

China Outbound Travel Sentiment Survey (Q3 2023)



Forward

As we navigate through the latter half of 2023, China's outbound travel market continues to be a focal point of interest for stakeholders in the global travel and tourism industry. Our Q1 and Q2 reports have provided invaluable insights into the evolving travel ethos and preferences of the Chinese traveller. As we present our Q3 findings, our emphasis shifts towards understanding the maturation of these trends and identifying new patterns that have emerged.

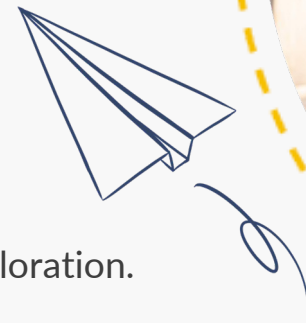
In this quarter's survey, we once again provide a comprehensive overview of China's outbound tourism landscape. We delve into evolving demographics, offering a more in-depth examination of generational preferences in travel. This report also highlights emerging trends in desired destinations, revealing a growing interest in off-the-beaten-path locations and experiential travel. Notably in Q3, we present new findings related to digital behaviour, exploring how technology is increasingly integrated into travel decisions, from destination research to booking methods and in-trip experiences.

As in previous quarters, the objective of this report remains consistent: to furnish stakeholders with critical data and insights about China's outbound travel market. This enables them to refine their strategies effectively in marketing, product development, and policy-making.

This Q3 report aims to further enrich your understanding of the Chinese outbound traveller's ever-evolving profile and preferences. We present these findings with the aspiration that they serve as an indispensable tool in your China marketing strategy.

As the world of Chinese outbound tourism continues to change rapidly, especially in these still uncertain times, we extend an invitation for you to explore our findings thoroughly. Together, we continue this intriguing journey of discovery into the motivations, aspirations, and preferences shaping one of the world's largest outbound travel markets.

Please dive into the report for a detailed analysis, and thank you for joining us on this ongoing exploration.

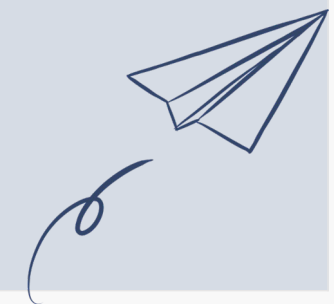




Executive Summary



Market conditions	<p>In 2019, China's outbound travellers were 155 Million.</p> <p>In 2023 Year-to-date, China's outbound stood at 24 Million – expected to hit over 38 Million for the year.</p> <p>By 2028, Outbound travellers are expected to be 200 Million.</p>
Profile of Travellers	<p>Demography – 61.1% Female, 71.6% 18-29yr old, 59.2% Tier 1* cities.</p> <p>Education – 63% Bachelor's degree.</p> <p>Income – 14.9% have over 20K yuan monthly salary.</p> <p>Past Travel – 64.2% have not travelled overseas.</p> <p>Travel Plan – 35.1% at least 1 trip planned outside of HK/Macau in the next 6 months, 43% do not have any plans yet.</p>
Travellers Desire & Intention Survey	<p>Planning – 35% plan to travel abroad within the next 6 months.</p> <p>Lead-time – 69% prefer to book less than 1 month in advance.</p> <p>Top Countries – Singapore, Europe, South Korea, Malaysia, Australia.</p> <p>Stay-Length – 57% prefer 5-10 days, 20% prefer 10-15 days.</p> <p>Top Airlines – AirAsia (22%), Singapore Airlines (20%), United Airlines (11%)</p> <p>Travel Class – 86% choose economy, 7% choose business class.</p> <p>Travel Budget – 50% plan to spend at least 25,000 RMB</p> <p>Local Activity – Food, History and Culture, Nature</p> <p>Top Payment – Alipay, WeChat Pay, Credit Card.</p> <p>Planning Strategy – Xiaohongshu, Travel App, Official Destination Website</p>





Methodology

1. Data is collected through a combination of qualitative interviews, quantitative surveys and the CTD research desk.
2. The quantitative sample size of 17,441 respondents, via WeChat. The qualitative size was filtered to 10,137 after careful consideration.
3. Key criteria for the selection process were based on but not limited to the city of residence, gender, income bracket, education, etc.
4. Multiple choice questions were presented, and each household could only participate once.
5. Only invited respondents were able to participate and IP addresses were used to identify the location, ensure accuracy and avoid duplication.
6. Response time control – a reasonable response time is allocated for each question. If questions are answered too quickly – it is deemed invalid as not sufficient thoughts were given.
7. Research period 7th Sep – 10th Sep 2023





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A vibrant, stylized collage of travel-related items. In the center, a white airplane is shown in flight against a teal background with vertical wavy lines. To the left, a map of a region is depicted in shades of blue and orange, with a network of orange lines and dots representing travel routes. A yellow pencil is positioned over the map. In the upper right, a pair of yellow sunglasses with dark lenses is visible. Below the sunglasses, a pair of white headphones with a coiled cord is shown. The bottom right corner features a small, partially visible white card with a green circular icon and a yellow arrow. The overall aesthetic is modern and colorful, typical of contemporary travel branding.

Basic Tourists information



Demographics

Gender

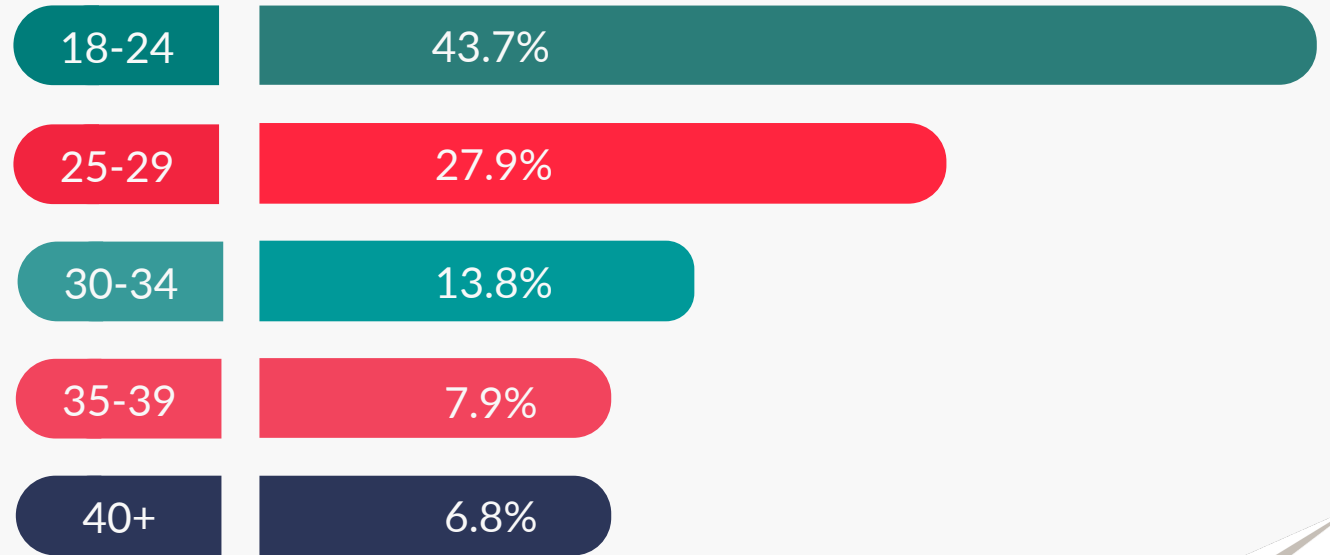


39%



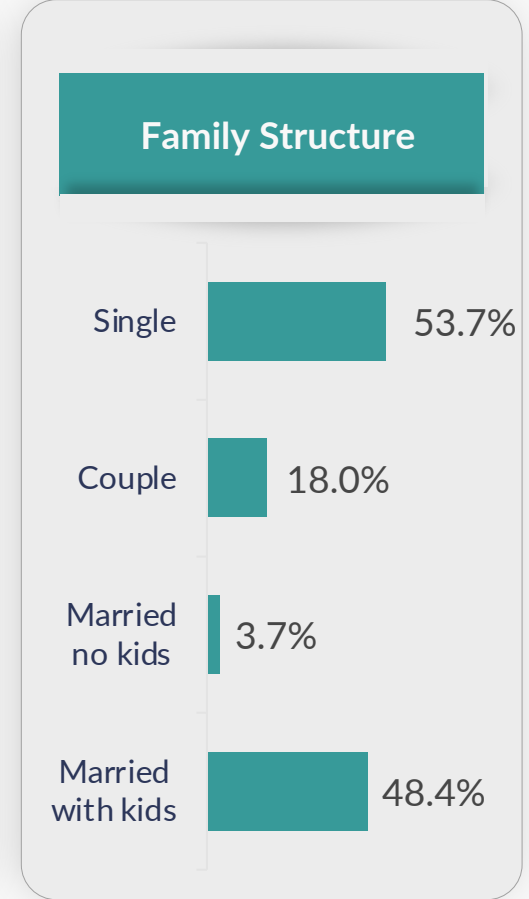
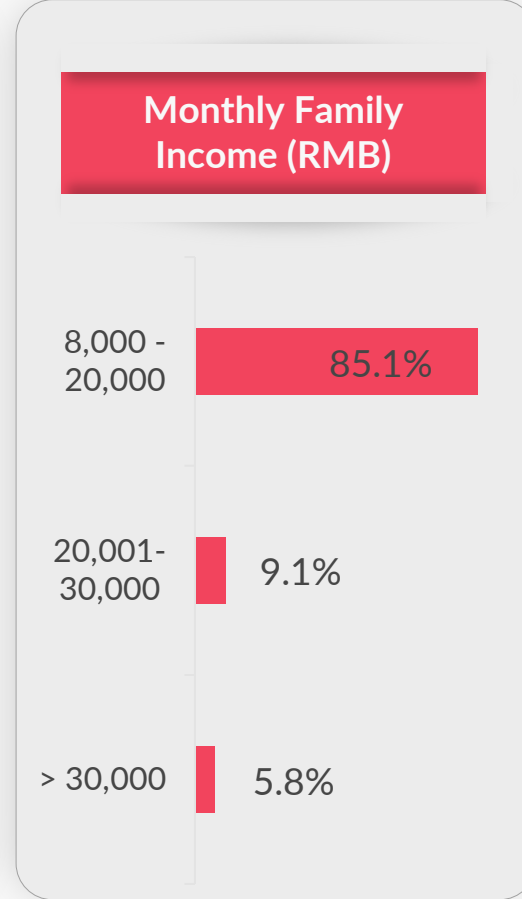
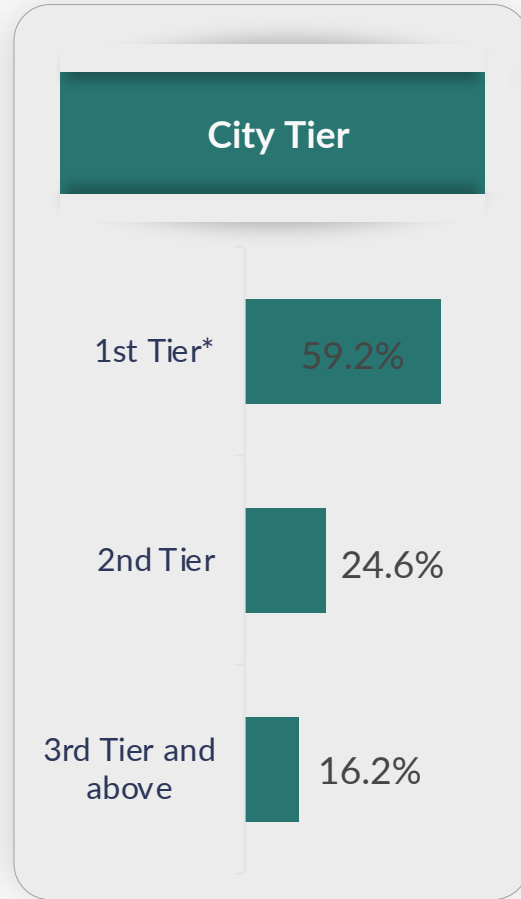
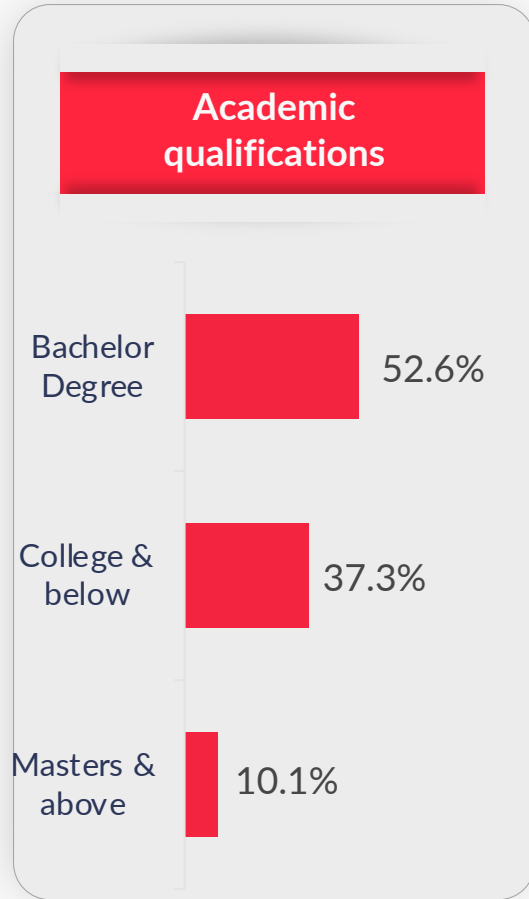
61%

Age





Demographics



History of outbound travel before the epidemic in 2019



35.8% Have a history of overseas travel



64.28% No history of overseas travel

A vibrant, stylized illustration for travel planning. The background is a teal color with vertical lines. In the upper left, there's a network of orange lines with circular nodes, resembling a flight map or a social network. A white airplane is flying from the top left towards the center. To the right of the airplane are a pair of yellow sunglasses with dark lenses. Below the sunglasses is a pair of white earbuds with a white cord. In the bottom left corner, there's a brown steering wheel. In the bottom right corner, there's a small white card with a green and yellow icon. The overall style is flat and modern.

