

2017-2018

Chinese Outbound Tourist (Cities) Consumption Report

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Ipsos—Global Leading Market Research Group



1975
Founded in Paris

1999
First listed on Paris Stock Exchange

2000
Entered into Chinese market

2011
The 3rd largest global market research group

2015
40 anniversary

2018
Total Understanding

Number of countries or regions with Ipsos offices

89

Number of full-time employees

16,600+

Number of clients around the world

5,000+

Interviews conducted per year (Million)

48+

2017 Total Revenue (Billion)

€1.783

Project Introduction

Following 2014, 2015 and 2016, the World Tourism Cities Federation has once again joined hands with the world's leading market research institute, Ipsos, to conduct the consumer survey among Chinese tourists who have had outbound travel experience in the past year , and jointly we published **the Market Research Report on Chinese Outbound Tourist (City) Consumption (2017-2018)**.

8,374 valid questionnaires.

The results presented in this report are based on the data obtained in this survey



Qualitative Research :



Expert Interviews



Desk Research



Quantitative Research: Online Survey



Ipsos
Online Panel



Tuniu Travel Wechat
subscription
'Tuniu.com'



Caesar Wechat Subscription
"Caesar Travel Micro Life"

Overview of Chinese Outbound Tourism in 2017



The number of Chinese Outbound Tourists has increased by **7 %**, reaching to **130.5 million**.



The total overseas expenditure of Chinese tourists has raised by **5%**, reaching to **\$258 billion** (around **¥1.7 trillion**).

Importance of Outbound Travel

for Chinese Tourists

88.7%

88.7% Chinese Outbound Tourists believe that travelling is a crucial way to improve the quality of life and Happiness Index.

26.5%

26.5% Chinese Outbound Tourists agree that travelling is as important as love & marriage, family wealth, career development, study & education, health security and child development.



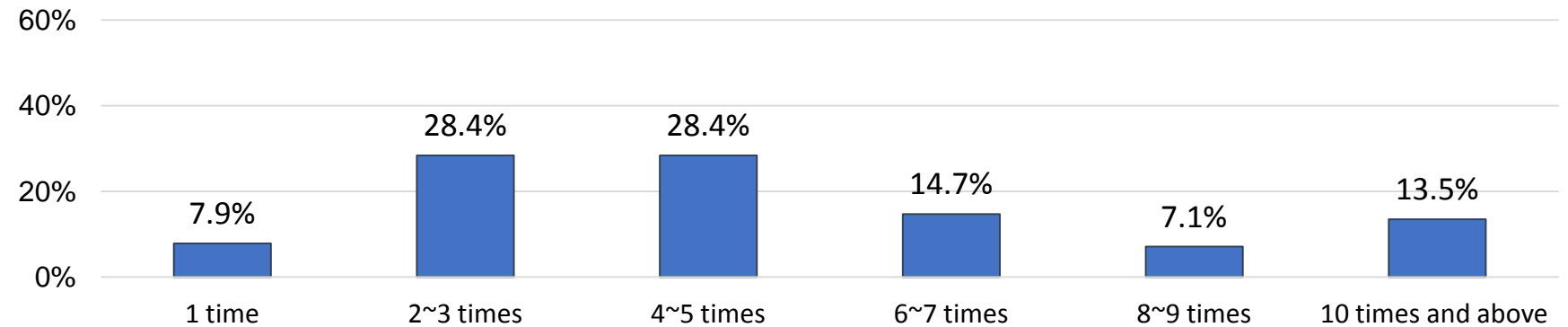
Outbound Travel has Become a Relatively Stable Demand for Chinese



