



2023

CHINA TOURISM REPORT

HOW TO WIN WITH CHINESE TOURISTS



HELLO!

Chinese tourists are the one to look out for in 2023! After China's Covid policies eased and more travel opportunities reappeared, domestic tourism continued to boom and outbound tourism saw a surge, especially during the CNY and May Golden Week Holidays. Even though the pandemic prevented Chinese visitors from travelling abroad, they did not stop exploring their own country.

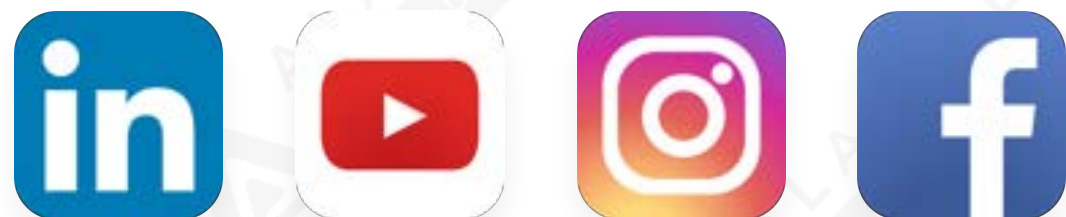
Domestic demand increased, and visitors' tastes refined as they discovered new kinds of vacations including ski trips, beach getaways, and even "staycations" in their own cities. This report reveals insights into Chinese tourists in 2023 so that brands know where to focus when targeting this increasingly powerful group of spenders. Let's go get them!

Ashley Dudarenok

Founder, Alarice and ChoZan, LinkedIn Top Voice



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<https://chozan.co/>
<https://alarice.com.hk/>
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OUR CHINA MARKETING SOLUTIONS



● MARKETING RESEARCH AND STRATEGY

Our China marketing research and strategy team gives you a detailed framework that will allow you to start and grow your business in mainland China.

● SOCIAL MEDIA MARKETING

We help you to localize messages, strengthen your brand image and reach out to target audiences through Chinese social media.

● INFLUENCER MARKETING AND CAMPAIGNS

We help you to establish goal-specific social marketing campaigns and fruitful collaborations with Chinese KOLs and influencers.

● CORPORATE TRAINING

We can increase your expertise about the Chinese market, Chinese consumers and Chinese social media with tailor-made masterclasses that put your team at the forefront. We run courses around the world and we can also create custom corporate training programs for your team.

● KEYNOTE SPEECHES

Our founder, Ashley, is a well-known speaker and can deliver keynotes full of energy, insight and inspiration that will transform your event, motivate you and help you achieve your goals.

● CHINA TRENDWATCHING

We specialize in illuminating trends in China. We dig deep to see what's happening, the obvious and the subtle, and through training, consulting, reports and regular newsletter updates, help brands turn these trends into meaningful business opportunities

● CONSULTING CALLS

The quickest way to get your specific, urgent China marketing questions answered. Speak with Ashley or her team if you're under time pressure and need to get on the right track fast.



**SCAN THE QR CODES TO
CHECK OUR NEWEST
BOOKS AND REPORTS**



MARKET OVERVIEW

UNDERSTANDING CHINA'S TOURISM MARKET

EXPERT BITES

Q: WHAT ARE YOUR THOUGHTS ON CHINA'S 2023 OUTBOUND TRAVEL MARKET, INCLUDING ESSENTIAL FIGURES AND TRENDS?

Chinese travellers have begun visiting countries that are easing restrictions. Air capacity remains a challenge, but its recovery is consistently improving across destinations, with up to a 50% increase expected in Q3 2023. China continues to be the most promising market for luxury brands, as **the country is projected to double its mid-to-high income population by 2030**, driving further growth.

Many of these individuals have yet to travel abroad, highlighting the potential for future outbound tourism.



PATRICE SIMEON

Global Account Manager at
Global Blue Holding

CHINESE TOURIST DEMOGRAPHICS

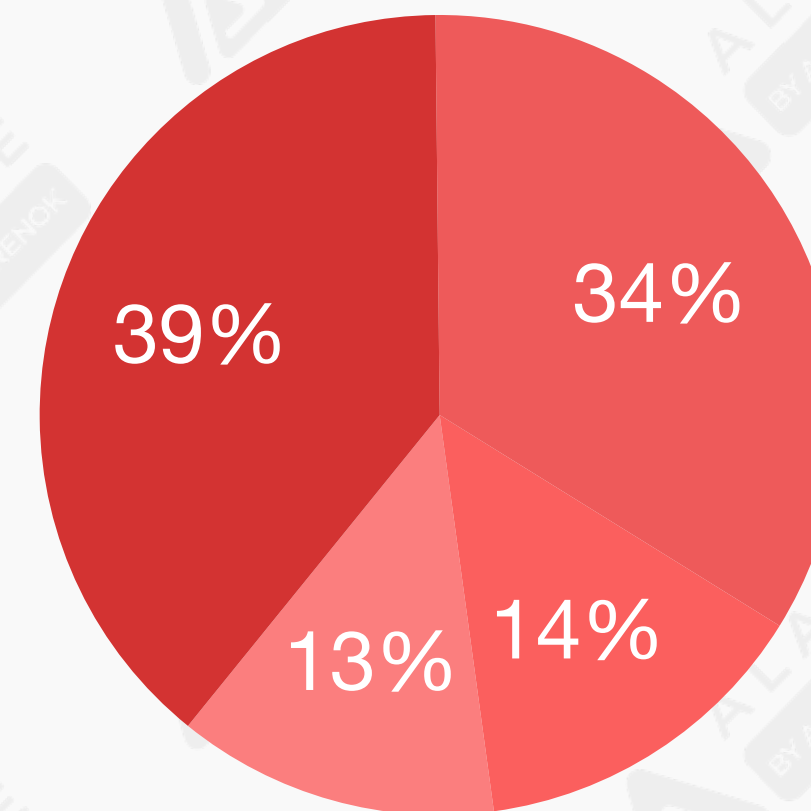
WOMEN IN FIRST TIER CITIES ARE THE MAIN TOURISM CONSUMERS

During CNY 2023, **61%** of tourists were **female** with **males** accounting for **39%**. Women pay more attention to family and **parent-child travel** while men are more interested in **self-driving** options.

Post-00s, Post-90s and Post-80s accounted for **82%** of travellers, with 37% being Post-00s and Post-90s / Gen Z consumers and Post-80s accounting for 45%.

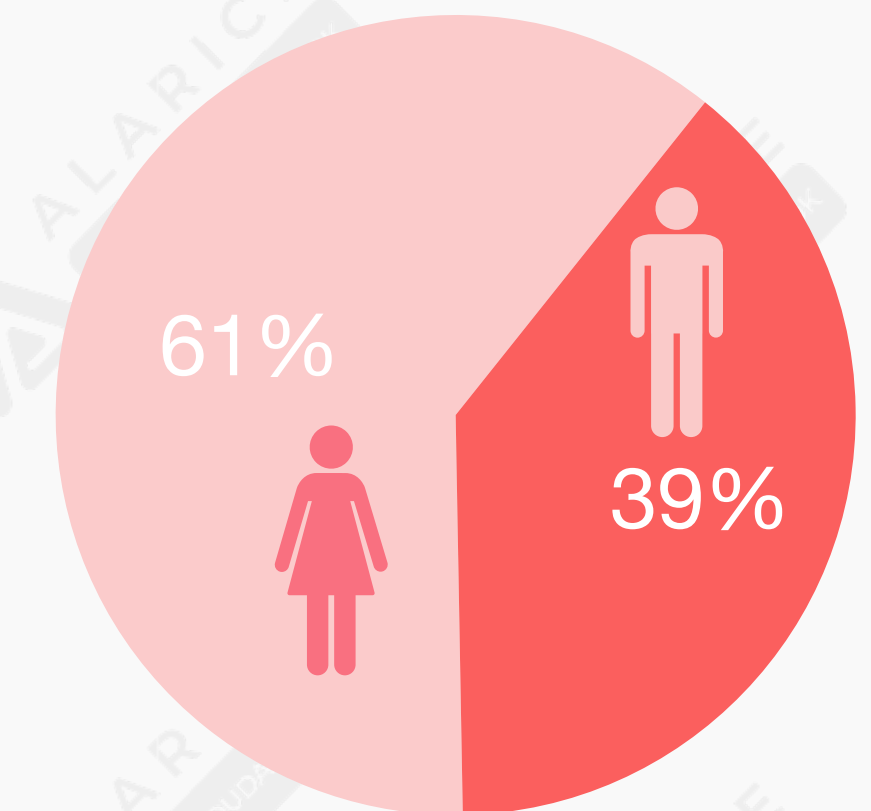
Tourists from Tier 1 and New Tier 1 cities were the majority at 73%.

Chinese Tourists by City Tier
(During CNY 2023)



● Tier 1 ● New Tier 1
● Tier 2 ● Lower-tier

Chinese Tourists by Gender
(During CNY 2023)



● MALE ● FEMALE

CHINA'S DOMESTIC TOURISM

AS COVID GREW, DOMESTIC TOURISM DROPPED, BUT IT'S FORECAST TO BOOM IN 2023

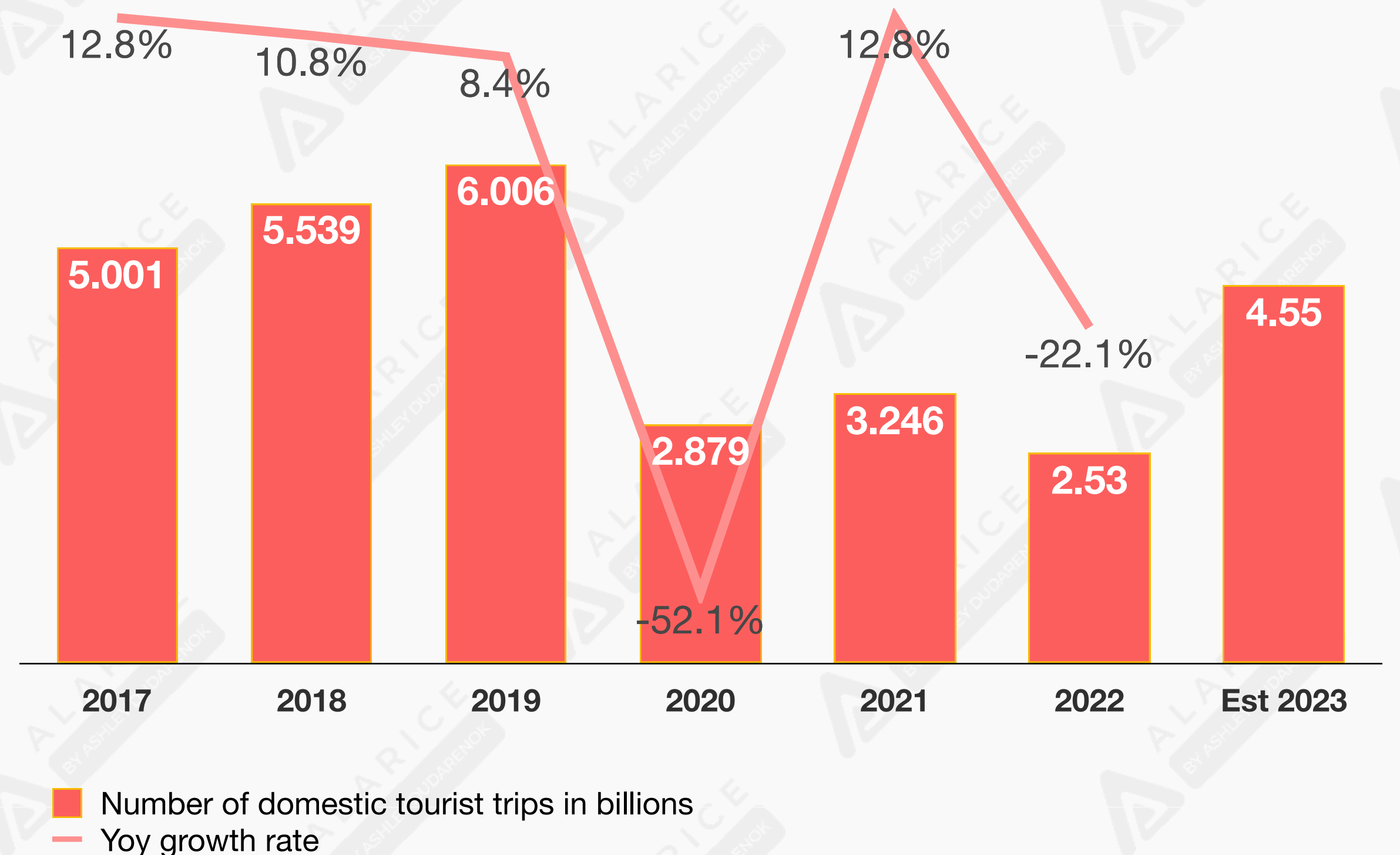
DOMESTIC

INTERNATIONAL

Domestic tourism was on an upward trend until Covid began to spread at the beginning of 2020. The number of domestic trips reached 6.006 billion in 2019 but rapidly declined in 2020, with 2.879 billion in 2020.

In 2022, China had **2.53 billion** domestic tourist trips. This was down 22.1% year-on-year and was the lowest figure amid the country's strong Covid restrictions.

Number of Domestic Tourist Trips
2018-2023



DOMESTIC TRIPS DURING GOLDEN WEEK FROM 2018-2023

THE LABOR DAY HOLIDAY SAW A SIGNIFICANT SURGE IN DOMESTIC TOURISM MARKET

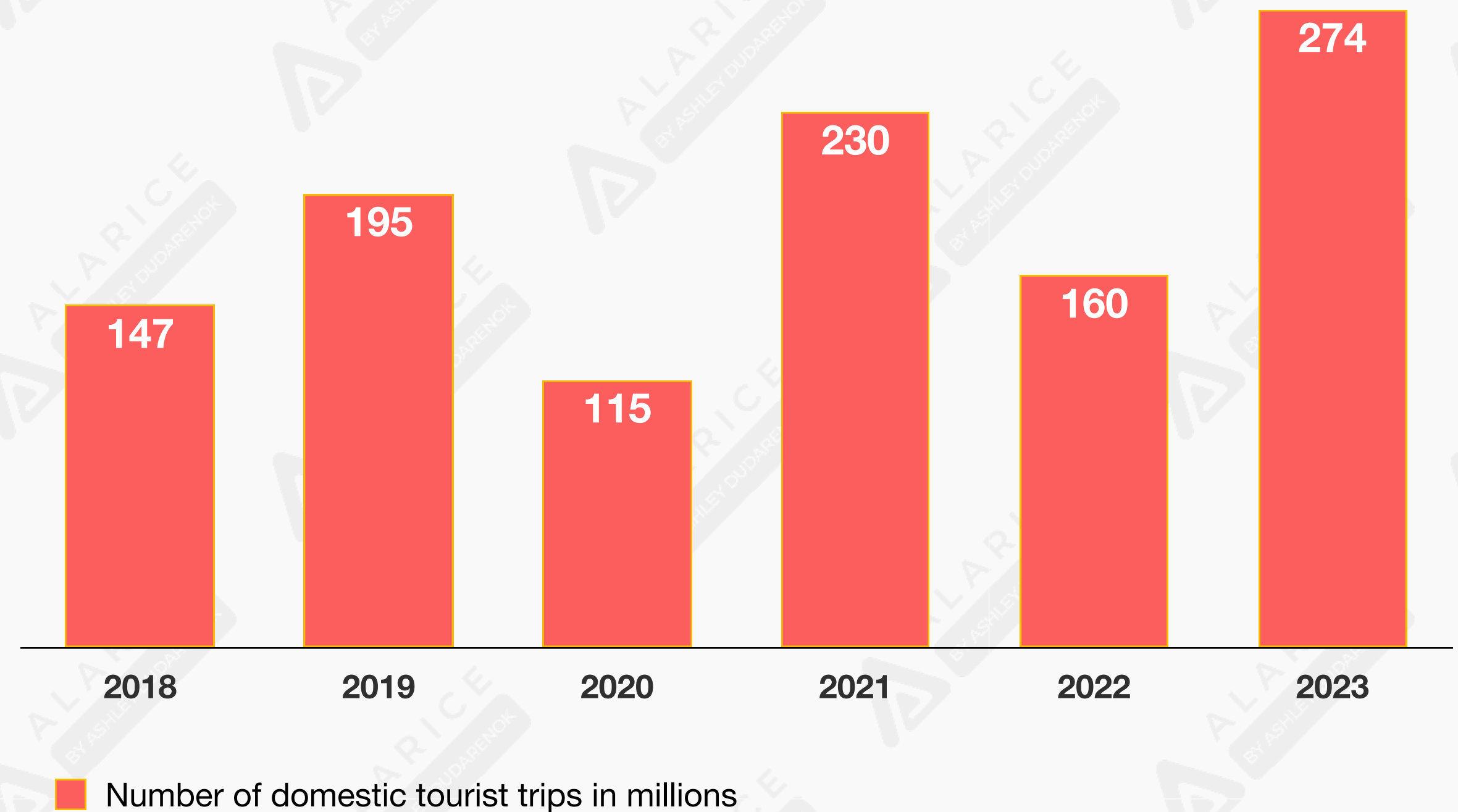
DOMESTIC

INTERNATIONAL

According to data from the Ministry of Culture and Tourism, the total number of domestic tourists during the holiday reached a record 274 million, representing a year-on-year increase of 70.83%. Tourism revenue during the holiday also increased significantly to 148.056 billion RMB. This is up 128.9% compared to the same period the previous year.

This surge in tourism during the Labor Day holiday is a positive sign of the continued recovery and growth of China's domestic tourism.

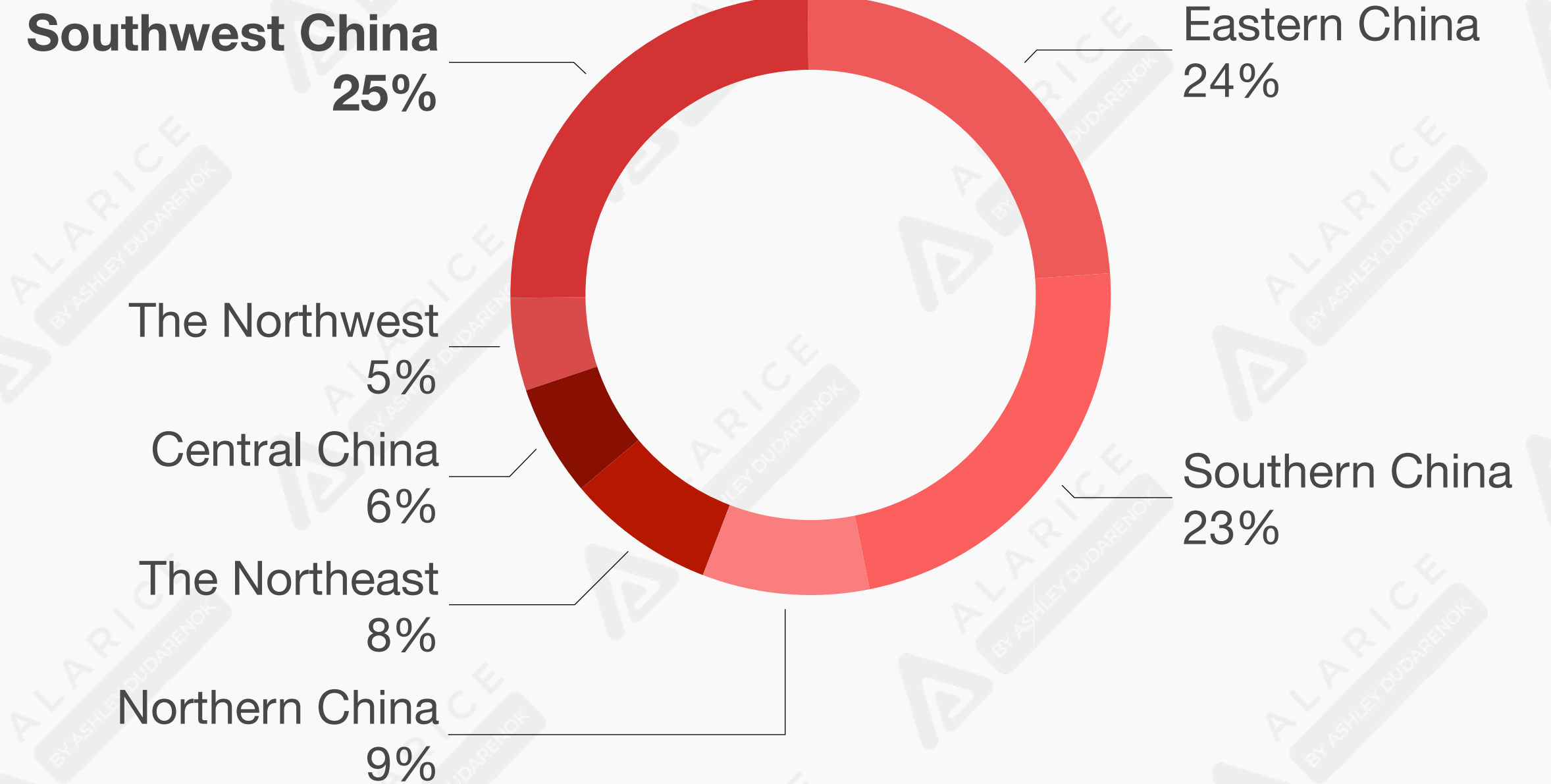
Number of Domestic Tourist Trips During The Labor Day Golden Week 2018-2023



DOMESTIC TOURISM DESTINATIONS

SOUTHWEST CHINA WAS THE MOST POPULAR AREA FOR CHINESE TOURISTS

Most Popular Regional Destinations



For the January 1st New Year's Day holiday in 2023, Southwest China (25%), Eastern China (24%) and Southern China (23%) were the most popular regions.

DOMESTIC

INTERNATIONAL

DOMESTIC TOURISM DESTINATIONS

YUNNAN, HAINAN AND GUANGDONG WERE THE TOP 3 PROVINCES FOR TOURISTS

Top 10 Provincial Destinations (+ Beijing)

| Provinces (+ Beijing) | Areas |
|-----------------------|-----------------------|
| Yunnan | The Southwest |
| Hainan | Southern China |
| Guangdong | Southern China |
| Sichuan | The Southwest |
| Beijing | Northern China |
| Fujian | Eastern China |
| Guangxi | Southern China |
| Zhejiang | Eastern China |
| Jiangsu | Eastern China |
| Jilin | The Northeast |

The top 10 tourist destinations by province are Yunnan, Hainan, Guangdong, Sichuan, Fujian, Guangxi, Zhejiang, Jiangsu, and Jilin along with the capital Beijing. The most popular attractions in Yunnan are Manting Park, Jade Dragon Snow Mountain, Lugu Lake, Xishuangbanna, and Erhai Lake.

DOMESTIC

INTERNATIONAL

THE TOP 6 DOMESTIC ATTRACTIONS

TROPICAL ISLANDS AND THEME PARKS ARE ATTRACTING DOMESTIC TOURISTS

According to data from Mafengwo, during the January 1st New Year's Holiday in 2023, the top 6 domestic attractions were mainly tropical islands and theme parks.

Theme parks, especially those associated with popular characters and stories, are also big draws. Disney characters like LinaBell are going viral in China, attracting lots of visitors.



DOMESTIC

INTERNATIONAL

CHINA'S INTERNATIONAL TOURISM

THE PANDEMIC HAS STRONGLY IMPACTED CHINA'S INTERNATIONAL TOURISM

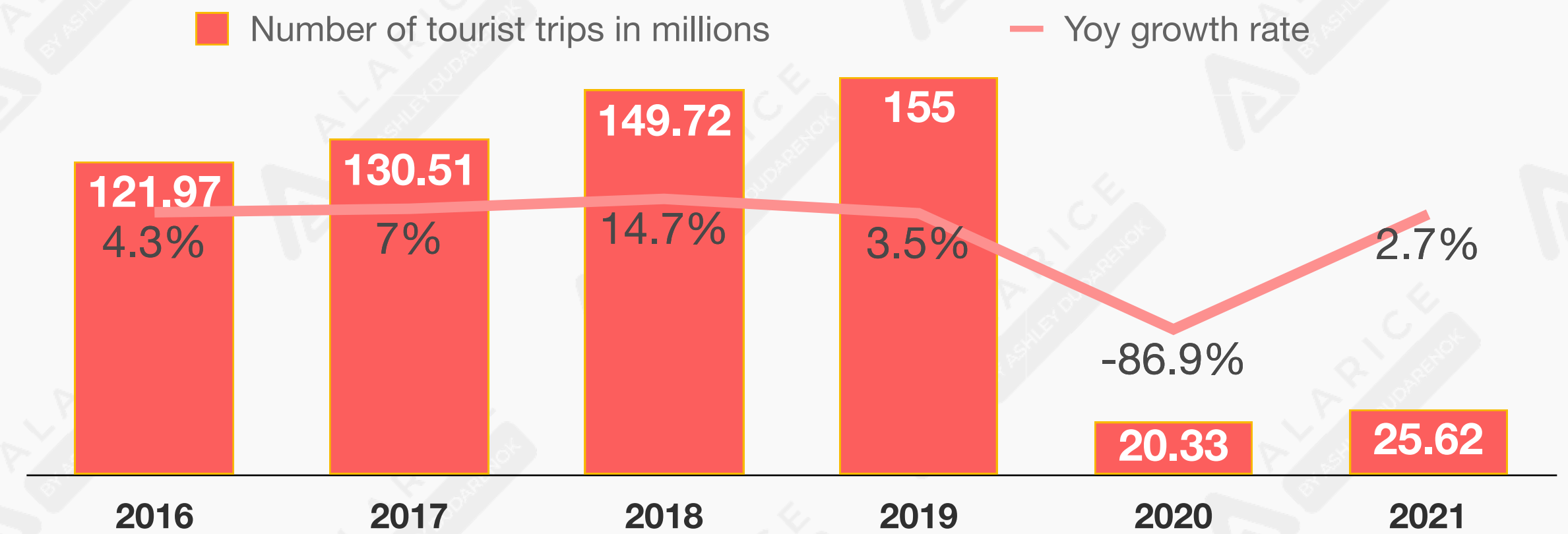
DOMESTIC

INTERNATIONAL

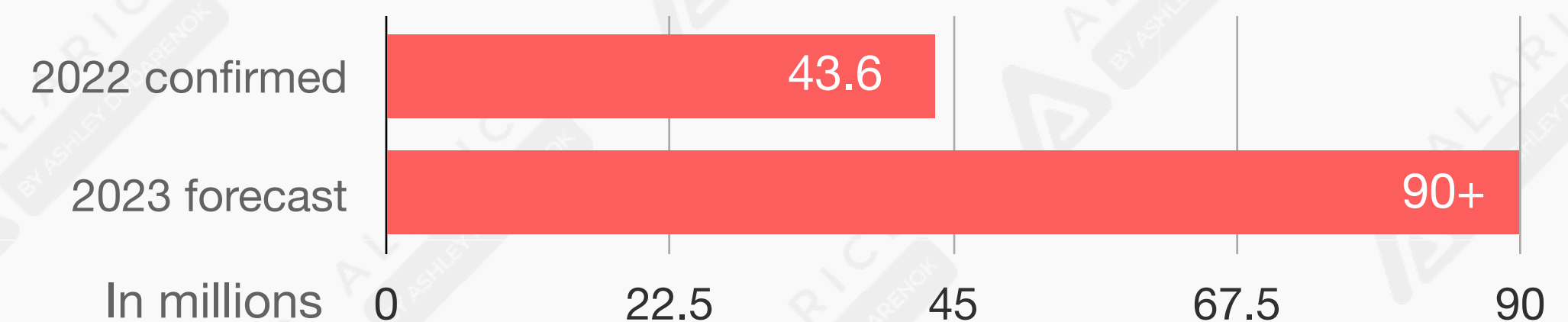
The number of outbound trips was on an upward trend until Covid broke out in 2020. It reached 155 million in 2019, but had a rapid decline in 2020 with only 20.33 million.

In 2022, inbound and outbound tourist arrivals reached 43.6 million, with a YoY decrease of 4.8%. However, the total number of inbound and outbound tourists in 2023 is expected to exceed 90 million, doubling year-on-year and recovering to 31.5% of pre-pandemic levels.

Number of Chinese Outbound Tourist Trips
2016-2021



China's Inbound and Outbound Tourists



CHINA'S INTERNATIONAL TOURISM

OUTBOUND TOURISM SAW A SURGE ON OTA PLATFORMS DURING CHINESE NEW YEAR, 2023

DOMESTIC

INTERNATIONAL

After China's strict Covid policies suddenly eased and travel opportunities reappeared, outbound tourism saw a surge, especially during the Chinese New Year's holidays in January.

According to Ctrip, during CNY, bookings for outbound travel increased by **640%** year-on-year and cross-border air ticket purchases were **four times** higher than usual. The number of overseas hotel bookings also increased more than **four-fold** year-on-year. Bali flight bookings were **30 times** higher than the year before.



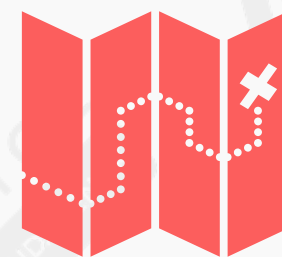
+ 640%

GROWTH IN OUTBOUND TRAVEL BOOKINGS DURING CNY



+ 400%

OVERSEAS FLIGHT BOOKING GROWTH DURING CNY



+ 3,000%

GROWTH IN FLIGHT BOOKINGS TO BALI DURING CNY

CHINA'S INTERNATIONAL TOURISM

IN Q1 2023, OVERSEAS FLIGHTS WERE STILL SLUGGISH COMPARED TO DOMESTIC AIR TRAVEL

DOMESTIC

INTERNATIONAL

In Q1, 2023, the number of international flights hadn't reached even a third of the level before Covid, while there's been a strong rebound for domestic flights.