Outbound Travel Planning

- Travel frequency
- Ticket booking



Outbound Travel - Planning

Most of the travellers (35.1%) have plans to travel overseas within 6 months, with higher representation among the 18-29 Yr. old (73%) and Tier 1* groups (58%).

Q: Is the following description in line with your plans to travel abroad in the near future? (except Hong Kong/Macau) (single selection)

Plan trip within 3 months



Plan trip within 4-6 months



Plan trip within 7-12 months



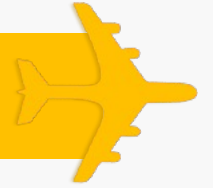
No travel plans





Outbound Travel - Frequency

About 52.5% of tourists plan to travel abroad 1-2 times in the next 12 months, and more people from the 18-24 Yr. old (39.1%) and from Tier 1*(58.4%) plan to travel 1-2 times.



Q: How many times do you plan to travel abroad in the next 12 months? (except Hong Kong/Macau) (single selection)

1 to 2 times

52.5%

3 to 4 times

5.6%

≥ 5 times

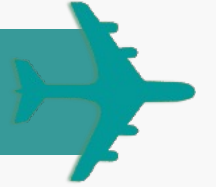
1.3%





Outbound Travel - Frequency

Compared to the pre-pandemic period, most travellers (44%) will increase the frequency of overseas trips, especially the 18-24 Yr. old (48.9%) and the Tier 1* group (58.4%).



Q: Compared to before the pandemic in 2019, will your outbound trips increase? (Single selection)

Increase



Decrease



No Change

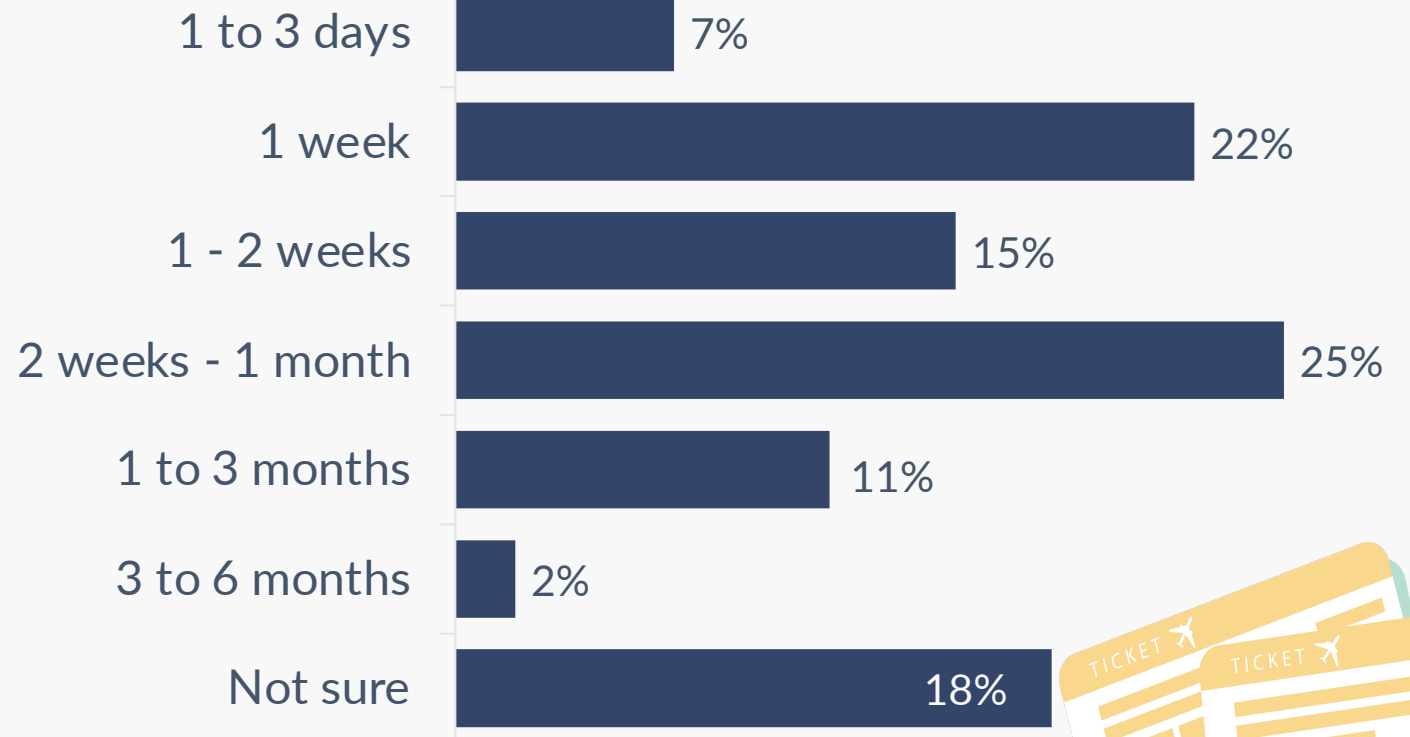




Outbound Travel - Ticket Booking

69% of travellers start booking tickets for overseas trips less than a month in advance, the rest are concentrated in the periods of 1 to 3 months (11.3%).

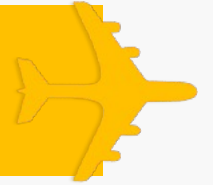
Q: How many days in advance do you usually start booking outbound tickets? (except Hong Kong/Macau) (single selection)



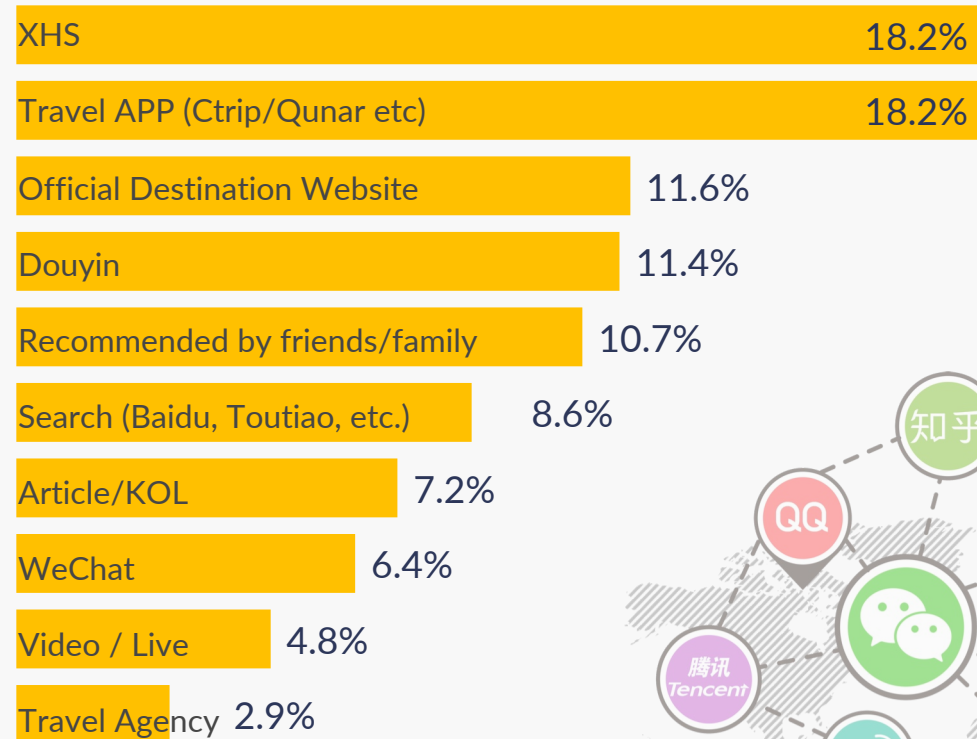


Outbound Travel - Access to information

In terms of travel strategies, XHS and Travel Apps (36.4%) are the preferred reference channel, followed by destination websites (11.6%), and Douyin (11.4%). In addition, 18-24 Yr. old have a high preference for XHS (49.3%)



Q: How do you usually plan your outbound trip? (Multiple selections)



A vibrant, stylized illustration featuring a white airplane flying over a teal background with vertical lines. To the left, a network of orange lines connects various points, with a pencil and a map fragment nearby. In the upper right, there are yellow sunglasses and a pair of white earbuds with a coiled cord. The overall theme is travel and technology.

Outbound Travel Analysis

Destination & Length of stay

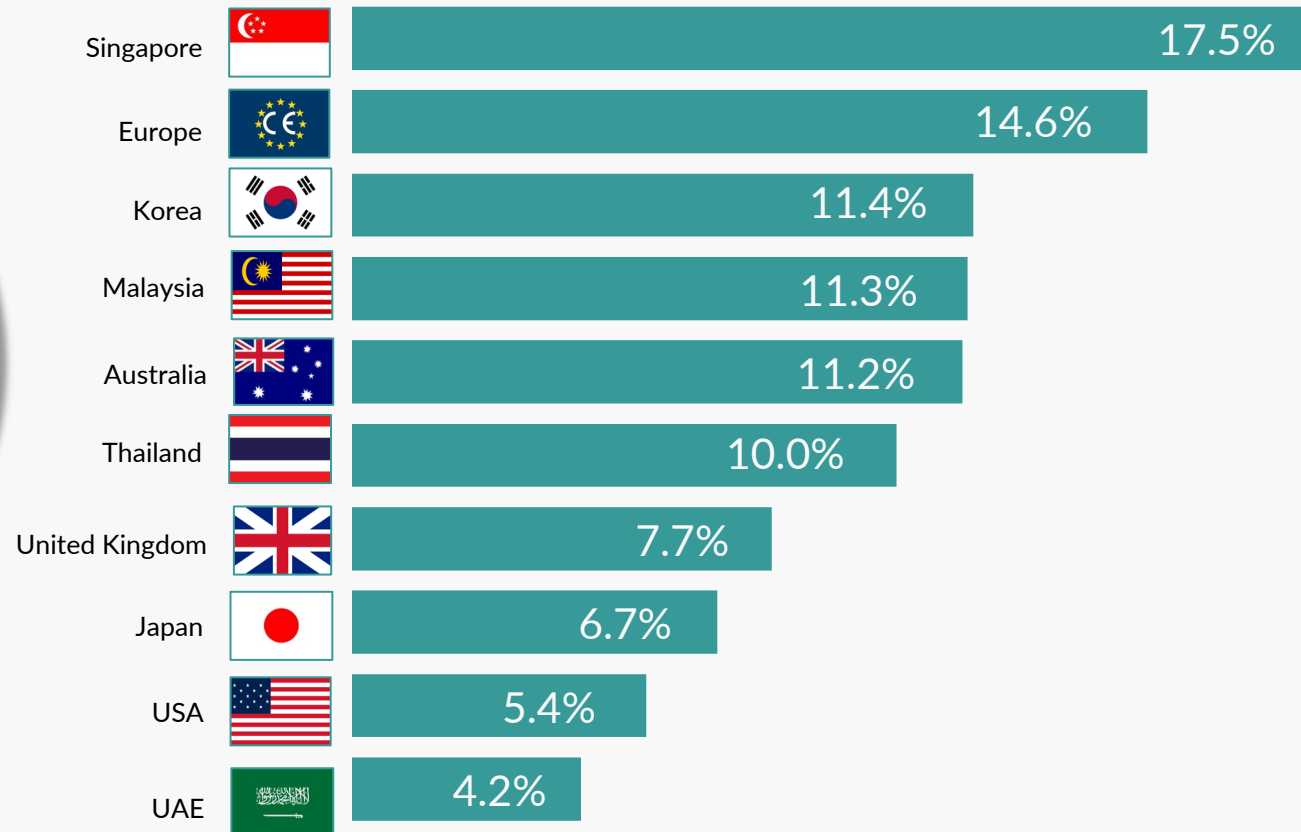
- Airlines selection & purchase channels
- Travel Modes & Travel partners
- Travel Purpose
- Access to information



Outbound Travel - Destination

The preferred destination was Singapore (17.5%), followed by Europe (14.6%) and South Korea (11.4%). There is no significant differences between age groups and between cities.

Q: What will be the destination of your future outbound travel? (Multiple selections)

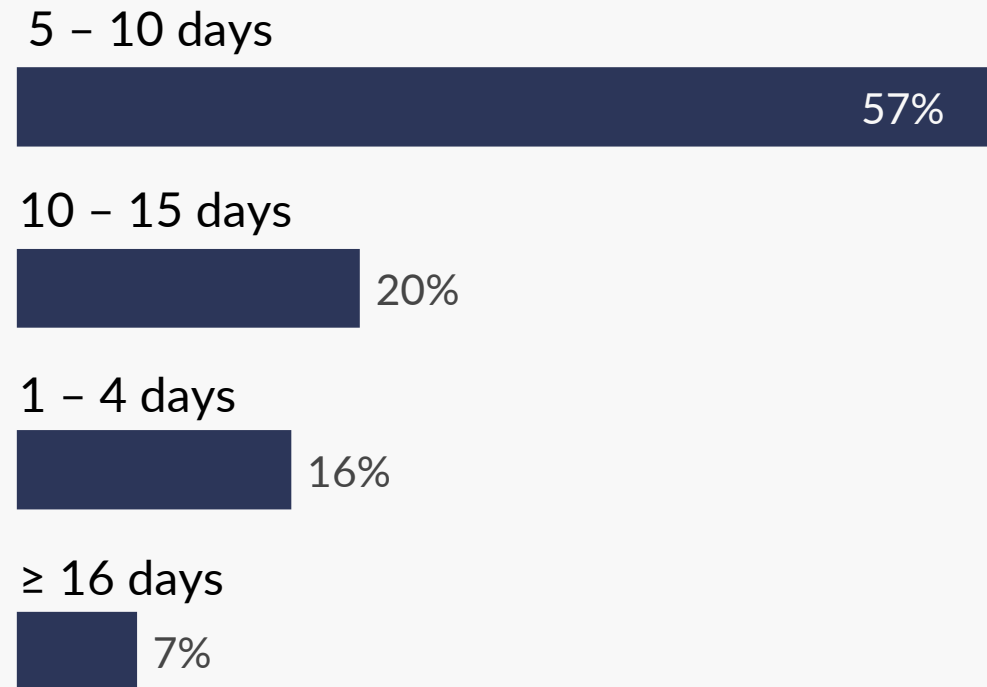




Outbound Travel - Length of Stay

Most tourists tend to visit for 5-10 days (57.4%), with the majority from 18-24 Yr. old (41.5%) and Tier 1* cities (58.4%).

