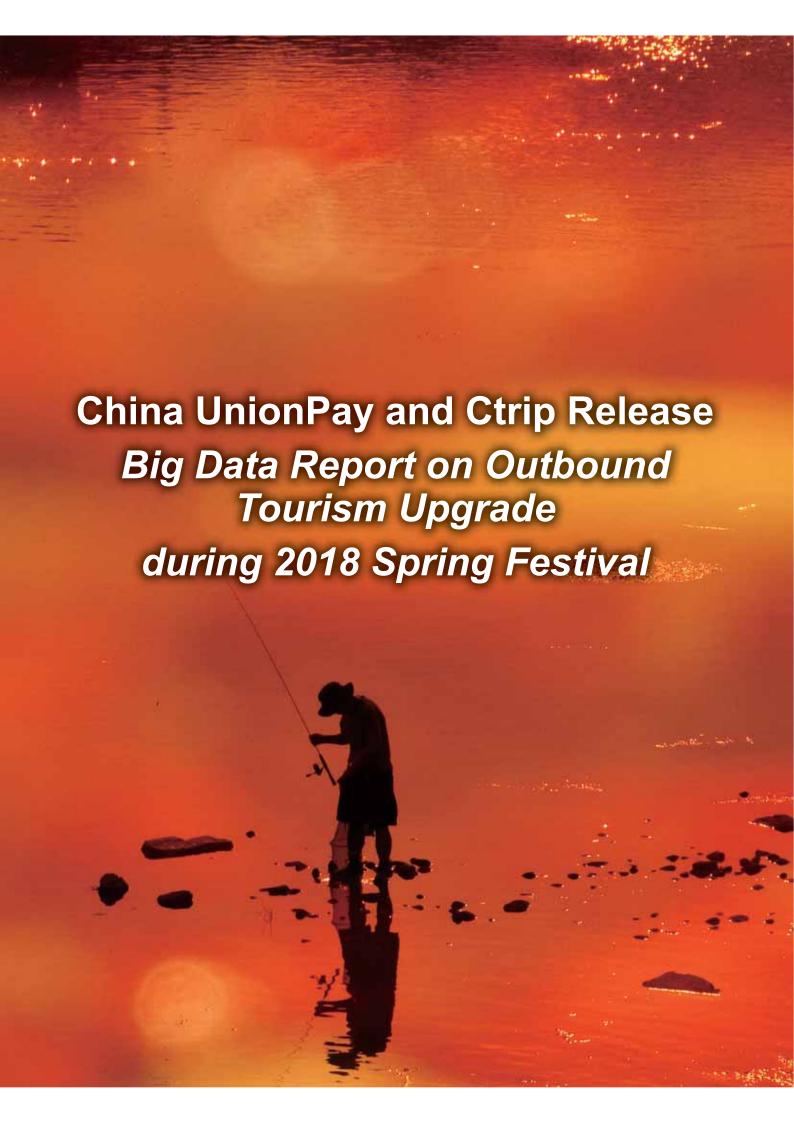
中国银联联合携程发布《2018年春节出境游升级大数据报告》

文/中国银联图/全景



2018年2月28日,中国银联与携程旅游集团联合发布《2018年春节出境游升级大数据报告》。报告结合银联网络消费交易数据和携程出行订单数据、携程全球购消费数据等,反映了中国居民春节出境游的客群年轻化、足迹扩大化、方式多元化、购物理性化、消费品质化、服务全面化等新特征。

出境游人群进一步扩大 年轻群体成中坚力量

报告显示,2018年春节期间,中国居民出境游规模创历史新高,出境游达650万人次,同比增长5.7%。其中,华东、华南等沿海地区游客仍为出境游主力,而华中和西南地区出境游群体迅速增长。从年龄段来看,70、80后依然是春节出境游的中坚力量,越来越多的90、00后也加入春节出境游大军。从出境游客群类别来看,亲子游、情侣游等以家庭为单位的出境游居多。

出境游范围越来越广 部分冷门地区成热门

随着出境游人群日趋年轻化,国人出境游足迹越来越远。 其中,一线城市游客足迹遍及 100 个国家和地区,而新一线 城市居民的旅游目的地数量增长更快。港澳等传统热门地区依 然最受游客青睐,但斯里兰卡、俄罗斯、土耳其等冷门地区进 入新兴热门目的地榜单。

自由行不断升温 单国深度游和个性体验游走俏

伴随自由行的升温,2018年春节期间,中国居民出境游在租车上的花费呈较快增长,海外加油类商户的交易规模同比翻番。同时,越来越多的国人倾向于选择小众目的地和体验当地文化习俗来追求个性化的旅游经历,以往走马观花式的多国跟团游热度有所衰退,单国深度游和个性体验游走俏。