According to the Civil Aviation Administration of China (CAAC), flights to and from China in Q1, 2023 carried around **2.2 million** passengers, just **12.4%** of the numbers from the same period in 2019.

Domestically, there were **126 million** flight passengers in Q1, 2023. This is **88.6%** of the numbers from the same period in 2019.

Domestic Flight Passengers

Q1 2023



126 million

DOMESTIC FLIGHT PASSENGERS



88.6%

COMPARED TO THE SAME PERIOD IN 2019

International Flight Passengers

Q1 2023



2.2 million

INTERNATIONAL FLIGHT PASSENGERS



12.4%

COMPARED TO THE SAME PERIOD IN 2019

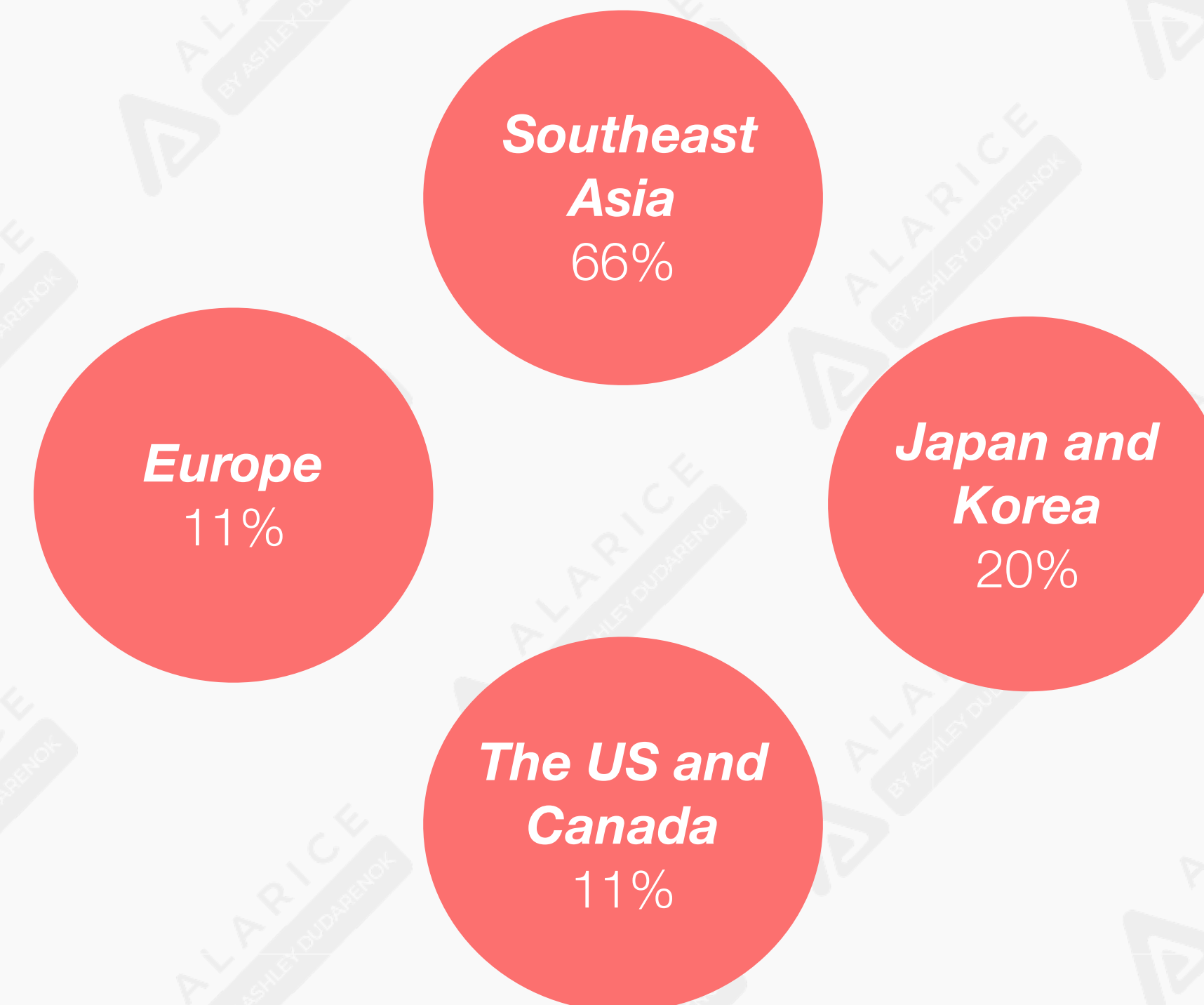
CHINA'S FAVOURITE FOREIGN DESTINATIONS

THE ASIA-PACIFIC WAS THE MOST POPULAR REGION FOR CHINESE TOURISTS

The Top Outbound Travel Destinations By Search Volume During The Labor Day Golden Week 2023

Before the Labor Day holiday in 2023, searches for international flights were at 120% of their volume from same period in 2019. Searches for overseas hotels stood at 70% of 2019 levels.

In terms of outbound destinations, 66% of searches concentrated on the Asia-Pacific region, including Southeast Asia, Japan and South Korea. Compared to 2019, Southeast Asia saw a search increase of more than 50%



DOMESTIC

INTERNATIONAL

CHINESE TOURISTS' INCREASED SAFETY FEARS

SCAMS AND RUMOURS ARE FUELLING CONCERNS ABOUT TRAVEL IN SOUTHEAST ASIA

Due to a rise in scams in countries like Cambodia and Myanmar that have resulted in some people being held against their will after being lured by fake job offers or fake online romances, Chinese tourists are on high alert. Unfortunately, rumours have spread about safety in Thailand as well.

Unsubstantiated stories have become so widely believed that the Thai Embassy in China had to publicly debunk them to reassure Chinese tourists.



Chinese KOLs in Thailand have been posting videos on social media platforms to confirm that they are safe.

CHINA'S FOREIGN TOURISM DESTINATIONS

AUSTRIA, FRANCE, AND SPAIN WERE THE TOP 3 DESTINATIONS IN EUROPE

Growth in Hotel Reservations by Chinese Tourists in Major European Destinations Compared to 2019 (January 1-15, 2023)

| DESTINATION | GROWTH RATE |
|----------------|---------------|
| Austria | 417.1% |
| France | 318.5% |
| Spain | 299.7% |
| Italy | 284.6% |
| UK | 274.8% |
| Germany | 258.9% |
| Switzerland | 147.3% |

Shortly after the resumption of outbound travel was announced, the embassies of more than 10 countries, including **France, Thailand, New Zealand, and Denmark**, created online posts welcoming Chinese tourists.

DOMESTIC

INTERNATIONAL

SUMMARY



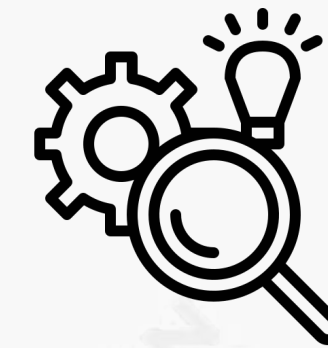
PREPARE FOR CHINESE TOURISTS

After Covid restrictions were dropped, Chinese tourists came back. It's essential to prepare for the influx and make sure you have effective strategies to attract, serve and retain Chinese consumers.



DO MARKET RESEARCH TO UNDERSTAND CHINESE CONSUMERS

Conducting market research is a crucial step. Insights are revealed by detailed market overviews, brand audits, competitor analyses, consumer research and deep dives into the new demands of Chinese consumers.



DEPLOY ONLINE CONTENT TO ATTRACT YOUR TARGET AUDIENCE

Online content is a powerful way to attract and engage with your target audience. Develop a comprehensive social media marketing strategy to ensure that you win with Chinese tourists.

**GOT A QUESTION?
SCAN THE QR CODE AND
DROP US AN EMAIL.**



EXPERT BITES

Q: HOW HAS COVID-19 AFFECTED CHINESE TOURISM AND WHAT ADAPTATIONS HAVE BEEN MADE BY TRAVEL AGENCIES AND INDUSTRY PLAYERS?

The pandemic has had a significant impact on the Chinese tourism industry. **Many smaller players no longer exist**, while larger players struggle to hire qualified staff, particularly for the international market. Mass-market package tours are losing importance, and special interests developed during the three years of lockdowns are more important for travel activities.

Domestic destinations have become competitors for international destinations, one **does not need to be ashamed anymore if "only" travelling inside China**. For foreigners visiting China, there are higher hurdles to overcome, as mobile payment and Chinese ID are required for many transactions, such as renting bicycles or accessing the internet.

Both Chinese and international tour operators struggle to adapt to the new demands and expectations of Chinese outbound travellers.



WOLFGANG GEORG ARLT

Founder And Director Of Cotri
China Outbound Tourism Institute

EXPERT BITES

Q: WHAT ARE THE LATEST CHINESE OUTBOUND TRAVEL OBSERVATIONS FROM ALIPAY?

During the 2023 Labor Day holiday travel boom, from April 29 to May 1, the average spending of outbound Chinese travellers who used Alipay witnessed a **40% increase in comparison to 2019.**

During the 2023 Labor Day holiday, Asian destinations remained popular among outbound Chinese tourists. Hong Kong SAR, Macao SAR, Japan, Thailand, and Korea held the top five positions in terms of transaction volume on Alipay. Singapore and Malaysia ranked sixth and ninth respectively.

However, tourist destinations located at a farther distance are also quickly gaining traction, **with France ranking seventh and Australia eighth on the list.**



CHERRY HUANG

General Manager Of Alipay+ Offline Merchant Services Of Ant Group

TRAVEL TRENDS FOR 2023

GRABBING THE OPPORTUNITIES

EXPERT BITES



AMELIE CHANG

Insights Executive

Q: WHAT ARE SOME OF THE UPCOMING CHINESE TOURIST TRAVEL TRENDS IN 2023 THAT COMPANIES SHOULD BE AWARE OF?

1. Globe trotter: Since the re-opening of the outbound tourism industry in China, Chinese people are travelling overseas now. Over 57% of the first wave of Chinese tourists were born in the Post-90s, according to Mafengwo.

2. Niche traveller: Young people appreciate discovering lost regions and hidden beauty in isolated, specialised tourist places. As travel no longer follows trends, customers want more distinctive and individualised experiences. By seeking out overlooked or obscure spots, they locate the best views and avoid peak crowds and feeling overcrowded.

3. Rural tourism: Exploring the countryside's pastoral scenery and traditional culture, and experiencing the beauty of nature and rural life has been trending lately. Rural tourism has also become a way to promote rural revitalisation, driving local economic and cultural development while also preserving the rural environment and cultural heritage. In response to this trend, the tourism industry is providing visitors with deeper and more diverse rural experiences, allowing them to rediscover the beauty and value of rural areas and injecting new vitality into rural revitalisation efforts.

**HOSPITALITY
IS ABOUT
MORE THAN
HOTELS**

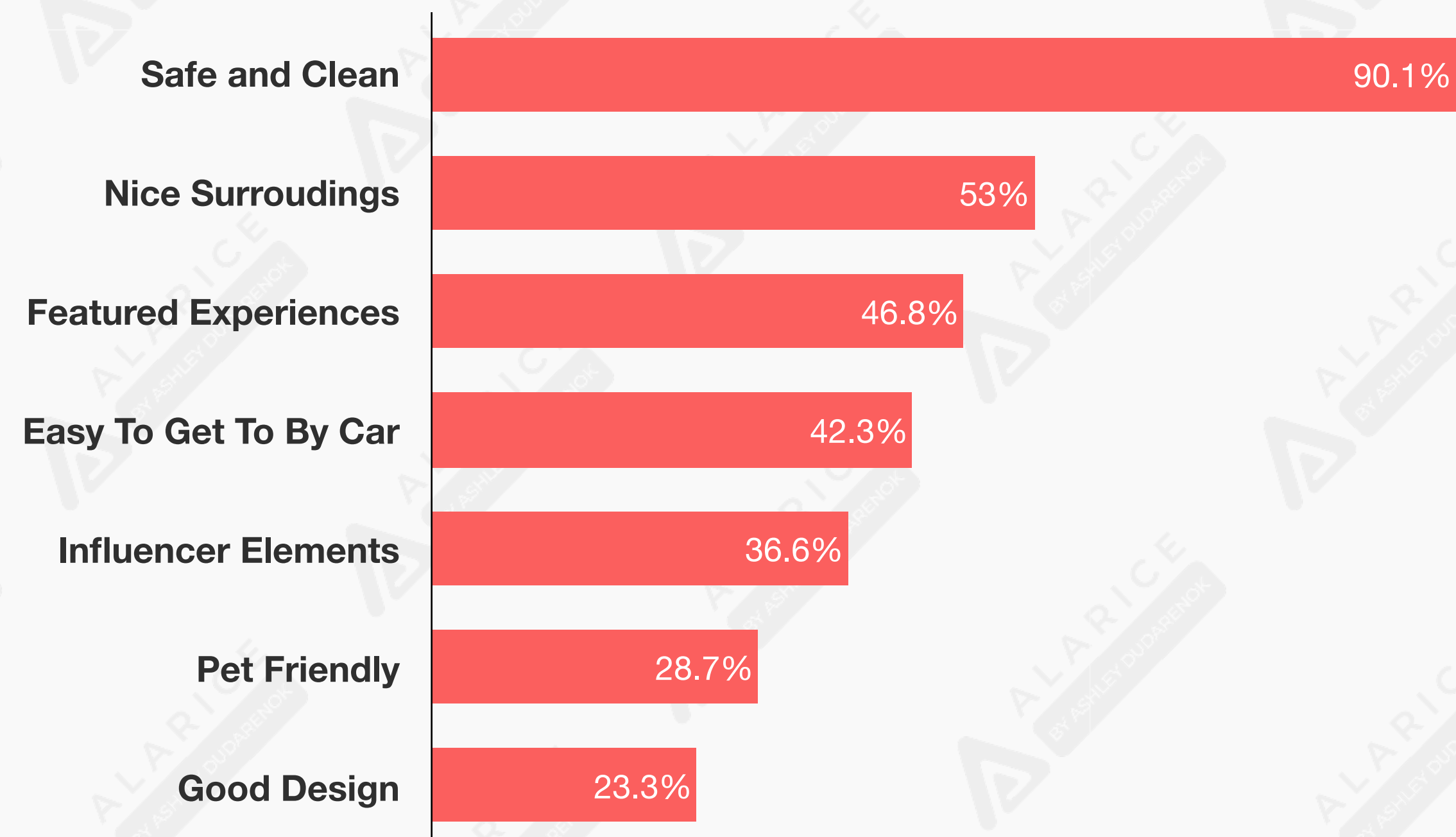
**HOSPITALITY IS NO
LONGER ABOUT A
CALM PLACE TO
REST. THERE ARE
DIFFERENT
EXPECTATIONS
NOW THAT ARE
PART OF THE
JOURNEY.**

BED & BREAKFASTS ARE BECOMING MORE POPULAR

FEATURED EXPERIENCES ARE A BIG FACTOR FOR TOURISTS

Accommodation isn't simply a **stopping point**. People have more expectations and desires that go hand in hand with travel now. B&Bs with facilities and services that are comparable to traditional hotels with a **unique style**, that many hotels lack, are gaining a following.

Young Chinese Tourists' B&B Preferences



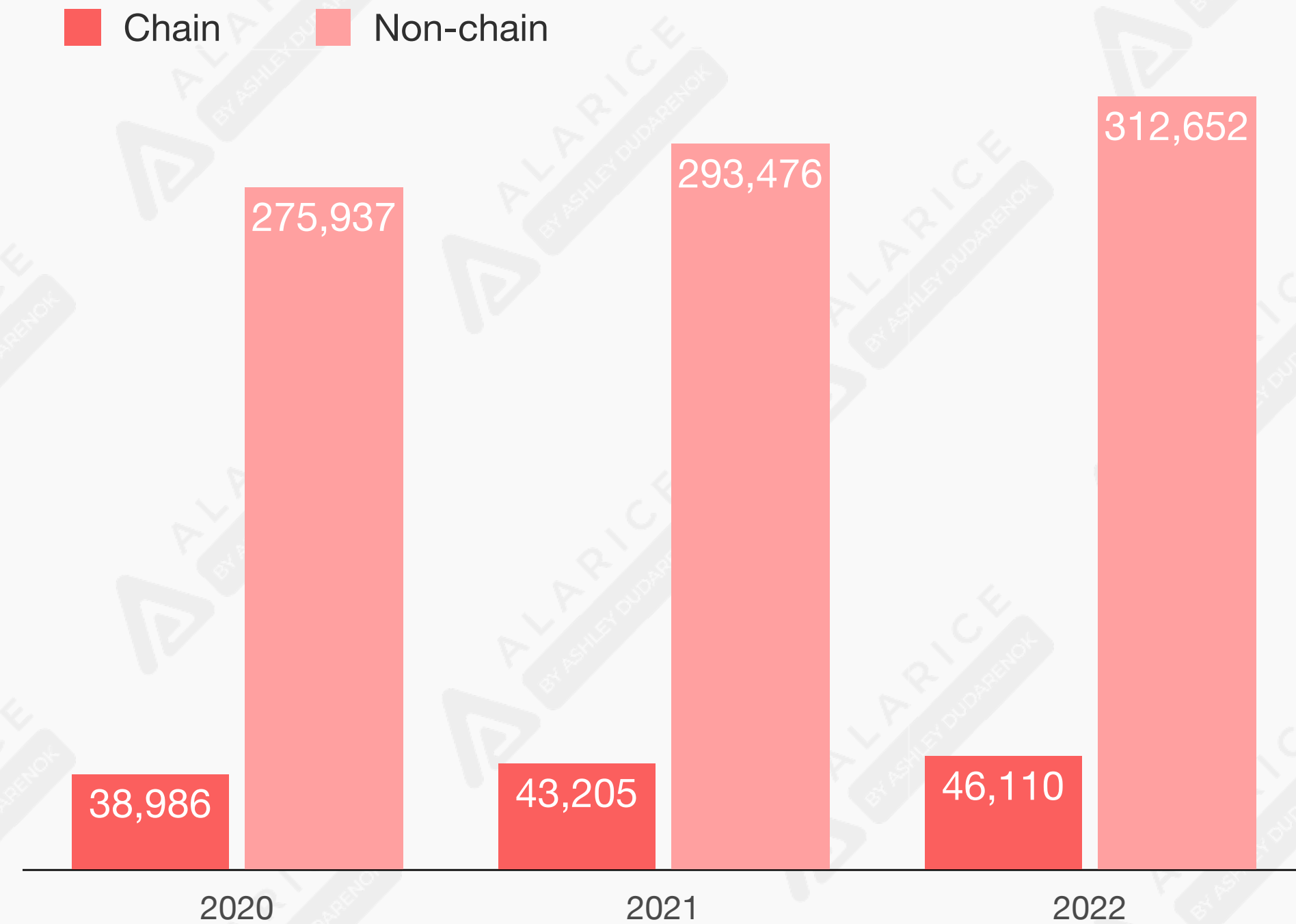
HOTEL STOCK IN CHINA

THE NUMBER OF HOTEL ROOMS IS GROWING

As of December 31, 2022, China had **358,762** hotels with 15 or more rooms. The average hotel size was 52 rooms and the country had a total of 16,308,544 rooms.

The room supply increased by just over 22,000 compared to December 2021. This **increase** coincided with the end of strict Covid policies.

Number of Hotels With More Than 15 Rooms

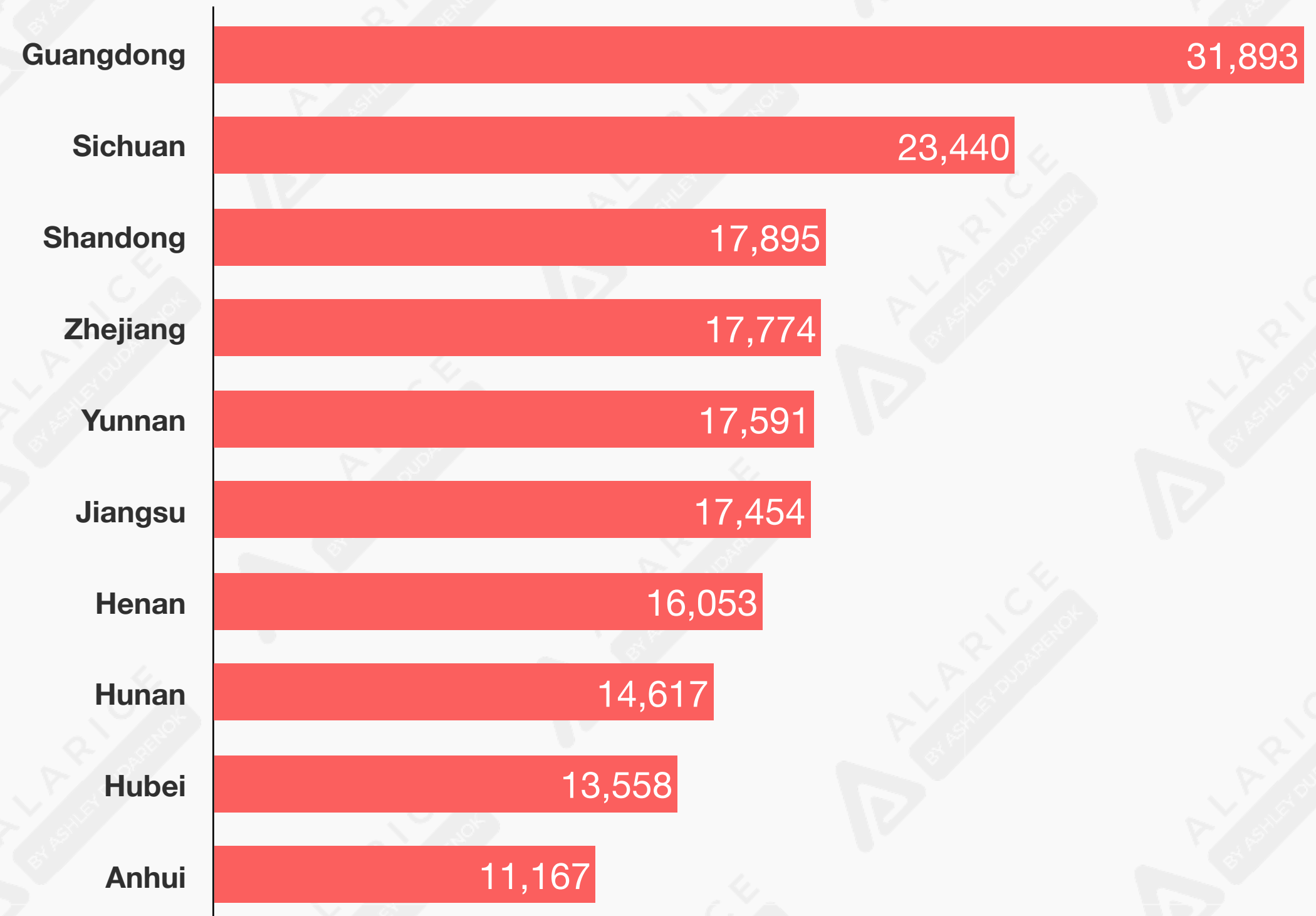


HOTEL STOCK IN CHINA

GUANGDONG, SICHUAN AND SHANDONG HAVE THE MOST HOTELS

Guangdong, Sichuan, and Shandong are the top three provinces in China for hotel stock. Guangdong has almost 32,000 hotels, surpassing Sichuan by over 8,000. Across China, economy hotels (rated from 0 to 2 stars) are still the majority and have the largest market share. Although Shandong ranks third for hotel stock, it has fewer 3-star (mid-range) and 4-star (high-end) hotels than Zhejiang and Jiangsu.

Top 10 Provinces by Number of Hotels in 2022



HOSPITALITY IS ABOUT MORE THAN HOTELS

SERVICES LIKE E-SPORTS, PET-FRIENDLINESS AND LARPING, ARE ATTRACTING PEOPLE



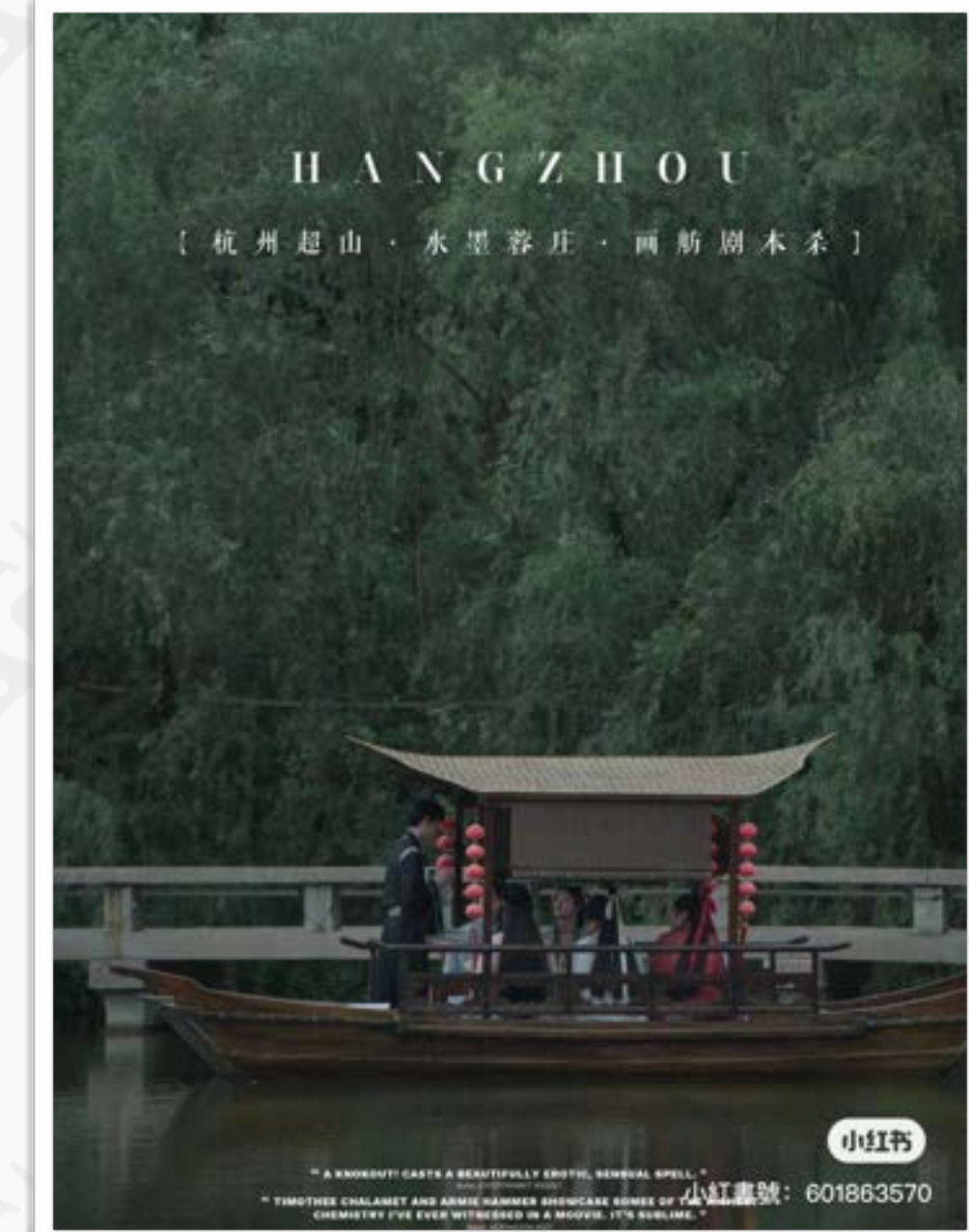
Hotel + E-Sports

E-sports hotels are top-rated among college students and video game fans



Hotel + Pets

More and more Chinese consumers have pets so pet-friendly hotels increase their potential customer base



Hotel + LARPing

LARPing (live action role-playing) has gone viral in China. Hotels providing venues and services can become hot spots.

2

**MORE
TOURISM
CONTENT
ONLINE**

**TRADITIONAL OTA
PLATFORMS ARE
STILL POPULAR, BUT
SOCIAL MEDIA IS
RISING AS A NEW
TOURISM
BATTLEFIELD**

EXPERT BITES



KATHY YANG

Head of Insights & Training

Q: WHAT ARE SOME GROWING CHINESE TOURIST TRAVEL TRENDS IN 2023 THAT BUSINESSES SHOULD BE AWARE OF?

1. Spiritual tourism: A lot of young Chinese face pressure from various aspects such as education, work, and life. Some turn to visiting temples and burning incense as a way to relieve stress and find spiritual refuge. Post-90s like to travel to places with spiritual significance, seeking peace, good fortune, and cultural experiences.

2. Bootcamp-style tour: After work or school, many hurry to travel hundreds of kilometers to visit various cities and dozens of attractions in 30 hours. This style of travelling is not only budget-friendly but allows travellers to go to multiple spots in a short time.

3. Foodie travel: Many Chinese enjoy travelling to different cities, regions, and enjoy delicious food while observing local customs and culture. After Chinese city, Zibo's barbecue went viral in China, the industrial city saw a surge of tourists, prompting local authorities to encourage visitors to go elsewhere. Despite its gritty reputation, Zibo's Q1 GDP grew 4.7%, mainly due to retail, tourism, and dining, with consumption surging 11% and reversing a 2% decline in the first two months of the year.