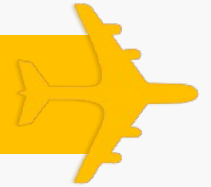
Q: How long do you plan to travel abroad?
(single selection)





Outbound Travel - Length of Stay

Compared to 2019, most people prefer no change in their length of stay (41.7%) while 36.4% have plans to extend.



Q: Compared to 2019, do you plan to increase or decrease your trip length? (Single selection)

No Change



Increase



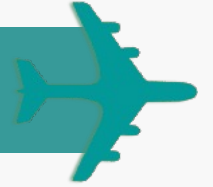
Decrease





Outbound Travel – Airline Selection

For International airline preference, AirAsia (22.3%) is the top choice, followed by Singapore Airlines (20.2%) and United Airlines (11%)



Q: What are your preferred foreign airlines for outbound travel? (Multiple selections)

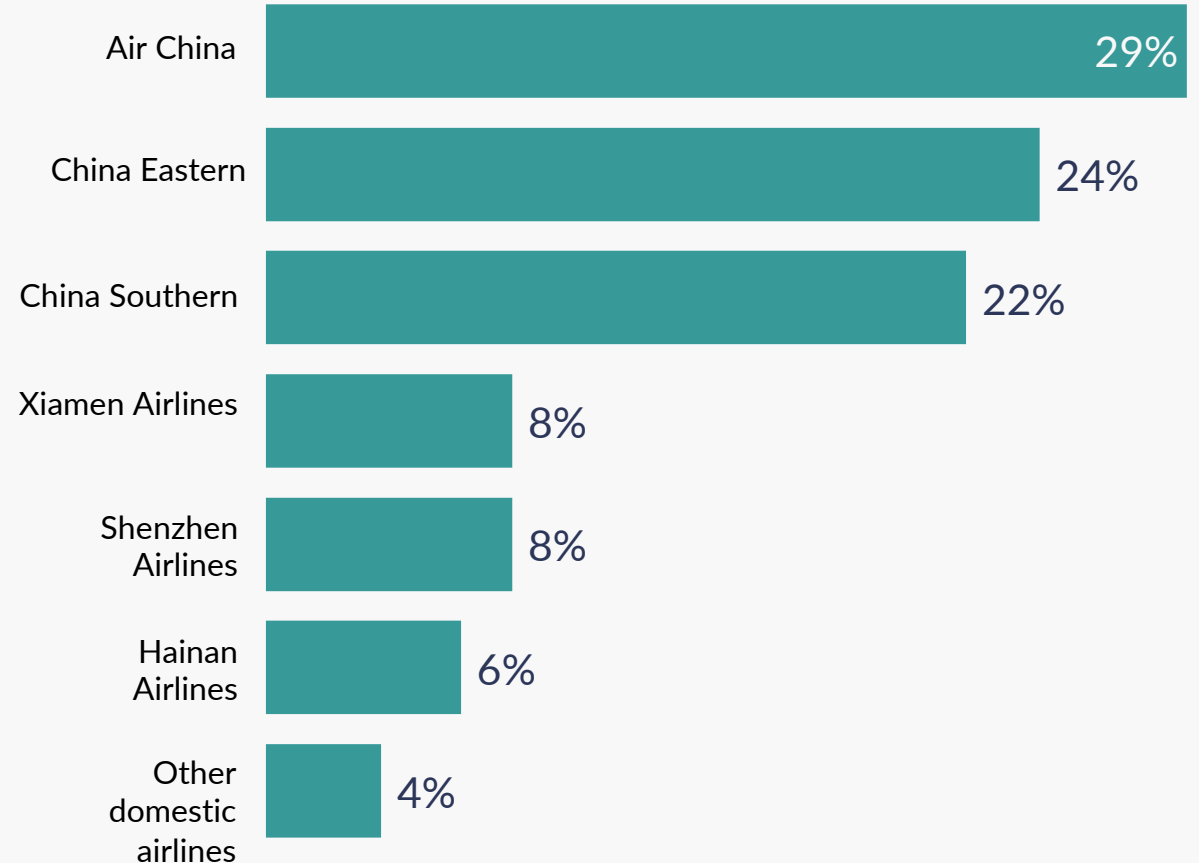




Outbound Travel - Airline Selection

For China airline preference, Air China is the most preferred (28.8%), followed closely by China Eastern (24.2%) & China Southern (21.9%).

Q: What are your preferred local airlines for outbound travel?
(Multiple selections)

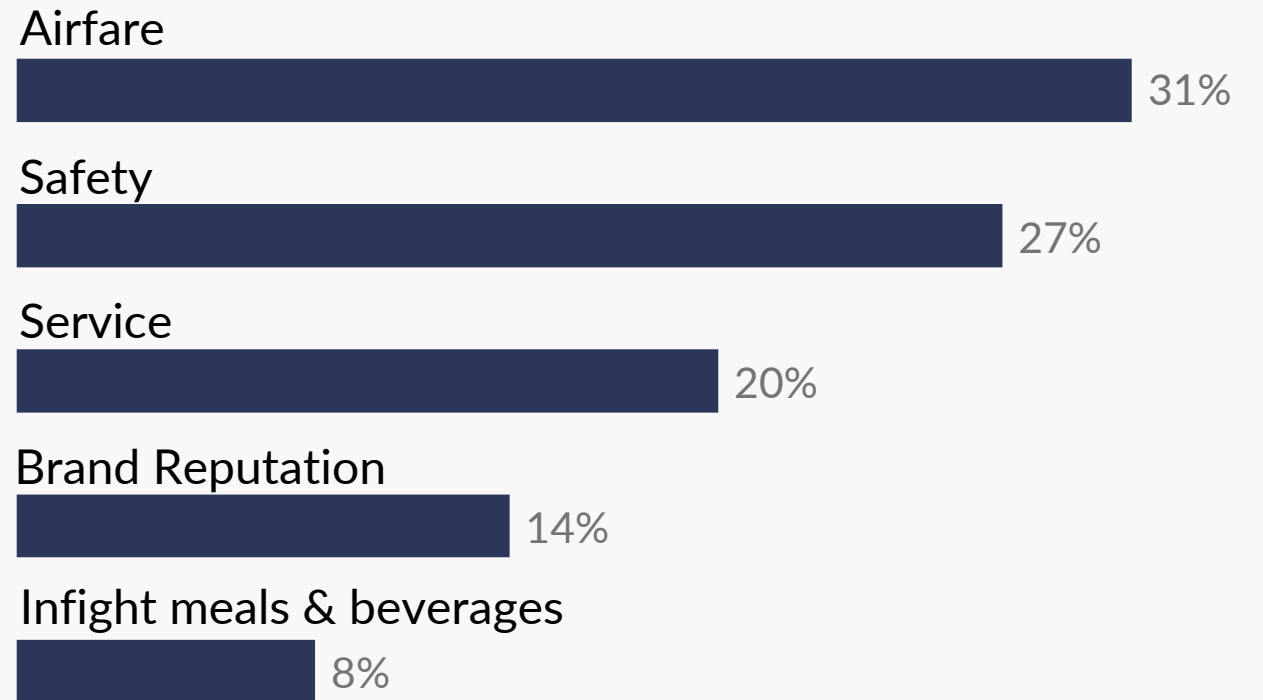




Outbound Travel - Airline Selection Criteria

Airfare (39.8%), safety (35.2%) and service (25%) are the key factors for selecting the top 3 airlines, especially by customers in Tier 1* cities.

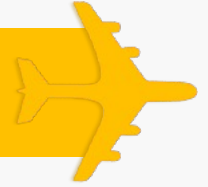
Q: What factors influencing your choice of international airline?
(multiple selection)





Outbound Travel - Flight Class Selection

Majority of the passengers (85.6%) choose economy class, and more post-80/90 travellers prefer an upgrade to higher class.



Q: In general, select the flight class of your outbound trip (single selection)

Economy



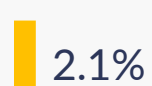
Super/Premium Economy



Business Class



First Class

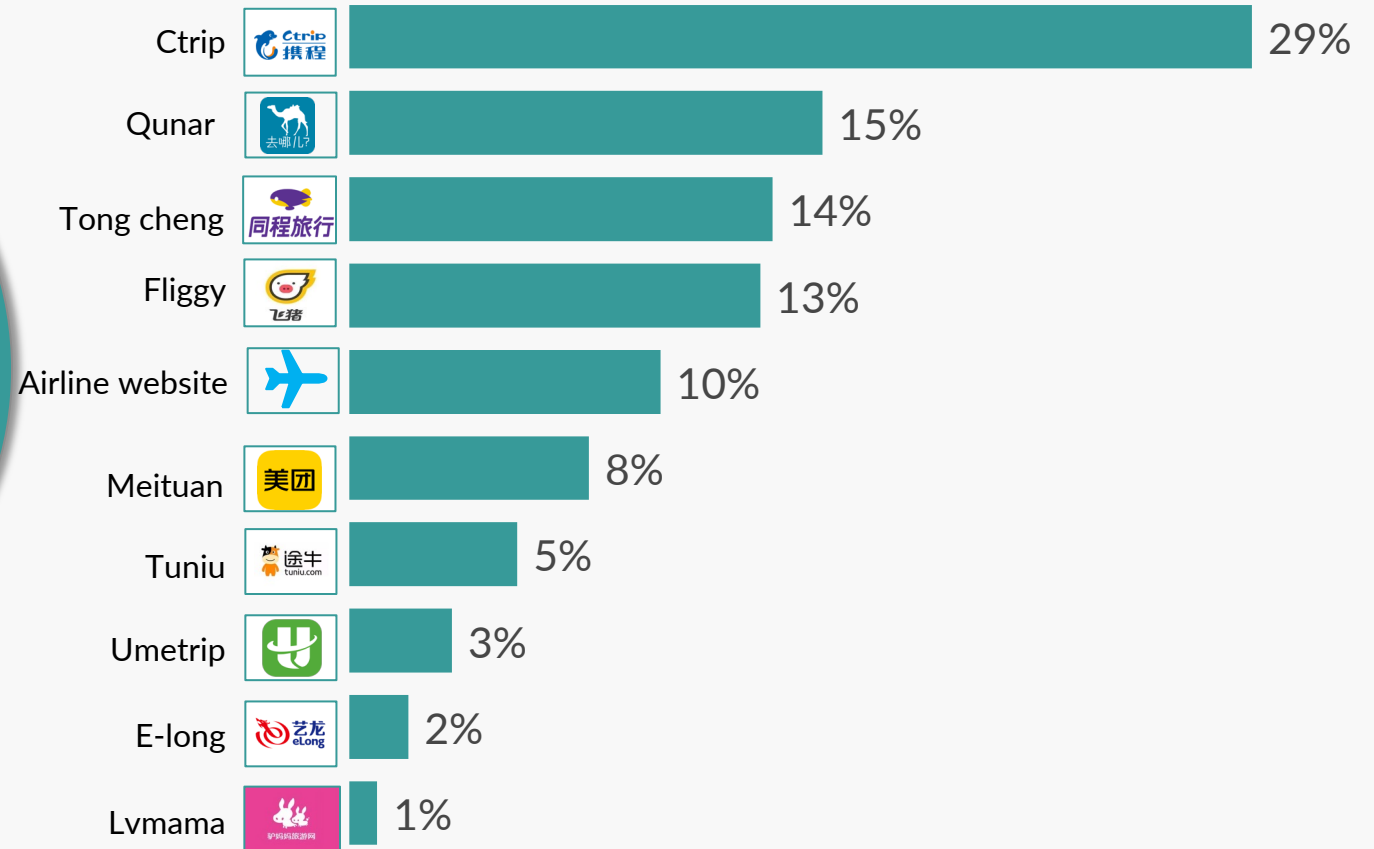




Outbound Travel - Ticket Purchase Channels

Ctrip is the preferred channel for all passengers to purchase air tickets (29%), far ahead of other channels, especially for the post-80s/90s (49.3%) and Tier 1*travellers (59.6%).

Q: APP/media for your
outbound travel ticket
(multiple selection)

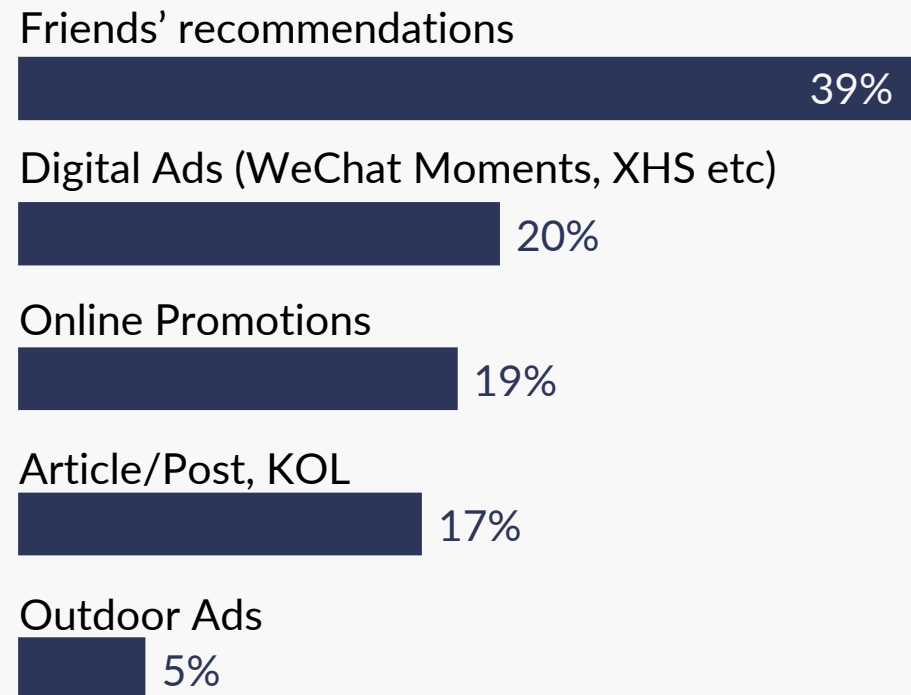




Outbound Travel - Considerations for ticket purchase

Friend recommendations (38.6%) is the top factor for customers to consider air ticket purchase, followed by digital ads (20.4%) and online promotion (18.6%).

