

## Long-haul vs Short-haul Holidays - China - September 2017

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“While growth rates of holiday markets are slowing, consumers see their holiday goals more clearly with a preference for sightseeing and relaxation, thanks to the greater volume of holiday information available. Common travel products and services are no longer attractive, with consumers calling for more customisation and localisation to meet increasingly selective expectations.”

– Yihe Huang, Research Analyst

This report looks at the following areas:

- Growing family holidays for both parents and children
- Travelling enabled by technology
- Travel information acquired from indirect sources

Growth rates for the Chinese long-haul and short-haul holiday markets are slowing down, for both volume and value, indicating that the holiday market is maturing. Diversified products and services are expected to launch in order to cover travellers' increasingly selective needs, especially their emphases on customisation and localisation.

This Report provides an overview of previous holiday experiences, including frequency and destinations, as well as booking habits (ways to travel, lead times and booking channels). It also covers what holiday features and themes travellers find attractive, along with services used during holidays.

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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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## The Market – What You Need to Know

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Cruise and senior travel products attract wider audiences

Demand for unique, immersive travel experiences

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Consumers have higher demand for on-demand services  
Customisation is viewed as a must not a luxury  
Leverage big data to drive consumer loyalty

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