

# Marketing to Senior Travellers (Incl Impact of COVID) - China - April 2020

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## This report looks at the following areas:

- Impact of COVID-19 on the travel market and key trends to watch post-COVID-19
- Understanding today's senior population in China and their travel preferences
- The role of digital platforms in marketing to senior travellers
- Marketing communications that work on senior travellers

As is the case globally, the Chinese travel market has been severely impacted by the COVID-19 outbreak during the first quarter of 2020. However, since lifting the lockdown in April, the travel market in China has started to recover, but at a slow pace. The Tomb-Sweeping holiday in April and Labour Day holiday in May have seen more consumers going out, but the market is still going to experience a significant decline compared to 2019.

COVID-19 has temporarily set seniors back from travelling, but this is not going to change their leisure preferences. In fact, given their relatively more stable disposable income and strong desire for going out, seniors will become a more important consumer segment for travel companies to target during the recovery period, and as the population ages, this segment will continue to grow in importance over time.



“Seniors will become an important consumer group in the future travel market, not only because the growth in the population of seniors and their travel frequency, but more importantly because they are among the first group of consumers to pick up travel after COVID-19, due to more stable disposable income.”

– Saskia Zhao, Research Analyst – 30th April 2020

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