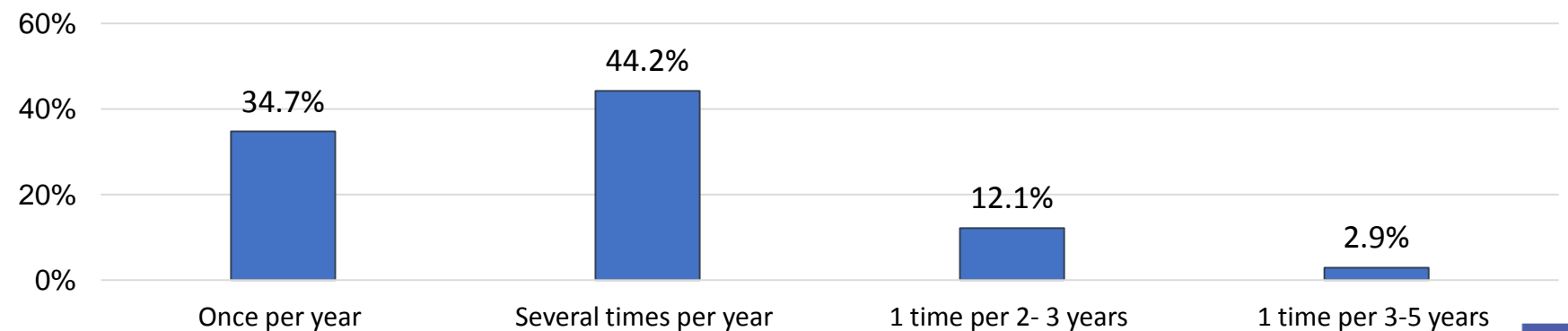
In this survey, the per capita outbound travel experiences of Chinese Outbound Tourists reached **4.98** times.

Each year, nearly **80%** of Chinese tourists arrange at least one outbound tour for themselves; and more than 40% of them travel abroad several times.

Overseas Travel Experiences of Chinese Outbound Tourists

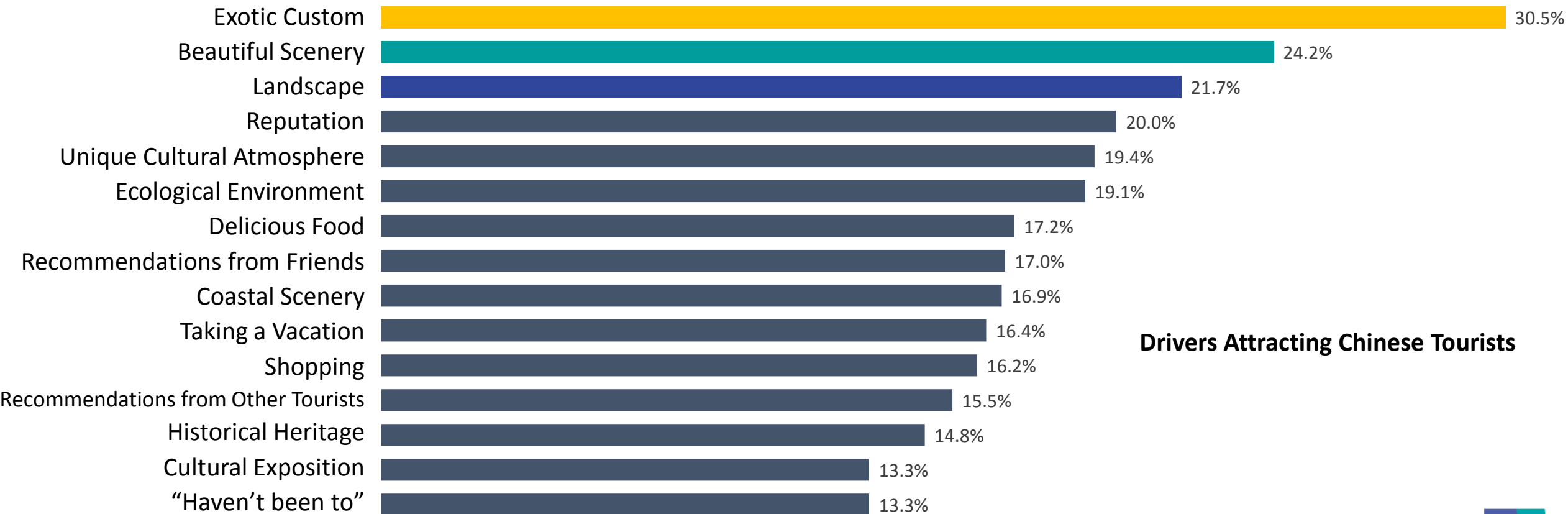


Frequencies of Overseas Travel of Chinese Outbound Tourists



Outbound Travel Gradually Backs to the Nature of Tourism

As tourism is continually gaining depth, Chinese Outbound Tourists are no longer quick tours, nor they choose the destination city simply based on the city's popularity. They will instead pay more attention to the culture exploration and service experience in the destination city.