ONLINE TOURISM CONTENT HAS INCREASED

THE PANDEMIC INCREASED THE AMOUNT OF ONLINE TOURISM CONTENT



“#Travel with Weibo#”
Started **140 million**
discussions on Weibo



“#Travel Big Player#”
Got **167 billion** views
on Weibo

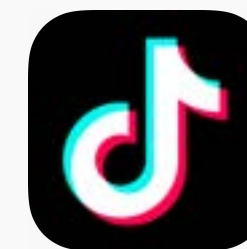
MORE CONTENT CREATORS



+68%

IN 2022, TOURISM KOLs ON DOUYIN,
WEIBO AND RED INCREASED BY 68% YoY

MORE TOURISM CONTENT



1.39 billion

DOUYIN TOURISM POSTS FROM
JAN-SEPT, 2022



20 million+

NUMBER OF TOURISM-RELATED POSTS ON
RED FROM JAN-SEPT, 2022

3

**SHORT
HAUL
TRAVEL
INCREASE**

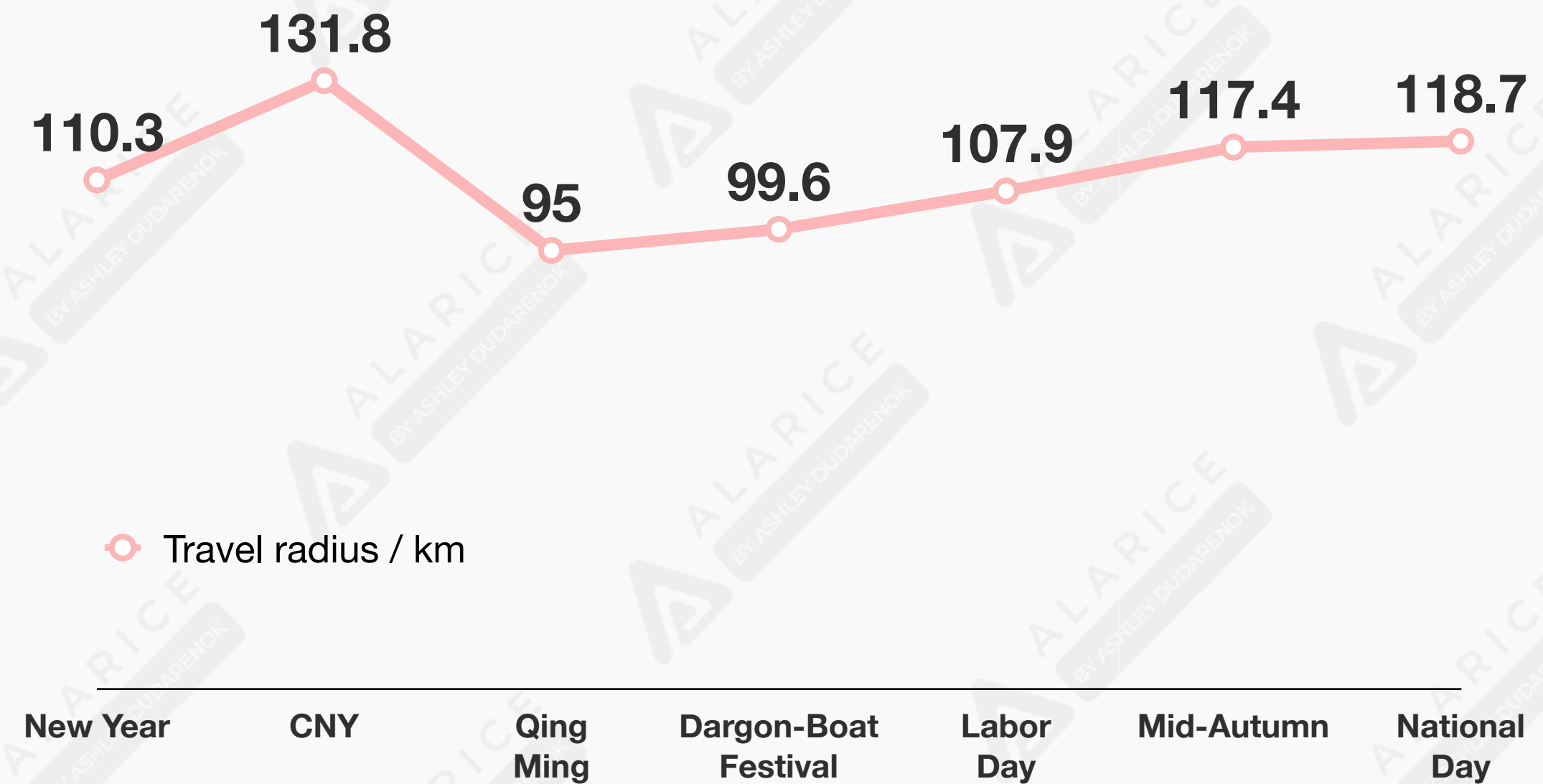
**DURING THE
PANDEMIC PEAK,
SHORT HAUL TRIPS
INCREASED AND
THEY'RE STILL
POPULAR WITH
CHINESE TOURISTS**

SHORT HAUL TRAVEL IS BOOMING

CHINESE TOURISTS PREFER TO EXPLORE NEARBY DESTINATIONS

In 2022, Chinese tourists' travel radius shrank and people focussed on exploring and enjoying attractions and experiences in a smaller geographical area at weekends and during short holidays.

Chinese Tourists' Travel Radius in 2022



LOCAL TRAVEL IS BOOMING

CHINESE TOURISTS PREFER TO EXPLORE NEARBY DESTINATIONS

Even **after the pandemic peak**, **local trips** remained popular. People often spent their weekends enjoying parks, rural areas and going sightseeing.

The Top 3 Options for Local Exploration in 2022



4

**FROM
VISITOR
TO EXPERIENCER**

**MORE CHINESE
TOURISTS WANT
TO GET THE FEEL
OF A PLACE AND
BECOME MORE
INVOLVED IN
LOCAL LIFE WHEN
THEY TRAVEL**

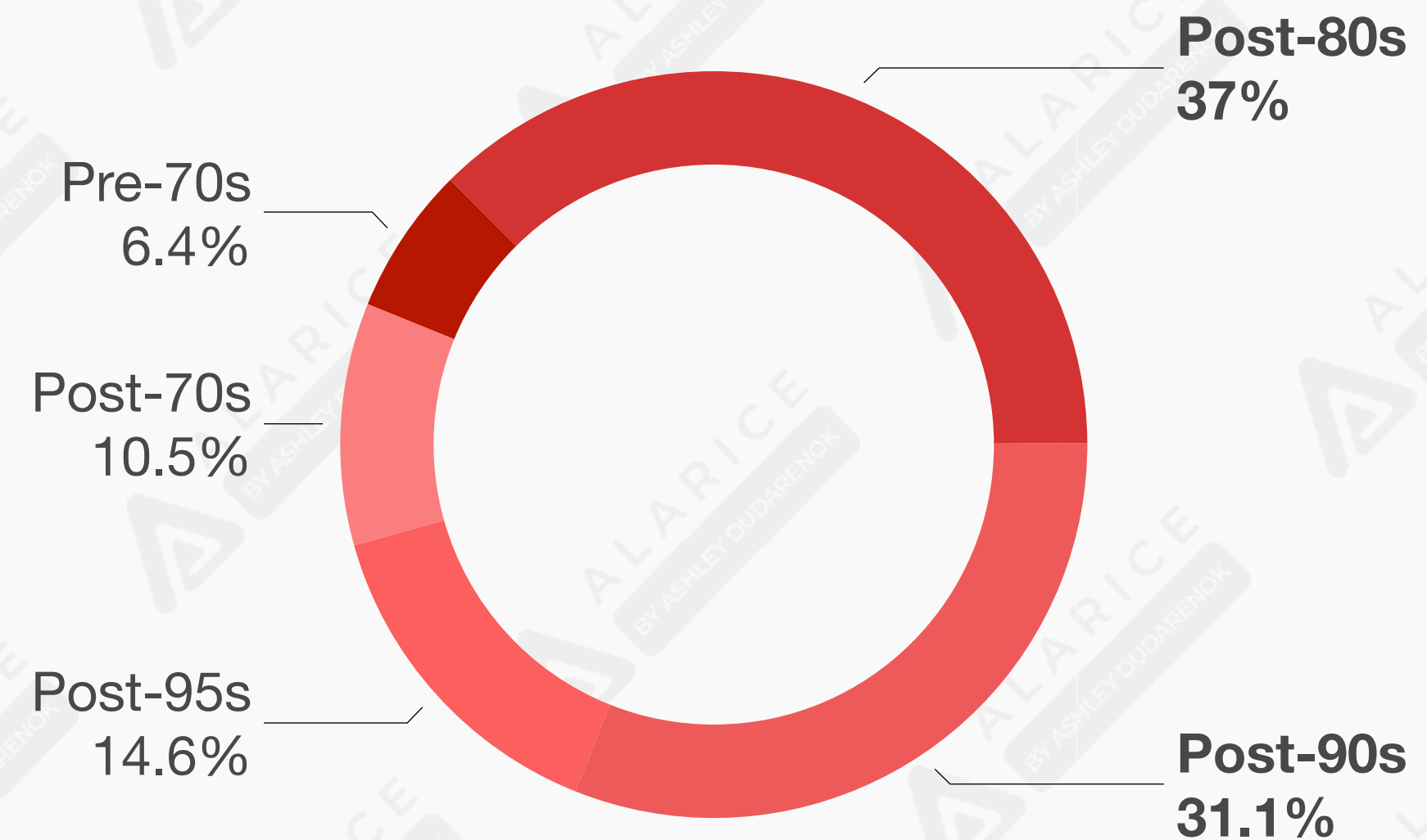
FROM VISITOR TO EXPERIENCER

MORE TOURISTS PREFER TO DEEPLY EXPERIENCE THEIR DESTINATION'S LOCAL CULTURE

More young Chinese tourists are changing their travel role from "**visitor**" to "**experiencer**", preferring to immerse themselves in the daily life of local residents and experience authentic lifestyles as much as they can.

Delicious street food, bustling night markets, interesting side streets and out-of-the-way places really attract modern Chinese tourists.

**Foodie Tourists
By Age**



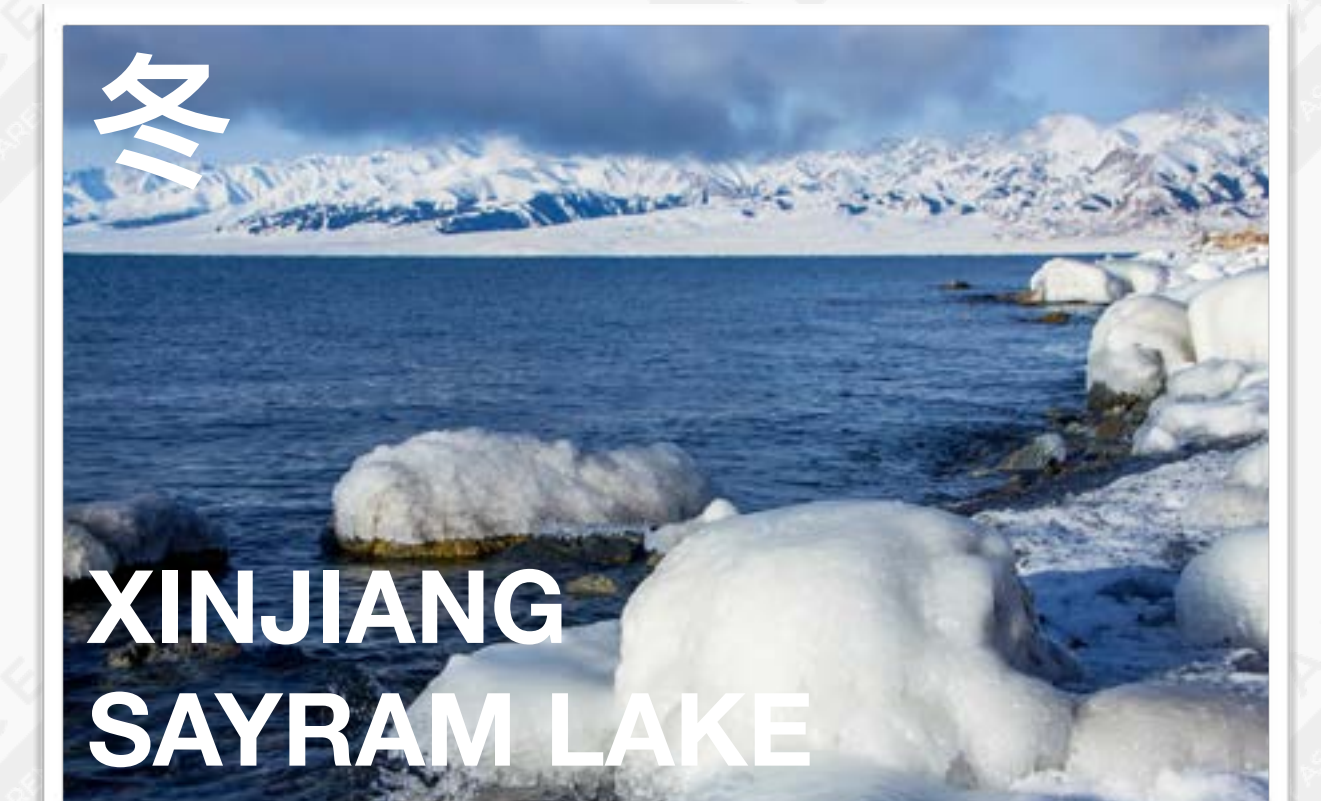
TIME LIMITED ATTRACTIONS ARE A TREND

TOURISTS SEEK OUT SWIFTLY CHANGING SEASONAL SCENERY

Tourists are still after **limited editions**, but of a different kind. They're searching for beautiful scenery that only appears at certain times of the year in certain places.

For example, people don't want to miss spring peach blossoms in **Nyingchi**, Tibet, the grasslands of the **Xilingol Reserve**, the "Sun Autumn" of **Huangling** in Jiangxi or a winter trip to **Sayram Lake** to see the ice formations.

These unique, seasonal events and sights attract Chinese tourists to locations around China and the world.



OUTDOOR ACTIVITIES ARE BOOMING

CAMPING-STYLE ACTIVITIES ARE A STRONG TREND



+72%

YOY SALES GROWTH IN THE
TENT AND GROUND MAT CATEGORY



+77%

YOY SALES GROWTH IN THE
PICNIC CATEGORY

During the National Day Golden Week, 2022, outdoor tourism bookings were up ten-fold YoY. Spending per outdoorsy customer is about 650 RMB.

According to data from JD.com, sales of tents and mats increased 72% YoY while picnic supply sales increased 77% YoY.



5

DIVERSE TRANSPORTATION OPTIONS

**CHINESE TOURISTS
NOW HAVE
ACCESS TO AND
THE BUDGET FOR
A GREATER
RANGE OF
TRANSPORTATION
OPTIONS**

DIFFERENT TRANSPORTATION MODES LEAD TO DIFFERENT TRAVEL EXPERIENCES

FLIGHTS, HIGH-SPEED RAIL, DRIVING AND CYCLING ARE VERY POPULAR

Chinese tourists have more transportation options than before. For long-haul travel, flights and **high-speed rail** are growing. They connect most cities in China and cover the country's major tourist destinations, shortening travel time and extending the radius of tourists' daily travel.

Driving and cycling are becoming more popular as they allow people to see and be part of beautiful scenery and allow greater freedom in terms of time and destination.



PLANE



HIGH-SPEED TRAIN



CAR



BIKE

HIGH-SPEED TRAIN TRAVEL IS TRENDING

HIGH-SPEED RAIL JOURNEYS ARE SURGING IN 2023

High-speed rail travel is convenient and popular. China has built a network that spans nearly 40,000km (25,000 miles) and is now the world's largest for bullet trains that can travel up to 350 km/h (220 mph).

From January to March 2023, the railways handled **753 million** passenger trips, surging **66%** year on year. In March, the average daily number of railway passengers reached **8.58 million**, surging **171%** year on year and nearly on par with the same period in 2019.



THEMED TRAINS ARE EMERGING FOR POPULAR SPOTS

PANDA AND BARBECUE TRAINS HEAD TO SOME POPULAR DESTINATIONS

Themed train routes have not only improved the quality of rail journeys, they also provide tourists with more travel options. For example, there's a **Breezy Train** to Dali, a **Barbecue Train** to Zibo in Shandong, and a **Panda Train** to Chengdu. The launch of these specialized trains not only allows tourists to enjoy a more comfortable travel experience, but also adds fun to the journey.

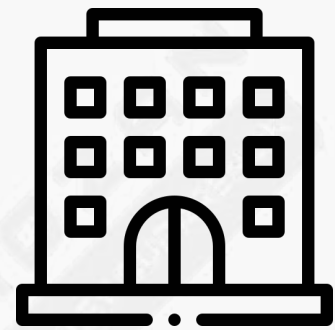


The Panda Train to Chengdu

| 时间 | 车次 | 具体线路 |
|-------|-------|--|
| 3月31日 | G9321 | 济南西站 (16:56) — 济南站 (17:25) — 淄博站 (18:08) |
| 4月2日 | G9322 | 淄博站 (18:38) — 济南站 (19:27) — 济南西站 (19:44) |
| 4月7日 | G9321 | 济南西站 (16:56) — 济南站 (17:25) — 淄博站 (18:08) |
| 4月9日 | G9322 | 淄博站 (18:38) — 济南站 (19:27) — 济南西站 (19:44) |
| 4月14日 | G9321 | 济南西站 (16:56) — 济南站 (17:25) — 淄博站 (18:08) |
| 4月16日 | G9322 | 淄博站 (18:38) — 济南站 (19:27) — 济南西站 (19:44) |
| 4月21日 | G9321 | 济南西站 (16:56) — 济南站 (17:25) — 淄博站 (18:08) |
| 4月23日 | G9322 | 淄博站 (18:38) — 济南站 (19:27) — 济南西站 (19:44) |

The Zibo Barbecue Train timetable

SUMMARY



GRAB HOSPITALITY INDUSTRY OPPORTUNITIES

The hotel sector has rebounded since strict Covid policies were dropped. If you're prepared to welcome Chinese tourists, you can reap the rewards.



TREND WATCHING IS CRUCIAL FOR YOUR BUSINESS

Regular tourism market trend watching will enable you to track the newest movements and trends in China and find embedded opportunities.



USE ONLINE PLATFORMS TO INCREASE WORD OF MOUTH MARKETING

The pandemic increased the amount of online tourism content. Get familiar with Chinese social media platforms and get active on them to motivate viewers to share content and influence user demands.

GOT A QUESTION?
SCAN THE QR CODE AND
DROP US AN EMAIL.



EXPERT BITES

Q: IS HONG KONG STILL AN APPEALING DESTINATION FOR MAINLAND CHINESE TRAVELLERS?

Hong Kong's proximity, unique culture, diverse shopping and food options, language, and the allure of being **"different than home, yet close enough"** cause it to remain an appealing destination for Chinese mainland travellers. During the May Day holiday in 2023, Hong Kong welcomed ca. 625,000 tourists from the mainland, comprising 37% of all visitors during this period. Although this number is lower than the pre-COVID figures of one million, it is important to note that the pandemic lockdowns have only recently ended, and the economy has not yet fully recovered.

Moreover, mainland shoppers have had over two years to become accustomed to buying domestic goods, the convenience of online shopping, and the appeal of other cities like Singapore, which has launched major campaigns to attract mainland tourists and investors. Nonetheless, Hong Kong can still attract quality tourists by **offering unique entertainment and concerts, exceptional dining experiences, and maintaining its status as a tax-free shopper's paradise.**



NATHAN PETRALIA

Managing Director
at Merkle Hong Kong

EXPERT BITES



SYCA JIANG

Head of Research & Strategy

Q: WHAT ARE SOME TYPICAL MISUNDERSTANDINGS REGARDING CHINESE TOURISTS HELD BY BUSINESSES?

- 1. Every Chinese tourist is the same:** Businesses often assume that all Chinese tourists have the same preferences and behaviors, but there is significant diversity among Chinese tourists based on age, income level, travel experience, and interests.
- 2. Chinese tourists only visit major cities:** Chinese tourists are increasingly interested in unique experiences and off-the-beaten-path destinations, especially among younger generations, in addition to visiting larger cities.
- 3. The same social media channels are used by all Chinese tourists:** While WeChat and Weibo are popular social media platforms among Chinese visitors, they are not used by all Chinese tourists, and there are new channels that businesses should be aware of.

To effectively cater to the preferences and behavior of Chinese tourists, businesses must recognize and overcome misconceptions by developing a nuanced understanding of this diverse group of travelers.

CHINESE TOURIST PROFILES

UNDERSTANDING MODERN CHINESE TOURISTS

1 TOUR GROUPS

Organized tour groups usually have a full-package tour with a local guide who handles virtually every detail of the itinerary, including which attractions you'll see, stops along the way, where'll you'll stay, eat, and so on.



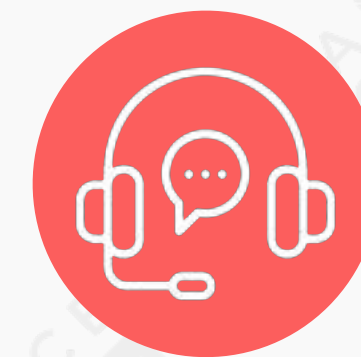
DOMESTIC AND OUTBOUND TOUR GROUPS ARE BACK

TOUR GROUPS ARE ACTIVE AGAIN AFTER THE END OF STRICT COVID RESTRICTIONS

Chinese tour groups usually feature **low-priced, fixed, tightly scheduled** travel with the **sights, shopping venues, lodging and meals pre-chosen**.

Tourists in the same group usually wear the **same T-shirts or hats**. They're mainly from lower tier cities and prefer cheap mass market package tours.

The second phase of China's outbound tourism recovery began on Monday, February 6th when Chinese group tour travel **to 20 countries** started again.



+358%

INCREASE IN OUTBOUND TOUR GROUP TRAVEL SEARCHES AND INQUIRIES FROM JAN 20TH TO FEB 5TH



1,200

OUTBOUND TOUR GROUP PRODUCTS LAUNCHED ON CTRIP ON FEB 6TH

2 EVENT TOURISTS

Event tourism is essentially any tourism that relates to events. Popular events for Chinese tourists are usually related to entertainment, sports or commerce. This includes music festivals, concerts, marathons, football matches, exhibitions, and more.



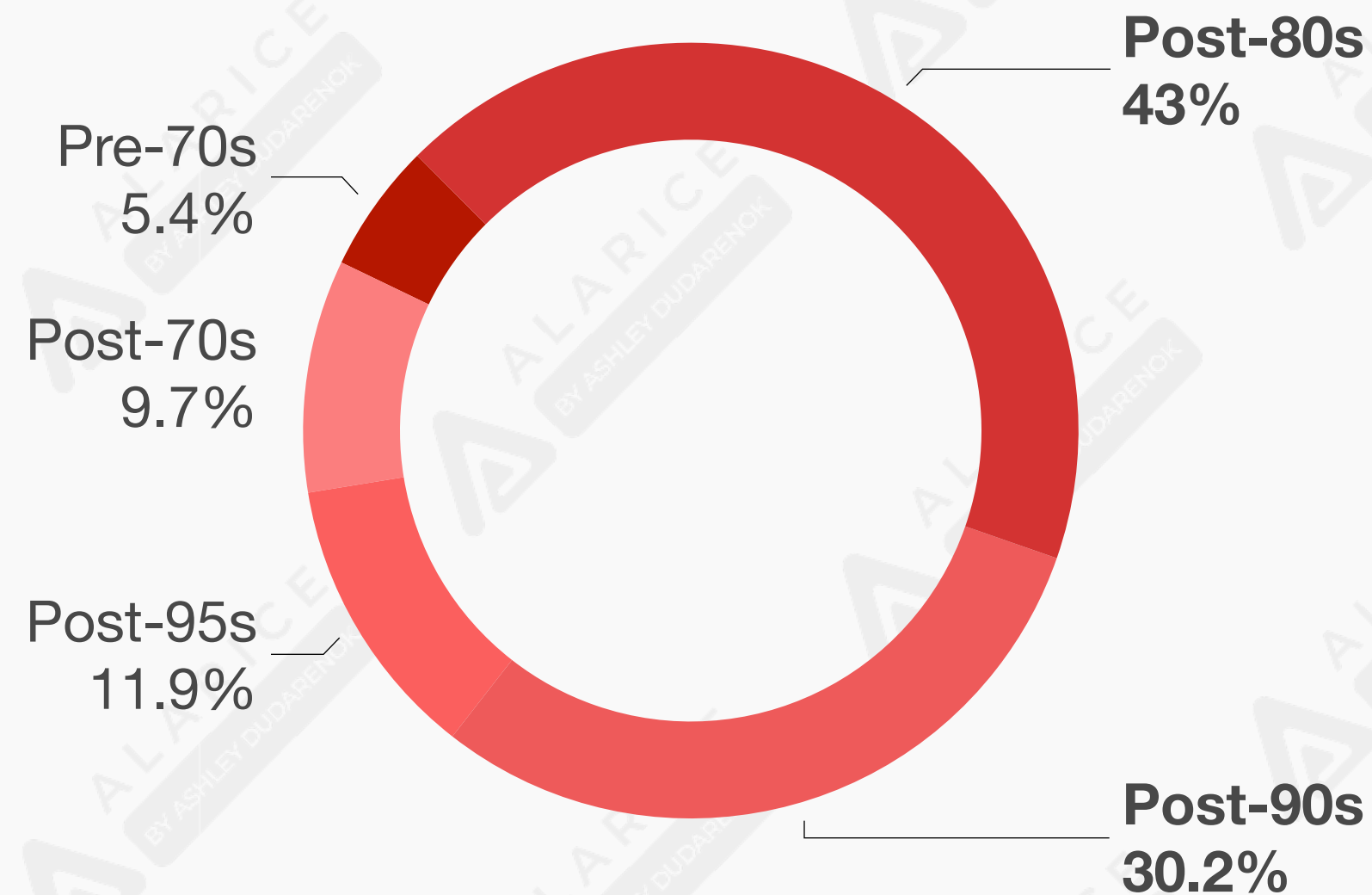
MUSIC EVENTS ARE THRIVING IN CHINA

MORE YOUNG PEOPLE ARE TRAVELLING TO OTHER CITIES FOR MUSIC FESTIVALS

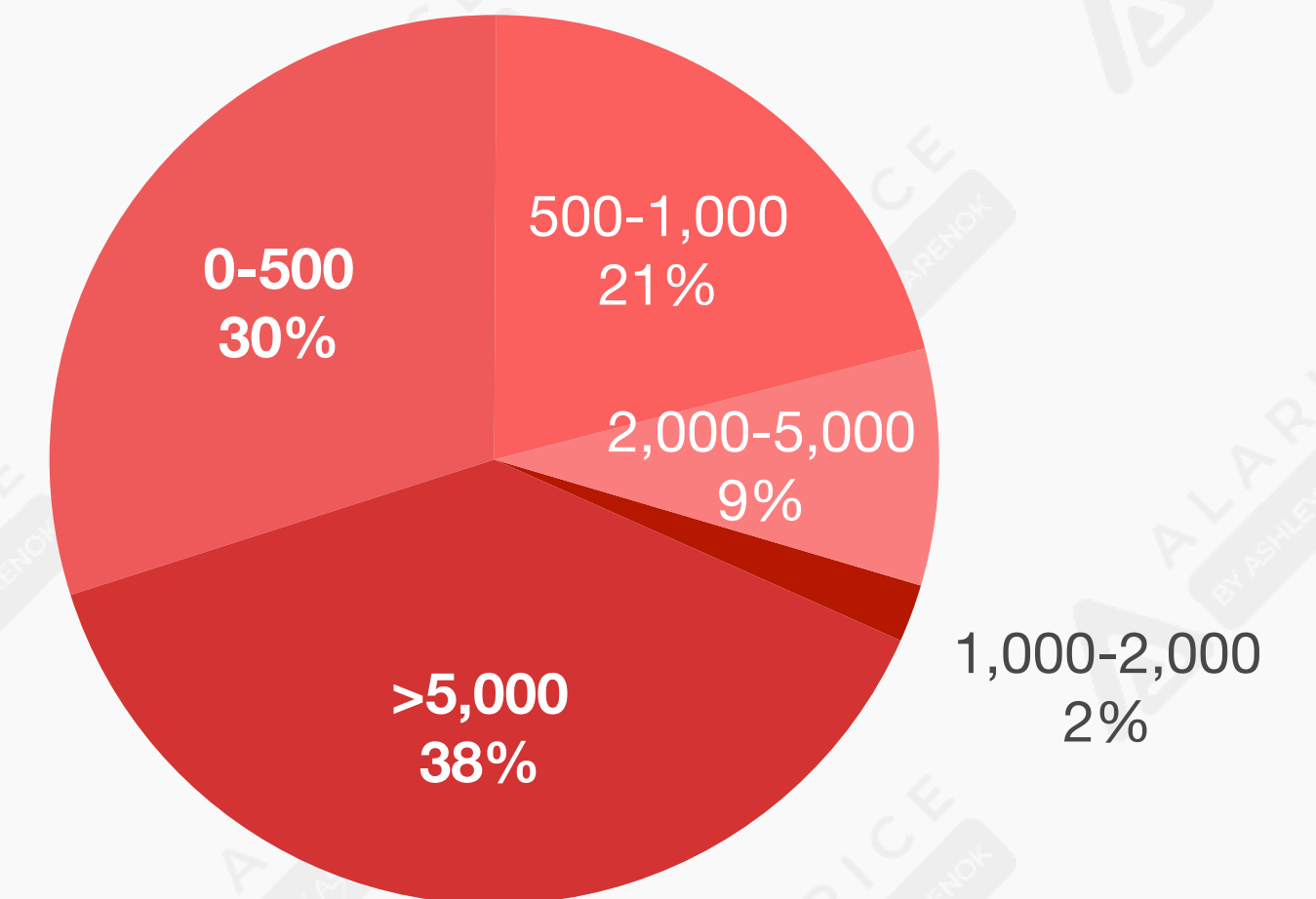
In 2022, **Post-80s (43%)** and **Post-90s (30.2%)** were the major groups travelling for music festivals. More young people are willing to travel to other cities for music festivals.

