

Marketing to Business Travellers - China - May 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

Catering has been identified as a top consideration factor for business flights and accommodation. This provides an opportunity for travel service providers to differentiate.

- Improved in-flight catering is an opportunity to attract business travellers
- Why are business travellers hesitant to choose Airbnb for business travel?
- Differentiating from high-end hotels brings more opportunities for apartment hotels



“Business travel in China accounted for about 30% of the total travel market in 2018. Business travel is driven more by the B2C market than the B2B market in China. The post-90s generation have become key frequent business travellers. Mid-scale hotels are the most chosen business travel accommodation.”

– Saskia Zhao, Research Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Covered in this report

EXECUTIVE SUMMARY

- The market
- Business travel accounts for 30% of total travel market
- Business travel outsourcing services are not yet widely adopted

Figure 1: Decision-makers for business trips – I chose it myself within a budget, December 2018

- Business travel market expected to grow at a moderate pace
- Japan and the US see rapid growth of Chinese business travellers

Figure 2: Number of business travellers from mainland China to major business travel destinations, 2014-18

- Future business demand from Mid-West China
- Key business service providers
- Innovations highlights
- The consumer
- Consumers taking more domestic than outbound business trips

Figure 3: Business travel frequency, December 2018

- Business travel outsourcing is not a common practice

Figure 4: Business travel decision maker, December 2018

- Mid-scale hotels are the most popular business travel accommodation

Figure 5: Types of accommodation chosen for business travel, December 2018

- Good breakfast is attractive to business travellers when it comes to accommodation

Figure 6: Consideration factors when choosing accommodation for business travel, December 2018

- Business travellers choose chain hotels as well as independent hotels

Figure 7: Hotels most satisfied with, coded by hotel type, December 2018

- Good in-flight food service is an attractive feature of business flights

Figure 8: Attractive features of business flights, December 2018

What's included

Executive Summary

Full Report PDF

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Powerpoint Presentation

Interactive Databook

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- What we think

ISSUES AND INSIGHTS

- Improved in-flight catering is an opportunity to attract business travellers
- The facts
- The implications
- Why are business travellers hesitant to choose Airbnb for business travel?
- The facts
- The implications
- Differentiating from high-end hotels brings more opportunities for apartment hotels
- The facts
- The implications

THE MARKET – WHAT YOU NEED TO KNOW

- Business travel makes up about 30% of the total travel market
- Japan and the US are fast-growing outbound travel destinations
- Future market to grow at a moderate level
- Future business travel demand in Mid-West China
- Business travel outsourcing services not yet widely adopted
- Airbnb finds partners to dive into business travel market
- Airlines are offering improved food services to attract business travellers

MARKET OVERVIEW

- **Business travellers make up about 30% of total travellers**
Figure 9: Travel frequency in the last 12 months, by travel types, September 2018
- **Market Factors**
- **Slower economic growth will push companies to be more prudent with business travel**
- **Domestic travel demand will come from cities in Mid-West China**
Figure 10: GDP growth by key tier one and tier two cities, 2014-18
- **Industry sectors that are important for targeting business travel**
Figure 11: Growth rate of number of enterprises in different industries in China, 2014-17

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Outbound business travel: Japan and the US are fast-growing destinations**

Figure 12: Number of business travellers from mainland China to major business travel destinations, 2014-18

KEY BUSINESS TRAVEL SERVICES

- **Outsourced vs non-outsourced business travel**
Figure 13: Decision-makers for business trips – I chose it myself within a budget, December 2018
- **Accommodation: mid-scale hotels driving growth**
Figure 14: CitiGo Hotel by Huazhu Hotels Group
- **Airlines: market-based air ticket pricing may push up travelling costs**
- **Trains: expanded rail network covers more regions**
Figure 15: Number of travellers by transportation type in China, 2016-18
Figure 16: City scales in China
- **Seamless train connections to airports in major cities**

WHO'S INNOVATING?

