

## Holidays - China - February 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

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“Chinese travellers are now more complicated than they were in previous years; holiday operators/destinations therefore need to identify and map out the diverse needs and wants of Chinese travellers from different demographics and typologies in order to be able to offer them customised holiday products and services.”

– Lui Meng Chow, Research Analyst

This report looks at the following areas:

- What are the typologies of Chinese travellers and how can holiday companies better target them?
- Given that not everyone can afford to, or wants to travel on overseas luxury/prestige holidays, what range of products should be offered by holiday operators?
- What can domestic holiday operators do to meet the diverse needs of these increasingly sophisticated travellers?
- There is also a growing trend towards young Chinese travellers who, like their Western backpacker counterparts, want to put together their own itinerary and are looking to travel on a low budget. What can holiday companies provide for these travellers?
- What factors do Chinese travellers consider when it comes to deciding on their holiday destinations? What can holiday operators do to improve so that their products or services are more appealing to Chinese travellers?

The remarkable change in Chinese consumers' holiday lifestyles and tourism growth is largely due to the relaxation of the government's previous restrictions on outbound travel, the introduction of government policies to increase Chinese leisure time and the rise of a Chinese middle class with higher disposable income.

Overseas destinations are anticipating that crowds of Chinese travellers will spend money, in their hotels, airports and malls, and international retailers are hiring Chinese-speaking sales staff or concierge services in those countries relaxing their visa procedures and co-operating with their holiday marketing to maximise on the potential for Chinese tourism.

The impact of rising incomes, and changing Chinese spending habits on leisure and holidays have seen the holiday/leisure industry move its focus from providing low-quality group tours to offering customised holiday products and services. Chinese travellers now have more complex wants and needs from their travel, thus holiday operators/destinations will need to take these diverse needs and expectations into account in order to target and tailor their products and services accordingly.

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