In terms of spending, 30% of attendees spent 0-500 RMB at music festivals. **38.4%** spent **more than 5,000 RMB**, including transportation and accommodation.

Tourists Who Travel for Music Festivals By Age



Spending by Tourists Who Travel For Music Festivals in RMB

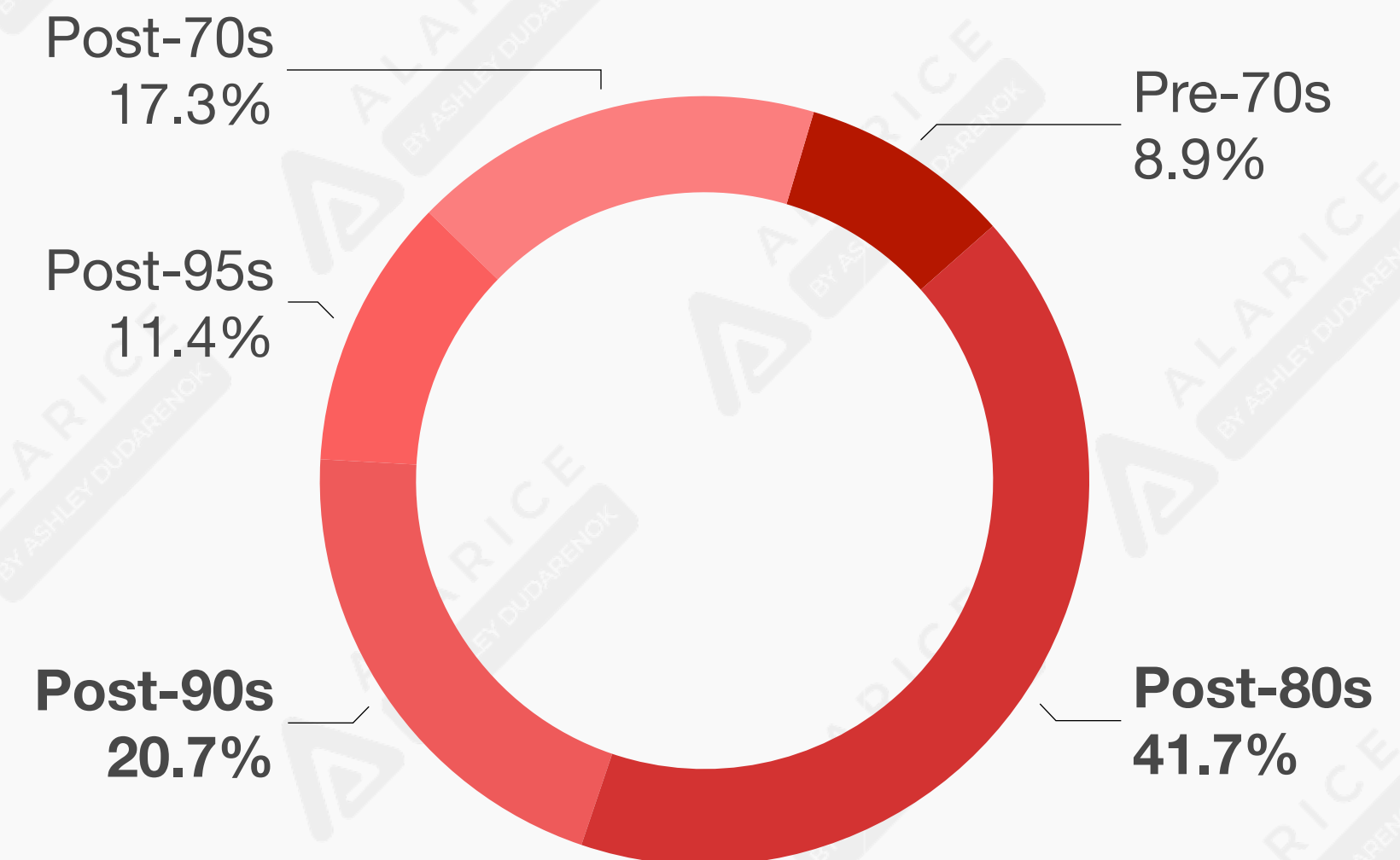


MUSEUMS AND EXHIBITIONS ARE ATTRACTING TOURISTS

POST-80S ARE THE MOST INTERESTED IN MUSEUMS AND EXHIBITIONS

At **41.7%**, **Post-80s** have the strongest preferences when it comes to visiting museums and exhibitions, while Post-90s and Post-95s together account for 32.1% and Post-70s account for 17.3%. Post-70s are significantly more enthusiastic about museums and exhibitions than music festivals.

**Tourists Who Travel for Museums and Exhibitions
By Age**



3 BOOTCAMP STYLE TRAVEL

This travel mode is favoured by college students and those new to the workforce who have limited time and money. Literally translated as “special forces” style tourism, it features highly planned, extremely packed itineraries that take in all the key attractions in a short time at minimal cost using mostly or only public transportation. This has become popular on Chinese social media since early 2023.



BOOTCAMP TOURISTS

YOUNG PEOPLE WHO TRY TO PLAN THEIR WEEKEND TRIPS IN A REGIMENTED WAY

“Youth has no selling price. Hard seat direct to Lhasa.”

Bootcamp travellers share photos of their train ticket collections and detailed itineraries with the names of tons of attractions. These travellers are trying to see just how many attractions they can pack into a day at low cost while using public transportation and shuttle buses, then sleeping on trains at night on the way home.



4 COUPLES WITH CHILDREN

Parent-child travel is a big topic in China. As in the West, the big times for this kind of travel are during the summer and winter school holidays. Parents travelling with children always spend more than non-parent tourists. The most popular destinations are theme parks, zoos, museums, and islands among others.



PARENTS TRAVELLING WITH CHILDREN

SUMMER AND WINTER VACATIONS ARE PEAK SEASONS

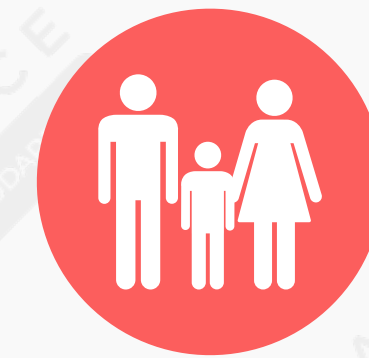
According to data from Ctrip, travel bookings in July are 50% higher than June and summer travel by parents with children accounts for **30%** of all summer bookings. Spending per parent-child family booking was nearly 50% higher than that of other family bookings.

Summer vacation from July to August and winter vacation during January and February are the **peak seasons** for Chinese parent-child travel. Modern parents, like the post-80s generation, prefer customized, good quality, high service travel products.



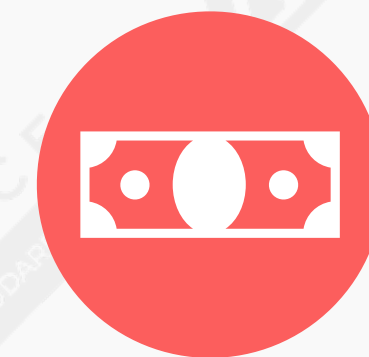
+50%

INCREASE IN THE NUMBER OF CTRIP BOOKINGS IN JULY COMPARED TO JUNE (2022)



30%

OF ALL SUMMER TRAVEL BOOKINGS WERE FOR PARENT-CHILD TRAVEL



+50%

INCREASE IN SPENDING FOR PARENT-CHILD BOOKINGS COMPARED TO NON-PARENT-CHILD FAMILY BOOKINGS

EXPERT BITES

Q: HOW CAN DUBAI IMPROVE ITS EFFORTS TO ATTRACT CHINESE TOURISTS, AND WHAT IS IT DOING RIGHT CURRENTLY?

In 2016, the UAE introduced a visa-on-arrival system for Chinese citizens, simplifying the entry process. Dubai has promoted its attractions to the Chinese market through targeted campaigns, collaborating with Chinese influencers and celebrities, using popular social media platforms in China, and participating in Chinese tourism exhibitions.

Any company, hotel, or destination aiming to attract Chinese tourists should consider the following key factors:

- Understand Chinese preferences and culture, including their travel behaviors, interests, and specific needs.
- Embrace Chinese payment methods, as Chinese tourists heavily rely on mobile payment platforms like WeChat Pay and Alipay.
- Utilise Chinese social media and travel platforms, as they serve as sources of inspiration, research, and booking for Chinese tourists.



EVGENY PANCHENKO

Tourism and Destination
Marketing Expert

EXPERT BITES



PEGGY PENG

Strategy & Insights Executive

Q: HOW DO CHINESE TOURISTS TYPICALLY RESEARCH AND PLAN THEIR TRIPS, AND WHAT ARE SOME KEY SOURCES OF INFORMATION THEY RELY ON?

Chinese tourists typically plan their trips through online platforms such as social media, travel forums, search engines, and mobile apps, and rely on **peer reviews** and recommendations from KOLs and other travellers. Online travel agencies (OTAs) like **Ctrip** and **Qunar** are popular for booking flights, hotels, and other services. Chinese tourists also use mobile apps for navigation, translation, and payment. They are highly digital-savvy and place a strong emphasis on online resources when planning their trips.

5 STAYCATIONERS

Taking a vacation while staying close to home is becoming increasingly popular. With a wide variety of local destinations and attractions, there are lots of options for fun, relaxing staycations in China. Here are some things people are choosing to do in their own area.

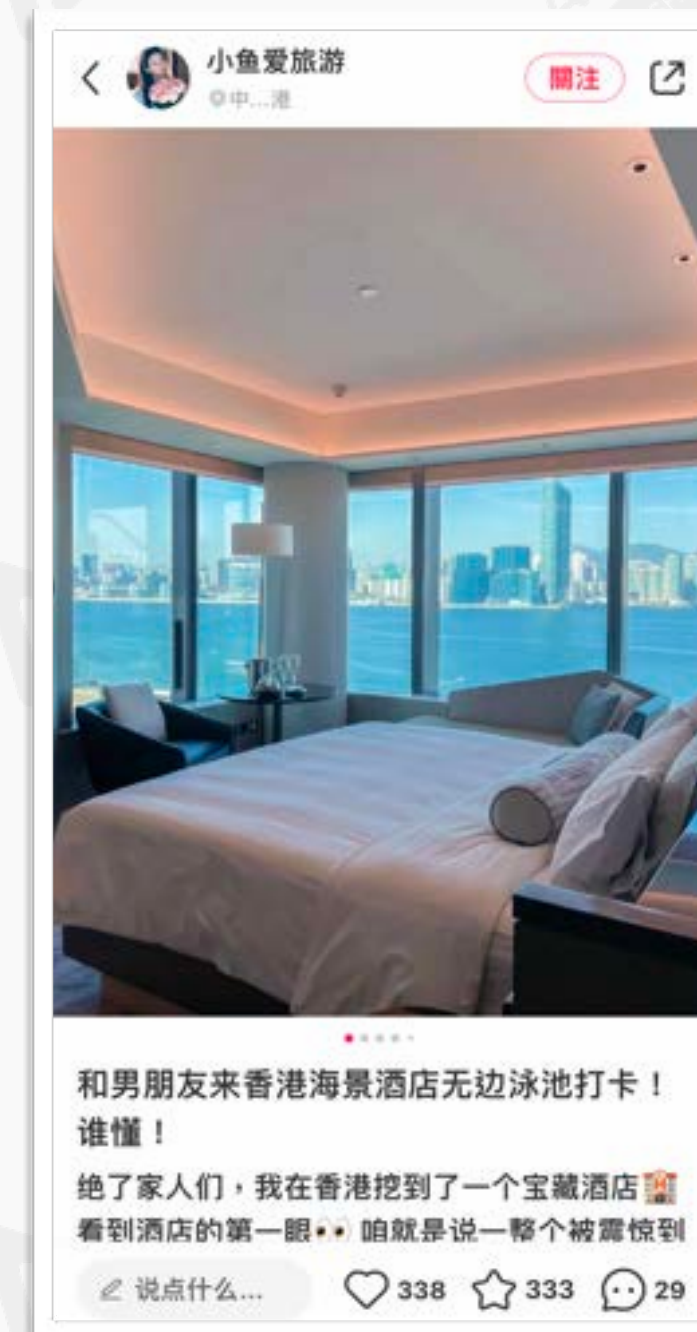


STAYCATIONS AND PHOTO-FRIENDLY HOTELS ARE TRENDY

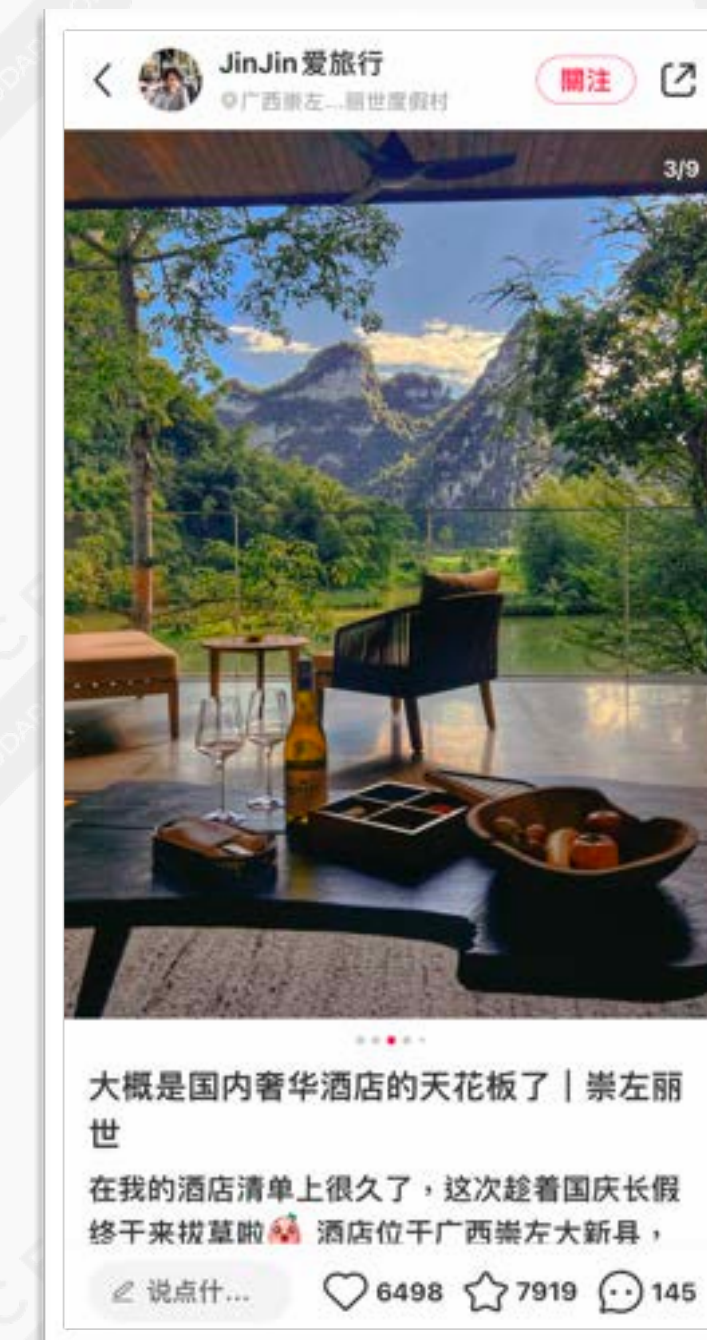
TOURISTS AND INFLUENCERS ARE CHOOSING FANCY SPOTS AND LUXURY HOTELS

Staycations became popular when strict Covid policies were in place and have remained popular after the policies were dropped. Posting photos from fancy hotels on social media is a popular trend with **Chinese tourists and influencers**.

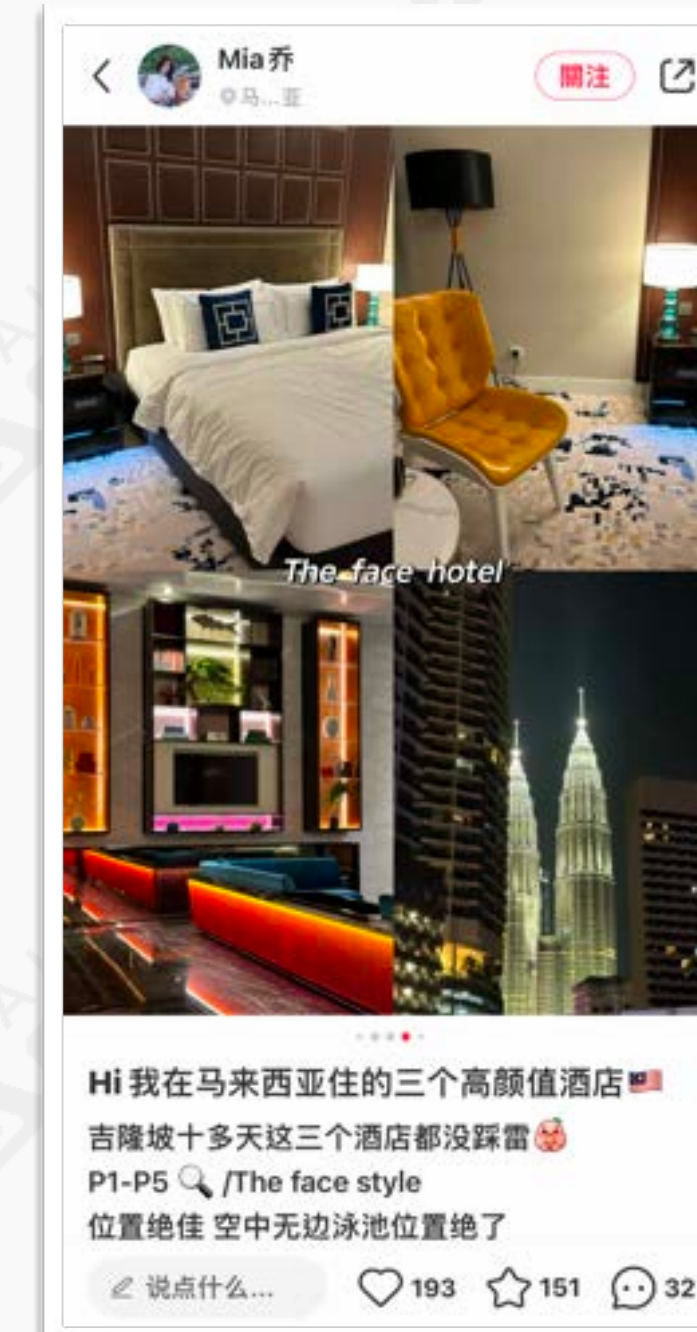
Usually, luxury and five-star hotels in one's own city or area are the **destinations**. The holiday is spent enjoying luxury services, spas, swimming pools, and delicious food while documenting the stay with photos shared on social media.



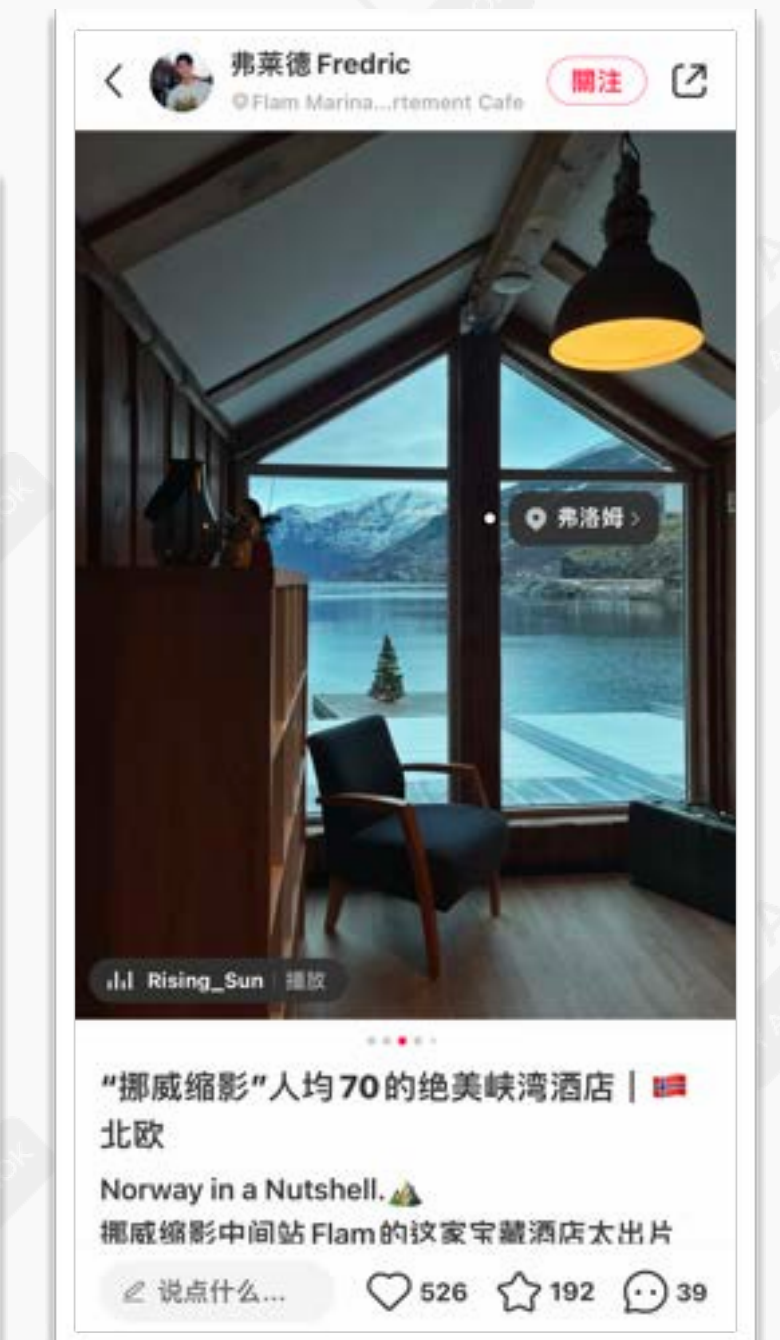
@小鱼爱旅游 on RED
Hyatt Centric in Hong Kong



@JinJin爱旅行 on RED
LUX Chongzuo Guangxi
Resort Villas



@Mia乔 on RED
The Face in Malaysia



@弗莱德Fredric on RED
Flam Marina in Norway

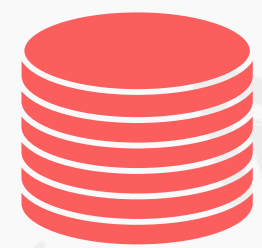
6 TRAVELLING WITH PETS

In recent years, pet ownership in China has been on the rise, with dogs and cats being the most popular pets. There are more pet-friendly hotel and restaurant in China now so traveling with pets is possible and getting more popular with young tourists.



TRAVELLING WITH PETS IS GAINING POPULARITY

THERE ARE MORE DEMANDS FROM TOURISTS AS THE PET ECONOMY BOOMS



311.7 Billion RMB

PET MARKET SIZE BY REVENUE



68.44 Million

NUMBER OF CAT AND DOG OWNERS IN CHINA

China's pet market in 2022 was worth about **311.7** billion RMB. The number of dog and cat owners reached 68.44 million. There were 36.19 million dog owners and 32.25 million cat owners.



Chongyou Tourism App “爱宠游”
a travel service platform that helps users solve their pet pain points



Pet Charter Flights
Xiamen Airlines provides “travel with pet” flights for pet owners.

7 ADVENTURERS

Adventure travel offers an exciting, diverse range of experiences for those seeking to explore the country's natural beauty, culture, and history. More and more young tourists are choosing this option.

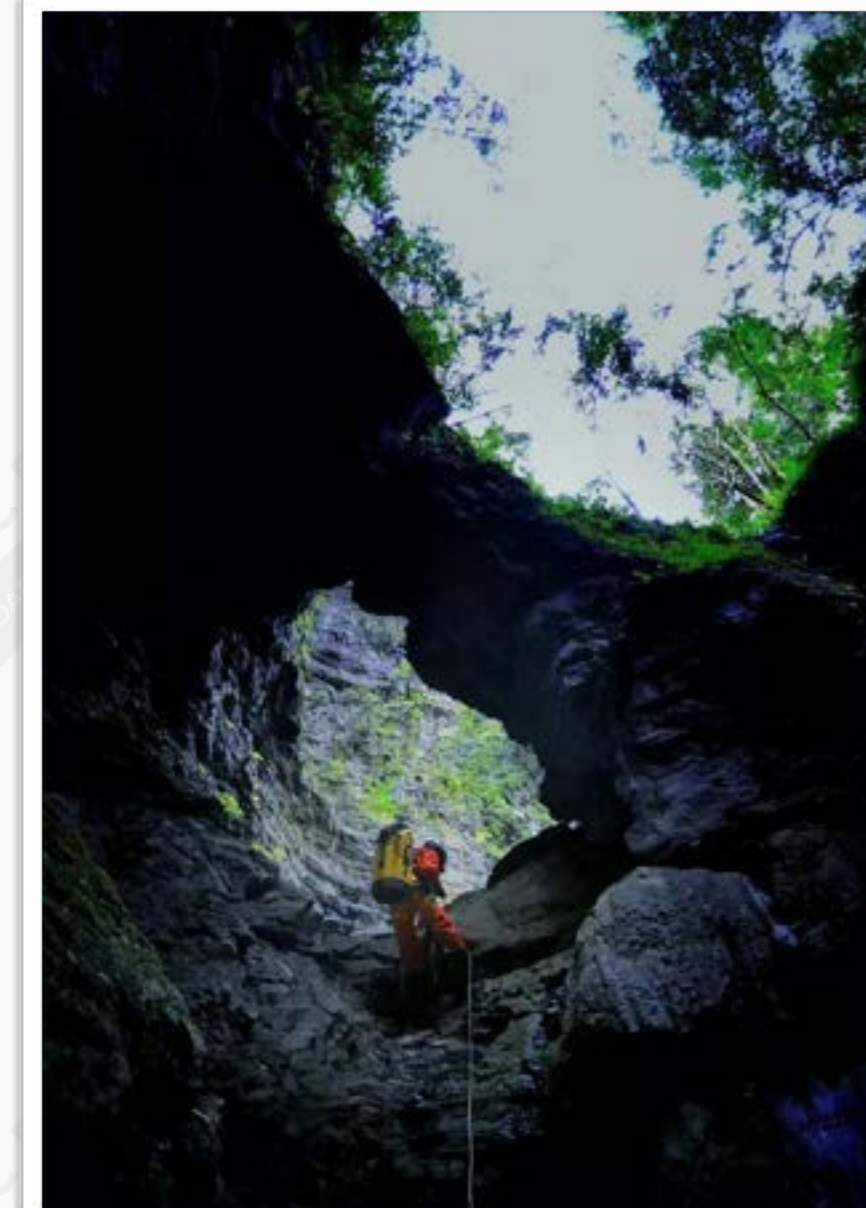


ADVENTURE TOURISTS ARE AN EMERGING GROUP

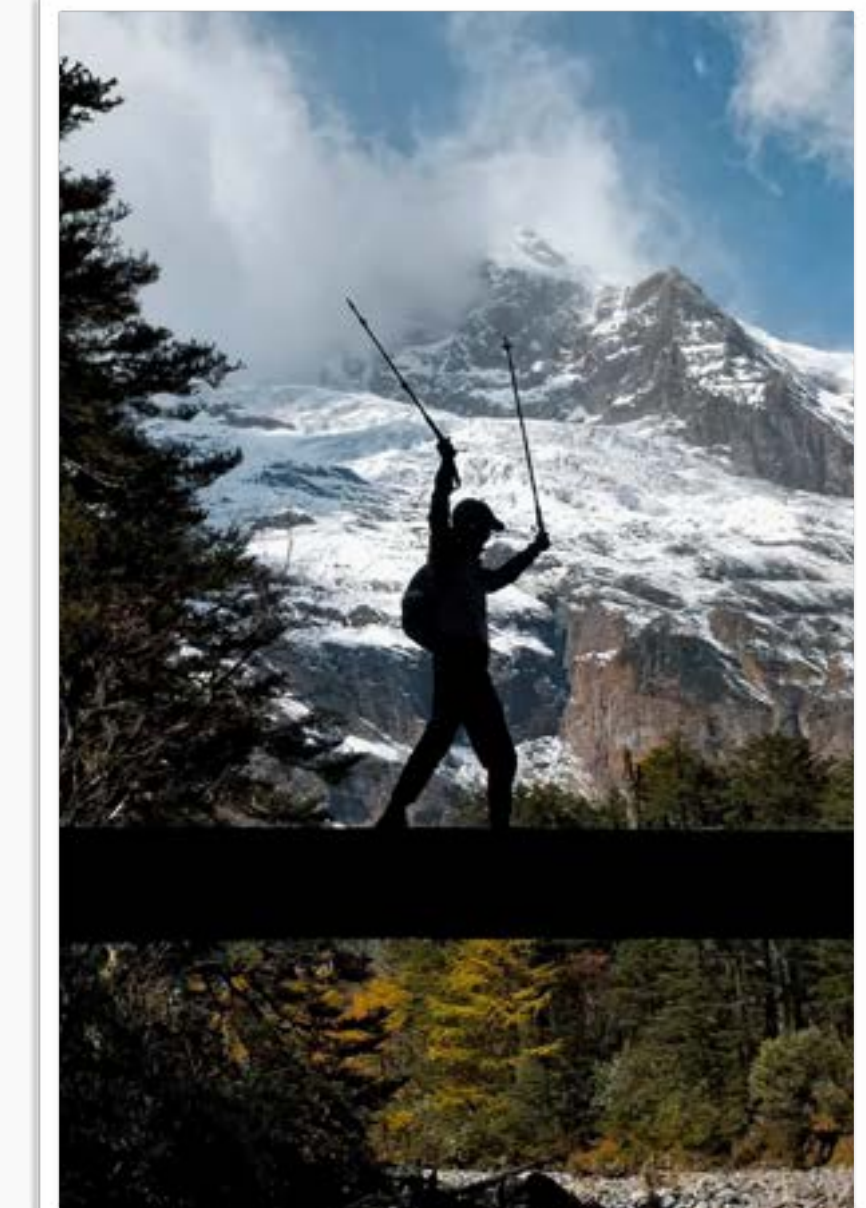
YOUNG CITY DWELLERS SEEK TIME AND EXPERIENCES IN NATURE

A study called ***Pioneering Explorers*** found that more than half (55%) of Chinese travellers belong to the pioneering explorers' tourist group, an active bunch who are always eager for their next adventure.

