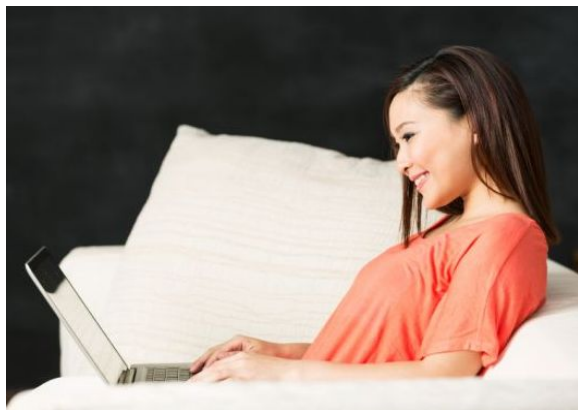


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"Operators have started to expand their portfolios considerably either from online services or physical entity into mobile apps platform. Today mobile sites and apps are being designed to feature simple and fast search and booking tools, backed up by attractive options such as one-off deals and mobile-exclusive promotions."

— Lui Meng Chow, Research Analyst

This report looks at the following areas:

- The shift to mobile online booking
- Convergence of channels to optimise the traveller's holiday booking experience
- Improve holiday product price transparency and comparison
- Demand for personalisation fuels customised holiday products

In contrast to the past, as Chinese travellers are more exposed to travelling, they don't simply rush through tourist attractions, take photos or shop. Holidays to them are more of a de-stress experience away from their hectic lifestyles, and they prefer spending their holidays at a slower pace, staying for longer at the destinations so that they can better enjoy the local culture and food. This 'slow travelling' and experiential holiday lifestyle has become popular among them. Plus, many of these busy travellers prefer to do their booking and planning in a more effective way rather than having to go through overwhelming online information. Hence, travel agencies can seize on the customised travel information or package holiday to meet the changing needs of these Chinese travellers.

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Table of Contents

Introduction

Definition
Methodology
Abbreviations

Executive Summary

Chinese Holiday Market Overview
The consumer
Understanding different types of Chinese travellers
Figure 1: Target groups, July 2014
Short break popular for domestic destinations; 4 days+ popular for international destinations
Domestic vs overseas planning responsibilities
Figure 2: Responsibility for planning holiday before – Mainland China and abroad, July 2014
Booking time shortening
Figure 3: Booking time for holiday in Mainland China and abroad, July 2014
Opportunities in female traveller's market
Key issues
The shift to mobile online booking
Convergence of channels to optimise the traveller's holiday booking experience
Improve holiday product price transparency and comparison
Demand for personalisation fuels customised holiday products
What we think

Chinese Holiday Market Overview

Key points
Chinese domestic holiday market size
Figure 4: Chinese domestic travellers, by volume and value, 2008-15 (forecast)
Chinese outbound holiday market size
Figure 5: Chinese outbound tourist, by volume, 2008-15 (forecast)
Holiday booking market
Market drivers
Growing national economy thus growing per capita disposable income
Figure 6: China annual GDP and year-on-year growth rate, 2004-13
Improved travel policies and visa applications
Figure 7: Countries with approved destination status, December 2012
Visa-free or visa-approved-upon-arrival destinations
Revision of tourism regulation on group travel packages
Emerging Free Independent Travellers
Increasingly more high earners use annual leave to go on holiday

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Increased internet penetration triggers the travelling demand
Booming smartphone ownership and mobile apps usage
Infrastructure improvements contribute to more travelling
Market barriers
Limited or unable to utilise paid vacation days for low income earners
Figure 8: Length of holidays, by profession, November 2013

Issues and Insights

The shift to mobile online booking
The facts
The implications
Convergence of channels to optimise the traveller's holiday booking experience
The facts
The implications
Improve holiday product price transparency and comparison
The facts
The implications
Demand for personalisation fuels customised holiday products
The facts
The implications

Trend Application

Trend: Life Hacking
Trend: Make it Mine
Trend: Access All Areas

Leading Holiday Companies and Brands

Online Travel Agency (OTA)
Ctrip
Figure 9: Ctrip company background
Tuniu Corporation
Figure 10: Tuniu Corporation company background
eLong, Inc
Figure 11: eLong company background
Tongcheng
Figure 12: Tongcheng company background
Travel search engines or platforms
Qunar
Figure 13: Qunar company background
User-generated content travel websites
Qyer.com

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Figure 14: Qyer company background

Lvmama.com

Figure 15: Lvmama company background

Foreign operators

Booking.com (缤客)

Figure 16: Booking.com company background

Daodao.com (到到网)

Figure 17: Daodao.com company background

Innovation and Innovators

"One-yuan" Entrance Ticket Promotion

Rivalry in Visa Application Fee

Buy a Flight Ticket, Get a Free Visa

Layaway Holiday Products

The Consumer – Understanding Different Types of Chinese Travellers

Key points

Different styles of travelling and holiday booking

Figure 18: Target groups, July 2014

Active Travellers

Actively browsing for holiday products and information

Customer service and exclusive products are keys to win them

Even more appealing with the loyalty scheme

Less planning, less worry during holidays

Opportunities

Family Connectors

Best deal price and easy booking are important

Meticulous holiday planner

Holiday activities for the family

Opportunities

Self-discoverers

Enjoy a well-organised holiday

Besides price, product offer and customer service are important

Seeking to immerse themselves in holiday experiences

Opportunities

Amateur

Inexperience in planning

Opportunity

The Consumer – Types of Holiday

Key points

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Short independent holiday in Mainland China is the most popular