境外消费规模持续扩大 中西部地区尤为显著

受春节黄金周季节性影响,出境跟团游、自由行产品预订的人均成交价同比上升 5.6%。除北京、上海等一线城市和苏州、无锡、杭州、南京等人均收入较高的城市外,银川、郑州等中西部城市也位于全国出境游人均花费最高的城市前列。同时,来自鄂州、邵阳、佳木斯、湖州等地游客在境外的人均消费金额位居全国前列。从海外目的地排名来看,南极、阿根廷、巴西、大溪地、挪威、坦桑尼亚、冰岛、墨西哥、新西兰、芬兰成为旅游产品预订客单价最高的国家与地区 TOP10,平均每户家庭预定金额高达 10 万元以上。

"买买买"不再局限于传统奢侈品 出境游消费品质大幅

提升

在境外购物方面,近几年,用户的境外购物清单不再局限于传统奢侈品,不少网红物品进入人们的购买清单,国人出境购物消费逐渐理智和个性化,购物行为和偏好均有所升级。通过跟踪深度出境游爱好者(连续三年春节期间出境旅游)发现,这部分高收入、高学历、高要求的"三高"人士偏好购买女性消费品。男性用户的旅游购买力也在不断提升,购买内容

跨度更大,如电子产品、限量发售品、海外书籍等。

随着人们对境外游体验的重视程度加深,境外餐饮、文娱等服务类消费也越来越多。如去日本的游客更爱当地的美食,去欧洲的游客更爱欣赏当地文化,以二三线城市尤为明显。从不同地区来看,华东及华南地区游客最热衷品尝境外美食,过去两年内境外春节消费中餐饮的占比一直居全国前列。华北地



区游客在境外的住宿花费占比最高, 西部地区游客在境外的 住宿花费占比上升最明显。并且,越来越多的三线及以下城市 游客更舍得入住境外优质酒店,其总体花费和单笔花费增长 最快。

出境游配套服务不断丰富 用户体验日益增强

随着出境游消费规模不断扩大和消费品质不断提升,出

境游配套服务也随之升级。目前,银联网络已经覆盖境外 168 个国家和地区,不仅如此,持卡人可在港澳、新加坡、澳大利 亚、俄罗斯等境外 18 个国家和地区的近百万台 POS 终端用银 联手机闪付。新加坡、港澳、尼泊尔、肯尼亚、吉布提、越南 以及台湾地区的大批商户开通了银联二维码支付,并推出银联 专属优惠礼遇。





同时,中国银联还联合38个国家和地区的30多万家商 户,为银联持卡人提供便捷的退税服务。若持卡人赴欧消费, 还能在德国、意大利、英国、法国等地享受"即买即退"的银 联市区退税服务,或回国后申请退税。携程也为境内游客提供 线上预约、线下取钞的换汇服务,简化去银行预约排队换钞的 复杂流程。

China UnionPay and Ctrip Travel Group jointly released the Big Data Report on Outbound Tourism Upgrade during 2018 Spring Festival on February 28, 2018. The report combined UnionPay's transaction data of online consumption and Ctrip's data on travel orders and overseas consumption. It finds a slew of new features of outbound tourism during the Spring Festival, including younger-aged tourists, expanding footprint, diversified means of tourism, rational shopping behaviors, and pursuit for quality consumption and comprehensive services.

Number of outbound tourists grows further, with youngaged tourists as the majority

The report shows that China's outbound tourism hit a new high during the Spring Festival of 2018, growing by 5.7% to 6.5 million outbound trips. Tourists from the coastal areas, such as East China and South China, are still the mainstay of the outbound tourism, while the number outbound tourists in Central China and Southwest China increased rapidly. Judging from the age groups, the post-70s and post-80s outnumbered other age groups in terms of outbound trips during the Spring Festival. However, more and more post-90s and post-00s also jumped on the bandwagon of outbound tourism during Spring Festival. As for the categories of outbound trips, most outbound trips were family and romantic travels.

Destinations of outbound tourism increases, turning once less visited destinations popular

As the number of outbound travelers became younger, Chinese tourists expanded their outbound travel footprint farther and farther. Among them, tourists from first-tier cities travelled to 100 countries and regions, and the number of destinations for tourists from "new first tier" cities grew even faster. Traditionally hot destinations, such as Hong Kong and Macao, were still among the most popular, but once the less visited

destinations, such as Sri Lanka, Russia and Turkey, have emerged as popular destinations on tourists' radar.

Self-organized tours become a trend, with singlecountry in-depth tours and personalized experience tours on the rise

With the popularity of self-organized tours, Chinese tourists spent more on car renting in their outbound trips during the Spring Festival of 2018, transaction at overseas gas stations doubled from the same period of last year. At the same time, more and more Chinese tourists preferred to choose niche destinations and experience local cultures and customs to pursue personalized travel experiences. The once popular multinational packaged tours lost momentum, compared with the rising single-country in-depth tours and personalized experience tours.