Outdoor sports tours have become a trend since the dropping of Covid restrictions. People want to get out of cities, go camping in a gorge, explore mysterious caves, watch the sun set behind mountains, and hike in the dark. These are all seen as the new cool for young Chinese outdoor tourists.



Caving in Guangxi



Meili Snow Mountains

8 DRIVING

Road trips with your own car or a rented one are becoming increasingly popular among domestic and outbound travelers. With a rapidly developing highway system and a growing number of scenic driving routes in China, there is a unique and exciting opportunity for travelers to explore the country at their own pace.



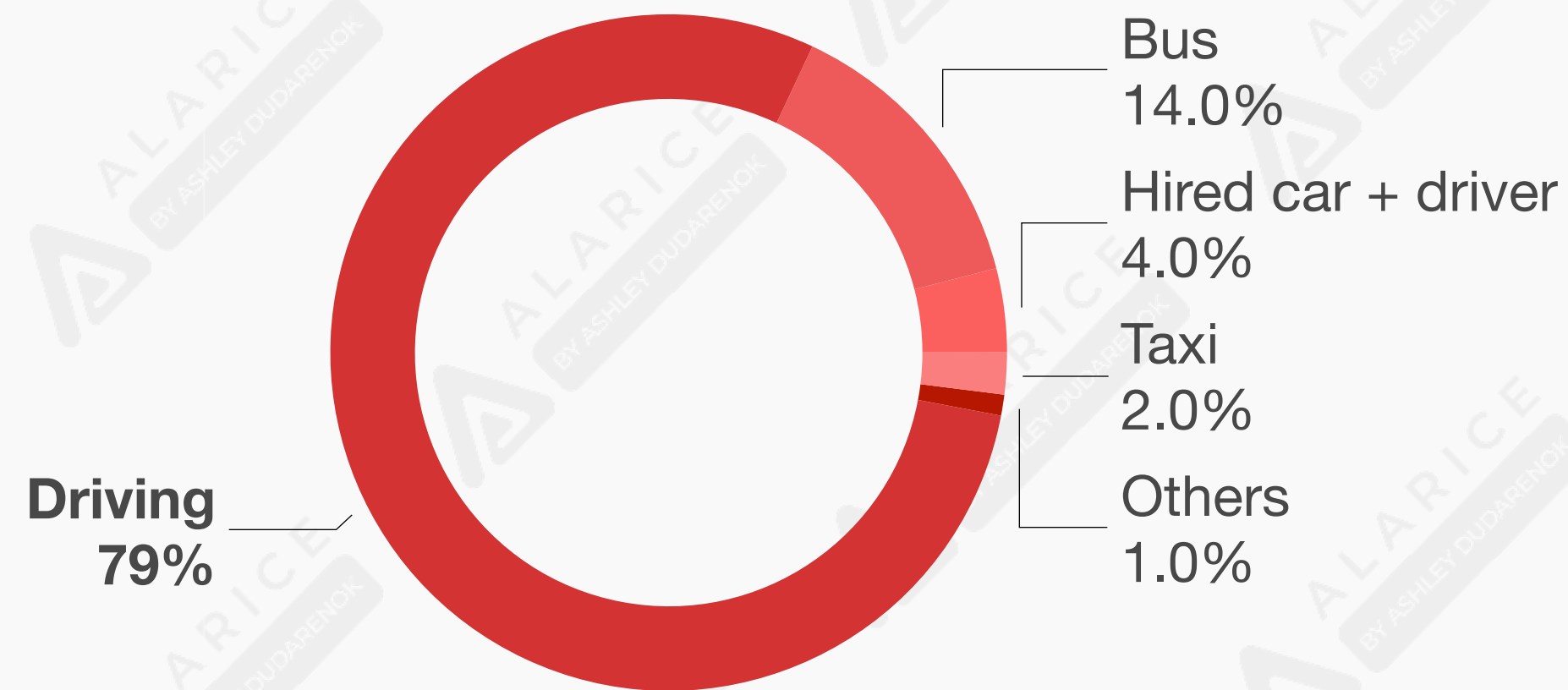
PEOPLE LIKE TO RENT CARS AT THEIR DESTINATION

THE PREFERENCE IS ESPECIALLY STRONG IN MALE TRAVELLERS

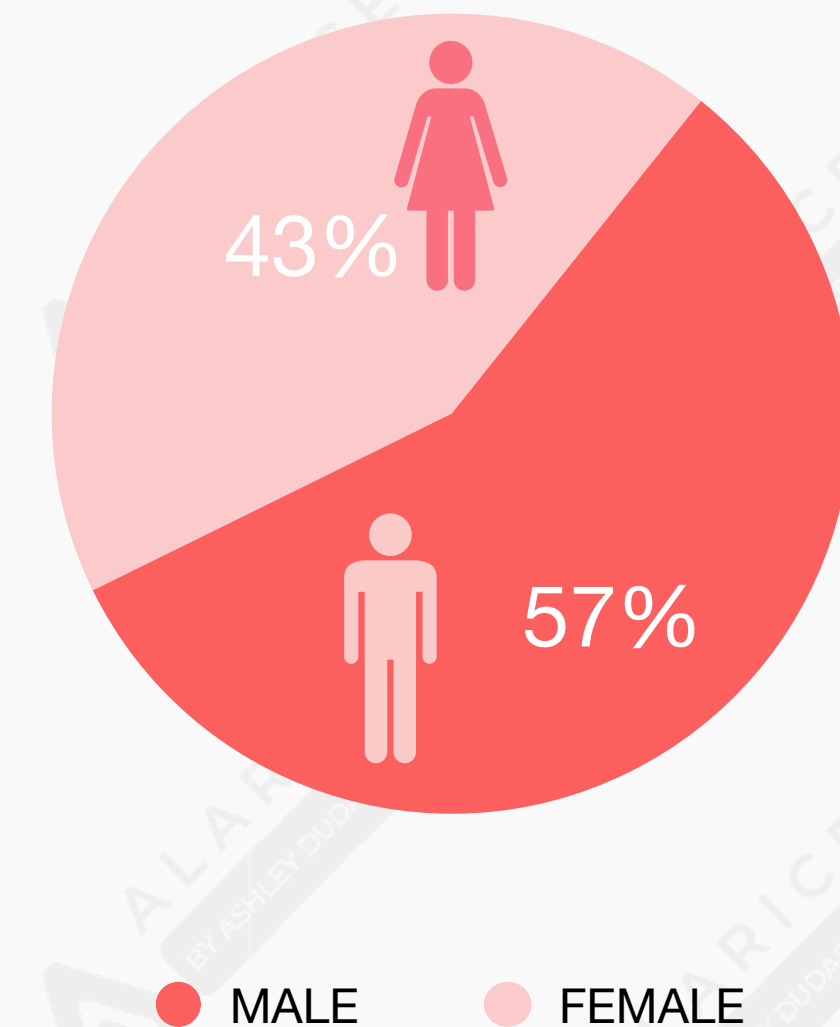
In 2021, about **70%** of non-tour group tourists chose to rent a car after they arrived at their destination. This increased to **79% in 2022**. 17% chose public transportation, taxis and non-motorized transportation. Another 4% of users chose to travel in rented cars with paid drivers.

Male tourists (**57%**) are the primary group when it comes to driving. Post-90s, Post-00s and Post-80s travellers who bring their kids also prefer to drive (**84%**)

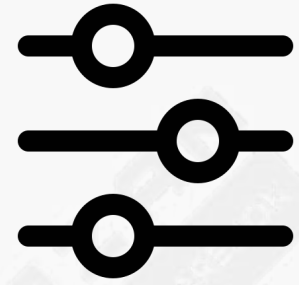
Distribution of Tourists' Transportation Methods in 2022



Self-driving Tourists by Gender in 2022

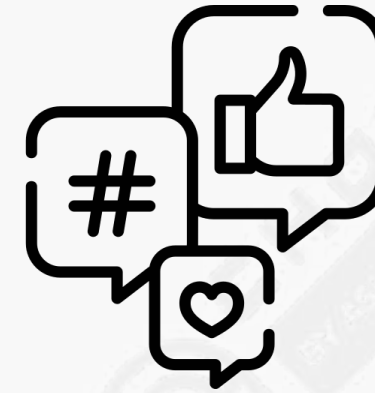


SUMMARY



DEVELOP CUSTOMIZED EXPERIENCES TO WIN OVER YOUR TARGET AUDIENCE

As consumption levels rise, tourists increasingly prefer customized experiences. They're looking for travel experiences that are tailored to their individual needs and preferences, rather than one-size-fits-all packages.



DEVELOP AN EFFECTIVE SOCIAL MEDIA MARKETING STRATEGY

Social media has become an essential tool for tourism businesses and travellers, helping to inspire, plan, and promote travel experiences, as well as provide customer service and engagement.



REGULARLY WATCH CONSUMERS AND COMPETITORS

Understanding and keeping an eye on the changing demands of tourists is extremely important. Tailor-made consumer research can help you understand your target audience in a very detailed way.

**GOT A QUESTION?
SCAN THE QR CODE AND
DROP US AN EMAIL.**



EXPERT BITES

Q: WHAT ARE THE BIGGEST MISCONCEPTIONS/ STEREOTYPES ABOUT CHINESE TRAVELLERS, AND HOW WILL THESE PERCEPTIONS CHANGE OVER TIME?

Due to the historic route of the all inclusive tour groups, the visitors are less well traveled and will only spend on shopping. Hence, this stereotyping has to STOP! China domestic travel during the 3 years behind doors has elevated exponentially, **all the global chains are in China from Hilton, Sheraton, Marriott.**

Therefore, their recognition of luxury travel is well acknowledged. For sure in Dubai we have seen the hotel have been very adaptable to the needs of Chinese travelers from having a kettle for hot water, Chinese tea to Chinese breakfast items at the buffet breakfast. However, further training of all front of house service staff is paramount **i.e. how to approach the guests when they are not familiar with the hotel house rules and having disputes with guests of other nationalities.**



PEGGY LI

CEO & Chief Troubleshooter at
SPS:Affinity - Strategic Partnership Solutions

EXPERT BITES



HAILEY CHONG

Strategy & Insights Executive

Q: HOW DO CHINESE TOURISTS TYPICALLY TRAVEL, SUCH AS ALONE, IN GROUPS, WITH FAMILY, ETC.?

Chinese tourists usually travel in groups with family or friends, as it allows for shared experiences and provides a sense of safety. Group tours are often arranged by **travel agencies or online platforms**, with pre-arranged itineraries and guided tours. However, there is a **growing trend of independent travel** among younger generations, who often use online resources and mobile apps to plan their trips and may choose more flexible itineraries and accommodations.

HOW TO MARKET TO CHINESE TOURISTS

AN IN-DEPTH UNDERSTANDING OF KEY PLATFORMS

EXPERT BITES

Q: IN YOUR EXPERIENCE SO FAR, HOW HAVE CHINESE OUTBOUND TOURISTS, THEIR TASTES, HABITS AND EXPECTATIONS CHANGE SO FAR IN 2023 VS 2019?

I expect that some of the domestic consumption trends during the pandemic years will **spill over into outbound travel**, e.g. being in nature, being more active, spending more time with family.

However, to make this happen, there must be sufficient supply and choices available to consumers. The travel industry is under immense pressure to use any available capacity as efficiently as possible, leading to **significant bottlenecks in the market**. These bottlenecks impact the market in various ways, such as in the choice of destination, length of trip, and travel cost. As a result, it may take time for the changes in consumer behaviour and preferences to become visible in the outbound travel market.



OLIVER SEDLINGER

CEO and Co-founder of
Sedlinger & Associates Ltd

HOW TO REACH CHINESE CUSTOMERS

OTAs, SOCIAL PLATFORMS, AND E-COMMERCE ARE ALL CHANNELS FOR TOURISM PRODUCTS

WELL-ESTABLISHED CHANNELS

Existing Needs → Gather Information → Compare → Decide to Travel → Travel Again

- OTAs
- Travel agencies
- Search engines



Trip



Meituan Travel



Tongcheng



Fliggy

POPULAR CHANNELS

KOL/KOC Content → Generate Needs → Travel → Share Experiences

- Short video platforms
- E-commerce platforms
- Lifestyle community, KOLs



RED



Douyin



Taobao

OTAs AND TRAVEL PLATFORMS IN CHINA

ONLINE TRAVEL AGENCIES (OTAs) IN CHINA PLAY AN IMPORTANT ROLE IN TRAVEL BOOKING AND INFORMATION COLLECTING BECAUSE THE MARKET IS VERY DIGITIZED

EXPERT BITES

Q: WHAT DATA AND ANALYTICS DOES TRIP EMPLOY TO BETTER UNDERSTAND CHINESE TOURISTS' NEEDS AND PREFERENCES?

Over 100 TB data is being produced everyday on our platforms (both Ctrip and Trip.com, Trip.com is the international version of Ctrip and Ctrip mainly serves Chinese mainland users.)

There are two basic categories of all collected data: **search data and booking data**. The search data tells us users' intentions and interests. The booking data helps us better understand the particular user, for instance his/her travel frequency, style/interests, any accompanies, average spending and more.

The data and analytics help us bring more **targeted and relevant solutions/content** to the different users, providing useful assistance in the users' decision-making processes and putting their minds at ease throughout a trip.



SUSAN DING

Marketing Manager at
Trip.com Group

OVERVIEW OF CHINA'S OTA PLATFORMS

TRIP.COM IS THE MARKET LEADER. OTHER PLAYERS INCLUDE ALIBABA AND MEITUAN.

| Group | Trip.com Subsidiaries | | | | Meituan | Alibaba |
|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Positioning | Trip | Qunar | Tongcheng | Skyscanner | Meituan Travel | Fliggy |
| | OTA and platform | OTA and platform | OTA | Price comparisons | Platform | Platform |
| Focus | Business, high-end | Low-end, business | Leisure | Flights | Local services | Leisure |
| Main business | Hotels | Flights | Tickets | Hotels | Hotels | Flights |
| | Flights | Hotels | Cruises | Car rental | Tickets | Hotels |
| | Vacation | | | Light tour | Transportation | Tickets |
| | Business trip | | | | | |
| Destinations | Domestic and overseas | Domestic and overseas | Domestic and overseas | Domestic and overseas | Domestic | Domestic and overseas |

THE MAIN OTA PLATFORMS IN CHINA

TRIP.COM LEADING THE MARKET, BASED ON GMV AND MAU



Trip - 50.2%
(+Qunar - 13.9%)

The largest OTA platform in China specializes in high quality and business travel



Meituan Travel - 20.6%

A fast-growing competitive player. Focuses on local tourism services, hotel bookings and ticketing



Tongcheng- 14.8%

Investment from Tencent and Ctrip. Focuses on the lower tier market and young consumers



Fliggy - 13.9%

Belongs to the Alibaba Group. Provides full service, especially for tours abroad



TRIP.COM HAS EXPANDED ITS CONTENT CHANNELS

THE BEST-KNOWN OTA IN CHINA HAS THE HIGHEST RATIO OF HIGH-END CUSTOMERS



Trip launched content channels in 2021 within the **Planet** platform. It features attractive destinations, products, service providers and KOLs to promote products and share experiences.



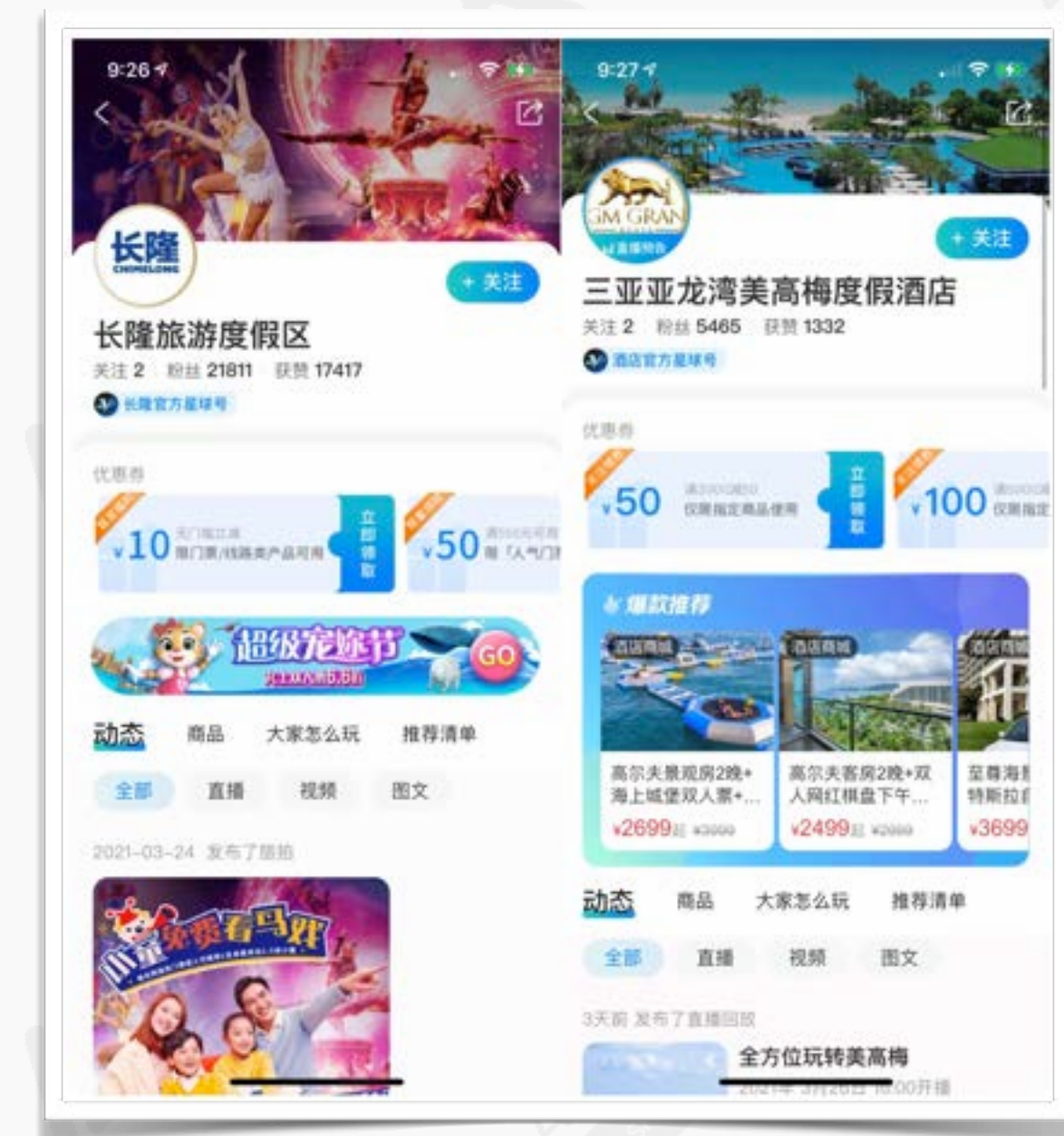
62% increase

IN BLACK DIAMOND MEMBERS' AVERAGE ANNUAL SPENDING IN 2022



47% increase

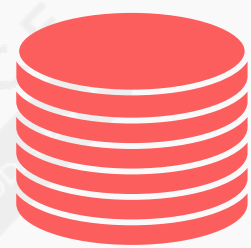
IN THE NUMBER OF KOLS ON TRIP.COM IN 2022



The Planet account of the Guangzhou Chimelong Park and Sanya Yalongwan Hotel.

MEITUAN TAKES OVER HOTEL BOOKINGS

FROM A LOWER TIER CITY STAR TO A TRIP.COM CHALLENGER



66% increase

IN AVERAGE DAILY CONSUMPTION COMPARED TO CHINESE NEW YEAR 2019

Meituan Travel mainly targets private **resorts, amusement parks** and other **entertainment venues**. It focuses on urban and regional tours near cities. Due to the pandemic, the demand for long-haul trips and tours was suppressed, so local and regional tours played a critical role.

THE ADVANTAGES OF MEITUAN TRAVEL

- **INTEGRATED FUNCTIONS**

Meituan offers a one-stop shop for travel services, including accommodation, tickets for attractions, dining, and more.

- **CAN CROSS-PROMOTE EASILY**

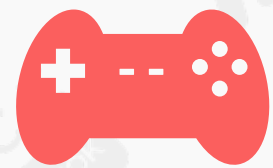
Meituan actively cross-promotes its travel products to users of its other local services like deliveries.

- **GOOD VALUE FOR MONEY**

Meituan has tapped into the demand for affordable accommodation among younger Chinese travellers from lower tier cities.

TONGCHENG TARGETS YOUNG PEOPLE

NICHE MARKET PLAYER LEVERAGES COOPERATION WITH YOUNG TECH BRANDS



20,000

THE ESTIMATED NUMBER OF E-SPORTS HOTELS IN CHINA BY 2023

Tongcheng Travel launched marketing that meshes travel and e-sports, travel and social media, travel and digital collections and other elements that are attractive to young travellers. This new "travel plus" mode has not only increased engagement but also increased conversion and payment rates.



Tongcheng Travel cooperated with **Game for Peace** to promote tours to Suzhou in early 2023.



They also partnered with the **Soul** dating app to attract young people.

FLIGGY'S MARKET POSITION IS CHANGING

ALIBABA'S NEW STRUCTURE PUTS FLIGGY, AMAP AND DELIVERY APP ELEME TOGETHER



80%+

THE ANNUAL COMPOUND GROWTH RATE IN
CAR RENTALS FOR THE LAST 3 YEARS



30,000+

THE NUMBER OF BOOKINGS MADE DURING
THE FIRST HALF DAY OF THE GLOBAL
FANTASTIC TRAVEL FESTIVAL IN 2023

FLIGGY'S ADVANTAGES

- **SEAMLESS CUSTOMER EXPERIENCE**

Fliggy offers one of the best digital customer experiences, from search to payment.

- **INTEGRATED MEMBERSHIP SYSTEMS**

Fliggy memberships directly match hotel membership levels and people enjoy the hotel's membership benefits, points and privileges at the same time

- **BENEFITS FROM ALIBABA'S TRAFFIC**

Fliggy's livestreams on Taobao, easily get traffic from Weibo, Eleme and Amap within Alibaba's ecosystem.

EXPERT BITES

Q: WHAT DATA AND ANALYTICS DOES FLIGGY USE TO BETTER UNDERSTAND THE REQUIREMENTS AND PREFERENCES OF CHINESE TOURISTS?

At Figgy, we use our tourism industry experience, consumer feedback, and market data analysis to understand the travel demands and preferences of Chinese travelers, especially young people. Working with partners such as airlines, hotels, and travel agencies, we provide a wide range of travel options, creating a **more connected and seamless travel experience**.

We develop products and services based on our expertise, with a focus on experiential elements like local cuisine, sports, traditional culture, and performance activities. Our **"travel + X experience" packages** are especially popular among younger consumers. We also offer specialised services such as online visa processing, hotel packages with full refunds, and free airport shuttle services. We continuously innovate and adapt to meet the changing needs of our customers.



ADA XU

Regional Director (Europe & Middle-East) at FLIGGY

CASE STUDY: TRIP.COM WORKING WITH PROVIDERS

LIVESTREAM ATTRACTS OVER 1 BILLION VIEWERS



40 MILLION RMB

TOTAL GMV FOR AN
EXTENDED LIVESTREAM

In 2023, Trip.com worked with the tourism authority of Thailand, The United States Travel and Tourism Administration and the California Travel and Tourism Commission to do a livestream.



257%

YOY INCREASE IN BOOKINGS AT VIDEO GAME
HOTELS IN THE FIRST TWO WEEKS OF JUNE 2022

Trip.com cross-promoted with Tencent Games to gain exposure among young people.



2

SOCIAL MEDIA PLATFORMS IN CHINA

**EMERGING SOCIAL
MEDIA PLATFORMS
LEVERAGE SOCIAL
STRENGTHS TO
COMMUNICATE AND
CONNECT DIRECTLY
WITH TARGET
CONSUMERS**

SOCIAL MEDIA PLATFORMS IN CHINA

PLATFORMS AT A GLANCE

| |  DOUYIN |  RED |
|------------------------------------|--|--|
| Platform type | Short video platform | Lifestyle content sharing community |
| Content production characteristics | Short videos: 15 seconds to 1 minute Long videos: within 5 minutes, within 15 minutes Transition from UGC to PUGC, PGC | Images, short videos (under 5 minutes) UGC, PUGC mainly |
| Product presentation format | Single split + autoplay (information flow interface) Vertical screen | Waterfall interface |
| Content recommendation mechanism | Based on content quality distribution | Distribution based on content and interests |
| MAU (Sep 2022) | 706 million | 106.6 million |
| Strong content categories | Strong media attributes | Beauty, fashion |

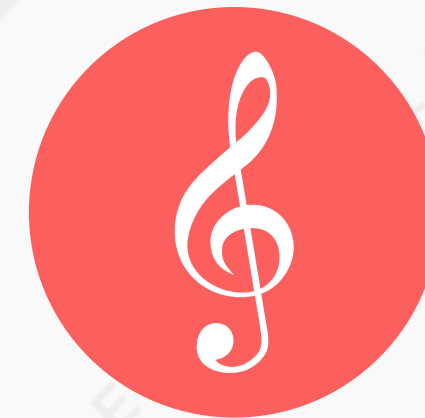
DOUYIN CONNECTS USERS WITH SHORT VIDEOS

INTEREST-ORIENTED PLATFORM ORGANICALLY MAINTAINS A LARGE USER BASE



350 BILLION

VIDEO PLAYS FOR PROFESSIONAL AND PERSONAL KNOWLEDGE CONTENT



118.6 BILLION

VIDEO PLAYS FOR SONGS FEATURED IN DOUYIN'S "SEE THE MUSIC" PROJECT IN 2021



103.9 BILLION

LIKES FOR ENTERTAINMENT CONTENT SUCH AS MOVIES, TV SHOWS, AND VARIETY SHOWS



66 BILLION

LIKES FOR SPORTS CONTENT

DOUYIN REACHES 270 MILLION TRAVEL FOLLOWERS

CONTENT DRIVES TRAFFIC AND CONVERTS INTO BOOKINGS



270 Million Users

WERE INTERESTED IN TRAVEL TOPICS ON DOUYIN IN 2022



3.8 Billion

VIEWS OF 420,000 VIDEOS ON SHANGHAI DISNEYLAND



+890%

NUMBER OF LIKES FOR SHORT TOUR VIDEOS
COMPARED TO 2021

Tourism content on Douyin draws a lot of attention.

CASE STUDY: DOUYIN TOURISM TRAFFIC

BRANDS AND PROVIDERS CAN REACH LARGE, YOUNG AUDIENCES



Douyin Supports Tourism

Watch the Mountains and Rivers is a Douyin platform campaign to boost travel livestreams and travel-related products, such as tickets, hotels, and travel guides.

- **LIVESTREAMS**

During the height of the pandemic, the Mountains and Rivers campaign linked over 13,000 hours of livestreams and got over 290 million views.

- **POWERFUL HASHTAGS**

Douyin's "National Day Play Guidebook" hashtag campaign got 7.96 billion video plays.

- **SOCIAL COMMERCE**

Huazhu Hotel Group provided **hotel redemption vouchers** on Douyin and cooperated with KOLs and launched a campaign called "Huazhu 3 km". This became a hot topic in several cities and generated GMV of over 20 million RMB.

- **TRUST AND KOLS**

The host, @HuangshanCharlie, showed beautiful scenery of the first snow at Huangshan Mountain during a livestream with 120,000 viewers enjoying the snow with him. He received an award for his contribution to Huangshan's tourism.

RED IS A PREMIUM SHARING PLATFORM

INFLUENTIAL, HIGH-VALUE USERS ARE ON RED



200 MILLION
MONTHLY ACTIVE USERS



43 MILLION
CONTENT CREATORS

50%

of users are from
Tier 1 and Tier 2 cities

72%

are Post-90s

HIGH QUALITY CONTENT PROMOTES BOOKINGS ON RED

RED HAS USED THE POPULAR TOPIC OF CAMPING TO PROMOTE ITS BOOKING SERVICES



HIGH QUALITY CONTENT STRATEGY

RED has been promoting outdoor leisure and sports such as camping-related activities, hiking, cycling and others. RED's hope is that this promotion increases bookings which in turn increases helpful information and beautiful images on the app, which the leads to more bookings and so on.

