

Holiday Booking Process - China - July 2018

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“Chinese travellers are increasingly mature on holiday planning and booking – most of them take main responsibility and book increasingly early. To deal with such changes, official selling channels need to know them better and promote early, and accommodations could play a more important role in the whole holiday experience.”

– **Yihe Huang, Research Analyst**

This report looks at the following areas:

- Official selling channels compete but also collaborate with booking agencies
- Reach traveller early but never overlook impulsive holidays
- Accommodations offer beyond stays
- What could 'back to offline' strategy learn from 'new retail' concept

Along with the robust growth of China holiday market is that travellers are more mature on holiday planning and booking. The majority of consumers are confident to take main responsibility on holiday booking, and are confident about their financial condition and reluctant on relying on financial tools such as instalment plans. Their confidence on booking is also reflected by likelihood to book earlier compared with 2016, especially on accommodations, suggesting that accommodation establishments could try to expand their business and play a more vital role in holiday planning.

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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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An expanding market driven by high willingness to spend on holidays

Market Background

The market volume is still growing at a two-digit growth rate

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Market players expand their business to seek alternative revenue drivers

Emotional connections are becoming more important to marketing activities

Competitive Strategies

Traditional travel agencies are making attempts to expand their portfolio

Domestic attractions are attempting to reduce or eliminate entrance fees

Online travel booking websites are revolutionising holiday products with their familiarity of travel technology

Innovation Highlights

Share experience via short videos

Making holidays a continuous life pursuit

Communicate travellers' responsibilities towards destinations

Talk with me, not talk to me

The Consumer – What You Need to Know

Marketing and advertising efforts should focus on consumers born in 80s and mid-to-high household income

Group purchase websites are increasing in popularity as online booking channels

Accommodations are booked the first

Travellers who book offline pay attention to convenience

Have enough savings to travel anytime

More consumers have determined destinations before travelling, but there are still slight differences among various consumer segmentations

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More than half of respondents claim to take main responsibility for booking travel

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Figure 37: Travel booking consumer segmentation, March 2018

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Initial-driven travellers

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