

Holiday Trends - China - 2022

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This report looks at the following areas:

- The participation ratio of different types of holidays among different consumer demographics since the outbreak of COVID-19
- Effective holiday triggers and consumers' interested holiday themes
- COVID impact on consumers' holiday behaviours and attitudes
- Innovations from the holiday industry players, including OTAs, tourist destinations (eg theme parks), and hotels
- Future business opportunities to watch based on consumer findings

Although travel restrictions under the long-lasting COVID-19 pandemic have significantly lowered consumers' holiday participation frequency, over 70% of surveyed consumers claim that their willingness and budget for holidays are higher or remain the same.

Families with pets and high-income women aged 30-39 show the highest interest in having a holiday – visiting theme parks and beach resorts in particular. At the same time, they are most willing to pay extra for activities that can help them release stress and adjust their mood (eg hot springs, facial treatments) during a trip.

Therefore, there is an opportunity for all the market players to develop new holiday facilities and services, catering to consumers' needs for releasing stress, being close to nature, bonding with friends and family, and the relatively niche but rising demands for art and culture and music festivals.

The uncertainties brought by the COVID pandemic are still the biggest challenge for all holiday business operators, but it has shaped the market to be dominated by short-haul and local trips. This is particularly challenging the established players, such as leading OTA platforms, as they will need to revamp their business strategy and focus more on "localising" holiday products, targeting consumers who are eager to explore less-known destinations featuring easy access and various fun activities.



"The holiday market's recovery is suppressed due to the COVID resurgence in 2022. However, we see positive trends in consumers' willingness and budgets for travel, especially among households with pets, children and high-income women aged 30-39. OTAs need to adjust their strategy and business models to fulfil consumer needs."

– **Shannon Liu, Senior Research Analyst**

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