Overseas consumption further expands, especially for tourists from Central and West China

Due to seasonal influence of the Spring Festival holiday, the per capita final price for bookings of outbound packaged tours and self-organized products increased by 5.6% year-on-year. In addition to tourists from firsttier cities, such as Beijing and Shanghai, and cities with relatively high per capita income, such as Suzhou, Wuxi, Hangzhou and Nanjing, tourists from cities in Central and West China, such as Yinchuan and Zhengzhou, were also at the top of the ranking in terms of per capita spending in outbound trips. At the same time, tourists from Ezhou, Shaoyang, Jiamusi and Huzhou among other places, also joined the front rank in terms of per capita spending in outbound trips. As for the most expensive overseas destinations, the top 10 countries and regions in terms of the unit price for a tourism product were Antarctica, Argentina, Brazil, Tahiti, Norway, Tanzania, Iceland, Mexico, New Zealand, and Finland, with the average booking price for a single household reaching RMB 100,000.

Shopping spree is no longer limited to luxury products and quality of outbound tourism consumption surges significantly

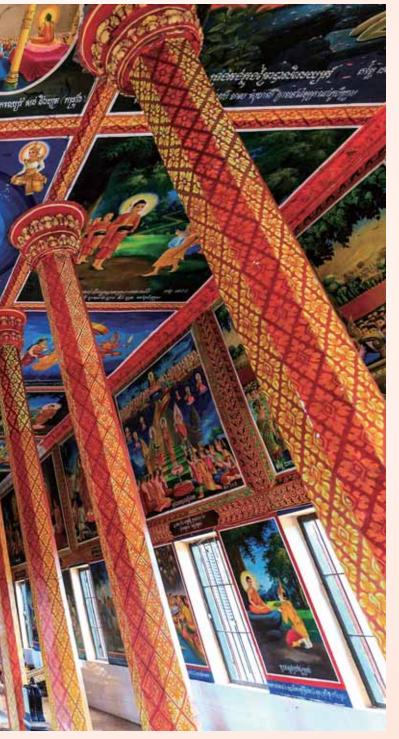
In terms of overseas spending, tourists' overseas shopping lists are not limited to luxury products in recent years. Many hit products on the Internet are written into people's shopping list, and Chinese tourists' overseas spending become more sensible and personalized, and their shopping behavior and preferences have been improved. The report tracked hardcore outbound travellers who took outbound trips during the Spring Festival for three consecutive years,

and found that this group of high-income, highly-educated and highly demanding tourists preferred to purchase female products. The purchasing power of male tourists also continued to increase, and their scope of purchasing also ranged extensively from electronic products, limited-edition products to



overseas books.

As people paid more and more attention on overseas travel experiences, they spent more on services such as overseas dining, recreation and entertainment. For example, tourists to Japan preferred local cuisine, while visitors to Europe preferred to appreciate local culture,



a trend that was particularly evident for tourists from second- and third-tier cities. Judging from geography, tourists in East China and South China were most interested in tasting overseas food, and the proportion of catering consumption in their overseas expending during the Spring Festival joined the front rank in China in the past two years. As for the proportion of overseas accommodation in overseas spending during the Spring Festival, tourists from North China took the lead and tourists from the western region caught up significantly. Moreover, more and more tourists from third-tier and lower-level cities were willing to stay in high-quality overseas hotels, and their overall expenses and single item expenses increased fastest.

Supplementary services continue to upgrade, increasingly enriching tourists' experience

As outbound tourism consumption continues to expand and consumption quality continues to increase, supplementary services for outbound tourism also escalate. Currently, UnionPay's network has covered 168 overseas countries and regions. In addition, cardholders can use UnionPay's mobile QuickPass service on nearly a million POS terminals in 18 countries and regions, including Hong Kong, Macao, Singapore, Australia and Russia. A large number of merchants in countries and regions, such as Singapore, Hong Kong, Macao, Nepal, Kenya, Djibouti, Vietnam and Taiwan, have launched UnionPay QR code payment services and exclusive promotions and benefits for UnionPay cardholders.

At the same time, China UnionPay has also joined more than 300,000 merchants in 38 countries and regions to provide UnionPay cardholders with a convenient tax refund service. UnionPay cardholders in European countries, such as Germany, Italy, UK and France, can enjoy immediate tax refund on consumption with UnionPay's downtown tax refund services, or claim tax refund after returning to China. Ctrip also provides domestic tourists with convenient exchange services, which allow tourists to book online and receive the banknotes offline, saving them from the complex bank procedures of making appointment and queuing up for exchanges.