✓ ONLINE BOOKINGS



✓ 54.6M VIEWS



✓ RED'S E-COMMERCE OUTLET



CASE STUDY: HOW DISNEY USES RED

DISNEY ATTRACTS A LOTS OF FANS WITH STRONG PURCHASING POWER



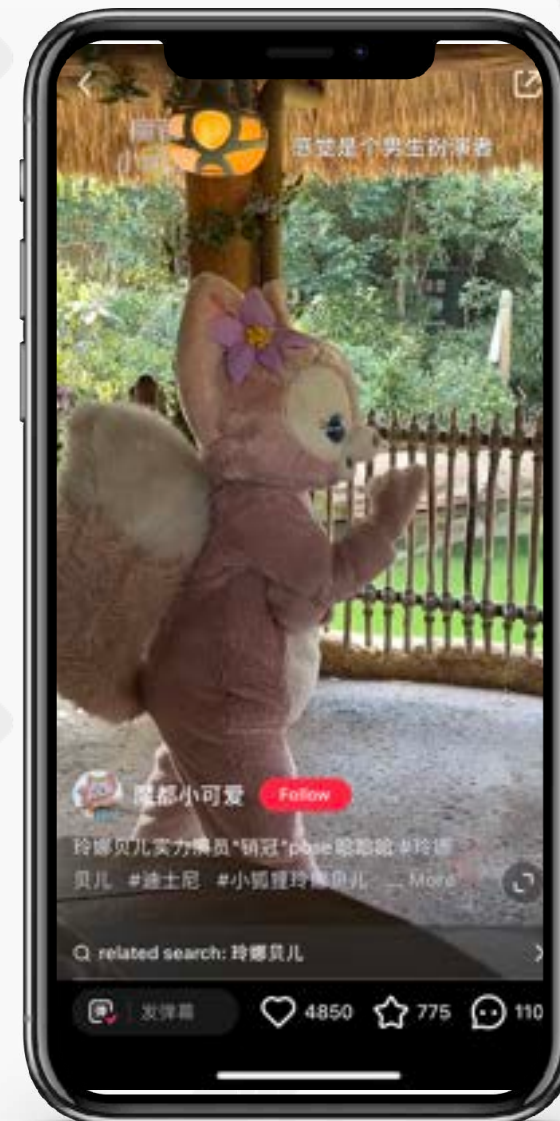
CELEBRITY SHARING



CELEBRITY SEEDINGS



ORGANIC SHARING



• CELEBRITY SOCIAL POSTS

Disney resorts attract and invite celebrities. Celebrity posts generate huge exposure.

• SEEDING

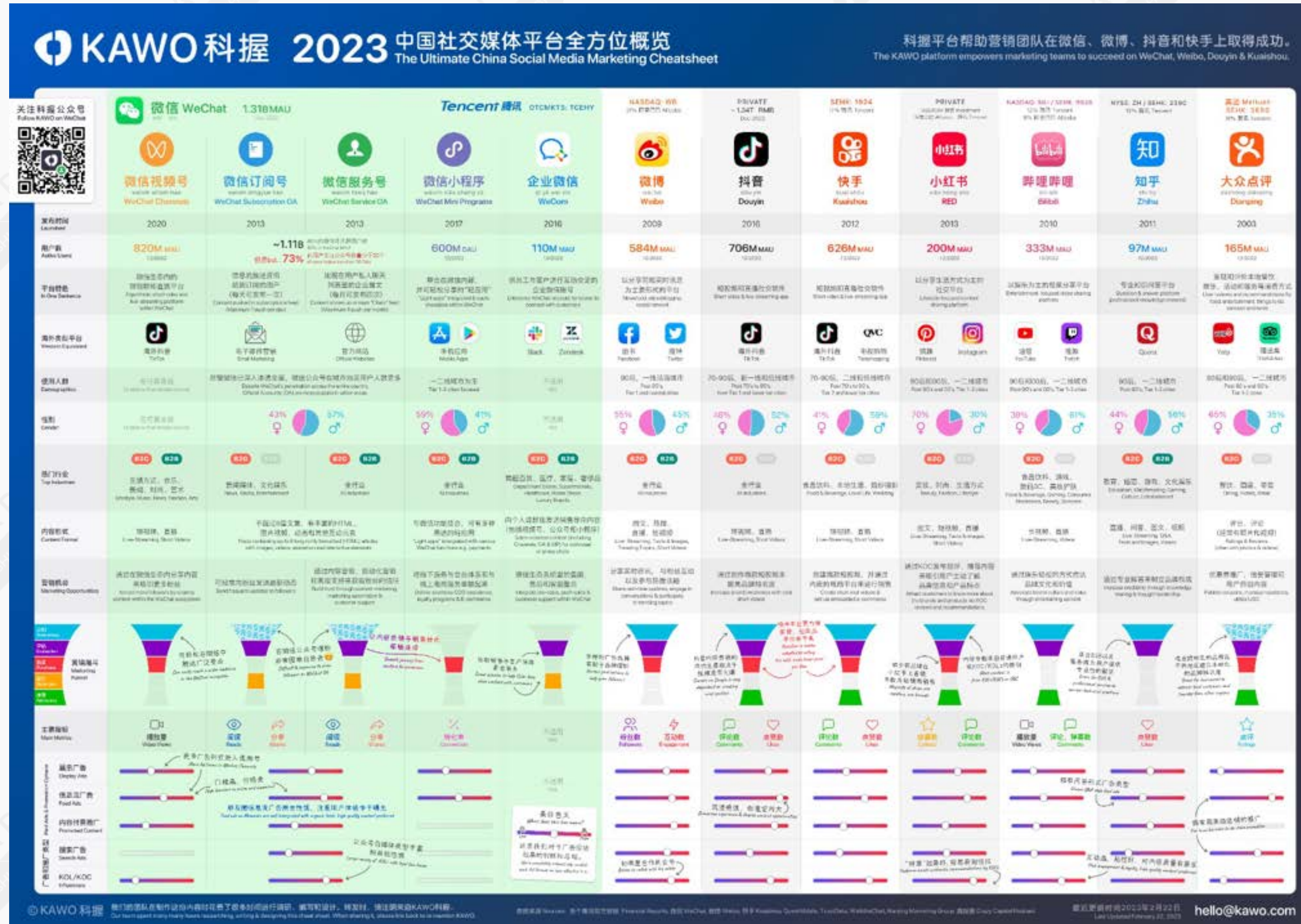
Disney has a ton of well-known characters and franchises. It launches monthly themed campaigns and sends themed gifts to top celebrities hoping that they will wear or share them.

• ORGANIC SHARING

Disney has significant traffic from ordinary fans. Organic sharing by these users is the secret to the brand's strong content sharing cycle.

SOCIAL MEDIA PLATFORMS IN CHINA

PLATFORMS AT A GLANCE



EXPERT BITES

Q: HOW DO YOU VIEW CHINA'S 2023 OUTBOUND TRAVEL MARKET AND TRENDS AND WHAT WILL BRING THEM BACK TO EUROPE?

The era of solely relying on price benefits to attract Chinese travellers has evolved. Today, they seek **immersive brand experiences and authentic exploration in their travel destinations**. It's crucial for brands to **revolutionise their approach to the entire travel business**.

Here are my top-line tips: adopt a unified 'One China' approach, engage with travellers from within China, and ensure 360-degree touch-points that encompass message consistency and services throughout the journey. **Prioritise delivering unforgettable brand experiences over price benefits**, especially in the realm of **RETAILTAINMENT** as it holds the key to captivating the discerning Chinese traveller.



DANNI LIU

Founding Partner at iBlue
Communications

EXPERT BITES



YOLANDA YUAN

Head of SMM

Q: WHAT ARE THE BEST PRACTICES FOR COMPANIES TARGETING LUXURY OR ADVENTURE TOURISTS IN CHINA?

One effective strategy for targeting luxury and adventure tourists in China is to **identify niche interests and incorporate unique, authentic experiences into your offerings.** By developing specialised itineraries that cater to specific hobbies or interests, you can attract discerning travelers seeking tailored experiences. For example, offer photography tours for photography enthusiasts, or create luxury wellness retreats aimed at health-conscious travelers.

3

2 CORE E-COMMERCE PLATFORMS

**E-COMMERCE IS
ESSENTIAL TO
PROMOTION AND
REACHING
CONSUMERS,
PARTICULARLY FOR
LIVESTREAMS**

TAOBAO AND WECHAT ARE CRUCIAL COMMERCE CHANNELS

BOTH PLATFORMS HAVE HUGE USER BASES AND CONVENIENT PAYMENT OPTIONS

Traditional E-commerce



TAOBAO

**300
Million**

ANNUAL BUYERS ON TAOBAO

50,000

NEWLY RELEASED PRODUCTS
ON TAOBAO THAT EXCEEDED
1 MILLION RMB IN GMV

60 Billion RMB

TAOBAO LIVE'S 2020 GMV

Social Commerce



WECHAT

**450
Million**

WECHAT MINI PROGRAM DAU (2021)

+28%

INCREASE IN MINI PROGRAMS
SUPPORTING PAYMENT
TRANSACTIONS

+80%

YOY GROWTH IN USERS WHO PAY
THROUGH MINI PROGRAMS

TAOBAO DIRECTS TRAFFIC TO FLIGGY

MANY OF ITS LIVESTREAMS FEATURE TRAVEL CONTENT



DURING THE DOUBLE 11 SHOPPING FESTIVAL:



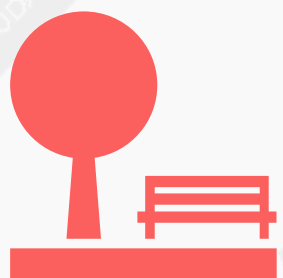
1.9 Million

3-5 STAR HOTEL PACKAGES WERE SOLD ON FLIGGY



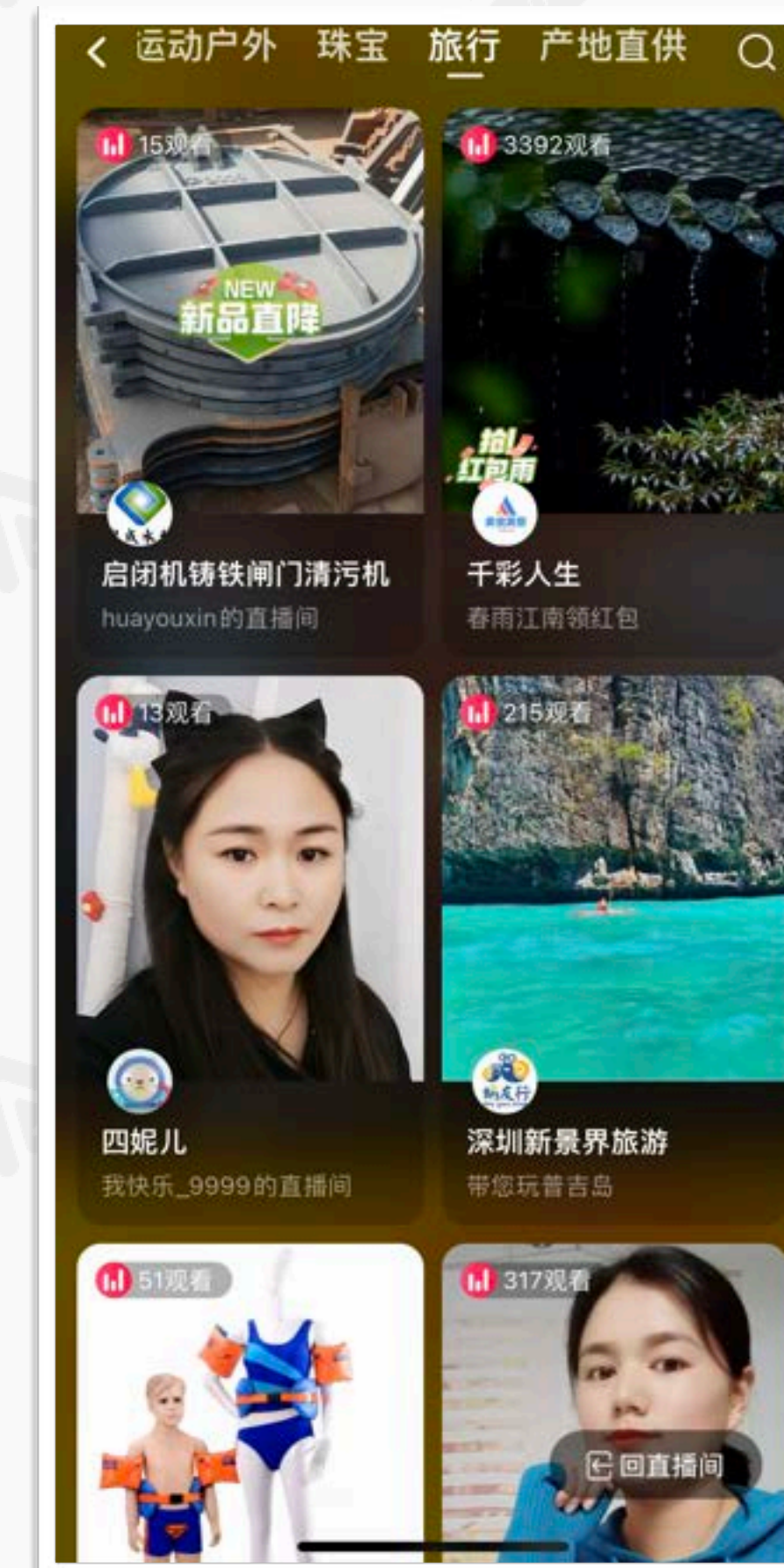
500,000

POPULAR ATTRACTION TICKET PACKAGES WERE SOLD ON FLIGGY



450,000

POPULAR THEME PARK PACKAGES WERE SOLD ON FLIGGY



Livestream on Taobao for travel products

EXPERT BITES

Q: HOW DOES FLIGGY ENGAGE CHINESE CONSUMERS THROUGH DIGITAL CHANNELS, AND WHAT CONTENT RESONATES BEST?

We have developed a set of content tools that can meet the diverse marketing needs of merchants. Among them are different options to conduct livestreams, including using **Fliggy's official livestreaming service**, engaging professional Taobao livestreamers through us, or working with tourism influencers in our network.

Along with changes in consumption structure and the pandemic's impact on people's consumption psychology, **“emotional value” is playing a more important role in consumers' travel decision-making**. Simply put, products that bring emotional comfort are preferred by consumers these days. Compared with displaying a product in a pure text and graphic format, livestreaming is a more effective way to amplify a product's emotional value, thereby leading to higher conversion rates. In addition, consumers these days place more emphasis on **“seeing is believing,”** and this is also true when it comes to travel booking.

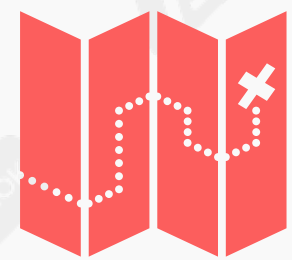


ADA XU

Regional Director (Europe & Middle-East) at FLIGGY

WECHAT HAS OVER 1.3 BILLION USERS

WECHAT CHANNELS AND MINI PROGRAMS ARE HIGHWAYS FOR TOURISM E-COMMERCE



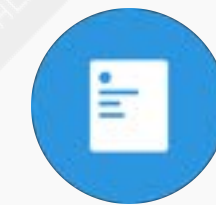
183%

GROWTH IN THE NUMBER OF TRAVEL CHANNELS

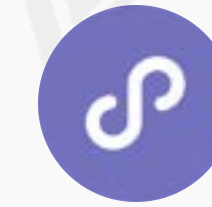


276%

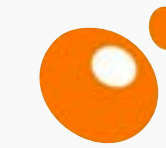
GROWTH IN SALES ON AIRLINE MINI PROGRAMS



Official Accounts



Mini-Programs



Mini Games



Search



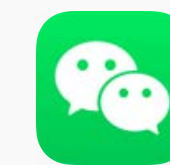
WECHAT



WeChat Pay



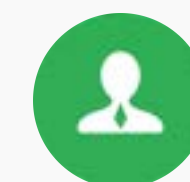
Channels



WeChat Advertising



WeCom

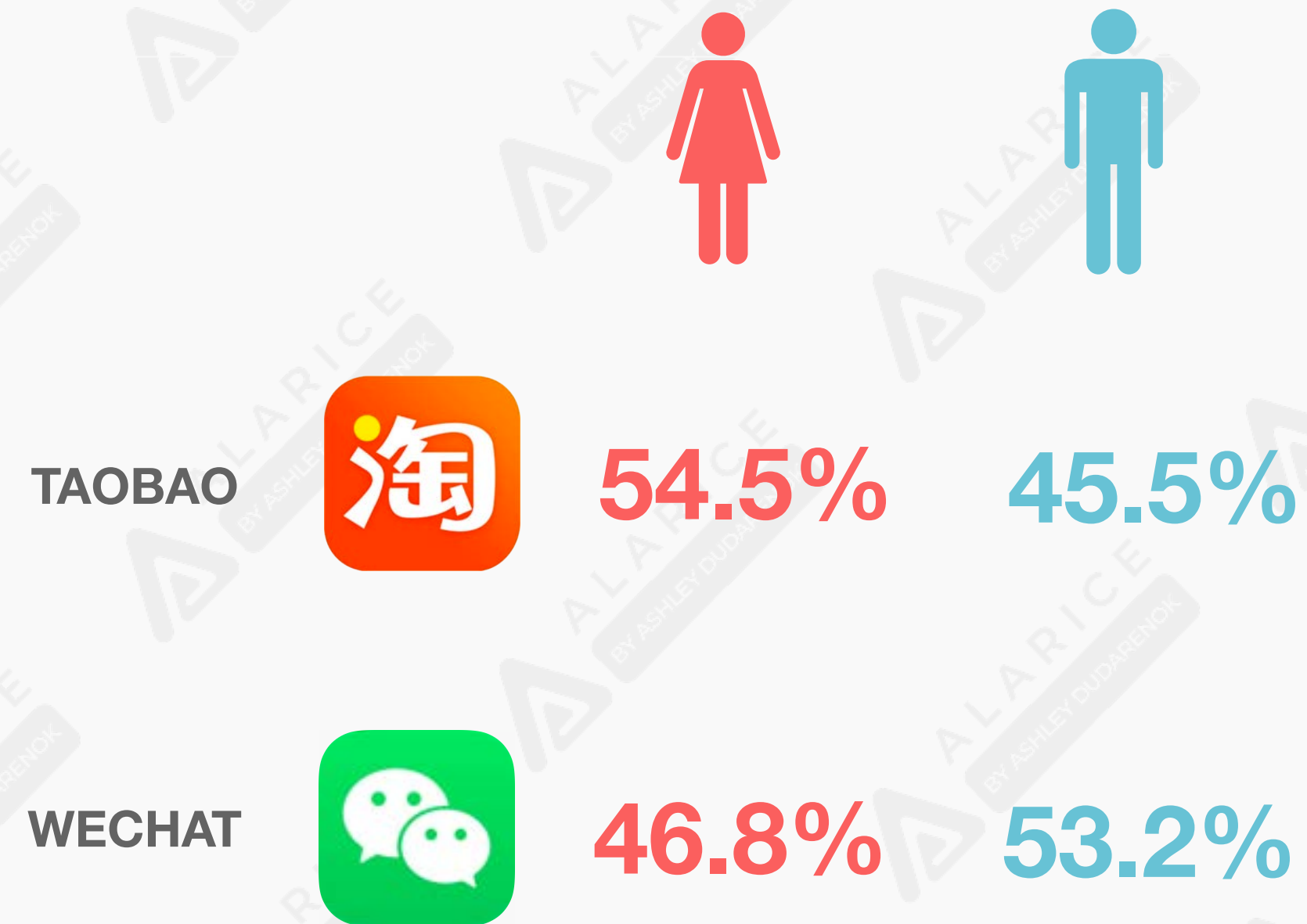


Accounts

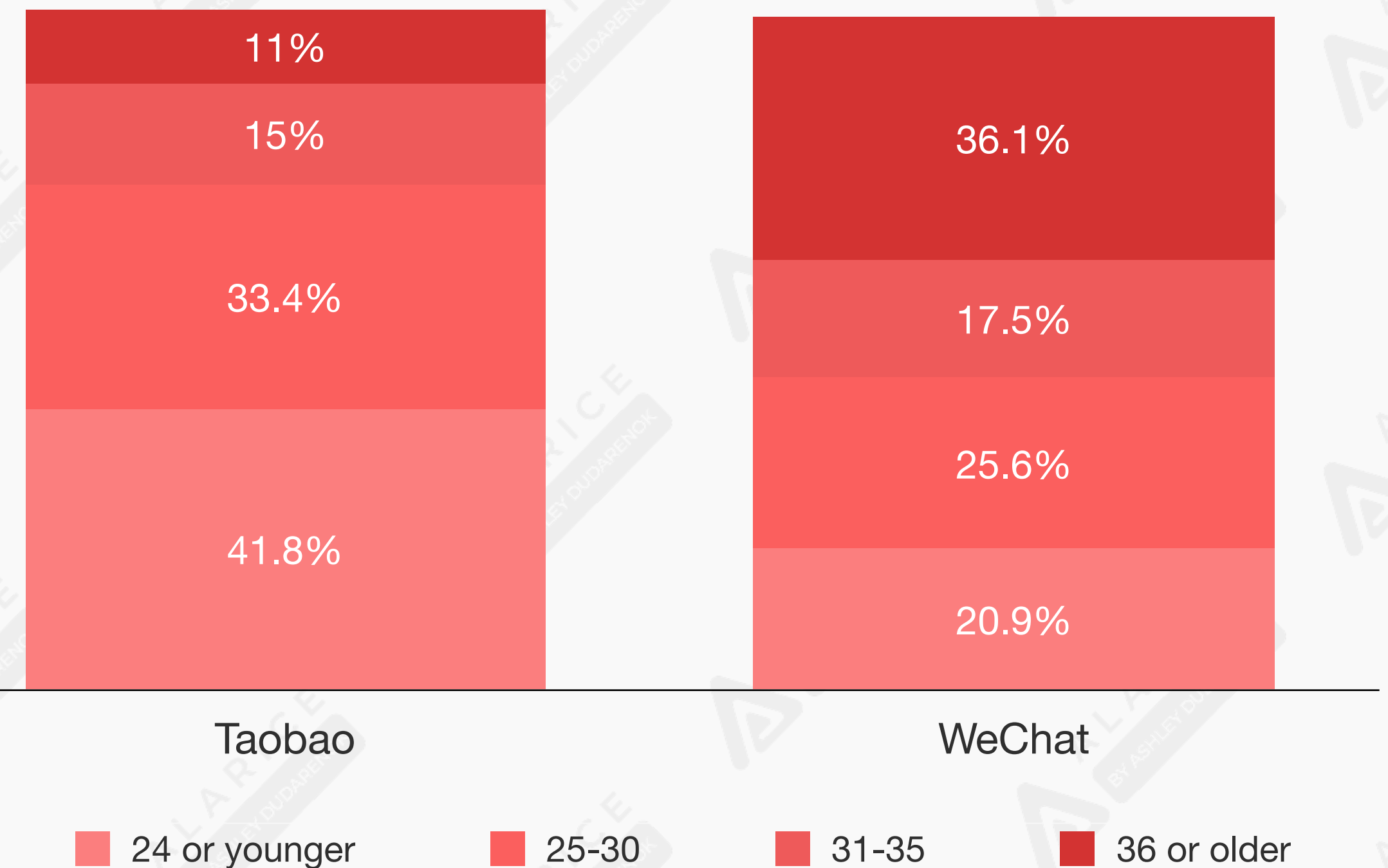
OVERVIEW: USER PORTRAITS

FEMALE CONSUMERS ARE A MAJOR FORCE

TAOBAO ATTRACTS MORE YOUNG PEOPLE WHILE WECHAT HAS BROADER APPEAL



Age Distribution of Users



CASE STUDY: WECHAT BUILDS TOURISM CONNECTIONS

SOCIAL CONNECTIONS, ATTRACTIVE CONTENT AND EASY BOOKING OPTIONS ALL IN ONE PLACE

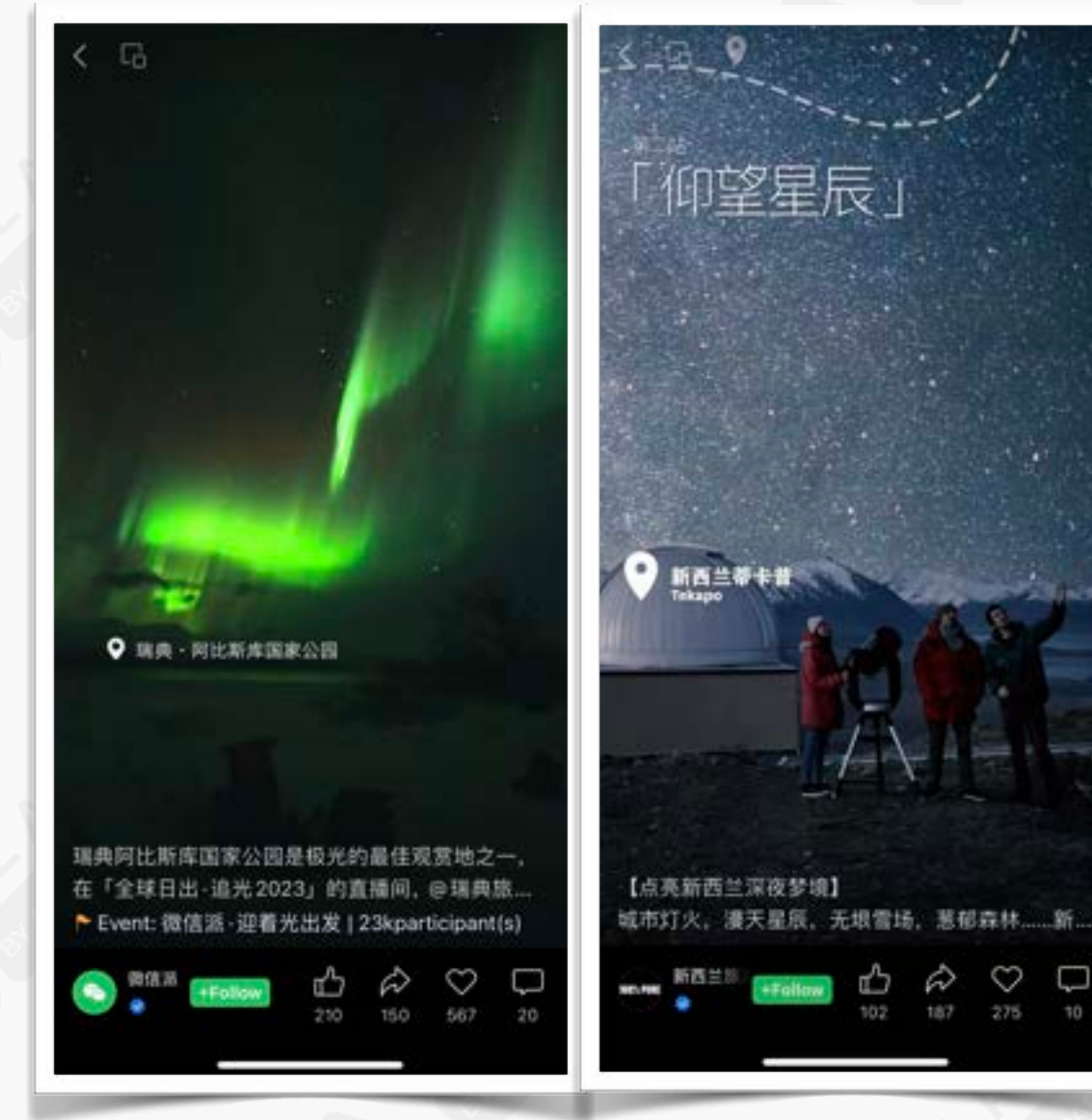


- WECHAT INCREASES TOURISM ALLIANCES**

Sweden's tourism board launched a 13-hour livestream of Aurora on its WeChat Channel attracting 260,000 views.

- BENEFITS FROM WECHAT'S ECOSYSTEM**

One local travel agency gained over 700,000 followers through livestreams and short videos and got up to 200 bookings a day.



CASE STUDY: CAMPAIGNS AND TOP ONLINE SELLERS

FROM KEY OPINION SALESPEOPLE (KOS) ONLINE TO OFFLINE POP-UP CAMPAIGNS



• TOP KOS COOPERATION

Tourism themed livestreams on Taobao run by top KOS offered discounts on hotel bookings in up to seven cities. Top online livestream sellers have a large number of followers so their sales and conversion rates are high.

• OFFERING DISCOUNTS

They offered special deals in cooperation with OTAs and social commerce platforms to give their target audience added incentives to make bookings and to help them fulfil their desires to travel.

• POP-UP CAMPAIGNS

The campaigns involved not only tourism businesses but also FMCG and other brands. This co-branding leveraged the influence of each brand to boost the share of voice and reach larger customer groups.

李佳琦 超级618
旅游套餐大预告!
6月5日 旅游小专场

凯悦集团寻悦7城印记
高奢度假酒店2晚通兑
到手价: 2588元起

| 产品 | 赠品 | 到手价 |
|----------------------|-----------------------|------------------------------------|
| 飞猪旅行 | 苏州园林/广州顺德/厦门鼓浪屿2晚香住三晚 | 到手价: 2588元起 |
| 凯悦集团寻悦7城印记高奢度假酒店2晚通兑 | | 2988元起 |
| 飞猪旅行 | 无锡拈花湾波萝蜜多酒店度假游 | 到手价: 998元起 |
| 无锡拈花湾波萝蜜多酒店度假游 | 2天1晚/3天2晚套餐 | 1208元起 |
| 飞猪旅行 | 上海世茂深坑酒店+上海康莱德酒店各1晚套餐 | 到手价: 2399元起 |
| 飞猪旅行 | 希尔顿海南+广东12家酒店 | 到手价: 799元起/2晚 |
| 希尔顿海南+广东12家酒店 | 2晚可拆分通兑 | 899元起/2晚 1299元起/2晚 1599元起/2晚 |
| 飞猪旅行 | 洲际酒店集团百店 | 到手价: 498元起 |
| 洲际酒店集团百店 | 2晚可拆分套餐 | 718元起 1018元起 1518元起 |

山湖海 自在营

2023年4月-7月
【美汁源&飞猪】自在营城市巡游空降全国17城
【参与线下打卡 赢多重自在好礼】

北京、上海、广州、深圳、
武汉、长沙、成都、南京、
太原、济南、沈阳、长春、
杭州、郑州、合肥、
珠海、石家庄

4月1日 武汉东湖樱花园 等你来打卡!

EXPERT BITES

Q: HOW DOES TRIP.COM EMPLOY DIGITAL CHANNELS TO ENGAGE CHINESE CUSTOMERS, AND WHICH CONTENT TYPES ARE MOST APPEALING TO THEM?