Tourist Consumption Trends to be Rational Pay Attention to Quality

Catering

Chinese tourists have become more concerned about local specialties, and are more willing to taste them. The mid-end restaurant is the most popular dining venue for them.

Accommodation

The quality of accommodation is a concern for China's Outbound Tourists when they are traveling. Most Chinese tourists choose mid- to high-end hotels, followed by budget hotels.

Touring

Over **80%** are more likely to accept self-funded items ; Around half of self-guided tourists hire local guides.



Shopping

Nearly **60%** of Chinese outbound tourists will make shopping lists in advance; They concern whether the price is reasonable and whether there are rich commodity types.

Entertainment

Over **70%** of Chinese tourists attend entertaining activities to relax and experience local customs.

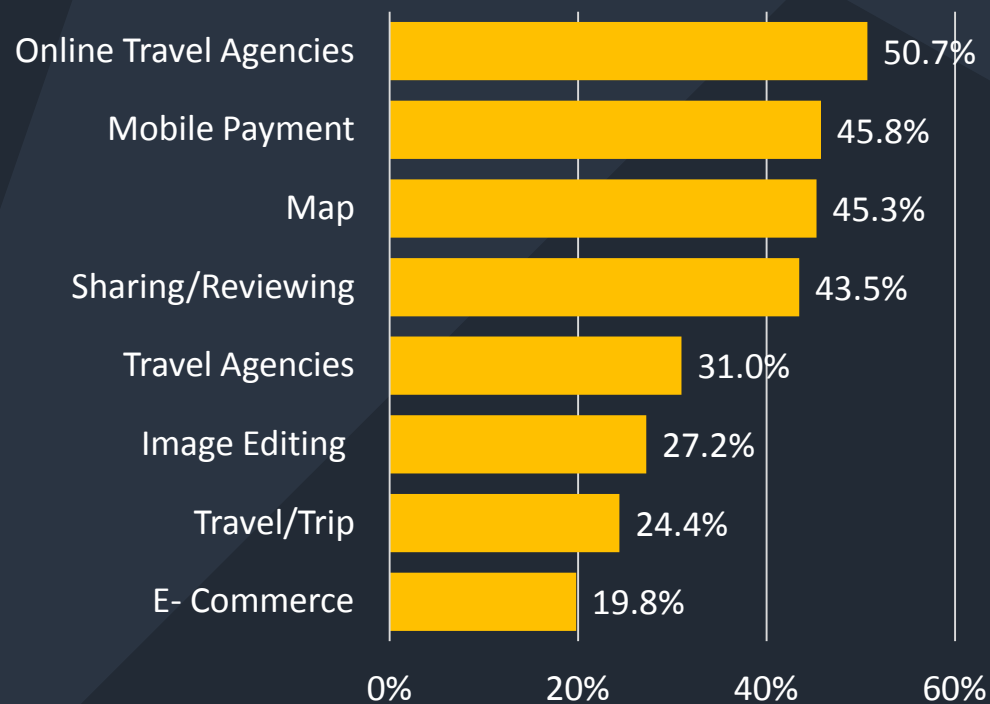
Travel Safety

Nearly **80%** of Chinese outbound tourists in this survey said that they purchased their own overseas travel insurance

Technology Makes Travel More Intelligent and Convenient

Chinese tourists make use of applications to enhance their travel experience when being abroad, including information inquiry, travel group booking, purchasing flight tickets, hotel booking, map navigation, mobile payment and sharing etc.,

Applications used by Chinese Outbound Tourists (Apps)



Travel Information is Wide Spread by 'Sharing'



Chinese Tourists are wild about sharing through the Internet; They also love acquiring information by review sharing sites and APP .

- Over **90%** Chinese Tourists share their travel experience during or after the travel.
- The **top 3** sharing channels: Wechat, Weibo and QQ Zone
- The **top 3** sharing methods: Photos, Text and Videos.