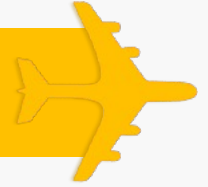
Q: Select from the list of media your preferred considering for air ticket purchase.
(multiple selection)





Outbound Travel - Travel Preference

For outbound travel, 18-24 Yr. old prefer independent travel (47.5%), while 25-34 Yr. old (42.8%) prefer group tours.



Q: In general, the way you travel abroad is
(single selection)

Free & Easy



Semi-free travel



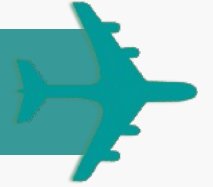
Guided Tour





Outbound Travel - Travel Companion

In addition, relatively more 18-24 Yr. old tourists prefer to travel with friends (51.7%), and 25-29 Yr. old tourists prefer to travel as a couple (33.3%).



Q: In general, your
outbound travel
companion will be
(multiple selection)

Family

35%

Friends

29%

Couple

22%

Solo

9%

Colleague

5%

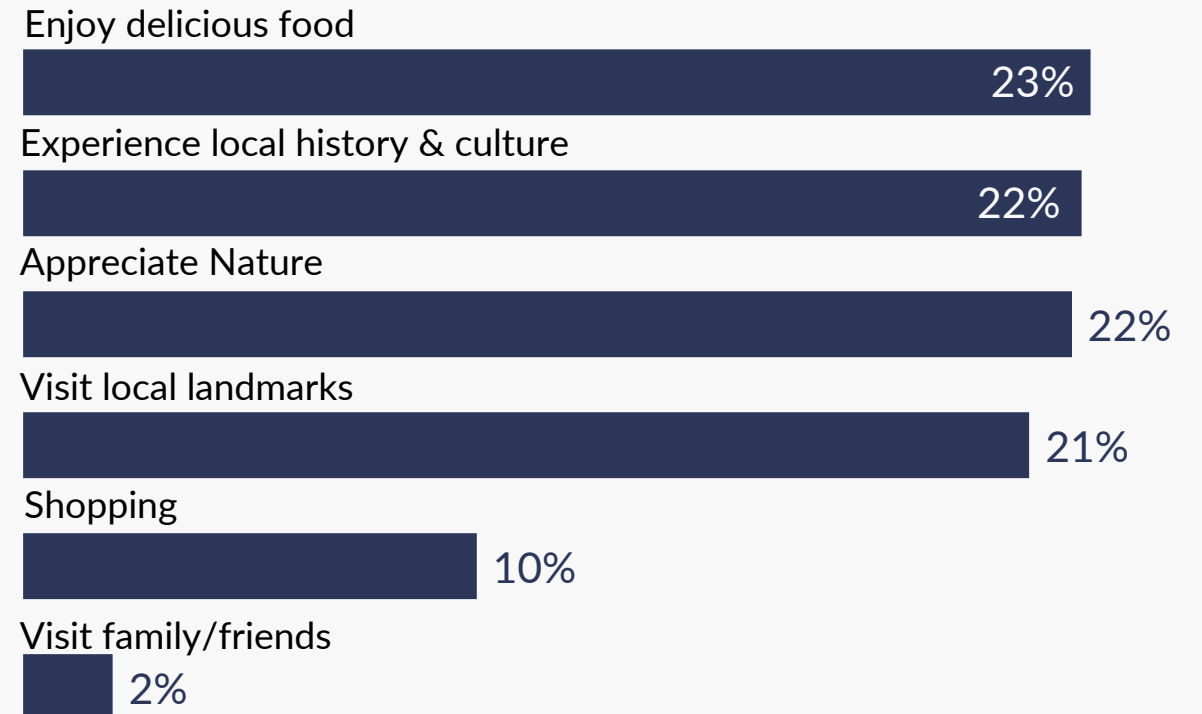




Outbound Travel - Purpose

Enjoying delicious food (33.6%), experiencing local history & culture (33.3%) and appreciating nature (33.1%) is the main demand of tourists travelling abroad who are 18-24 Yr. old tourists (44.8%).

Q: What is the purpose of your future outbound travel? (Multiple selection)



A vibrant, stylized illustration featuring a white airplane flying over a teal background. To the left, a map with orange lines and dots is partially visible, along with a pencil. To the right, there are yellow sunglasses, white headphones, and a small white card with a green icon. The overall theme is travel and technology.

Outbound Travel Consumption Analysis

Budget

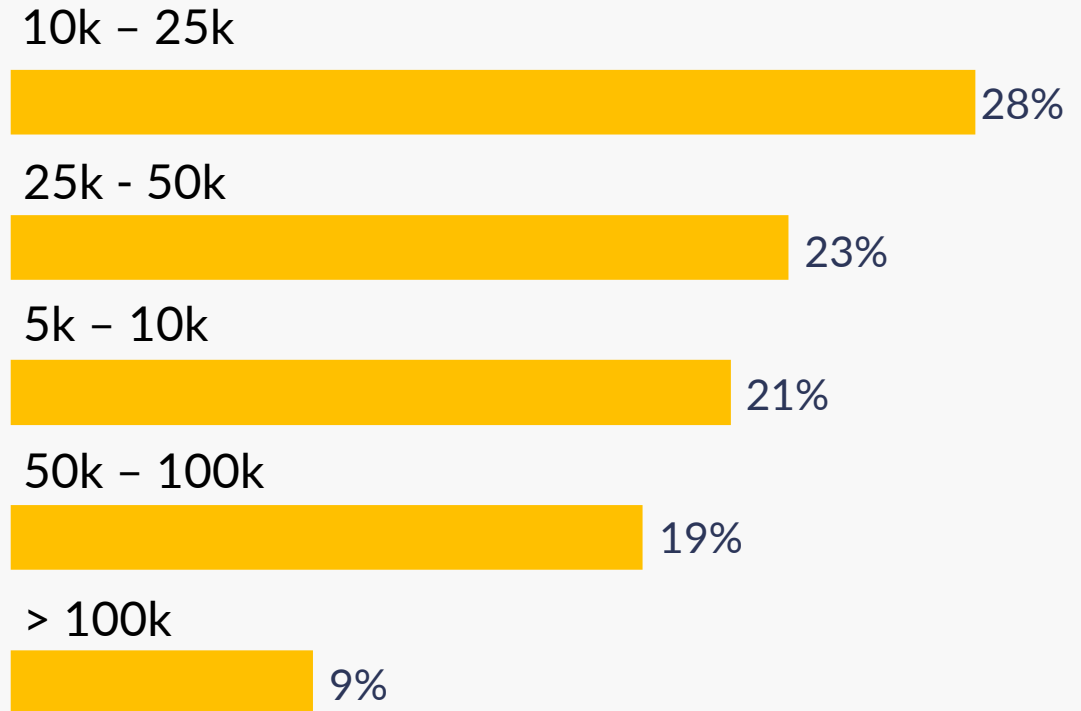
- Consumer Goods
- Payment Methods



Outbound Travel - Budget

51% plan to spend at least 25,000 RMB for overseas travel. Relatively more Tier 1* travellers (>50k 58.4%)

Q: How much do you plan to spend on a single outbound trip (excluding air tickets and hotel expenses)? (RMB) (single selection)





Outbound Travel - Budget

Overall, about 44.9% of travellers reported that their travel budgets maintained compared to before the pandemic.

Q: Compared with 2019, do you plan to increase or decrease your travel budget (excluding air ticket & hotel)? (Single selection)

Maintain

45%

Increased

34%

Decreased

21%

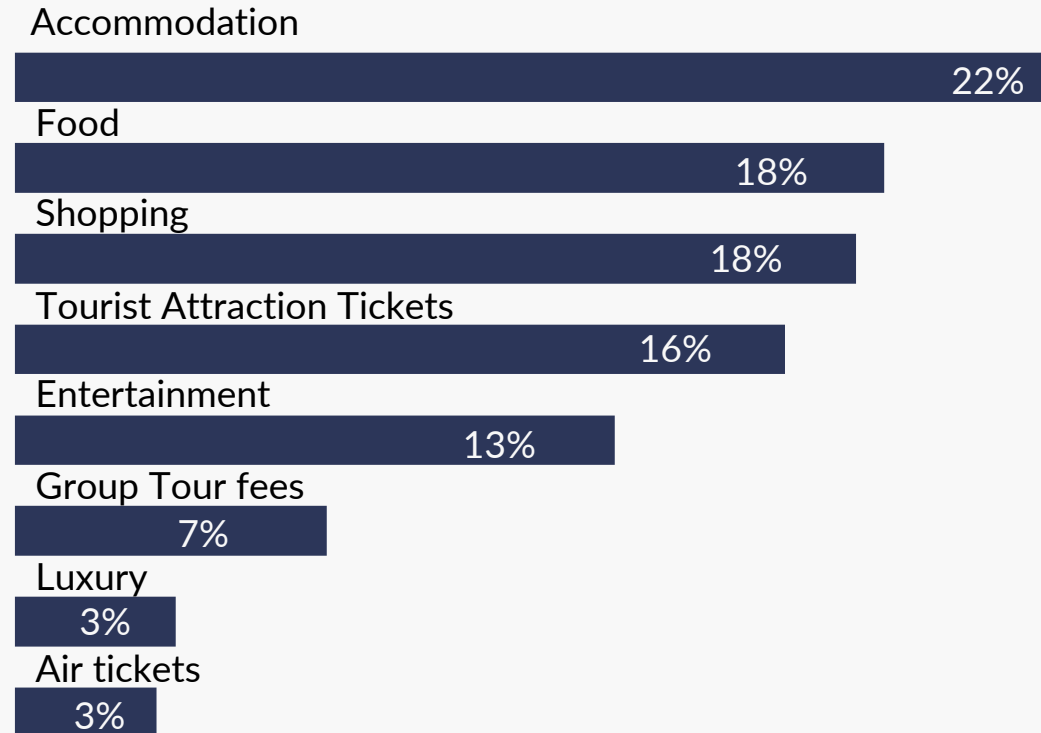




Outbound Travel - Consumption Goods

Accommodation (21.8%), food (18.4%) and shopping (17.8%) were the main consumer goods categories of tourists, with 18-24 Yr. old tourists preferring accommodation (44.5%), and 35-39 Yr. old tourists (50.1%) more interested in air ticket.

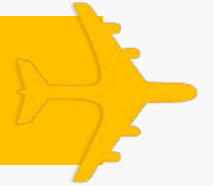
Q: What are the main consumption items for outbound travel? (Multiple selection)



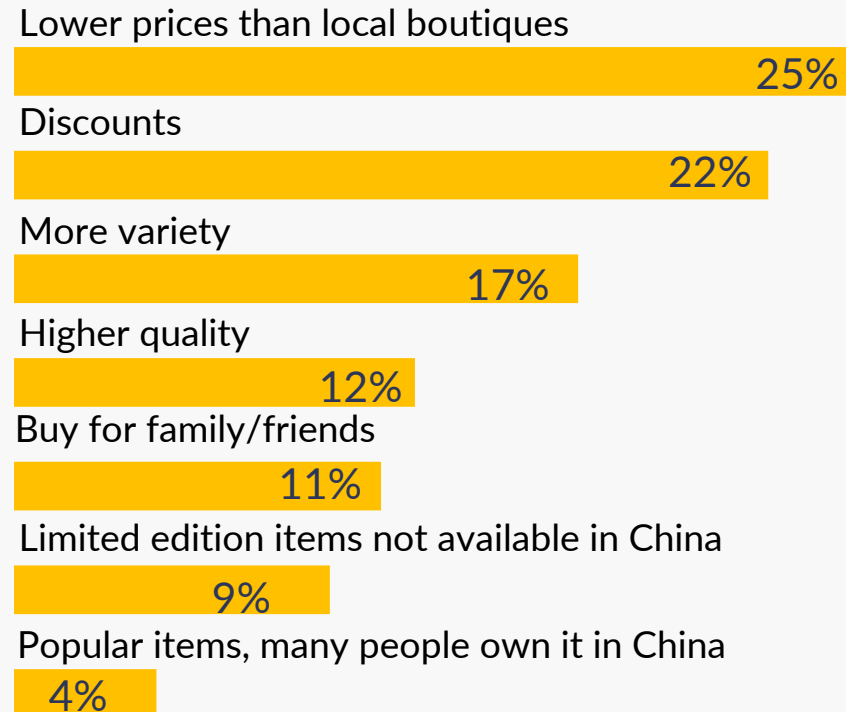


Outbound Travel – Luxury Items

The main factors tourists look for when buying luxury goods abroad are competitive pricing (25.2%), discounts (22.2%) and variety (16.6%).



