

Outbound Travel - China - February 2018

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“As the majority of consumers now undertake outbound travel, future growth will be driven by increasing visit frequency. Beyond the common selling points such as natural scenery and cultural attractions, local food could be next thing used to grab consumers’ stomach.”

– **Yihe Huang, Research Analyst**

This report looks at the following areas:

- Local foods attraction on top of natural sceneries
- Solo trip an opportunity
- Package tours to highlight affordability and flexibility

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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 Consumer – What You Need to Know

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