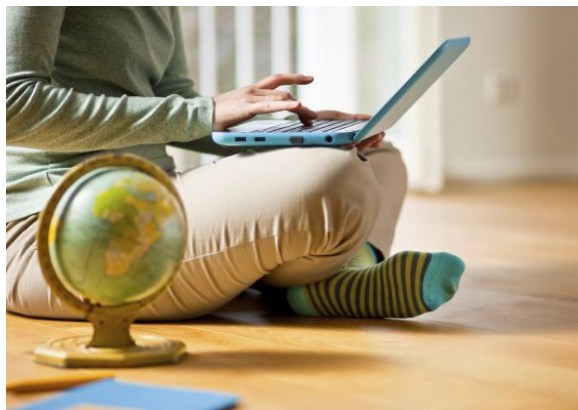


## Holiday Booking Process - China - June 2016

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

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"To compete with online booking channels, traditional travel agencies need to aim at outbound travellers and premium tourists and focus on improving their consumer experience. Moreover, it is also possible to boost sales revenue through encouraging tourists to take more impulsive holidays and attend more local entertainment activities."

— Yujing Li, Senior Research Analyst

This report looks at the following areas:

- Win tourists with comprehensive holiday products
- How can offline travel agencies boost their appeal to consumers?
- Impulse holidays to boost the domestic travel market
- Scope for the development of local entertainment activities

The volume of Chinese tourists has increased during the last five years and is expected to keep growing for the next five years. In order to gain profit from the travel market, it is important for companies to understand the holiday booking process among current tourists.

This Report provides analysis on the behaviour of domestic travellers and outbound travellers. It goes into detail to understand which types of holiday products are booked by tourists and when tourists book those holiday products. In the meantime, booking channels as well as outbound holiday destination are also investigated in this Report.

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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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