Q: Why do you buy luxury goods overseas?
(Multiple selection)

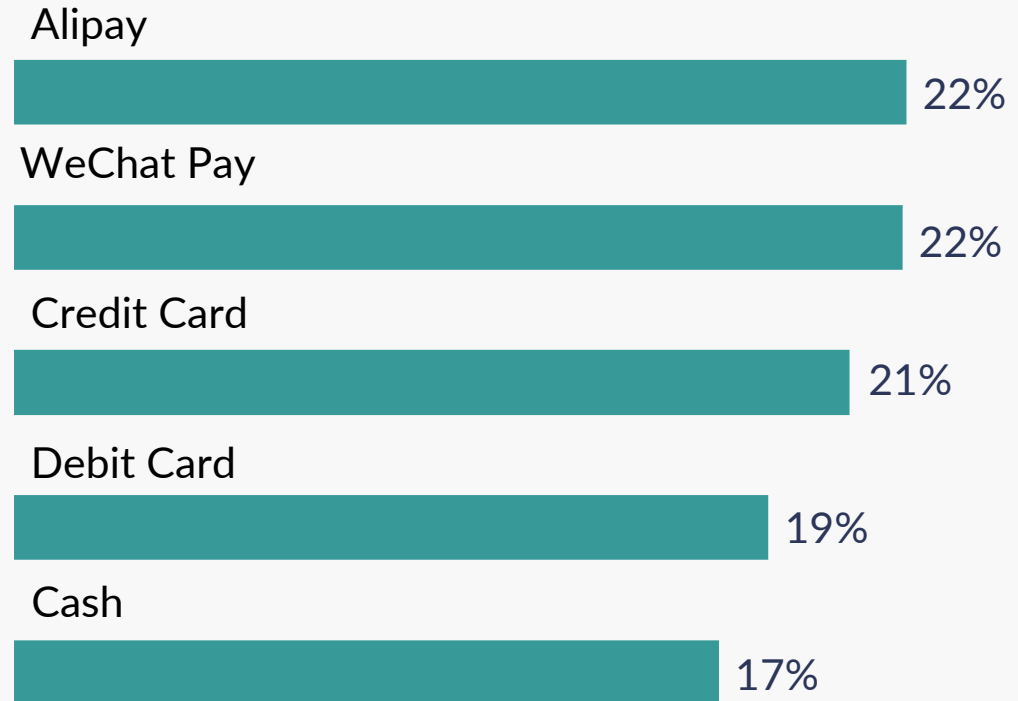





Outbound Travel - Payment Methods

Alipay (21.9%) were the main payment method, followed by WeChat Pay (21.8%), and Credit Card (20.5%).

Q: What are the main payment methods for outbound travel? (Multiple selection)



A vibrant, stylized collage background featuring a white airplane in flight, a pair of yellow sunglasses, a network diagram with orange nodes and lines, a blue map, a pencil, a steering wheel, and a white cord. The background is split into light orange and teal sections.

Destination specific Travel Sentiments

Destinations

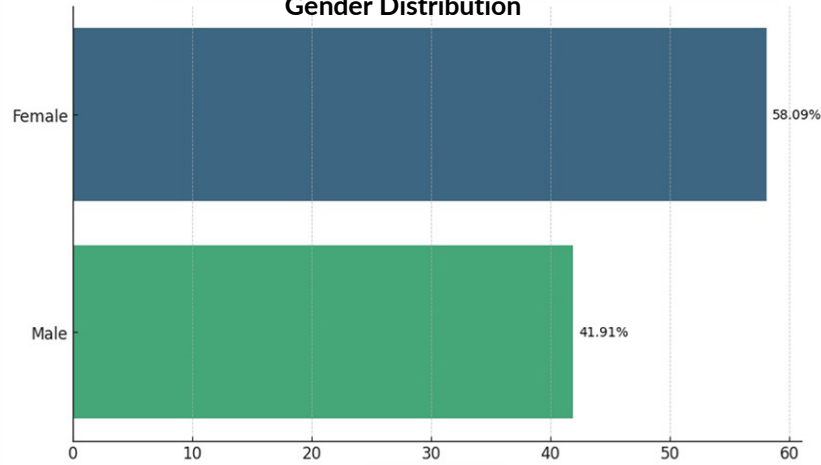
- Singapore
- Europe
- South Korea
- United Kingdom
- Thailand



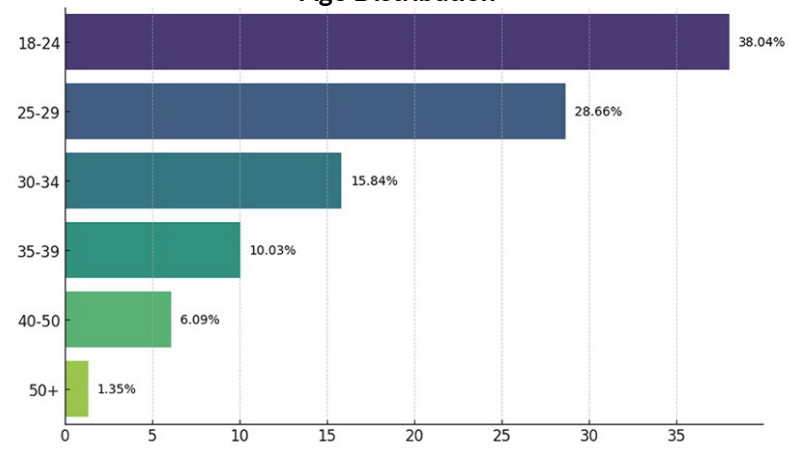
Destination – Singapore



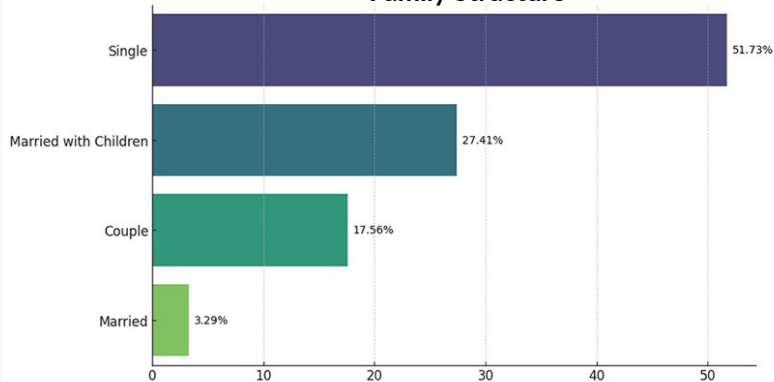
Gender Distribution



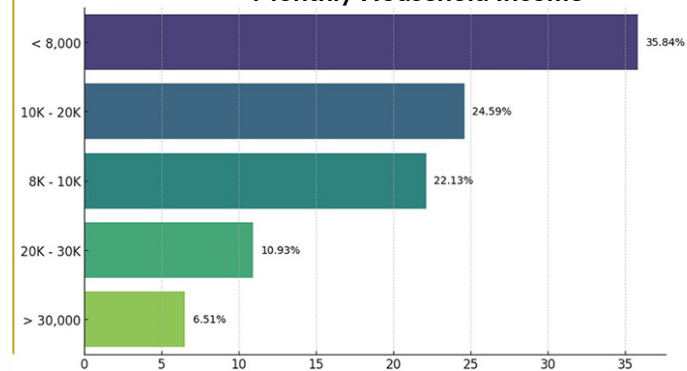
Age Distribution



Family Structure



Monthly Household Income



Key Observations –

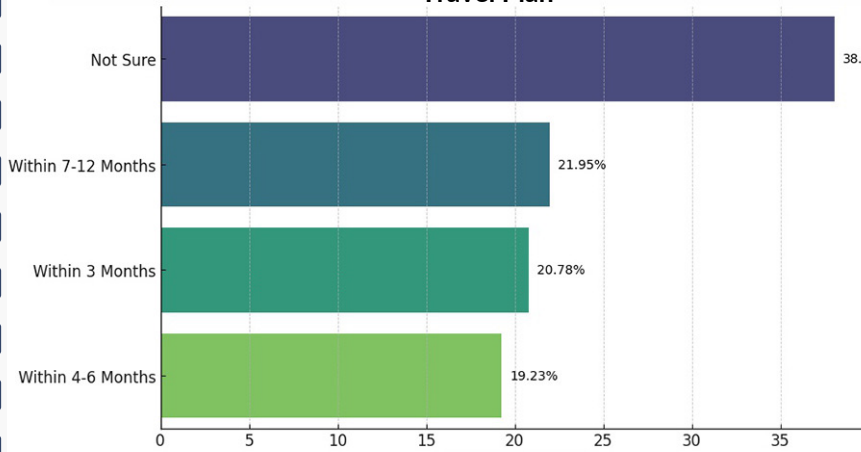
1. Close to 60% are female travellers
2. 66% are less than 30 years old
3. Over 50% are single
4. 60% earn less than 20,000 RMB



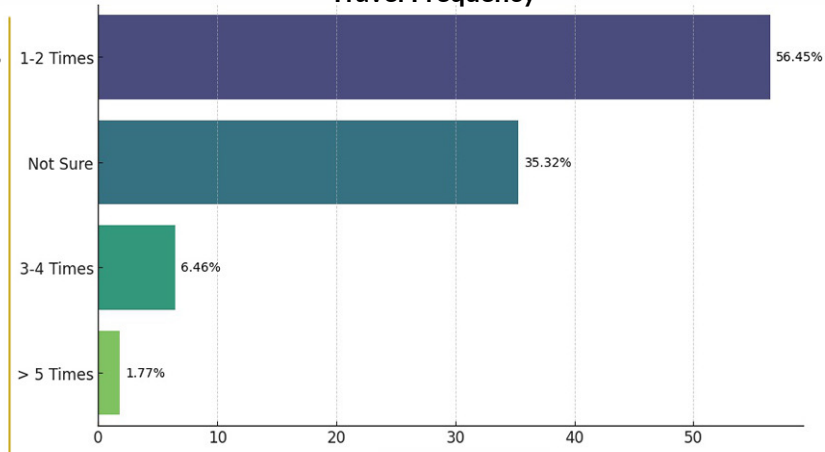
Destination – Singapore



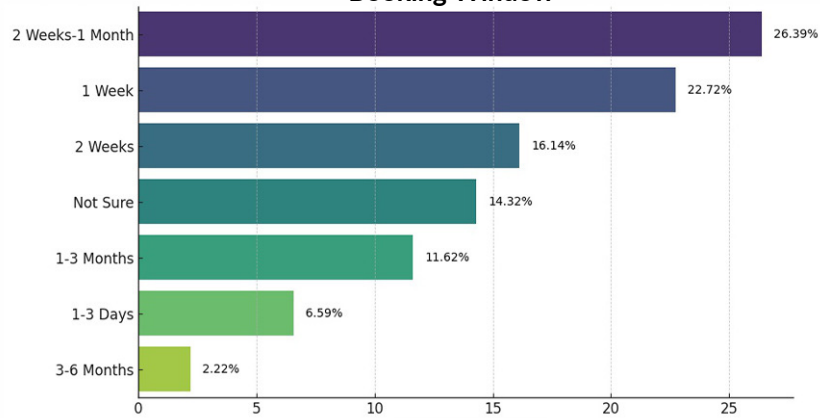
Travel Plan



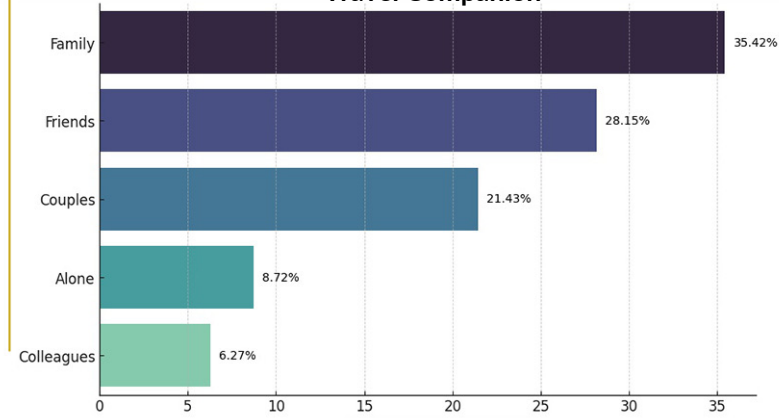
Travel Frequency



Booking Window



Travel Companion



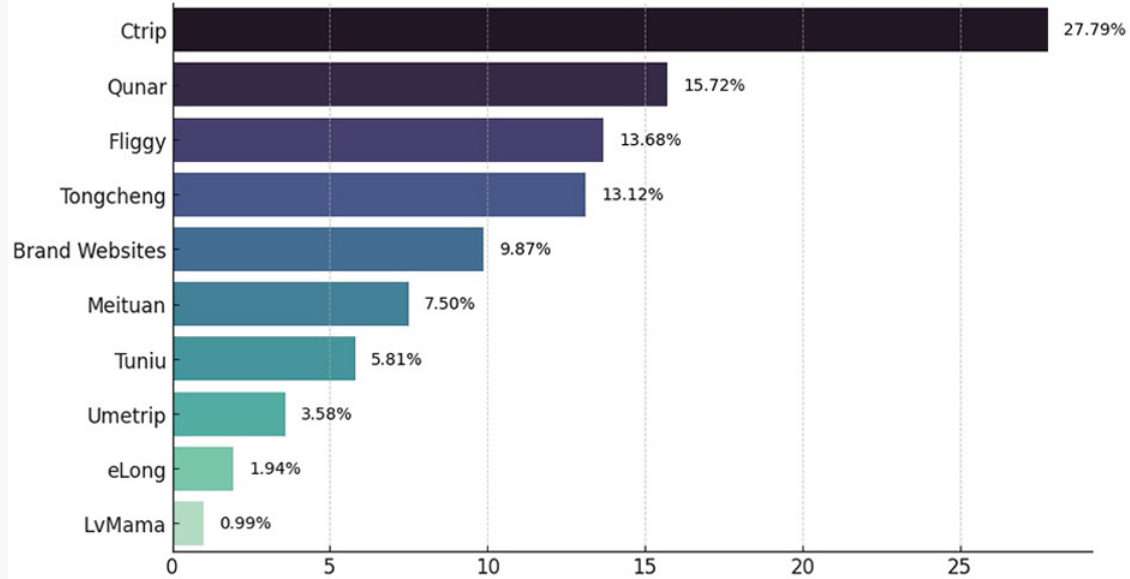
Key Observations –

1. 40% plan to travel within 6 months
2. Over 56% plan to travel 1 – 2 times to Singapore
3. Close to 72% plan to book within a month in advance, whereas close to 23% plan to book within a week.
4. Most prefer to travel with family or friends.

