

Domestic Travel - China - March 2018

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“Current robust growth of domestic travel market is contributed by more consumers, presumably those in lower tier cities, start to embrace travelling as a common leisure activity. The development of ‘smart travel’ enables domestic travellers to free from reliance on human tourist guides, and travel booking agencies could explore new opportunities as information channels.”

– **Yihe Huang, Research Analyst**

This report looks at the following areas:

- **Local tours:** don't need human but mobile to explore
- **Travel agencies:** serve beyond ticket dealer by guiding choices
- **Family tours:** outdoor activities during rural tours help parents and children to 'switch off'

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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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