Supply

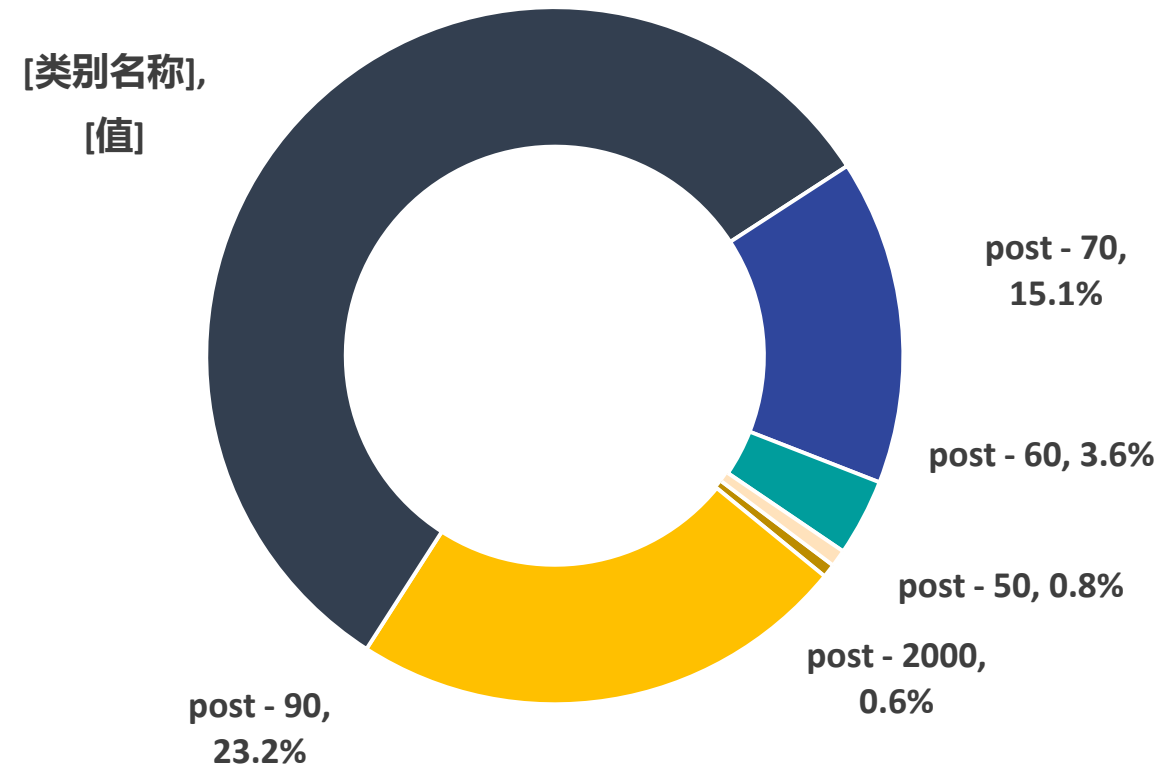
Demand

- **46.8%** Chinese Tourists **search information** and **make travel plan** with the help of review sharing sites and APP.
- **24.8%** Chinese Tourists think review sharing sites are **the most helpful** tools when they looking for information.
- **38.6%** Chinese Tourists acquire **dining information** by review sharing sites and APP.