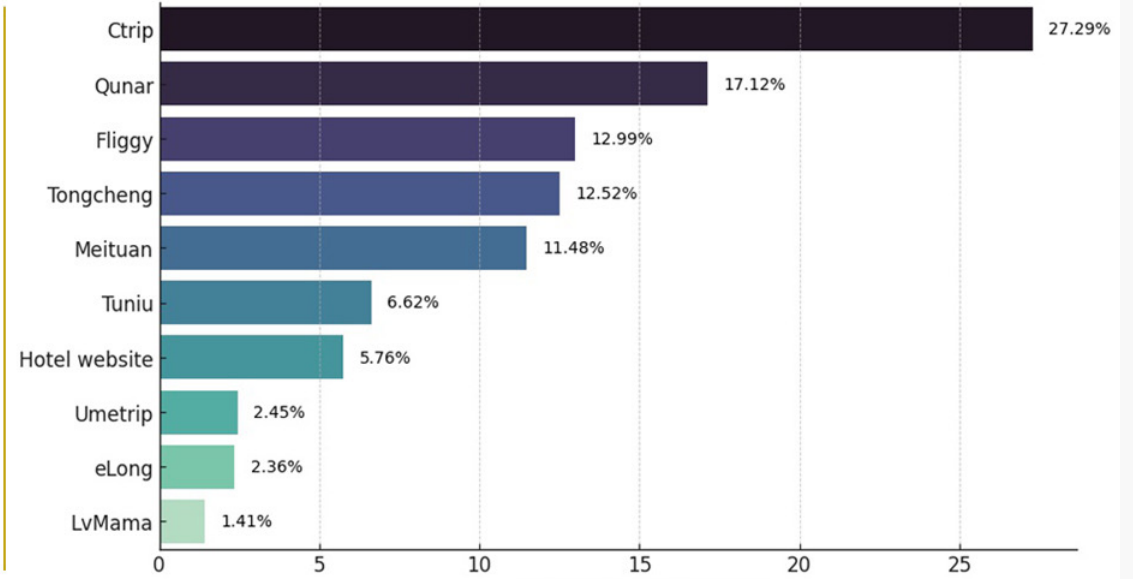


Destination – Singapore

Air Travel Planning



Hotel Planning



Key Observations –

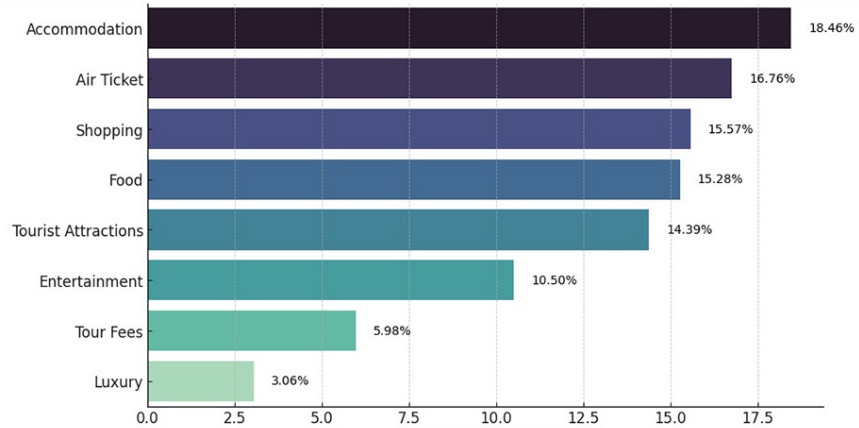
1. Ctrip, Qunar and Fliggy are the top 3 main sources for Chinese to book their air tickets or hotels
2. Brand website for hotels is lower than airlines.



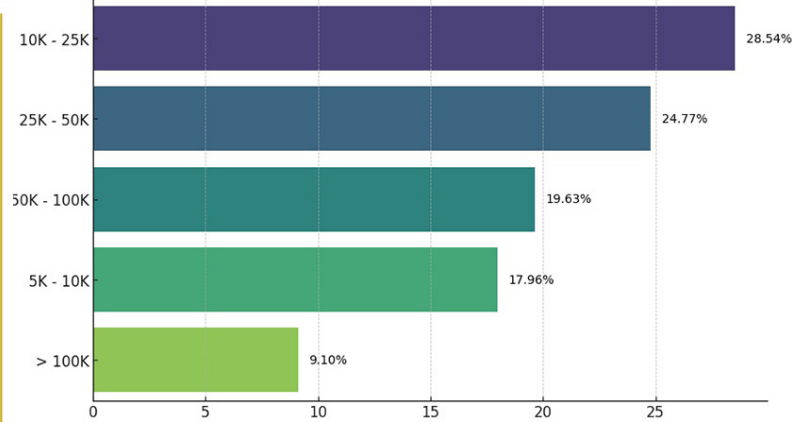
Destination – Singapore



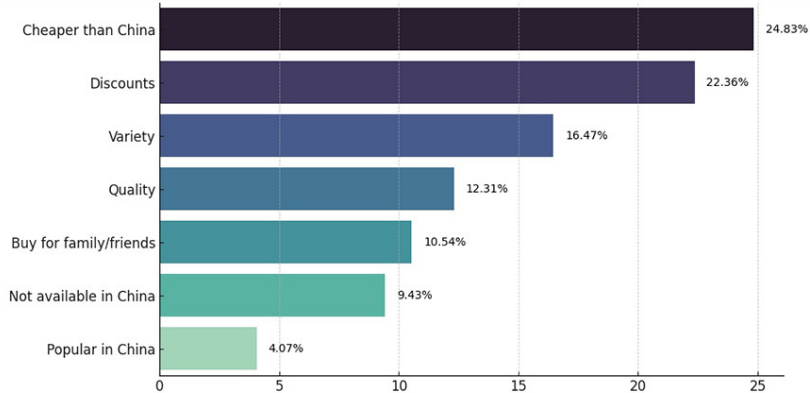
Travel Spending Category



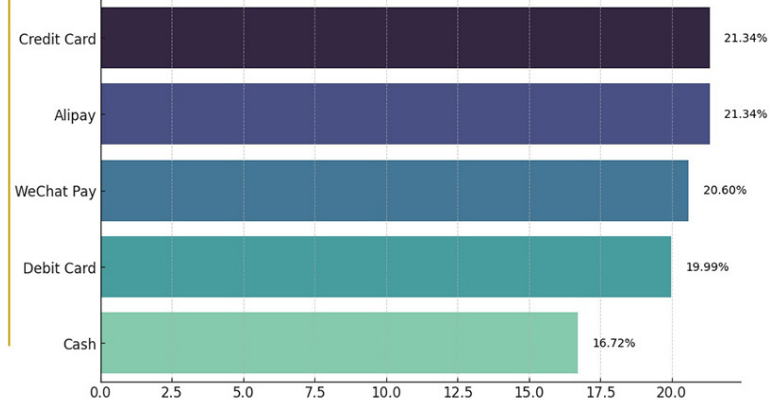
In-Destination Spending



Reason to Purchase Luxury



In-Destination Payment



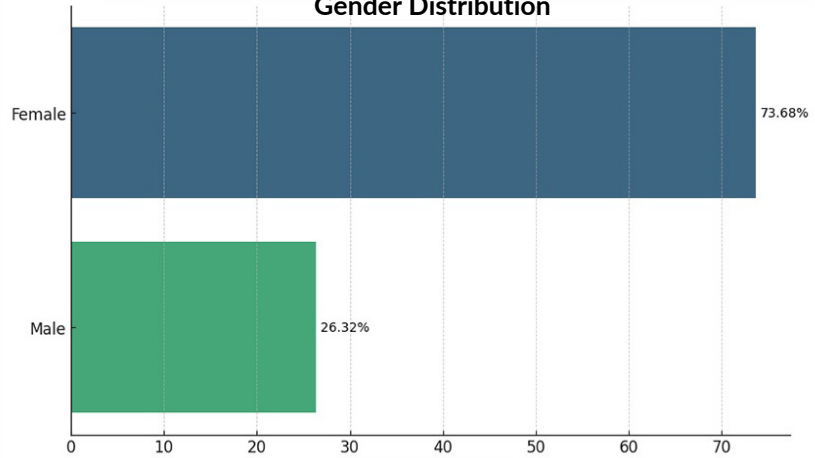
Key Observations –

1. Accommodation, air ticket & shopping are the top 3 spending during the trip
2. 54% plan to spend at least 25K RMB per trip, with 9% planning over 100K spend.
3. Over 47% of Chinese travellers are price-sensitive in purchasing luxury items
4. Credit Card (Union Pay) is the top payment choice

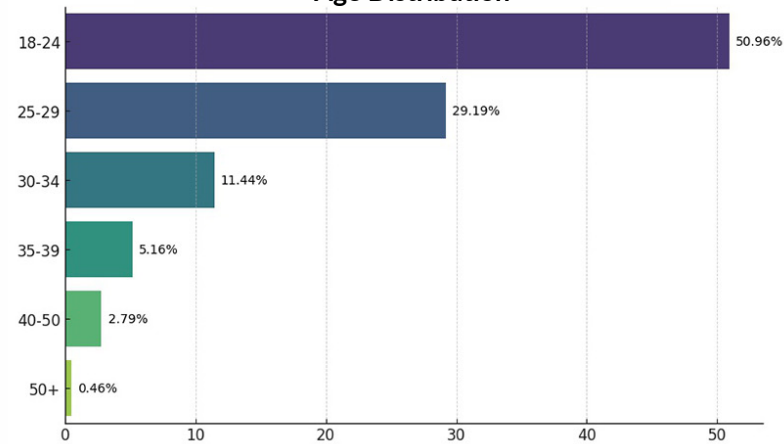


Destination – South Korea

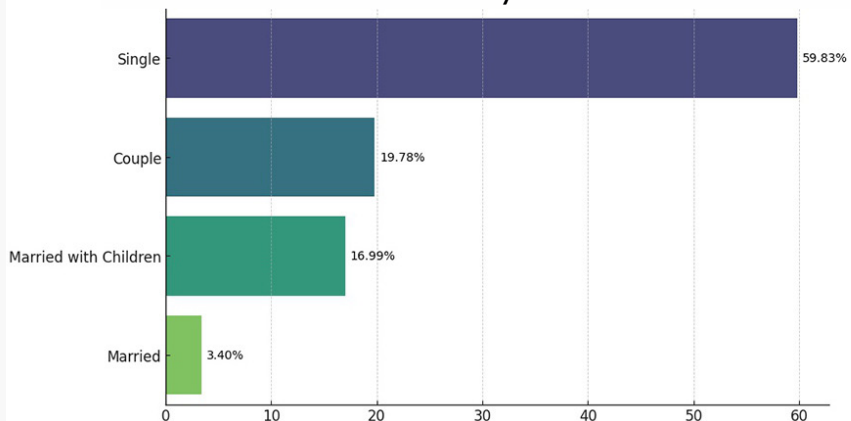
Gender Distribution



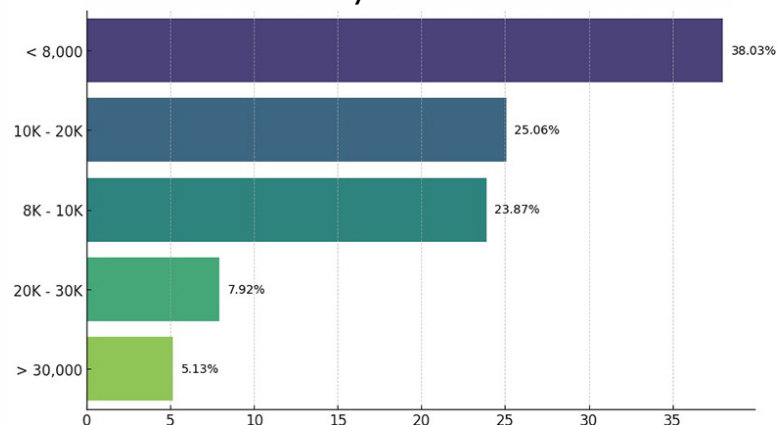
Age Distribution



Family Structure



Monthly Household Income



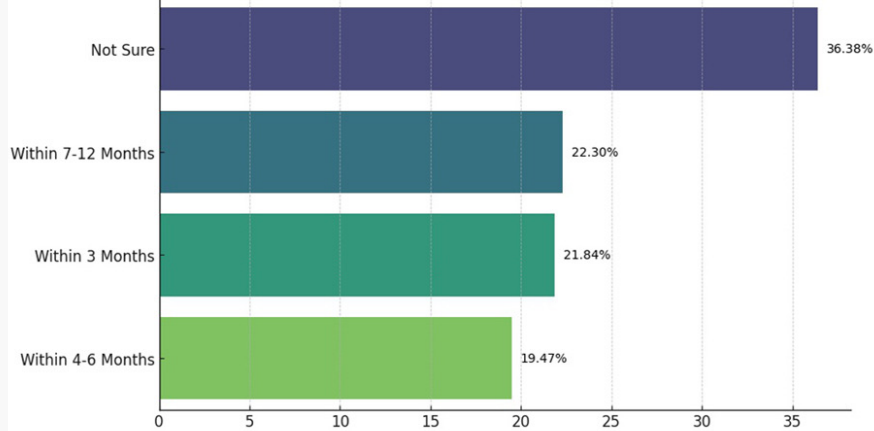
Key Observations –

1. Close to 74% are female travellers – the highest among all destination groups.
2. 80% are less than 30 years old
3. Over 50% are single
4. 62% earn less than 20,000 RMB