We partner with the most influential social media from both mainland China and different markets. Our app and service can be understood as **“High in Consumption and Low in Frequency”** comparing to the social media app such as Xiaohongshu (High in frequency and low in consumption) . We’re aware of the different purposes and strengths of our platforms and the social media platforms. For travel vertical, we have seen that quality video content produced by mid-level KOLs have resonated well with the audience.



SUSAN DING

Marketing Manager at
Trip.com Group

4

TOP TOURISM KOLs

**KOLs LEVERAGE
THEIR FANS TO
PROMOTE BRANDS
AND OFFER
HIGH-QUALITY
RECOMMENDATIONS,
DISCOUNTS AND
COUPON CODES**

TOP TRAVEL KOLs ON DOUYIN AND RED

DOUYIN HAS A LARGER FANBASE, RED HAS HIGHER QUALITY FOLLOWERS

Douyin



@厦门阿波

Followers: 15.58M



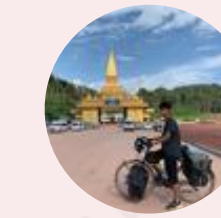
@普陀山小帅

Followers: 17.70M



@罐头瓶子在荷兰

Followers: 12.37M



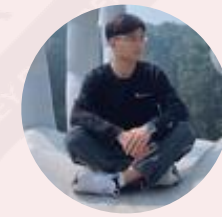
@湖远行

Followers: 10.11M



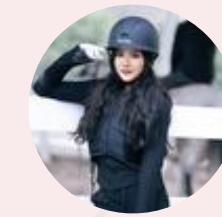
@福建大乔

Followers: 4.08M



@厦门阿远

Followers: 3.39M



@阿娇学姐

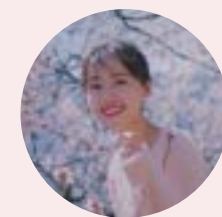
Followers: 2.73M



@查德威克Chadwick

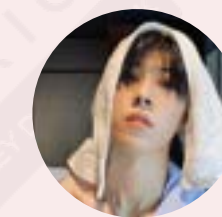
Followers: 2.32M

RED



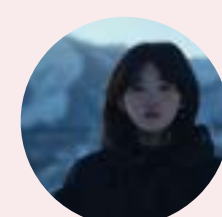
@房琪kiki

Followers: 2.9M



@木齐

Followers: 1.5M



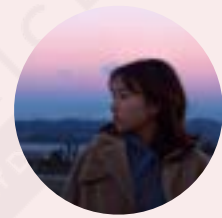
@幻想家姜时一

Followers: 917.2K



@侣行

Followers: 570.2K



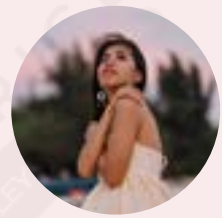
@何香蓓Betty

Followers: 568.3K



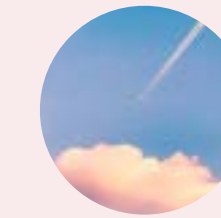
@匠游

Followers: 510.2K



@Doubleliker

Followers: 258.9K



@环球大玩家

Followers: 210.6K

KOLs PLAY AN ESSENTIAL ROLE IN PROMOTION

DOUYIN'S HUGE TRAFFIC GIVES KOLs ON THE PLATFORM A STRONG ADVANTAGE



90.4 Billion

VIEWS OF VIDEOS BY TRAVEL KOLs

1.47 Billion

LIKES FOR VIDEOS BY TRAVEL KOLs

180 Million

COMMENTS ON VIDEOS BY TRAVEL KOLs

1.09 Billion

VIEWERS FOR TRAVEL KOL LIVESTREAMS

150,000 +

NUMBER OF TRAVEL LIVESTREAMERS

862%

MONTH ON MONTH INCREASE IN BOOKINGS IN OCT 2022

RED ALSO PROMOTES TRAVEL HASHTAGS

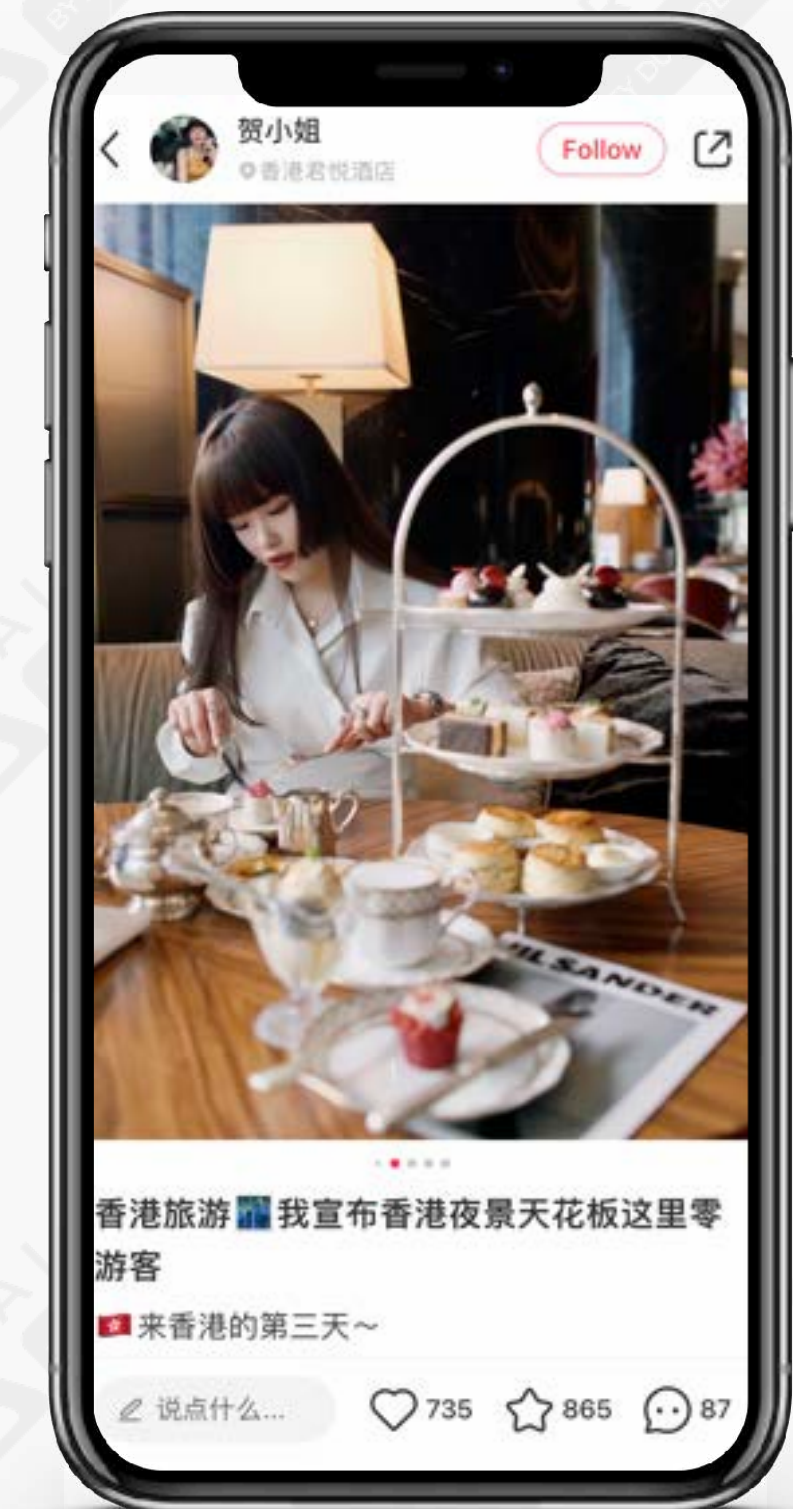
HIGH-QUALITY CONTENT IS THE MOST IMPORTANT FACTOR ON RED



COOPERATE WITH KOLs

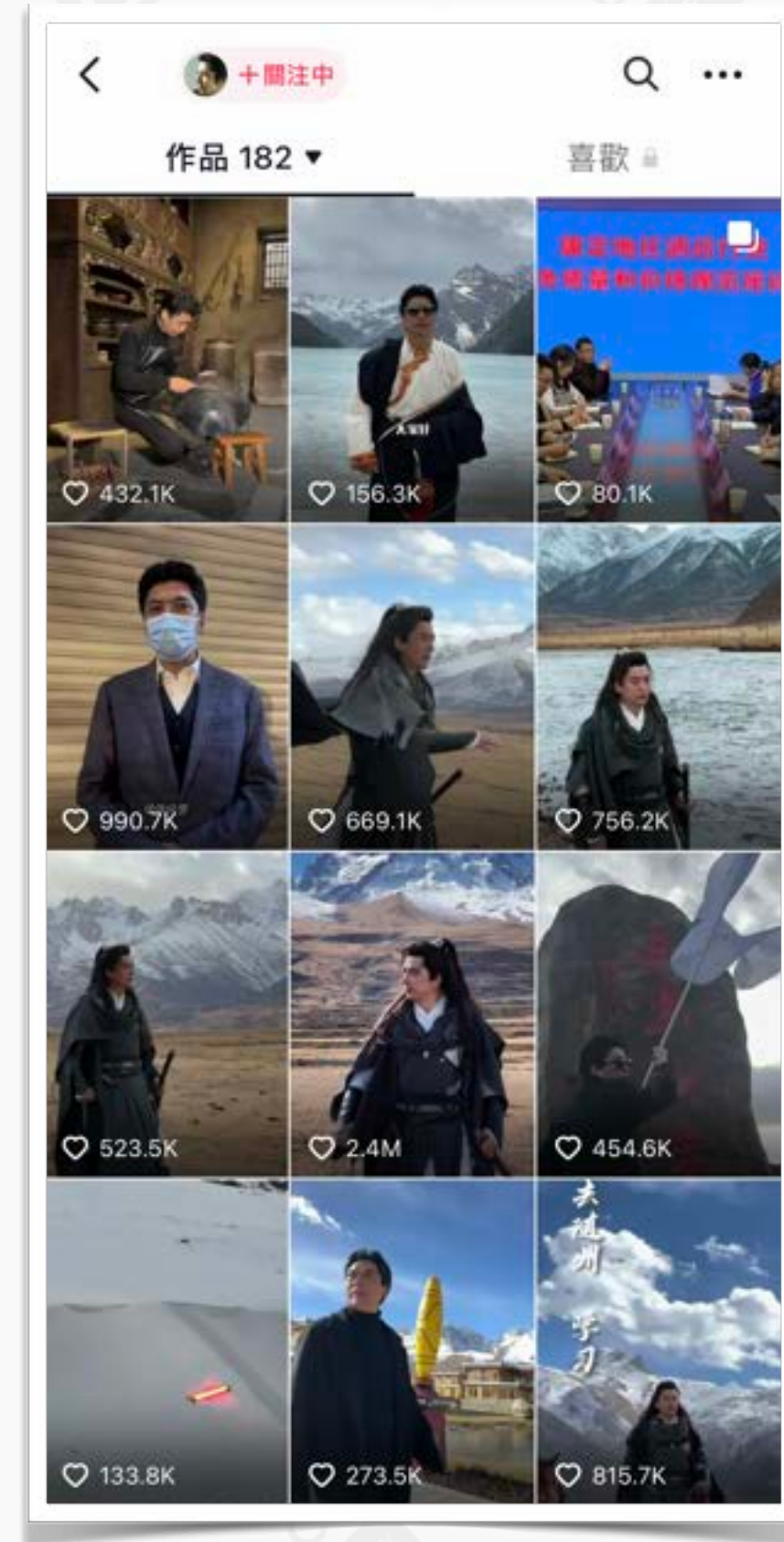
Viewers feel that KOLs always show their real life on RED, so recommendations and experience sharing are essential.

Recommendations are constantly embedded in daily posts, leveraging the large fanbases of KOLs.



CASE STUDY: TOURISM DEPARTMENT KOLS

THERE'S FIERCE COMPETITION BETWEEN LOCAL TOURISM BOARDS



Liu Hong, director of the Culture, Radio, Television and Tourism Administration in Ganzi, Sichuan has helped the prefecture gain fame on the internet and boosted tourism with his creative videos.

The local official got more than **2 million fans** on Douyin after dressing like a swordsman from a movie in short videos to promote the region. He made the videos in his spare time and showcased the snowy mountains, grasslands, forests and lakes of the area.

Other local officials have also made short videos about their area's special attractions to reach young travellers and spread the word about their region. These local official **KOLs** have managed to promote their regions with creativity and an entertaining, low cost high reward marketing model.

SUMMARY



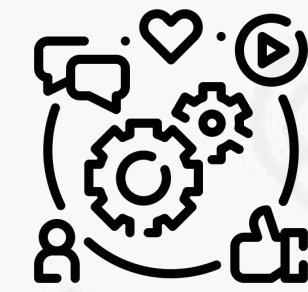
STORYTELLING WORKS

No single method secures success in reaching and winning Chinese travellers better than storytelling. In the steps from telling your story to creating an experience, brands need to proceed with a clear understanding of China.



EXPLORE MULTIPLE CHANNELS TO PROMOTE PRODUCTS

Launch travel products on OTAs and other platforms. Then cooperate with them to increase your target audience and motivate them to travel, shop or stay at your location.



SOCIAL COMMERCE SHORTENS THE PATH TO PURCHASE

Due to the large number of digital users in China, e-commerce is a required channel to convert followers into customers, particularly on short video and livestream platforms.

**GOT A QUESTION?
SCAN THE QR CODE AND
DROP US AN EMAIL.**



EXPERT BITES

Q: IN 2023, WHAT ACTIONS SHOULD TRAVEL COMPANIES, HOTELS, EXPERIENCE PROVIDERS, AND DESTINATIONS TAKE TO APPEAL TO CHINESE OUTBOUND TRAVELLERS?

Not thinking that the experiences from before the pandemic are still valid. Learning with trainings about the new wave of Chinese visitors, reading publications like the new COTMI China Outbound Tourism Market Intelligence, developing new special interest services based on a clear strategy which market segments to target. Concentrate if possible on **education and health, experience and low-risk adventure.**



WOLFGANG GEORG ARLT

Founder And Director Of Cotri
China Outbound Tourism Institute

EXPERT BITES



CHRISTINA ZHANG

SMM Executive

Q: WHAT ARE SOME COMMON MARKETING MISTAKES BUSINESSES MAKE WHEN TARGETING CHINESE TOURISTS, AND HOW CAN THEY BE AVOIDED?

Insufficient understanding of Chinese culture and customs can lead to marketing efforts that may be offensive or unsuitable for Chinese tourists. It is crucial for businesses to **invest in research and seek guidance from experts familiar with Chinese culture.** These specialists can offer valuable insights and advice to help businesses avoid such pitfalls.

CHINESE TOURIST INSIGHTS

BUILDING A SEAMLESS JOURNEY

EXPERT BITES

Q: WHEN IT COMES TO BUYING POWER AND SPENDING CATEGORIES - WHAT DO YOU FIND MOST INTERESTING ABOUT THE CHINESE TOURISTS IN 2023?

Spending has been mainly driven by **VIC travellers** who had the capacity to travel despite the raise of air tickets. Chinese outbound travellers are spending much more by individual than in 2019.

The main drivers for luxury goods spending abroad remain the price difference and tax free savings (**+15% to 30% pricier in China than in EU**). In Europe, Chinese Shoppers have favoured so far **“Fashion and Clothing”** and **“Leather Goods”**.

Chinese consumers reduced their global luxury expenditure over the past 3 years, while significantly increasing savings. In line with other nationalities, we already notice a strong pent-up demand. We can expect Chinese spending recovery to **promptly recover to 2019 levels**, despite limited air traffic, driven by higher transaction values and more transaction by individual.



PATRICE SIMEON

Global Account Manager at
Global Blue Holding

BUILDING THE BEST JOURNEY

CONNECTING THESE KEY ELEMENTS AND TOUCHPOINTS HELPS CHINESE CONSUMERS



1. DESTINATION



2. HOTEL



3. RESTAURANTS



4. SHOPS



5. SERVICES



6. PAYMENTS



7. TRANSPORTATION

BUILDING THE BEST JOURNEY

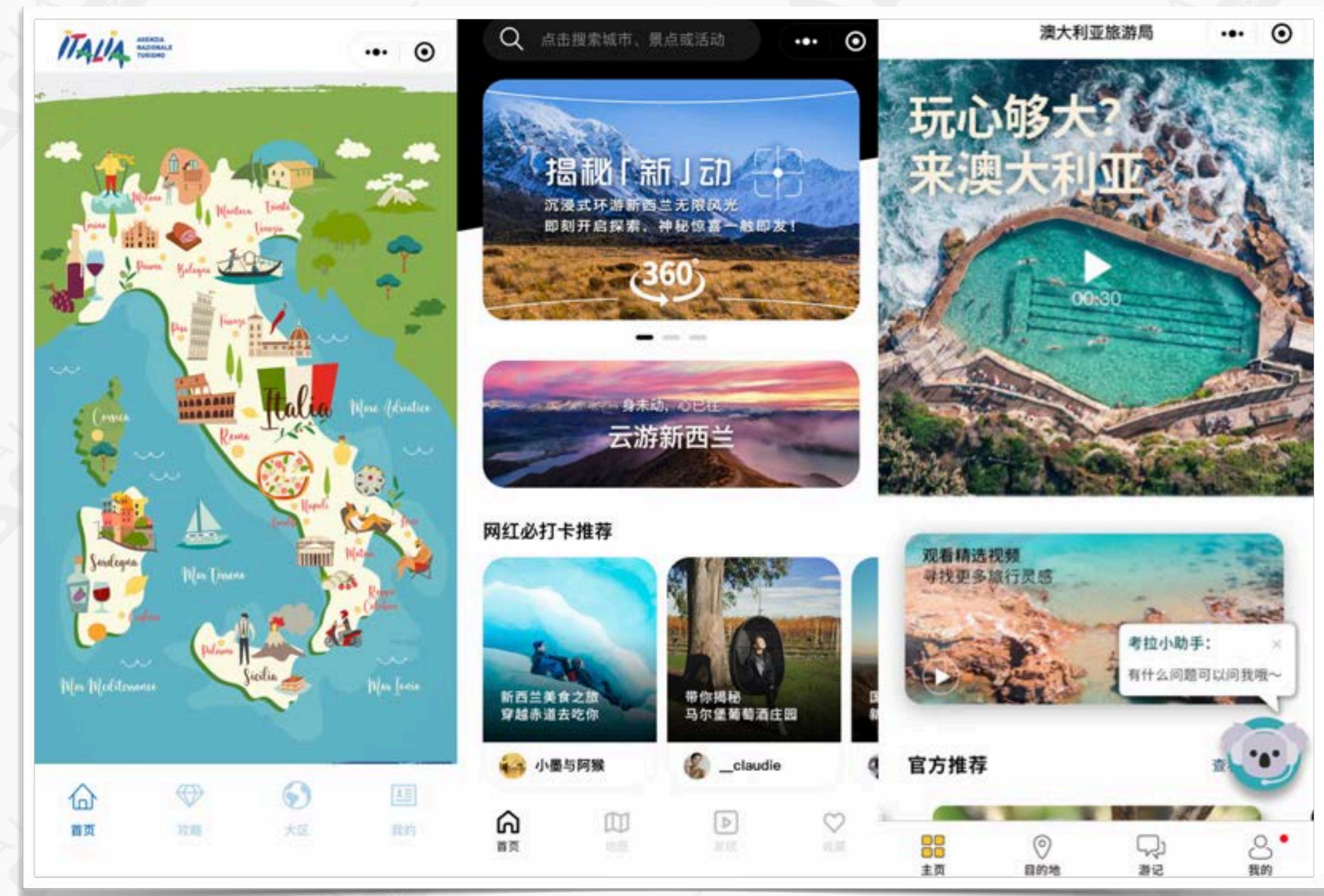
1. DESTINATION

Build relationships before people travel:

- For Chinese tourists, language is the most common challenge to travelling overseas.
- Launch WeChat mini programs in Chinese to introduce the destination and provide informative content for travellers to discover.

Use a variety of digital channels and influencers:

- Don't limit your brand to working with only social media KOLs. Also work with e-commerce and livestream KOSs (key opinion salespeople) to attract travellers to the destinations.



BUILDING THE BEST JOURNEY

2. HOTELS

Provide an array of digital services to Chinese customers

- Chinese travellers are used to digital lifestyles, such as e-payments, intelligent home appliances (IoT), online check-ins and fast check outs. They look for speed, responsiveness and convenience.

Understand Chinese culture

- Understanding Chinese culture and customs can help hotels better accommodate Chinese travellers.
- For example, hotels can offer information on local Chinese festivals, provide Chinese-style decorations, mahjong (麻将) tables or offer Chinese tea ceremonies.



BUILDING THE BEST JOURNEY

3. RESTAURANTS

Chinese customers have different eating habits from locals in other countries:

- Provide chopsticks
- Print Chinese language menus
- Respect cultural differences. For example, avoid leaving chopsticks standing up in bowls of food, etc.

Digital service for restaurants is also a norm for Chinese travellers:

- Booking or pre-ordering should be available online
- Provide free Wi-Fi
- Provide QR code links to a Chinese introduction and a list of restaurant services



EXPERT BITES



LEXI DENG

SMM Project Manager

Q: HOW CAN BUSINESSES ENSURE CHINESE TOURISTS HAVE A GOOD EXPERIENCE? WHAT ELEMENTS AFFECT THEIR SATISFACTION?

Businesses should offer Chinese food and cater to Chinese tourists' dietary demands and preferences in order to attract Chinese tourists. Cultural activities such as tea ceremonies and calligraphy workshops might help improve their experience. These cultural characteristics provide Chinese tourists with a **sense of familiarity and connection to the area**, making them feel at ease and more likely to return.

BUILDING THE BEST JOURNEY

4. LOCAL SHOPS

To offer Chinese customers a top-notch experience:

- Offer Chinese language sales support
- Highlight the best products that are currently on sale or discounted in the shop
- Provide online channels to contact the store and to buy items and have them delivered
- Provide a tax refund service

Leverage social media to attract Chinese customers:

- Encourage customers to share photos and information about your shop on Chinese social platforms
- Offer exclusive promotions to attract customers to your shop
- Use content that Chinese consumers are familiar with by featuring Chinese festivals, Chinese celebrities and so on.



BUILDING THE BEST JOURNEY

5. SERVICES

- Local providers should be aware of common **cultural differences** and be able to communicate in different styles, match customer expectations for service delivery and deal with differing attitudes about time use.
- In China, communication styles may be more **indirect and formal** at some times and more direct and informal at others. These occasions might not match the local contexts for these communication styles so flexibility is necessary.
- **Customer service expectations** for speed and responsiveness are often higher in China than in other places and Chinese people tend to value time and want to use it efficiently.



BUILDING THE BEST JOURNEY

6. PAYMENTS

- The penetration rate of online payments in China reached 86% in 2021. **WeChat Pay, Alipay, and UnionPay** are the 3 most-used payment channels in China.
- Scanning QR codes to make payments is common in China and many tourists expect this as an option.
- It's wise to offer currency exchange services and discounts or other incentives to customers who use common Chinese payment methods.
- Chinese tourists also use Alipay, for other services such as accessing **digital coupons, food delivery, booking taxis, reserving attraction tickets, and issuing tax refunds.**



BUILDING THE BEST JOURNEY

7. TRANSPORTATION

Airlines represent a country's image and welcome

- Provide Chinese language customer service
- Have Chinese food available for passengers
- Enable access to user-friendly mobile services

Public transportation

- Have an introductory website in Chinese
- Cooperate with Chinese platforms to provide online bookings and ticket purchase services
- Make refunds and communication straightforward and easy



SUMMARY



MAKE CHINESE MOBILE PAYMENT SERVICES AVAILABLE

Making services accessible via mobile or through WeChat and Alipay makes a significant difference for Chinese travellers because their daily routines rely heavily on these platforms.



REMOVE LANGUAGE BARRIERS

Chinese language services and guidance make it easier to connect with Chinese travellers and build friendly relationships with potential customers.



CUSTOMIZED SERVICES ATTRACT DIFFERENT GROUPS

Based on the customer group, you can offer customized services and use the latest trends, such as digital options and environmentally friendly services.

**GOT A QUESTION?
SCAN THE QR CODE AND
DROP US AN EMAIL.**



EXPERT BITES

Q: WHAT ARE THE NEW TRENDS THAT BRANDS ALREADY ON ALIPAY SHOULD PAY ATTENTION TO?

We see more brands are **embracing digitalisation**, especially taking advantage of different platforms to promote their brands in a comprehensive way. They understand the importance of engaging more with mobile-savvy Chinese tourists, even before they start to plan their trips.

Alipay has evolved from a trusted payment tool to an open platform that connects businesses, institutions, service providers, and other partners with consumers. Besides payment, it also enables partners to **communicate and deliver different digital services to their customers through Alipay mini programs**, lifestyle accounts and other tools.

Alipay is used not only for payment but also many other purposes, such as accessing digital coupons, food delivery, booking taxis and attraction tickets, and tax refund. Brands can consider offering services beyond payment via Alipay so they can better engage with customers and create more monetisation opportunities.



CHERRY HUANG

General Manager Of Alipay+ Offline Merchant Services Of Ant Group

EXPERT BITES



ADA LI

Strategy & Insights
Project Manager

Q: WHAT ARE SOME POPULAR CHINESE TOURIST ACTIVITIES, AND HOW HAVE THEY CHANGED OVER TIME?

As Chinese tourists gained more travel experience, **their interests and preferences shifted**. They are now more interested in **one-of-a-kind and authentic experiences**, such as visiting off-the-beaten-path locations and engaging in cultural activities.

Furthermore, with a growing interest in **solo travel and adventurous activities**, Chinese youth are becoming a significant force in the travel sector. This generation is also more likely to utilize social media to research and plan their vacations, emphasizing the importance of businesses having a **strong online presence and engaging with clients through digital means**.

Overall, firms who can respond to Chinese visitors' developing interests and tastes while also providing personalized and high-quality experiences will be well-positioned to attract this vital and rising market.

TRAVEL CALENDAR 2023-2024

FIND THE RIGHT TIME TO PROMOTE

TRAVEL CALENDAR

APRIL 2023

APRIL

| S | M | T | W | T | F | S |
|----------------------|----|----|------------------------|----|-----------------------|-----------------------|
| | | | | | | 1 April Fool's Day |
| 2 | 3 | 4 | 5 Qingming Festival | 6 | 7 World Health Day | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 Earth Day |
| 23 World Book Day | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

Public holidays and key themes to pay attention to:

- **Qingming Festival:** Spring travel, first travel in spring, short trips, enjoy the flowers

Other holidays and key themes to pay attention to:

- **World Health Day:** Mother, family, maternal love
- **Earth Day:** Environmental protection, eco-friendliness, health, people and nature
- **World Book Day:** Knowledge, books, education

TRAVEL CALENDAR

CREATIVE REFERENCES

APRIL

Qingming Campaign

Screenshot from the Lotte Duty-Free Weibo account showing their Qingming UGC campaign



April Music Event

Screenshot of the Strawberry Music Festival's Beijing poster

TRAVEL CALENDAR

MAY 2023

MAY

| S | M | T | W | T | F | S |
|--------------------|-----------------|----|-----------------------------|------------------------------|----|-------------------------------------|
| | 1 Labour Day | 2 | 3 | 4 International Youth Day | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 Mother's Day | 15 | 16 | 17 China's Food Festival | 18 | 19 | 20 520 / Chinese Valentine's Day |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

Public holidays and key themes to pay attention to:

- **Labour Day:** Five-day holiday, travel abroad, Southern Asian travel,

Other holidays and key themes to pay attention to:

- **International Youth Day:** The younger generation
- **Mother's Day:** Mother, family, maternal love
- **Food Festival:** Foodies, delicious food
- **Network Valentine's Day:** confession, love, I love you, gifts

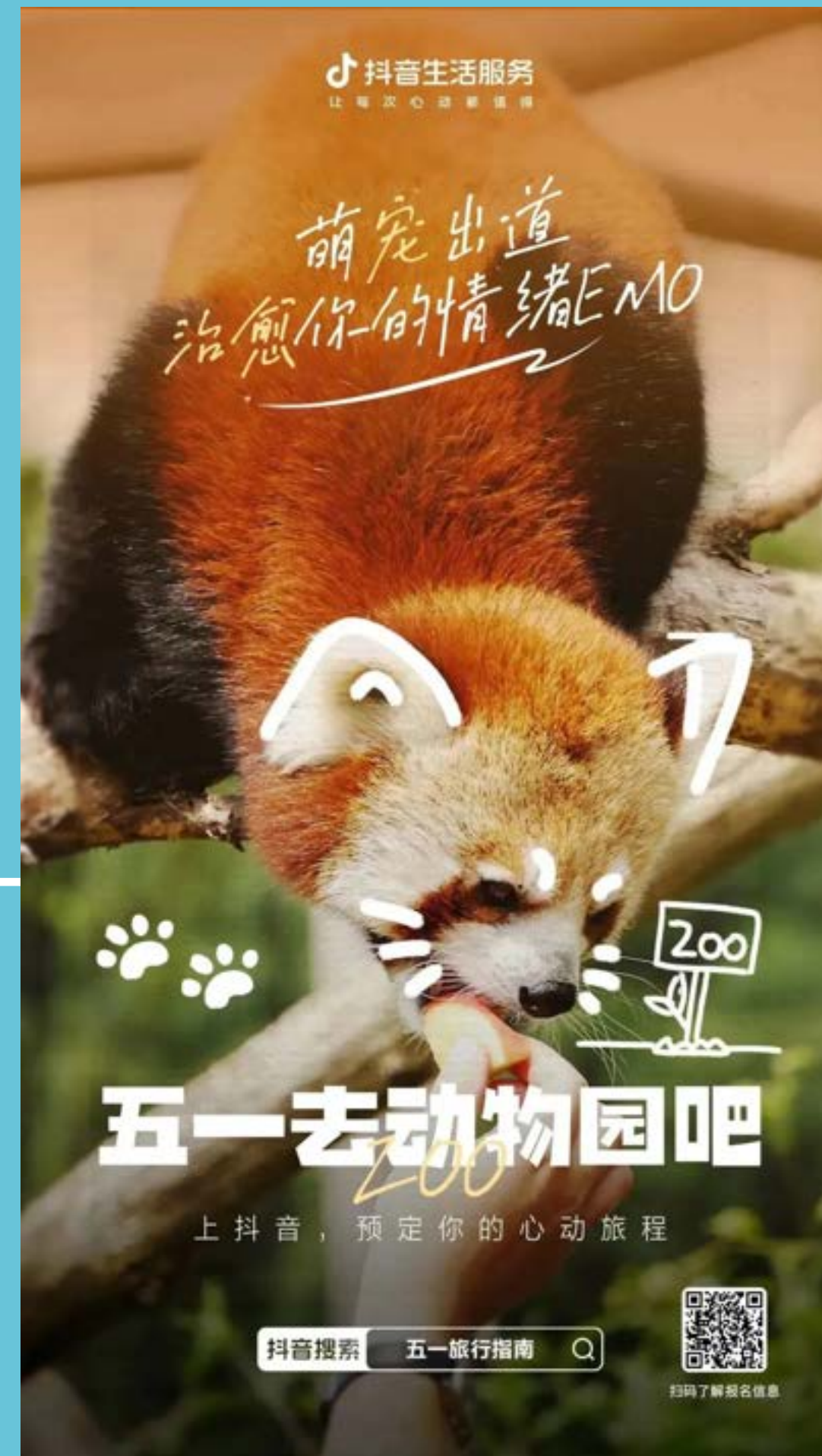
TRAVEL CALENDAR

CREATIVE REFERENCES

MAY

Labour Day Campaigns

Screenshot of Douyin's "Labour Day Travel Guide" campaign, providing online booking for hotels, tickets, services and more.



