

Outbound Travel - China - February 2018

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“As the majority of consumers now undertake outbound travel, future growth will be driven by increasing visit frequency. Beyond the common selling points such as natural scenery and cultural attractions, local food could be next thing used to grab consumers’ stomach.”

– Yihe Huang, Research Analyst

This report looks at the following areas:

- Local foods attraction on top of natural sceneries
- Solo trip an opportunity
- Package tours to highlight affordability and flexibility

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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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Table of Contents

Overview

What you need to know

Covered in this report

Excluded

Executive Summary

The market

Overall strong willingness to go and spend on outbound travel

Figure 1: Best- and worst-case forecast of outbound travel market value, China, 2012-22

Figure 2: Best- and worst-case forecast of outbound travel market volume, China, 2012-22

Niche outbound destinations increasingly popular

Figure 3: Best- and worst-case forecast of outbound travel market volume – Hong Kong, Macau and Taiwan segment, China, 2012-22

Figure 4: Best- and worst-case forecast of outbound travel market volume – Others segment, China, 2012-22

Opportunity and challenge brought by regulation, natural disasters and spending priorities

Companies and brands

Attract consumers via familiarity

Travel tech makes outbound travel more convenient

The consumer

Majority of surveyed consumers have been to outbound travels

Figure 5: Outbound travel frequency, November 2017

Schedule and budget are the biggest barriers

Figure 6: Reasons not undertaking outbound travels, November 2017

Figure 7: Reason for not planning for outbound holidays, November 2017

Nearby destinations are still favoured

Figure 8: Top anticipated outbound destinations, November 2017

Going with families are quite common

Figure 9: Outbound travel companion, November 2017

Price range RMB 6001-12000 is slightly more favourable

Figure 10: Outbound travel spending – pie chart, November 2017

Most outbound travellers are willing to spend more for local food

Figure 11: Preference on outbound spending categories, November 2017

Highlighting enjoyment for independent tours, time and effort saving for package tours

Figure 12: Attitudes towards ways to travel, November 2017

What we think

Issues and Insights

Local foods attraction on top of natural sceneries

The facts

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The implications

Solo trip an opportunity

The facts

The implications

Package tours to highlight affordability and flexibility

The facts

The implications

The Market – What You Need to Know

Optimistic outlook for both volume and value

Increasingly diversified outbound destinations for Chinese tourists

Policies, natural disasters and spending intentions making growth unpredictable

Market Size and Forecast

Overall strong willingness to spend on outbound travel

Figure 13: Best- and worst-case forecast of outbound travel market value, China, 2012-22

Steady growth regarding outbound visits

Figure 14: Best- and worst-case forecast of outbound travel market volume, China, 2012-22

Market Segments

Hong Kong sees revival while Taiwan keep depressed

Figure 15: Best- and worst-case forecast of outbound travel market volume – Hong Kong, Macau and Taiwan segment, China, 2012-22

Figure 16: Outbound holidays market volume, by destination, China, 2013-17

'Others' keeps uprising

Figure 17: Best- and worst-case forecast of outbound travel market volume – Others segment, China, 2012-22

Market Factors

Regulation and taxation for booming tourism

Natural disasters and international relations hindering travel

Low-cost outbound travellers still important

Key Players – What You Need to Know

Satisfying travellers with familiarity and relaxation

Cruise market getting mature

Travel tech energising the travelling experience

Launch Activity and New Product Development

Approach Chinese consumers through familiar channels

Updating transportation experience

Localisation is helping cruises to continue growth in a market getting mature

Travelling processes simplified

Tech-aided tourism guides make visits memorable

Chatbots are here to help

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The Consumer – What You Need to Know

- Less than one third of consumers haven't taken outbound travel
- Northeast Asia destinations are most anticipated
- Going outbound with families
- Either higher or lower spending, local food worth to invest more
- Package tours to save time and effort

Outbound Travel Frequency

- Outbound travel has become common
Figure 18: Outbound travel frequency, November 2017
- Children in household is the decision driver

Reason for Not Undertaking Outbound Travel

- 'When to go' is the most troublesome question
Figure 19: Reasons not to go on outbound travels, November 2017
- Schedule concerns prevent consumers from future travel plans
Figure 20: Reason for not planning for outbound holidays, November 2017

Anticipated Outbound Destinations

- Nearby countries still top the wish list
Figure 21: Top anticipated outbound destinations, November 2017
Figure 22: Top 10 anticipated outbound destinations, by user group, November 2017
Figure 23: Top 10 anticipated outbound destinations, by selected companion, November 2017
- What to offer other than scenery and attractions
Figure 24: Reason for choosing anticipated outbound destination, November 2017
- Reasons for the leading anticipated outbound destinations
Figure 25: Reason for anticipated outbound destination, by selected destination, November 2017

Outbound Travel Companion

- Going outbound is more likely to be within families
Figure 26: Outbound travel companion, November 2017
Figure 27: Outbound travel companion, repertoire, November 2017
- More females go with their parents and small groups of friends

Outbound Travel Spending

- Most spend less than 30,000 RMB
Figure 28: Outbound travel spending – pie chart, November 2017
- Spending amount peaks at aged 30-39
Figure 29: Average outbound travel spending, by age group, November 2017
Figure 30: Average outbound travel spending, by age group, November 2017

Preference on Outbound Spending

- Local food tops the list of increased spending

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Report Price: £2954.90 | \$3990.00 | €3325.44

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Figure 31: Preference in outbound spending categories, November 2017

Demographic differences

Figure 32: Selected preference on outbound spending categories, by gender, November 2017

Attitudes towards Ways to Outbound Travel

Package travel on saving time and effort

Figure 33: Attitudes towards ways to travel, November 2017

Independent travel helps to explore the destination

Customised travel: greater education needed

Cruise tours is not widely acknowledge to better control budget

Meet the Mintropolitans

More prefer unfamiliar destinations

Figure 34: Outbound destinations see most divergence between Mintropolitans and non-Mintropolitans, by consumer classification, November 2017

More Mintropolitans go with families

Figure 35: Selected outbound travel companions, by consumer classification, November 2017

Significantly higher average spending and willing to spend more

Figure 36: Average outbound travel spending, by consumer classification, November 2017

Customised and cruise tours should reinforce how to help Mintropolitans enjoy the trip, especially with their children

Figure 37: Attitudes towards ways to outbound travels, consumer classification, customised tours and cruises, November 2017

Appendix – Market Size and Forecast

Figure 38: Best- and worst-case forecast of outbound travel market value, China, 2012-22

Figure 39: Best- and worst-case forecast of outbound travel market volume, China, 2012-22

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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