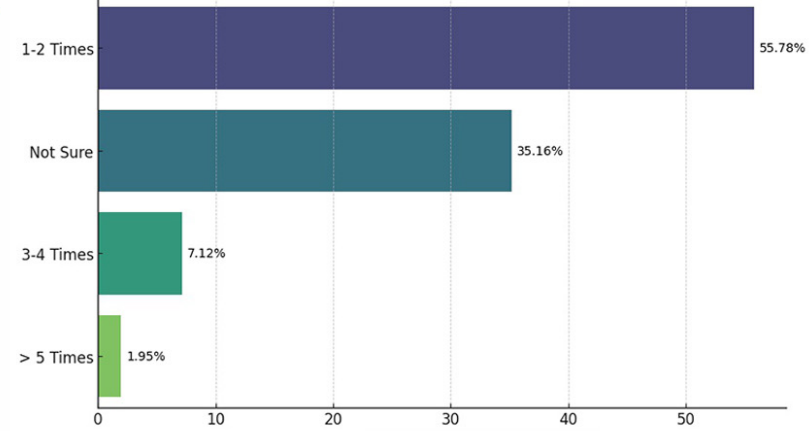


Destination – South Korea

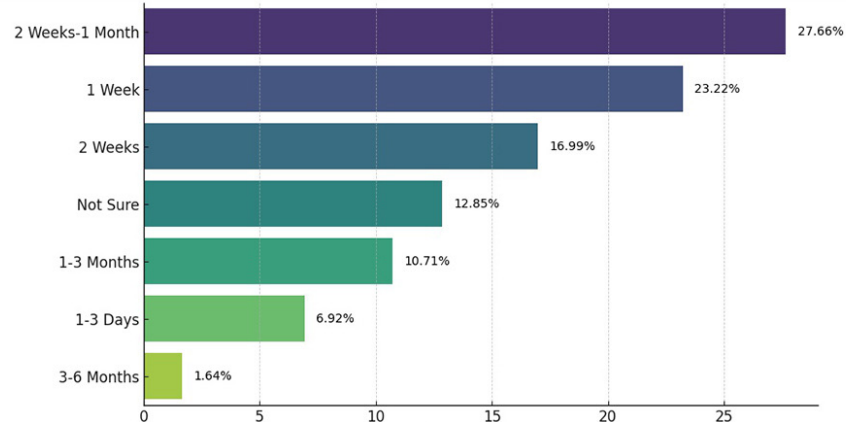
Travel Plan



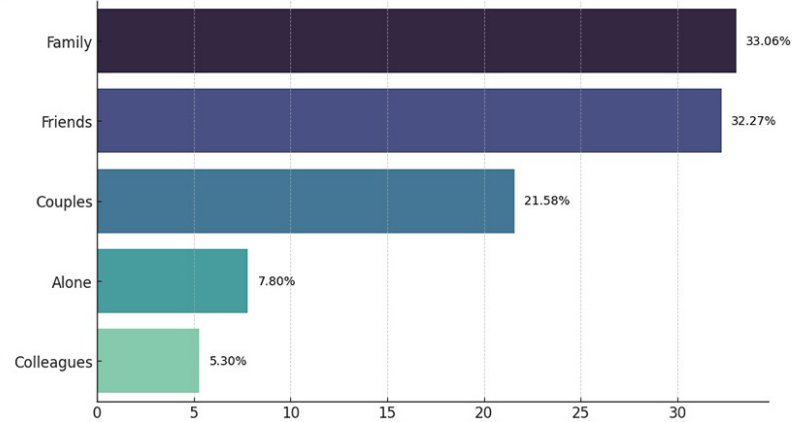
Travel Frequency



Booking Window



Travel Companion



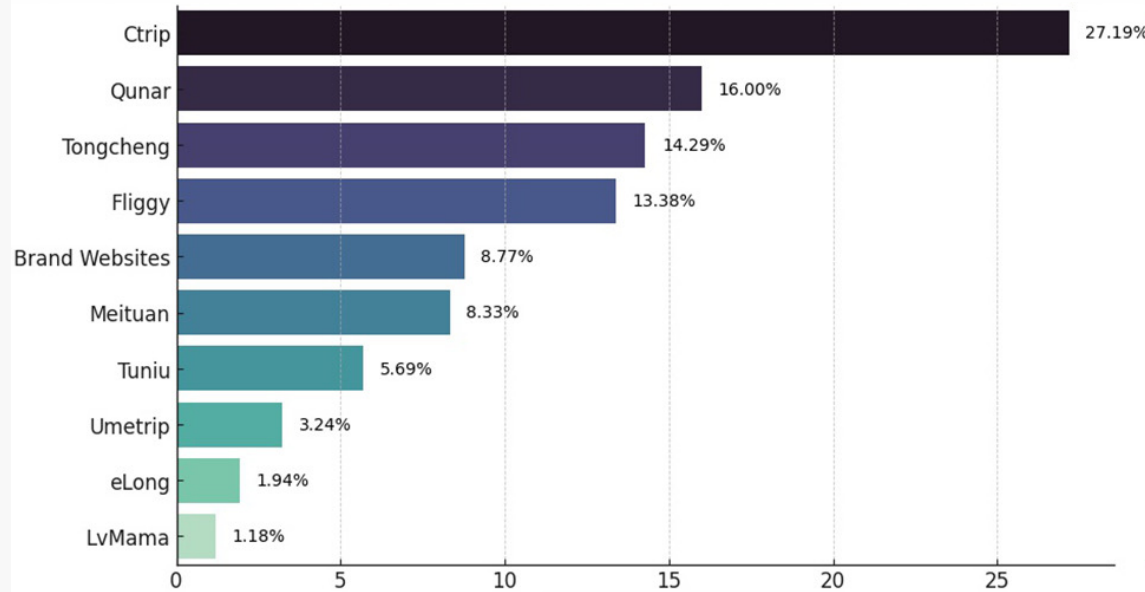
Key Observations –

1. Around 40% will travel within 6 months
2. Over 56% plan to travel 1 – 2 times to South Korea
3. Over 60% plan to book within a month in advance, whereas around 23% plan to book within a week.
4. Most prefer to travel with family or friends.