TRAVEL CALENDAR

OCTOBER 2023

OCTOBER

| S | M | T | W | T | F | S |
|-------------------|---------------------------------|---|----|----|----|----|
| 1 National Day | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 Global Day for the Eradication of Poverty | 18 | 19 | 20 | 21 |
| 22 | 23 The Double Ninth Festival | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 Halloween | | | | |

Public holidays and key themes to pay attention to:

- **National Day:** Golden week, travel, overseas travel

Other holidays and key themes to pay attention to:

- **Global Day for the Eradication of Poverty:** donate, care for others, savings
- **Double Ninth Festival:** camping, hiking, climbing mountains
- **Halloween:** Party, costumes

TRAVEL CALENDAR

CREATIVE REFERENCES

Golden Week



Screenshot of Amap's Golden week campaign poster providing discounts for its taxi service.

OCTOBER

Halloween



Screenshot of Holiland's Halloween products

TRAVEL CALENDAR

NOVEMBER 2023

NOVEMBER

Holidays and key themes to pay attention to:

- **Double 11 Shopping Festival:** Biggest online promotion, discounts, stockpile
- **Thanksgiving Day:** Thanks
- **Black Friday:** discounts, imported products

| S | M | T | W | T | F | S |
|----|----|----|----|------------------------|--------------------|-----------------------------------|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 Double 11 Shopping Festival |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 Thanksgiving Day | 24 Black Friday | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

TRAVEL CALENDAR

CREATIVE REFERENCES

NOVEMBER

Double 11 shopping festival campaign

Screenshot of JD.com and Crocs' co-branding poster



Double 11 Shopping Festival campaign

Screenshot of Tmall and Fliggy's Double 11 Shopping Festival promotion poster

TRAVEL CALENDAR

DECEMBER 2023

DECEMBER

Holidays and key themes to pay attention to:

- **Double Twelve Shopping Festival:** Discounts, stockpile
- **Winter Solstice:** dumplings, Tangyuan, prepare for the spring festival
- **Christmas Eve and Day:** Gifts, party

| S | M | T | W | T | F | S |
|----------------------|---------------------|---------------------|----|----|-----------------------|----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 Double Twelve | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 Winter Solstice | 23 |
| 24 Christmas Eve | 25 Christmas Day | 26 | 27 | 28 | 29 | 30 |
| 31 New Year's Eve | | | | | | |

TRAVEL CALENDAR

CREATIVE REFERENCES

Christmas Campaign

Screenshot of The Conrad's
Christmas tree



DECEMBER



New Year's Eve campaign

Screenshot of Mafengwo's offline
campaign poster for a New
Year's party and comedy show in
Beijing

TRAVEL CALENDAR

JANUARY 2024

JANUARY

| S | M | T | W | T | F | S |
|----|---------------------|----|----|----|----|----|
| | 1 New Year's Day | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

Public Holidays and key themes to pay attention to:

- **New Year's Day:** 2024, plan your year, goals

Other Holidays and key themes to pay attention to:

- **Winter holiday:** Changbai Mountain, Sanya, ice-skiing, hot springs

TRAVEL CALENDAR

CREATIVE REFERENCES

New Year Celebration



Trip published its predictions for the places people would go on New Year's Day.

JANUARY



Fliggy Campaign

Screenshot of Marketing campaign poster "New Year Sunrise Wishes"

EXPERT BITES

Q: HOW DO TRAVEL BUSINESSES EMPLOY DIGITAL CHANNELS TO CONNECT WITH CHINESE CUSTOMERS, AND WHICH TYPES OF CONTENT ARE MOST APPEALING TO THEM?

Digital platforms, notably social media like Xiaohongshu, Douyin, and livestreaming channels, continue to be key for destinations, travel companies, and service providers when targeting Chinese consumers. These stakeholders **invest in the creation of high-quality visual content, often partnering with micro and macro influencers to increase reach.** They also utilise strategic advertisement campaigns and time-limited promotions to generate engagement and convert potential customers.

From our collaborative work with clients, we've found that certain types of content particularly resonate with this audience. Material that offers **visually appealing destinations, carefully curated travel plans, personalised destination suggestions, and authentic travel experiences frequently yield high engagement rates.** Capitalising on these angles in content strategy has consistently resulted in positive responses and has proven to be a compelling approach with Chinese consumers.



DEANA GAO

Founder and CEO
of China Gravy

EXPERT BITES



VICKY WEI

Market Research &
Insights Executive

Q: WHAT ARE SOME CHINESE CELEBRATIONS AND FESTIVALS THAT BUSINESSES SHOULD KNOW ABOUT FOR MARKETING AND PROMOTIONS?

Qingming Festival (清明节): Also known as Tomb-Sweeping Day, it's a time when families honor their ancestors by cleaning and visiting their graves. This often involves traveling to their ancestral hometowns or burial sites. Therefore, travel and hospitality businesses usually offer special packages or promotions for family trips during this period.

Double Ninth Festival (重阳节): Celebrated on the ninth day of the ninth lunar month, is a time to appreciate the elderly and celebrate longevity. Traditionally, people climb mountains, enjoy chrysanthemum flowers, and spend time with their families. This festival encourages families to plan outings or short trips together. Businesses can create promotions or events targeting seniors or families during this festival.

Dongzhi Festival (冬至): The Winter Solstice Festival is a time for families to gather and enjoy traditional foods and customs, such as making and eating dumplings. It's common for people to travel back to their hometowns or plan family gatherings during this period. Travel and hospitality businesses can promote special winter-themed experiences or packages to attract customers.

TRAVEL CALENDAR

FEBRUARY 2024

FEBRUARY

| S | M | T | W | T | F | S |
|------------------------|------------------------|------------------------|-----------------------|------------------------|-----------------------|------------------------|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 Chinese New Year | 10 Chinese New Year |
| 11 Chinese New Year | 12 Chinese New Year | 13 Chinese New Year | 14 Valentine's Day | 15 Chinese New Year | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | | |

Public Holidays and key themes to pay attention to:

- **Chinese New Year:** Year of the Dragon

Other Holidays and key themes to pay attention to:

- **Valentine's Day:** love, affection, romance, staycation, luxury hotel

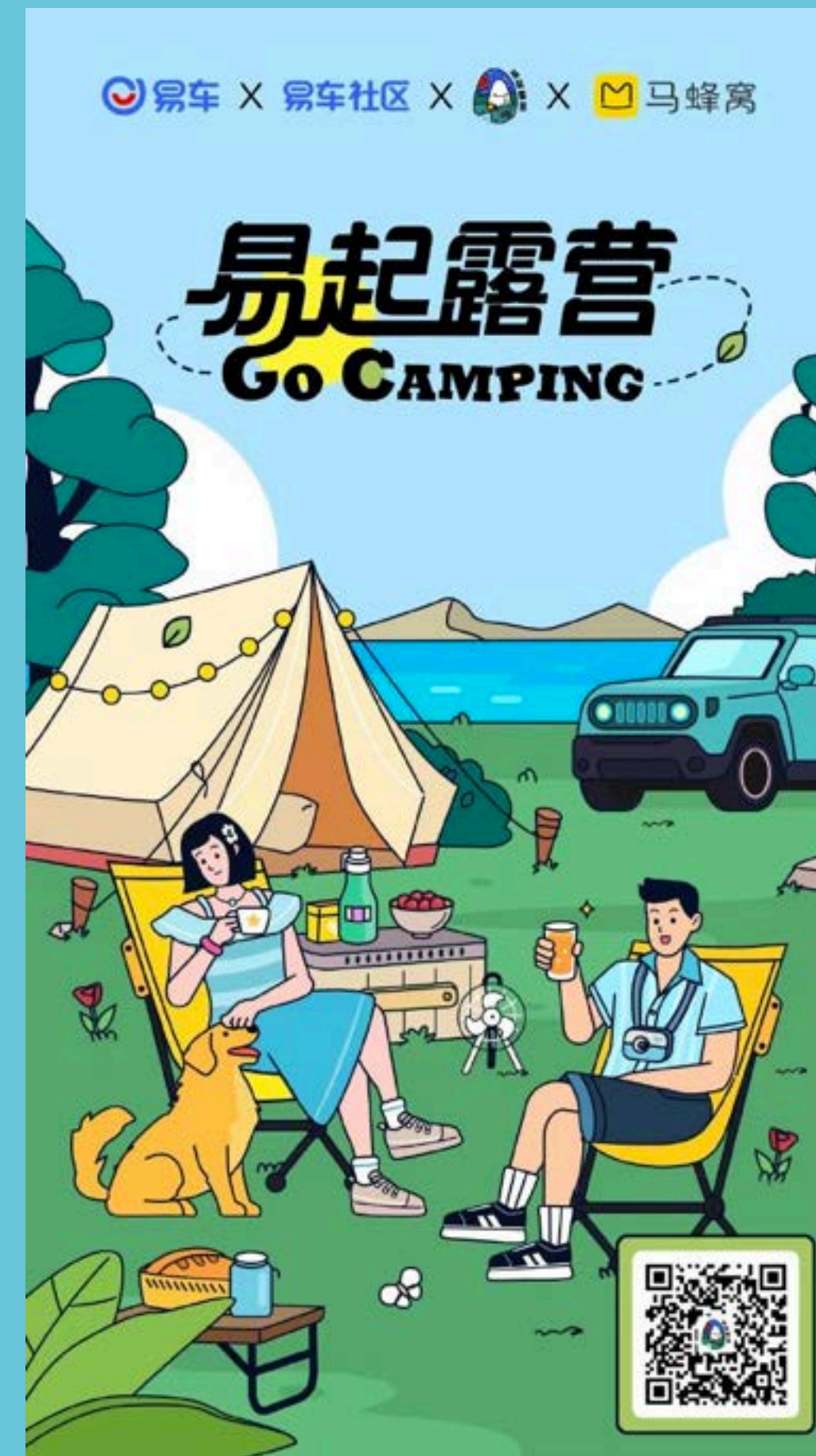
EDITORIAL CALENDAR

CREATIVE REFERENCES

FEBRUARY

Chinese New Year Celebration

Eeril Hotel's digital media campaign sharing its Chinese New Year Happiness List



Go Camping Campaigns

Prepare for spring camping with cross-promotions with car-sharing platforms, online content communities and OTA platforms.

TRAVEL CALENDAR

MARCH 2024

MARCH

| S | M | T | W | T | F | S |
|----|----|--|----|----|---------------------------------|---------------------------------|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 <small>Women's Day</small> | 9 |
| 10 | 11 | 12 <small>National Plant a Flower Day</small> | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 <small>Earth Hour</small> |
| 31 | | | | | | |

Holidays and key themes to pay attention to:

- **Women's Day:** love, gratitude, independence
- **National Plant a Flower Day:** hiking, spring, trees, the environment
- **Earth Hour:** green, future

EDITORIAL CALENDAR

CREATIVE REFERENCES

MARCH

Women's Day Campaign

Star restaurant offered customised cuisine with discounts on March 8th.



Earth Hour Campaign

Share Earth Hour events and images



TRAVEL CALENDAR

JUNE 2023

JUNE

| S | M | T | W | T | F | S |
|--|----|----|--|----------------------------|----|----|
| | | | | 1 Children's Day | 2 | 3 |
| 4 | 5 | 6 | 7 National College Entrance Examination | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 6.18 Shopping Festival Father's Day | 19 | 20 | 21 | 22 Dragon Boat Festival | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

Public holidays and key themes to pay attention to:

- **The Dragon Boat Festival:** Zongzi, dragon boats, green

Other holidays and key themes to pay attention to:

- **Children's Day:** Parent-child travel, theme parks
- **National College Entrance Examination / The Gaokao:** Examinations, graduation trips
- **6.18 Shopping Festival:** discounts, presales, livestreaming
- **Father's Day:** Dad, masculine, gifts

TRAVEL CALENDAR

CREATIVE REFERENCES

JUNE

Children's Day Campaigns

Screenshot of a poster for the Family Art Festival in Zhangjiajie, Hunan.



Weibo Travel campaign

Weibo launched a “Travel wish list” campaign, inviting official tourism board accounts and KOLs to share information, tips, products and the like.

TRAVEL CALENDAR

JULY 2023

JULY

Holidays and key themes to pay attention to:

- **Summer vacation (July and August):**
Summer vacation
- **Communist Party Founding Day/ Anniversary:** love the party and the country, mainstream theme, red
- **World Emoji Day:** Emojis
- **2023 FIFA Women's World Cup:** Sports event, women's empowerment
- **International Friendship Day:** Friendship, celebration

| S | M | T | W | T | F | S |
|--|-----------------------|----|----|---|----|--|
| | | | | | | 1 Communist Party Founding Day/ Anniversary: |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 World Emoji Day | 18 | 19 | 20 2023 FIFA Women's World Cup | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 International Friendship Day | 31 | | | | | |

TRAVEL CALENDAR

CREATIVE REFERENCES

JULY

Overseas Study Tours

Screenshot of an overseas
study tour poster posted
during the summer vacation

RED tourism Campaigns

Screenshot of RED's "City
stunning shooting
locations" campaign
poster encouraging
tourists to share their
pictures on RED



TRAVEL CALENDAR

AUGUST 2023

AUGUST

| S | M | T | W | T | F | S |
|----|----|--------------------------------------|----|----|--|----|
| | | 1 Army Day | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 Liqiu: Autumn Commences | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 Qixi (Chinese Valentine's Day) | 23 | 24 | 25 FIBA Basketball World Cup starts | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

Holidays and key themes to pay attention to:

- **Army Day:** respect, Bing Gege/Brother Soldier
- **Liqiu: Autumn Commences:** tie qiu biao/eat more and eat healthily
- **Qixi:** love, affection, romance
- **2023 FIBA Basketball World Cup:** Sports, basketball

TRAVEL CALENDAR

CREATIVE REFERENCES

AUGUST

Summer Holiday

Screenshot from Meituan Hotel's Tongguanyao Traditional Town and the Space Music concert.

Chinese Valentine's Day

Screenshot of Trip livestream campaign



TRAVEL CALENDAR

SEPTEMBER 2023

SEPTEMBER

| S | M | T | W | T | F | S |
|---------------------|----|----|-------------------------------|----|-------------------------------|-------------------------------------|
| | | | | | 1 The First Day of School | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 Teachers' Day | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 National Tooth Care Day | 21 | 22 | 23 Qiu Fen: The Autumnal Equinox |
| 24 | 25 | 26 | 27 | 28 | 29 The Mid-autumn Festival | 30 |

Public holidays and key themes to pay attention to:

- **The Mid-autumn Festival:** mooncakes, enjoy the glorious full moon, family reunions, visit family

Other holidays and key themes to pay attention to:

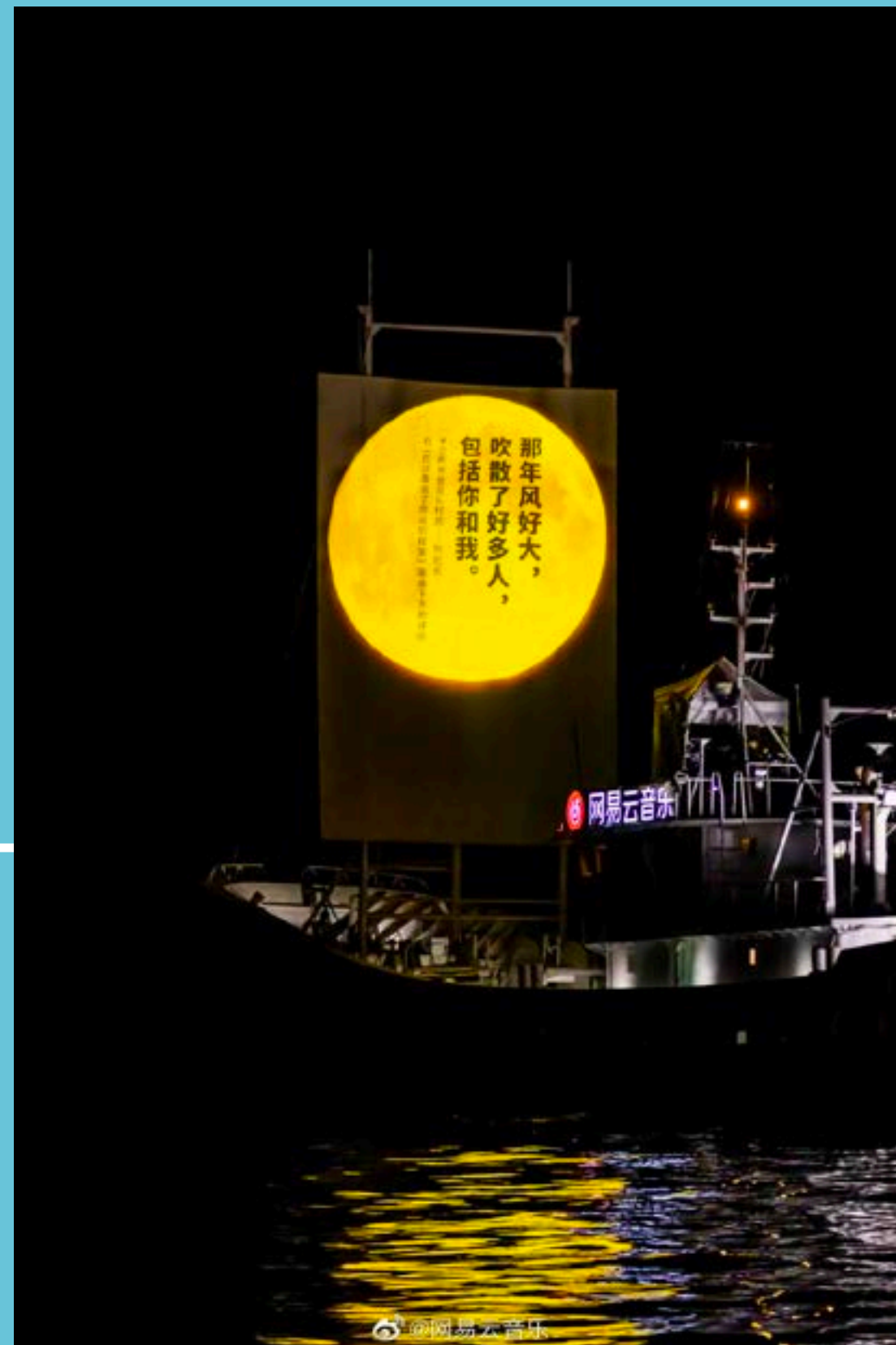
- **The First Day of School:** school supplies or devices, happy studying
- **Teachers' Day:** Respect, gratitude, thanks
- **National Tooth Care Day:** Look after your teeth, oral health
- **Qiu Fen: The Autumnal Equinox:** eating crab

TRAVEL CALENDAR

CREATIVE REFERENCES

SEPTEMBER

The Mid-Autumn Festival



Screenshot of NetEase Cloud Music's Mid-Autumn Festival campaign material - "Write the music review on the moon"



Screenshot of BEAST's limited edition Mid-autumn Festival products

EXPERT BITES

Q: HOW CAN CHINESE TOURISTS BE ATTRACTED BACK, WHAT NEEDS TO HAPPEN, AND HOW LONG WILL THIS PROCESS TAKE IN YOUR OPINION?

A pivotal part of your strategy should be the creation of enticing economic incentives. Unique, value-added packages can significantly stimulate the interest of Chinese tourists. Offering discounts and exclusives that present greater value than typical travel deals can serve as an effective lure. **Safety**, due to the lingering effects of the pandemic, remains a crucial concern. Thus, showcasing a firm commitment to safety via comprehensive protocols is essential. This approach not only builds trust but also reassures potential tourists about their health and personal safety.

The resurgence of outbound travel from China has already commenced, and its momentum is set to strengthen in the coming months. Given current trends, I anticipate **the market will not just recover but experience a significant boom.** Accordingly, it's advisable for the market to act now, promoting their services/products in preparation for the upcoming summer holidays when families are likely to travel overseas, and ahead of the subsequent national holidays.



DEANA GAO

Founder and CEO
of China Gravy

A STEP BY STEP CHECKLIST

TO PREPARE FOR CHINESE TRAVELLERS

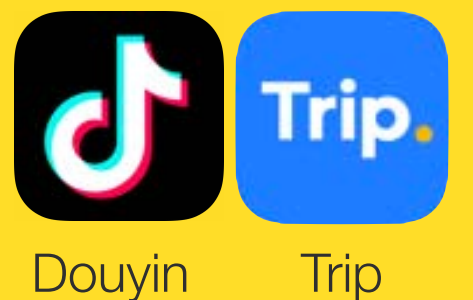
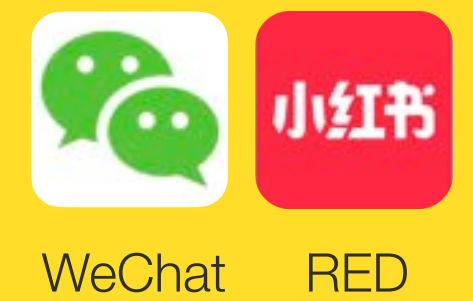
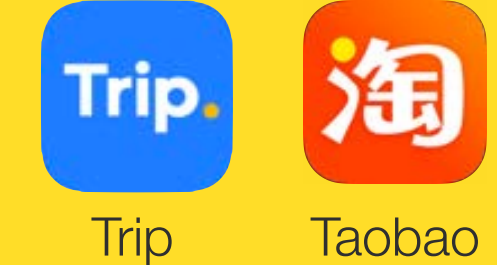
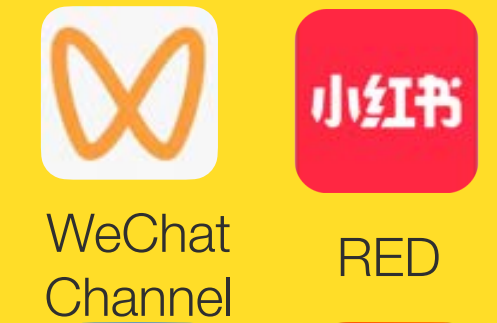
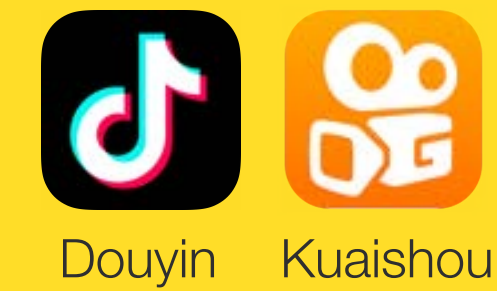
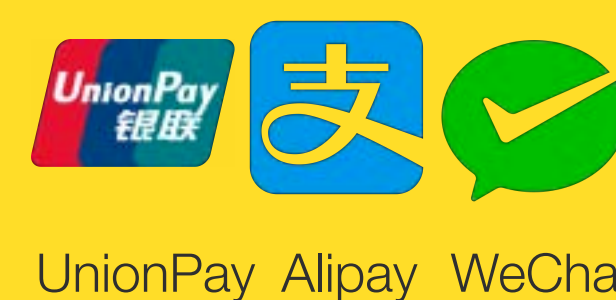
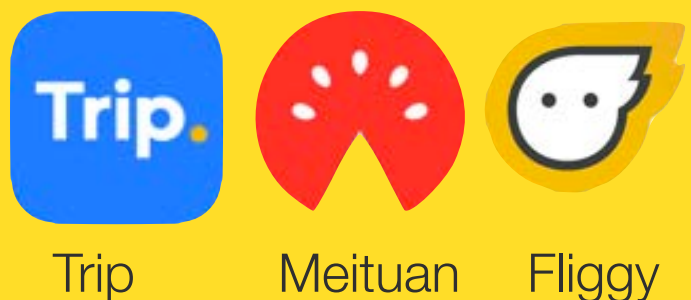
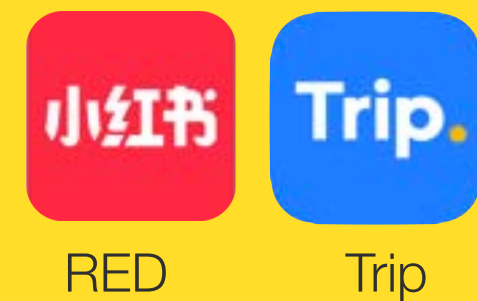
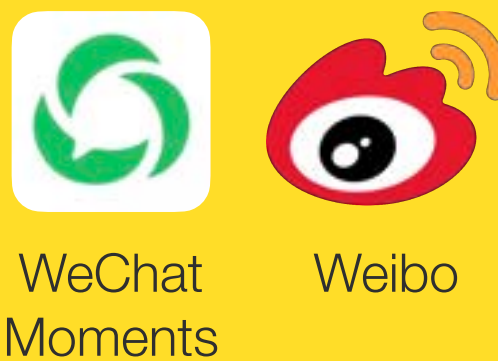
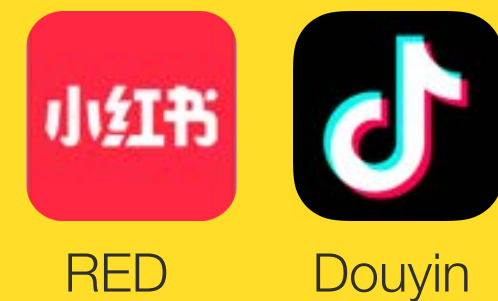
A STEP BY STEP CHECKLIST

INTEGRATED DIGITAL MARKETING FOR CHINA 2023/2024

Key points

- Maintain an account presence on platforms that suit your brand best, engage with KOLs and take part in platform promotions.
- Priority should be given to reputation management on social media.
- In order to reach sales and branding goals and win over consumers, investing in long-term marketing and convenient purchase methods is necessary.

Key social media and other platforms



STEP 1 PRESENCE

STEP 2 INTEREST

STEP 3 DRIVE TRAFFIC

STEP 4 MOBILITY

STEP 5 CONVERSION

STEP 6 RETENTION

Marketing strategy

- Establish social accounts and share content through social platforms to increase brand awareness
- Work with top KOLs and celebrities to promote your products
- Expand your influence and reach by working with top and mid-level KOLs
- Offer WeChat Pay, Alipay and UnionPay, as payment options.
- Drive conversions and enable purchases through multiple platforms and livestreams
- Manage private traffic on social, e-commerce and OTA platforms

EXPERT BITES

Q: WHAT KEY CHALLENGES DO INTERNATIONAL TRAVEL-RELATED COMPANIES FACE IN THE CHINESE MARKET, AND WHICH STRATEGIES HAVE SUCCESSFULLY ADDRESSED THEM?

Lack of market research in understanding the consumer's perception of their product, lack of defined USP (unique selling point) and product mix offering as well as competitive benchmarking. China is a big country, therefore they have many products or offerings as it is, hence it **needs to be a well throughout proposition of experience/discovery lead.**

Furthermore, activation needs to be highly social media and interactive to drive awareness. The product needs to ensure they have a **separate and more robust strategy towards the Chinese market**, rather than simply copying, pasting, and translating content into Chinese.



PEGGY LI

CEO & Chief Troubleshooter at
SPS:Affinity - Strategic Partnership Solutions

EXPERT BITES



JACQUELINE CHAN

Projects & BD Director

Q: WHAT ARE SOME IMPORTANT FACTORS TO CONSIDER WHEN DEVELOPING PRODUCTS AND SERVICES FOR CHINESE TOURISTS?

Technology: Chinese visitors are heavy smartphone users who rely extensively on travel apps for planning, booking, and navigation. Mobile-friendly services and apps can improve their experience.

Safety and security: Providing a safe and secure environment can make Chinese tourists feel more at ease and allow them to enjoy their trip with peace of mind.

Businesses can offer products and services that are suited to the unique needs and tastes of Chinese tourists, providing a memorable and delightful experience that will inspire them to return by taking five essential points into account.

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CONTACT US



www.alarice.com.hk
www.chozan.co
ashleydudarenok.com



info@chozan.co
jacqueline@alarice.com.hk



T: +852 3563 7723



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