The Post-80s and the Post-90s have Become the Main Force of Overseas Travel

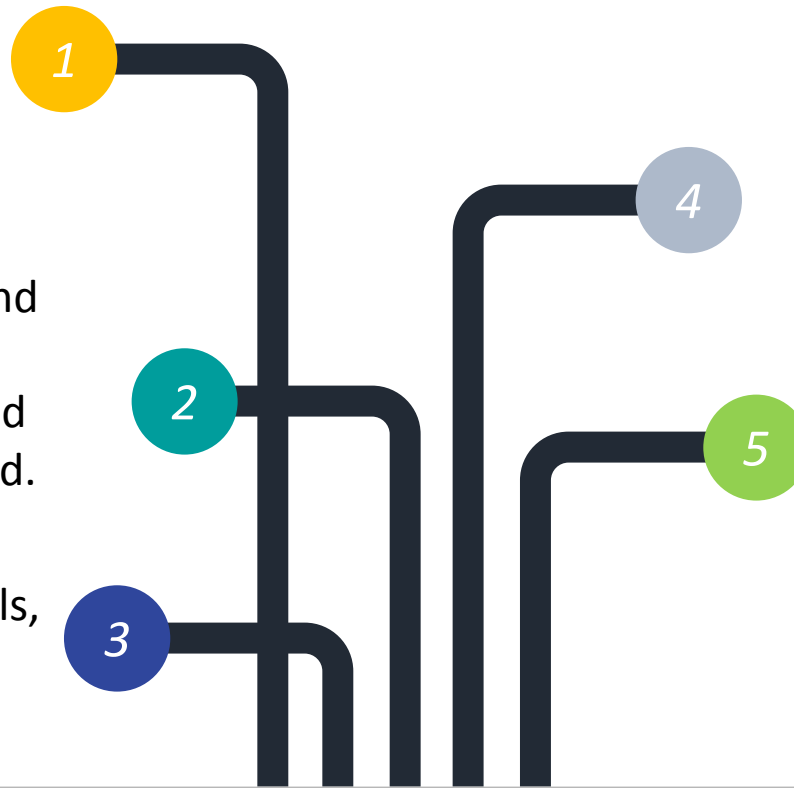
- **The post-80s**, who are more likely to arrange multiple outbound travels each year. For those who have been married, they tend to interact with their families and relax themselves through outbound travels. In the method of travel, they are keener on parent-child tour, and prefer to book package tour tours through travel websites.
- **The post-90s**, who are the new generation growing in the context of China's rapid economic development. They advocate personalized tour and leisure self-guided tour, rather than the traditional walk-through tour in groups. They prefer to form a multi-person "small tour group" with friends, classmates and colleagues for short-term and short-distance travel.

Age Distributions of Chinese Outbound Tourists



Millennia Cannot be Ignored

- The first overseas travel is earlier (the average age of 20.6); The percentage of overseas returnees is higher (over one third) .
- Preferences in Japan, South Korea and developed countries in Europe and America for tourism destinations, and self-guided tourism as travelling mold.
- More dependence on online channels, customization and personalization.



- More diversified dining and shopping needs, and more emphases on cultural and recreational activities.
- Growing demand for travel services and quality, with special stress on enjoyment and experience.

How to Attract Chinese Outbound Tourists

1

Strengthening information delivery and publicity, and reducing tourists' concerns

- Before the trip, Chinese tourists are concerned most about issues related to language barriers, followed by worries on personal and property safety and cultural differences.

2

Continuously optimizing tourism brands and improving tourism services

- A close correlation can be found between the visitor experience evaluations and decisions whether they will revisit there or recommend destinations to others.

3

Simplifying visa processing and implementing policies such as visa-free or visa on arrival

- More than **60%** of Chinese outbound tourists in this survey hope that they can enjoy policies such as visa free, visa on arrival or visa-free transit in overseas destinations.

4

Establishing theme tourism based on the local culture

- A variety of themed tours with distinctive features can also draw Chinese outbound tourists' attention. Attracting over a quarter of Chinese outbound tourists, shopping tours, family tours, self-driving tours, cruises tours, and wildlife reserve tours are also popular choices.

How to Attract Chinese Outbound Tourists

5

Continuously marketing through online platforms

- Promotion on various online platforms of travel agencies is considered as the most suitable marketing and promotion channel according to Chinese outbound tourists, followed by registering Chinese official account in Weibo or WeChat.

6

Conducting various marketing activities

- In regard of specific marketing activities, offering discount on entrance tickets of scenic spots, conducting seasonal promotions, and improving cultural creativity can effectively attract Chinese outbound tourists.

7

Adding direct flights within the first-tier cities and opening direct flights for short routes within the second-tier cities with large demand

- More than half of Chinese outbound tourists will choose destinations because of direct flights, and over **70%** of those tourists choose to fly directly to overseas destinations.

Thank You !



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