- **Airbnb dives into business travel by collaborating with partners**
- **Airlines feature food and drink services to attract business travellers**
- **New service provider for business car rental**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **60% of consumers have taken domestic business trips**
- **Most business travellers decide the business travel services**
- **Mid-scale hotels are the most popular business travel accommodation**
- **Increasing competition between high-end hotels and apartment hotels in future**
- **Good breakfast quality is attractive to business travellers**
- **Business travellers prefer comfortable in-flight experiences**
- **Business travellers are not price sensitive**

PAST TRAVEL EXPERIENCE

- **60% of consumers have taken at least one domestic business trip**
Figure 17: Business travel frequency, December 2018
- **Business travel is no longer just a man's game**
Figure 18: Business travel frequency, by gender, December 2018

What's included

Executive Summary

Full Report PDF

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- **Foreign enterprises still lead in outbound business travel**

Figure 19: Business travel frequency, % any travelled, by company type, December 2018

- **Less sophisticated business travellers in lower tier cities**

Figure 20: Business travel frequency, domestic business travel, by city tier, December 2018

- **Frequent travellers getting younger**

Figure 21: Business travel frequency – 4 times or more, by generation, December 2018

BUSINESS TRAVEL DECISION MAKERS

- **Outsourcing business travel is low**

Figure 22: Business travel decision maker, December 2018

- **Lower tier cities may be potential market for B2B air ticket sales**

Figure 23: Business travel decision maker – Non-decision makers, by city tier, December 2018

- **Outbound air tickets: more chance to reach the state-owned through B2B channels**

ACCOMMODATION TYPES

- **Mid-scale hotels are the most chosen**

Figure 24: Types of accommodation chosen for business travel, December 2018

- **Economy hotels still important in lower tier cities**

Figure 25: Types of accommodation chosen for business travel, economy hotel, by city tier, December 2018

- **Rising competition between high-end hotels and apartment hotels**

Figure 26: Types of accommodation chosen for business travel, high-end hotels and apartment hotels, by demographic groups, December 2018

CONSIDERATION FACTORS FOR ACCOMMODATION

- **Breakfast quality is a top three factor for business travel accommodation**

Figure 27: Consideration factors when choosing accommodation for business travel, December 2018

Figure 28: Breakfast campaign of BTG Homeinns Group, 2019

- **Online reviews are particularly important for targeting younger business travellers**

Figure 29: Consideration factors when choosing accommodation for business travel – good online reviews, by generation, December 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Post-90s are interested in fancy room design**
- **Foreign enterprises are less price sensitive**
Figure 30: Consideration factors when choosing accommodation for business travel, large discount, by company type, December 2018
- **Business travellers from South China are interested in hotel leisure facilities**
Figure 31: Consideration factors when choosing accommodation for business travel – Various leisure facilities in hotel, by region, December 2018

HOTELS MOST SATISFIED WITH

- **Business travellers choose from a wide range of accommodation**
Figure 32: Hotels most satisfied with, coded by hotel type, December 2018
- **Home Inn received most mentions**
Figure 33: Hotels most satisfied with, word cloud, December 2018
- **Jinjiang Inn is preferred by elder business travellers**
Figure 34: Hotels most satisfied with – Jinjiang Inn, by generation, December 2018

ATTRACTIVE FEATURES OF BUSINESS FLIGHTS

- **In-flight experience holds more weight than flight times and airport location**
Figure 35: Attractive features of business flights, December 2018
- **Comfortable seats are much more preferred by employees from privately-owned companies**
Figure 36: Attractive features of business flights, Have comfortable seats, by company type, December 2018

MEET THE MINTROPOLITANS

- **More frequent business travellers**
Figure 37: Business travel frequency, domestic and outbound travel, by consumer classification, December 2018
- **Biggest gaps in luxury and premium hotels**
Figure 38: Types of accommodation chosen for business travel, by consumer classification, December 2018
- **MinTs business travellers also look for leisure facilities**
Figure 39: Consideration factors when choosing accommodation for business travel, selected factors, by consumer classification, December 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Priority boarding is more appealing to MinTs business travellers**

Figure 40: Attractive features of business flights, December 2018

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

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Infographic Overview

Powerpoint Presentation

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