

## Marketing to Chinese Tourists - China - February 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Shopping cannot strongly motivate consumers to visit an outbound destination. Travel service providers can leverage cultural discovery, local experience, food and amusement parks to attract Chinese consumers.”

– Saskia Zhao, Research Analyst

This report looks at the following areas:

- What do parents with kids expect from an outbound trip?
- Create online popularity for destinations via short videos
- Ice and snow amaze Chinese consumers

Mintel expects the outbound segment will expand, as consumer willingness to travel abroad is high. Product innovation based on consumer need is the engine of growth, because the homogeneity of regular products would put pressure on prices.

Shopping cannot strongly motivate consumers to visit an outbound destination. Instead, cultural discovery, local experience, food and amusement parks are getting more and more popularity among Chinese consumers.

Travel guides contributed by consumers on travel forum are the top information source of outbound travel. These blogs are like idea banks that provide consumers with travel solutions (ie how to explore a destination). Going forward, companies will move from selling products to selling solutions so as to meet consumers' desire for solutions. Boundaries between products and content on travel websites are getting blurred as websites try to integrate products and content on their platforms.

The rising popularity of short video is an emerging trend for destination and travel product marketing, and should not be ignored. As video technology is easily accessible to users, quality of content determines whether a short video can arouse consumers' interest.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Marketing to Chinese Tourists - China - February 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Covered in this Report

### Executive Summary

The market

Domestic segment maintains steady growth

Figure 1: Best- and worst-case forecast volume of domestic segment, by person-time, China, 2018-23

Outbound segment enters market maturity

Figure 2: Best- and worst-case forecast volume of outbound segment, person-time, China, 2018-23

Figure 3: Popular outbound destinations, China, 2014-18

The consumer

Families with kids are important consumers

Figure 4: Outbound travel frequency in the last 12 months, November 2018, China

Shopping is not enough to motivate outbound travel

Figure 5: Triggers for outbound travel, November 2018, China

OTA websites are the most consulted channels

Figure 6: Information channel for outbound travel, November 2018, China

Duty free is the top choice for outbound shopping

Figure 7: Top three shopping channels, November 2018, China

Store ambience and service are more important than low price

Figure 8: Triggers to store visit, November 2018, China

Consumers like reading travel guides and exploring somewhere new to them

Figure 9: Attitudes towards outbound travel, November 2018, China

What we think

### Issues and Insights

What do parents with kids expect from an outbound trip?

The facts

The implications

Figure 10: Airbnb 2018 winter season banner ad on its Chinese homepage

Figure 11: Paternity research study travel by Tuniu

Figure 12: Ocean dreams activity by S.E.A. Aquarium in Singapore

Create online popularity for destinations via short videos

The facts

The implications

Figure 13: Weibo page for short video reality show Better Life – Travel in Seychelles

Ice and snow amaze Chinese consumers

The facts

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Marketing to Chinese Tourists - China - February 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## The implications

Figure 14: Seafood Overflow Festival at Tomamu ski resort, Japan, Winter 2018-19

## The Market – What You Need to Know

- Outbound market returns to double-digit growth
- Japan and Thailand are most visited outbound destinations
- More favourable visa policies will encourage outbound travel

## Market Size, Segment and Forecast

Travel market size is dominated by domestic segment  
Figure 15: Travel market size by number of travellers, person-time, China, 2014-18

### Five-year outlook

#### Domestic segment

Figure 16: Best- and worst-case forecast volume of domestic segment, person-time, China, 2018-23

#### Outbound segment

Figure 17: Best- and worst-case forecast volume of outbound segment, person-time, China, 2018-23

Figure 18: Popular outbound destinations, person-time, China, 2014-18

## Market Factors

- High willingness to travel
- Favourable visitor visa policies simplify travel preparation  
Figure 19: Visa policy changes in 2017-18
- Tailored marketing to Chinese consumers  
Figure 20: Tourism Thailand on Douyin, China  
Figure 21: Tourist attractions mentioned in the campaign Let's take a break in Thailand, 2018
- Currency exchange rates influence travel decisions
- More international air routes
- Environmentally-conscious tourism
- Safety concerns impede travel
- Rude treatment hurts confidence in travel

## Who is Innovating?

- Use learning to differentiate products  
Figure 22: Key policy regarding study travel, China  
Figure 23: Selected study travel products, China

## The Consumer – What You Need to Know

- Young families are frequent outbound travellers
- Post-90s prefer visa-free destinations
- Less than half of post-70s compare prices on different channels
- Short video becomes an information source for travel
- Duty free is the top outbound shopping venue

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Marketing to Chinese Tourists - China - February 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Outbound Travel Frequency

Consumers taking overseas leisure holidays more often

Figure 24: Outbound travel frequency in the last 12 months, November 2018, China

Families with children are core leisure travellers

Figure 25: Leisure outbound travel frequency in the last 12 months, by family type, November 2018, China

More market opportunities in South and East China

Figure 26: Leisure travel frequency in the last 12 months, by region, November 2018, China

Who could be more sophisticated outbound travellers?

Figure 27: Travel frequency – Business plus leisure, by age group, November 2018, China

## Drivers to Travelling Abroad

Many factors outweigh shopping

Figure 28: Triggers for outbound travel, November 2018, China

Make it unique

Figure 29: National travel pavilions on Fliggy\*

With three features, almost 90% of travellers can be reached

Figure 30: Trigger to outbound travel – TURF Analysis – November 2018, China

Females and young travellers pay more attention to food

Figure 31: Trigger for outbound travel – Delicious food, by demographic, November 2018, China

## Source of Inspiration

OTA websites are still the default choice

Figure 32: Information channel for outbound travel, November 2018, China

From texts to images and short videos

Professional and specialised information is key

Using three channels to cover 90% of consumers

Figure 33: Information channels – TURF Analysis – November 2018, China

## Popular Shopping Venues

Nine in ten have shopped while travelling abroad

Figure 34: Incidence of shopping when travelling abroad, by demographic, November 2018, China

Duty free is the top popular shopping channel

Figure 35: Top three shopping channels, November 2018, China

Tourists from North and East China favour outlets

Figure 36: Overseas shopping channel – Outlet, by region, November 2018, China

Young people tend to visit brand stores for affordable beauty products

Figure 37: Lancôme official account on Xiaohongshu

## Triggers to Store Visit

Store ambience and services most important

Figure 38: Triggers to store visit, November 2018, China

Product range is as important as price

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Marketing to Chinese Tourists - China - February 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 39: Timberland advertisement on Ctrip

Local specialty products represent foreign culture

Alipay and WeChat are must-haves if stores want to attract younger consumers

Figure 40: Top five triggers to store visit, by age group, November, 2018, China

Figure 41: Top banner ad of Alipay for business, 2018

## Attitudes towards Travelling

Mobile apps make travelling flexible

Figure 42: Attitudes towards outbound travel, China, November 2018

## Meet the Mintropolitans

Mintropolitans travel more often and more frequently

Figure 43: Outbound travel frequency – Leisure travel, by consumer classification, November 2018, China

Theme parks appeal more to MinTs, likely driven by family travellers

Figure 44: Top five triggers for outbound travel, by consumer classification, November 2018, China

Travel guides and travel magazines have the biggest gap

Figure 45: Information channels for outbound travel, by consumer classification, November 2018, China

MinTs are more likely to shop at outlets

Figure 46: Popular shopping places – Outlet, by consumer classification, China, November 2018

MinTs care about big discounts and store location

## Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)