

Outbound Travel - China - December 2016

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“Chinese outbound travellers are becoming more demanding than ever before. The most popular outbound travel themes are romantic getaways and family trips. Consumers take their travel inspiration from a variety of sources including films and books, meaning marketers can also leverage various information channels to market travel destinations.”

– **Yujing Li, Senior Research Analyst**

This report looks at the following areas:

- Destination marketing should look beyond traditional advertising
- Change thoughts to better appeal to 20-24s
- Themed travel as an emerging trend

The focus of the Chinese outbound market is estimated to transfer from Hong Kong, Macau and Taiwan to other overseas destinations in the next five years due to consumers’ increasing disposable income and evolving travel demands. As a result, niche holiday products such as cruise and themed destinations have the biggest opportunities to grow in the next several years.

This Report provides analysis on the behaviour of outbound travellers and those who have a plan to travel abroad. It looks at outbound destinations that consumers have been to or have a plan to visit and goes into detail to understand consumers’ sources of destination inspirations, usage of apps as well as interested travel themes. It also covers consumers’ attitudes towards outbound travel and outbound cruise trip.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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