Figure 19: Types of holiday taken – Mainland China, July 2014

Group tours are preferred for long holiday abroad

Figure 20: Types of holiday – Abroad, July 2014

Family with young kids like to travel

Figure 21: Types of holiday, Mainland China and holiday abroad, by age of children, July 2014

Four in 10 respondents haven't been on holiday abroad

Figure 22: Types of holiday – Abroad, by selected demographics, July 2014

The Consumer – Who Plans the Holiday?

Key points

Responsibility for planning holiday changes according to destination

Figure 23: Responsibility for planning holiday before – Mainland China and abroad, July 2014

Low earners and those from tier two/three cities share the planning role...

...offer assistance for those taking the main roles

Figure 24: Responsibility for planning holiday before – Mainland China, by gender and age, July 2014

Figure 25: Responsibility for planning holiday before – Abroad, by gender and age, July 2014

The Consumer – When do People Book their Holiday?

Key points

Booking time shortening

Figure 26: Booking time for holiday in Mainland China and abroad, July 2014

Booking for short-haul break tends to be left till last minute

Figure 27: Booking time for domestic holidays, July 2014

Figure 28: Booking time for holidays abroad, July 2014

Late, middle and early bookers

Holiday in Mainland China

Figure 29: Time of booking prior to departure – Mainland China, by region and tier group, July 2014

Holiday abroad

Figure 30: Time of booking prior to departure – Abroad, by region and tier group, July 2014

The Consumer – Method for Booking Most Recent Travel

Key points

Booking through desktop/laptops and in person are the most common

Figure 31: Offline and online booking channels used in the last 12 months, July 2014

Booking in person vs booking online with desktop/laptop/mobile

Figure 32: Online and offline booking channels used in selected holiday product in the last 12 months, by age, July 2014

Emerging mobile booking

Figure 33: Mobile booking used in the last 12 months, by age, July 2014

The Consumer – Online Travel Sites

Key points

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Ctrip.com and qunar.com are the most commonly used

Figure 34: Online sites used in holiday booking process over the last 12 months – Mainland China and abroad, July 2014

Tourist board websites are popular for holidays abroad

High earners refer to more channels

Figure 35: Most frequent online booking sites used in the last 12 months – Abroad, by monthly personal income, July 2014

The Consumer – Factors Impacting Which Holiday Channel to Book

Key points

Transparent charges are the most important concern

Figure 36: Most important consideration factors when choosing booking service providers, July 2014

Secure payment method

Men are more likely to look for customer services and efficient process

Figure 37: Selected important factors for booking channel of total rank, by gender, July 2014

What criteria low earners look for

Figure 38: Most important factors for booking channel, by monthly personal income, July 2014

Exclusive products and loyalty schemes for high earners

The Consumer – Holiday Booking Behaviour

Key points

Figure 39: Holiday booking behaviour, July 2014

Impulse holiday booking

Personalised holiday products

Women and low earners are more likely to compare deals

Membership reward programme to retain existing customers

Affiliated credit cards to appeal to high-income travellers

Online holiday advertisements

The Consumer – Attitudes towards Holidays

Key points

Holiday Planning and Booking

Figure 40: Statements related to holiday planning and booking, July 2014

High street travel providers still have worth amongst men and high earners

Is more information really what the traveller wants?

Opportunities in the female traveller's market

Holiday lifestyle

Figure 41: Statements related to holiday lifestyle, July 2014

Package holidays are more favourable for fewer worries

Demand for innovative holiday experiences

Appendix – The Consumer – Types of Holiday

Figure 42: Types of holiday – Mainland China, by demographics, July 2014

Figure 43: Types of holiday – Abroad, by demographics, July 2014

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Appendix – The Consumer – Who Plans the Holiday?

Figure 44: Responsibility for planning holiday before – Mainland China, by demographics, July 2014

Figure 45: Responsibility for planning holiday before – Abroad, by demographics, July 2014

Appendix – The Consumer – When do People Book their Holiday?

