

## Holiday Trends - China - April 2016

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“The future growth of the demand for travel comes from family travellers who are eager to experience immersive local culture in a leisurely way. In addition, long weekends and the sharing economy will further boost the holiday market in China.”

– Gordon Gao, Senior Analyst

This report looks at the following areas:

- Family traveller
- Explore Chinese traditional holidays
- New opportunities emerge when 2.5-day weekends are implemented
- Impact of sharing economy

Although in its infancy stage, the Chinese tourism market shows fast-growing potential to attract wealthy consumers. This Report will analyse the Chinese travel market by identifying the trends of family travelling, choosing traditional holidays and the growth of the sharing economy.

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### DID YOU KNOW?

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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### Abbreviations

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