

# Travel Influencers – China – December 2020

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## This report looks at the following areas:

### This report covers the following:

- Key motivators of travel destination choices and information channels for various travel activities
- Preferred characteristics of travel influencers
- Watch and conversion rate of travel live streaming commerce and motivations for purchasing
- Opportunities in travel content marketing

Key opinion leaders' opinion is less powerful in influencing people's travel destination choices than is perhaps assumed. Famous tourism attractions are the key motivator.

Short video apps are very competitive in stimulating travel desire and motivating purchasing. Short video apps have become a popular information channel for experience-driven activities such as tourism attractions and local food service. When it comes to travel live streaming, watch rate and conversion of short video apps are both high. Conversion is largely driven by attractive promotions.



“Consumers want to hear directly from travel brands rather than secondary sources. Moral values influence how consumers choose inspiration sources and will have an impact on purchasing decisions. Consumers also demand brands to be transparent in communications. Establishing a specialisation in delivering inspirational marketing contents from a cultural perspective can help brands

and out, because this is a less touched area but drives future travel experiences, particularly for Gen-Zers.

**Saskia Zhao, Senior Research Analyst**

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