

# Marketing to Chinese Tourists - China - February 2019

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- What do parents with kids expect from an outbound trip?
- Create online popularity for destinations via short videos
- Ice and snow amaze Chinese consumers

Mintel expects the outbound segment will expand, as consumer willingness to travel abroad is high. Product innovation based on consumer need is the engine of growth, because the homogeneity of regular products would put pressure on prices.

Shopping cannot strongly motivate consumers to visit an outbound destination. Instead, cultural discovery, local experience, food and amusement parks are getting more and more popularity among Chinese consumers.

Travel guides contributed by consumers on travel forum are the top information source of outbound travel. These blogs are like idea banks that provide consumers with travel solutions (ie how to explore a destination). Going forward, companies will move from selling products to selling solutions so as to meet consumers' desire for solutions. Boundaries between products and content on travel websites are getting blurred as websites try to integrate products and content on their platforms.

The rising popularity of short video is an emerging trend for destination and travel product marketing, and should not be ignored. As video technology is easily accessible to users, quality of content determines whether a short video can arouse consumers' interest.



"Shopping cannot strongly motivate consumers to visit an outbound destination. Travel service providers can leverage cultural discovery, local experience, food and amusement parks to attract Chinese consumers."

– Saskia Zhao, Research Analyst

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