Figure 46: Time of booking prior to departure – Mainland China, by demographics, July 2014

Figure 47: Time of booking prior to departure – Abroad, by demographics, July 2014

Appendix – The Consumer – Method for Booking Most Recent Travel

Figure 48: Offline and online booking channels used in the last 12 months, July 2014

Figure 49: Offline and online booking channels used in the last 12 months – Travel plus accommodation, by demographics, July 2014

Figure 50: Offline and online booking channels used in the last 12 months – Group tour[^], by demographics, July 2014

Figure 51: Offline and online booking channels used in the last 12 months – Cruise, by demographics, July 2014

Figure 52: Offline and online booking channels used in the last 12 months – Flight, by demographics, July 2014

Figure 53: Offline and online booking channels used in the last 12 months – Train/coach, by demographics, July 2014

Figure 54: Offline and online booking channels used in the last 12 months – Accommodation, by demographics, July 2014

Figure 55: Offline and online booking channels used in the last 12 months – Entrance ticket of attractions, by demographics, July 2014

Figure 56: Offline and online booking channels used in the last 12 months – Travel insurance, by demographics, July 2014

Figure 57: Offline and online booking channels used in the last 12 months – Car rentals, by demographics, July 2014

Figure 58: Offline and online booking channels used in the last 12 months – Entertainment activities, by demographics, July 2014

Figure 59: Most popular frequent online booking sites used in the last 12 months – Mainland China, by demographics, July 2014

Figure 60: Next most popular frequent online booking sites used in the last 12 months – Mainland China, by demographics, July 2014

Figure 61: Other frequent online booking sites used in the last 12 months – Mainland China, by demographics, July 2014

Figure 62: Most popular frequent online booking sites used in the last 12 months – Abroad, by demographics, July 2014

Figure 63: Next most popular frequent online booking sites used in the last 12 months – Abroad, by demographics, July 2014

Figure 64: Other frequent online booking sites used in the last 12 months – Abroad, by demographics, July 2014

Appendix – The Consumer – Factors Impacting Which Holiday Channel to Book

Figure 65: Most important factors for booking channel, July 2014

Figure 66: Most important factors for booking channel – Rank 1, by demographics, July 2014

Figure 67: Next most important factors for booking channel – Rank 1, by demographics, July 2014

Figure 68: Other important factors for booking channel – Rank 1, by demographics, July 2014

Figure 69: Most important factors for booking channel – Rank 2, by demographics, July 2014

Figure 70: Next most important factors for booking channel – Rank 2, by demographics, July 2014

Figure 71: Other important factors for booking channel – Rank 2, by demographics, July 2014

Figure 72: Most important factors for booking channel – Rank 3, by demographics, July 2014

Figure 73: Next most important factors for booking channel – Rank 3, by demographics, July 2014

Figure 74: Other important factors for booking channel – Rank 3, by demographics, July 2014

Figure 75: Most important factors for booking channel – Rank 4, by demographics, July 2014

Figure 76: Next most important factors for booking channel – Rank 4, by demographics, July 2014

Figure 77: Other important factors for booking channel – Rank 4, by demographics, July 2014

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Figure 78: Most important factors for booking channel – Rank 5, by demographics, July 2014

Figure 79: Next most important factors for booking channel – Rank 5, by demographics, July 2014

Figure 80: Other important factors for booking channel – Rank 5, by demographics, July 2014

Appendix – The Consumer – Holiday Booking Behaviour

Figure 81: Most popular holiday booking behaviour, by demographics, July 2014

Figure 82: Next most popular holiday booking behaviour, by demographics, July 2014

Appendix – The Consumer – Attitudes towards Holiday

Figure 83: Attitudes towards holiday booking, July 2014

Figure 84: Agreement with the statement 'Online travel providers are not as reliable as those providers with a physical entity', by demographics, July 2014

Figure 85: Agreement with the statement 'Interacting with companions during the holiday is more important than exploring the destination', by demographics, July 2014

Figure 86: Agreement with the statement 'The fewer things you need to take care of during the holiday, the more relaxed you feel', by demographics, July 2014

Figure 87: Agreement with the statement 'Enjoying the journey to the destination is also an important part of the holiday experience', by demographics, July 2014

Figure 88: Agreement with the statement 'A wonderful holiday doesn't need to cost much', by demographics, July 2014

Figure 89: Agreement with the statement 'Having the freedom of choice is important to a pleasant holiday', by demographics, July 2014

Figure 90: Agreement with the statement 'Package holidays allow me to enjoy my holiday more', by demographics, July 2014

Figure 91: Agreement with the statement 'Too much planning is a waste of time', by demographics, July 2014

Figure 92: Agreement with the statement 'Things are less likely to go wrong for a package holiday compared to an independent holiday', by demographics, July 2014

Figure 93: Agreement with the statement 'An innovative itinerary arranged by myself is more interesting than following a traditional travelling route', by demographics, July 2014

Figure 94: Agreement with the statement 'Travellers' detailed reviews are more useful than the overall rating of the attractions/services', by demographics, July 2014

Figure 95: Agreement with the statement 'It is important to do research about a holiday destination extensively before travelling', by demographics, July 2014

Appendix – The Consumer – Further Analysis

Figure 96: Target groups, by demographics, July 2014

Figure 97: Offline and online booking channels used in the last 12 months, by target groups, July 2014

Figure 98: Most frequent online booking sites used in the last 12 months – Mainland China, by target groups, July 2014

Figure 99: Most frequent online booking sites used in the last 12 months – Abroad, by target groups, July 2014

Figure 100: Most important factors for booking channel, by target groups, July 2014

Figure 101: Holiday booking behaviour, by target groups, July 2014

Figure 102: Attitudes towards holiday booking, by target groups, July 2014

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