

# Self-guided Auto Tours - China - January 2021

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## This report looks at the following areas:

- Consumer segmentation for self-drive travellers
- Motivations to participate in self-drive tours
- Car hire usage, accommodation choices and travel companions for self-drive tours
- Volume growth opportunities for self-drive tours in China
- Business opportunities in the self-drive tour market



"Self-drive tours will continue to fuel the travel market's recovery. Long-haul self-driving is a pillar of traveller volume growth. The most enthusiastic consumers demonstrate sophisticated expectations for self-drive tours. Managing emotional wellbeing is their major motivation for participation."

**- Saskia Zhao, Senior Research Analyst**

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