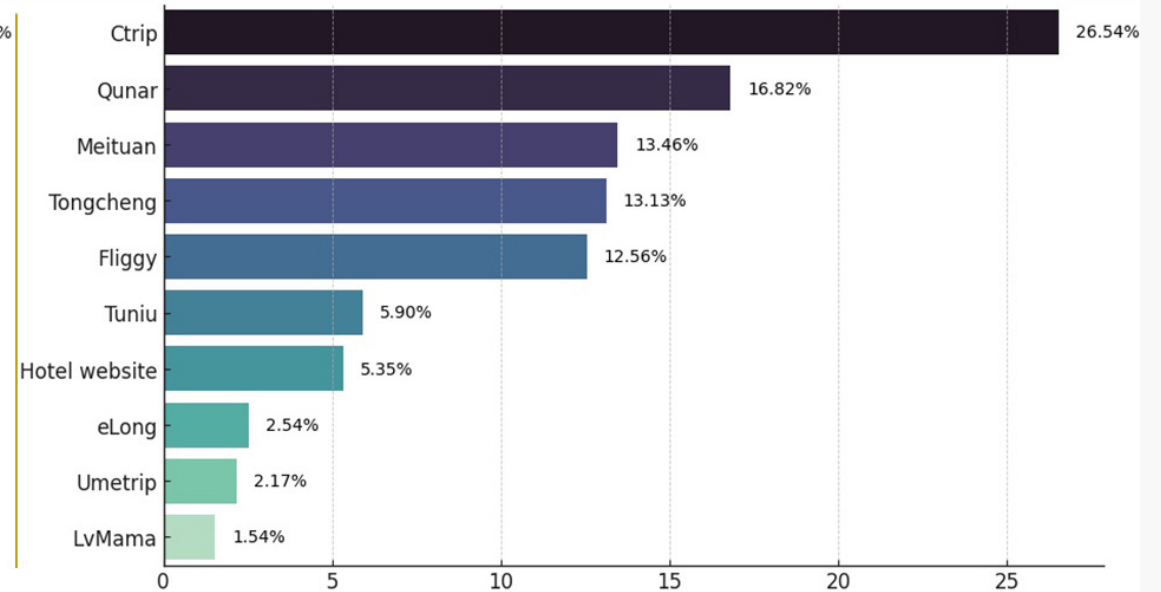


Destination – South Korea

Air Travel Planning



Hotel Planning



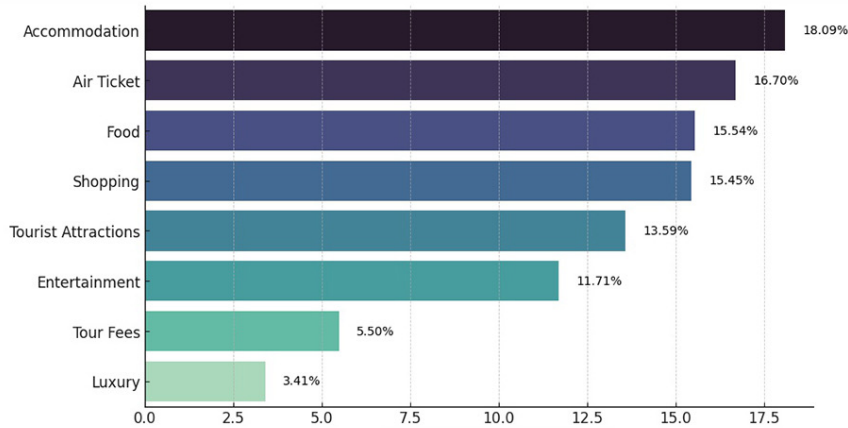
Key Observations –

1. Ctrip and Qunar are the top 2 main sources for Chinese to book their air tickets or hotels

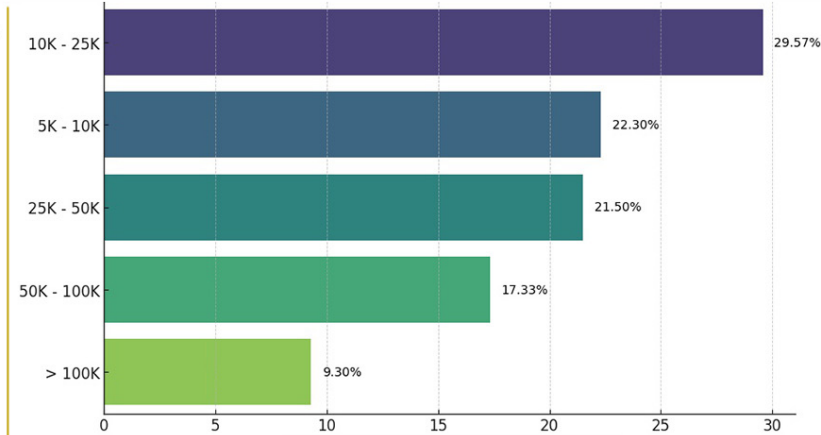


Destination – South Korea

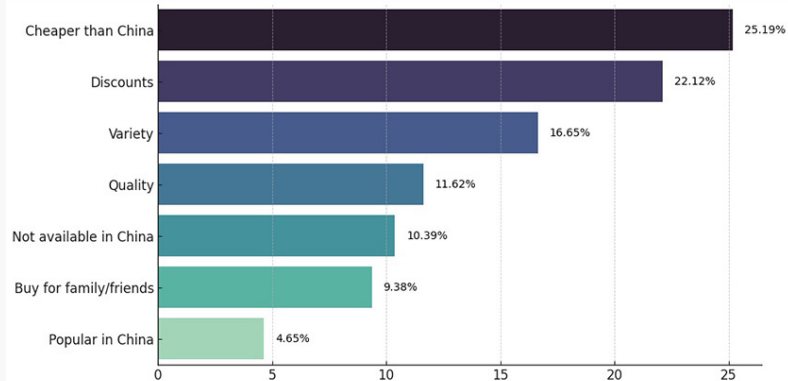
Travel Spending Category



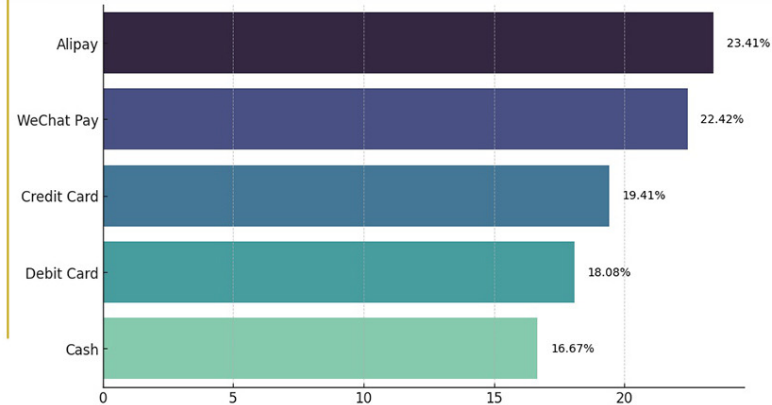
In-Destination Spending



Reason to Purchase Luxury



In-Destination Payment

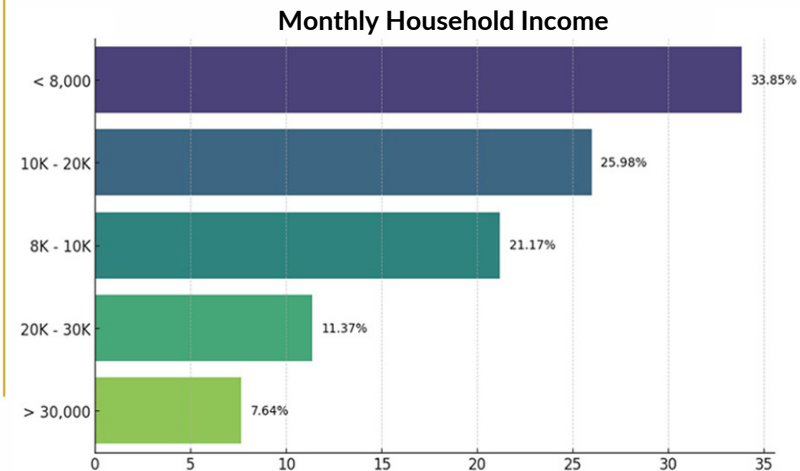
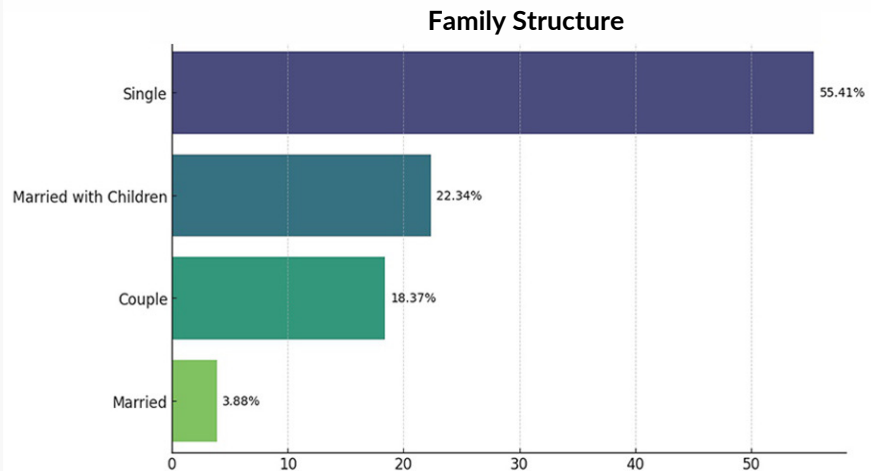
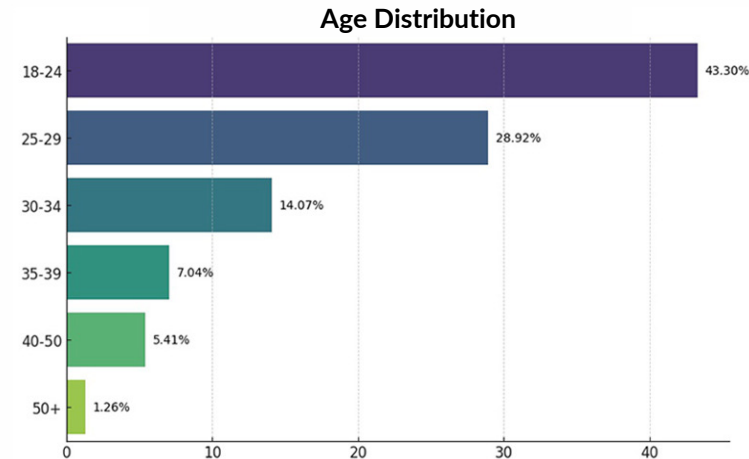
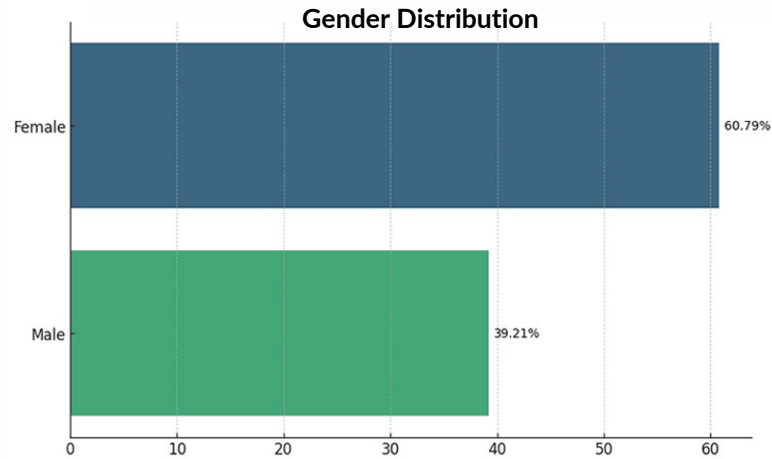


Key Observations –

1. Accommodation, air ticket & food are the top 3 spending during the trip
2. 48% plan to spend at least 25K RMB per trip, with 9% planning over 100K spend.
3. Over 47% of Chinese travellers are price sensitive in purchasing luxury items
4. Alipay/WeChat Pay is a more prominent payment choice.



Destination – Europe



Key Observations –

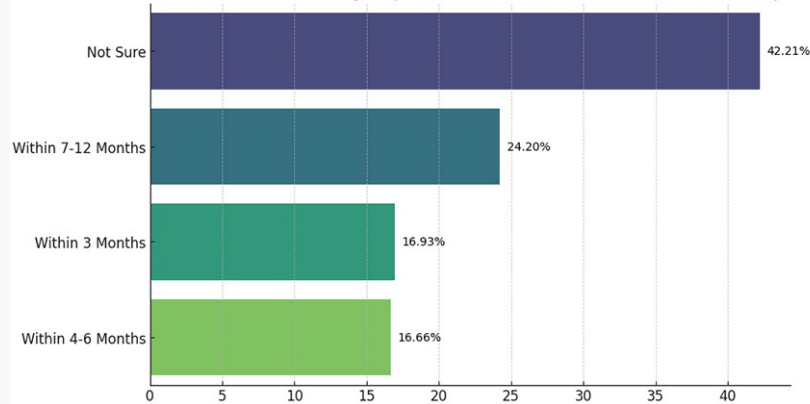
1. Close to 61% are female travellers
2. Over 70% are less than 30 years old
3. Over 55% are single
4. 81% earn less than 20,000 RMB



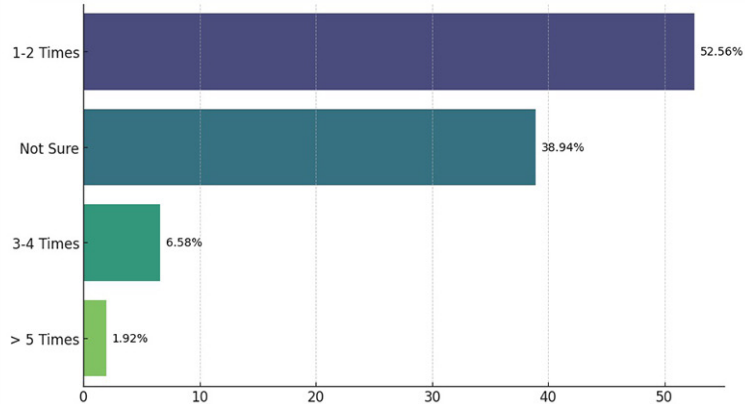
Destination – Europe



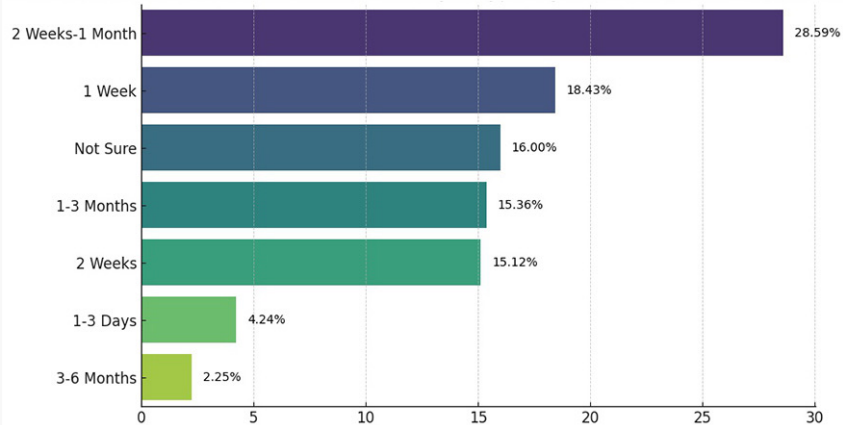
Travel Plan



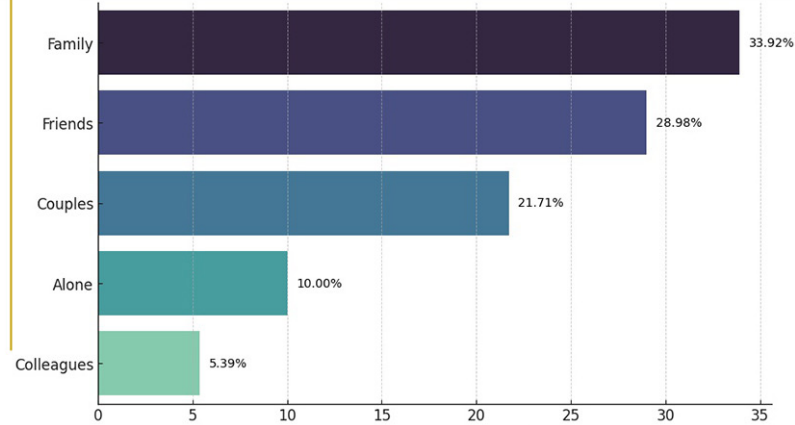
Travel Frequency



Booking Window



Travel Companion



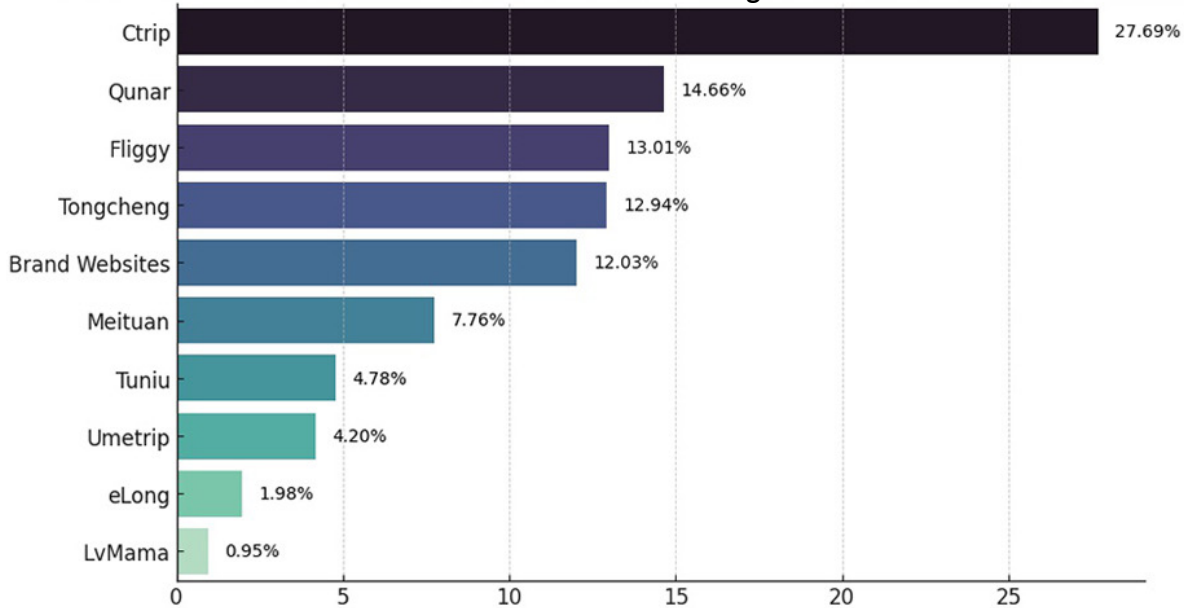
Key Observations –

1. Travellers planning Europe are more cautious, close to 42% are not sure of their plans yet.
2. Over 52% plan to travel 1 – 2 times to Europe.
3. Over 66% plan to book within a month in advance, and around 23% plan to book within a week.
4. Most prefer to travel with family or friends.

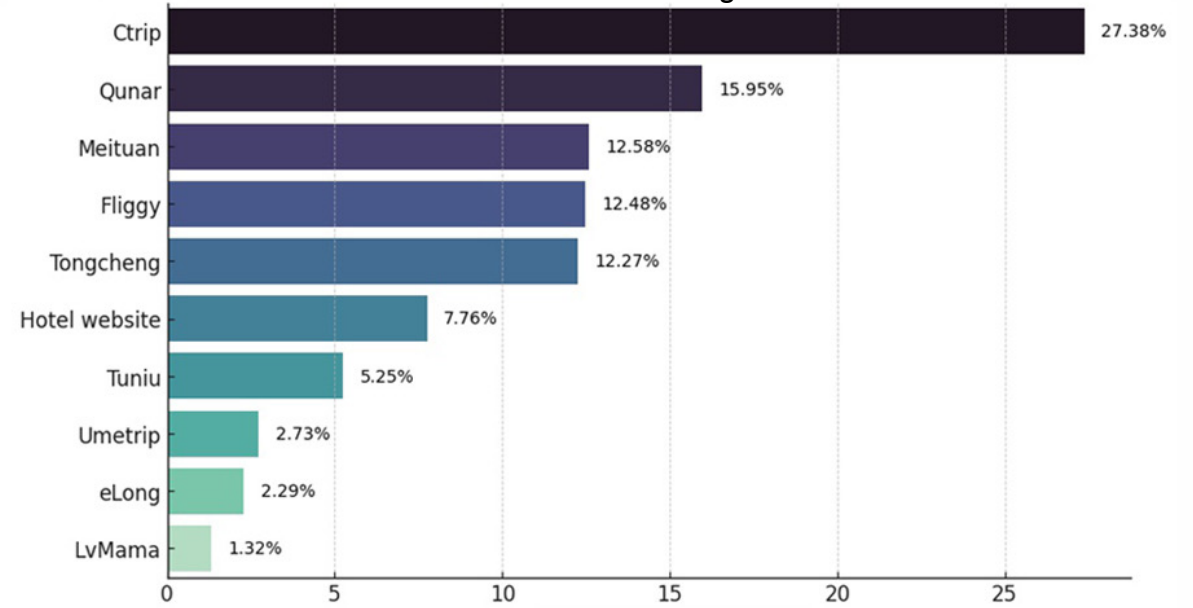


Destination – Europe

Air Travel Planning



Hotel Planning



Key Observations –

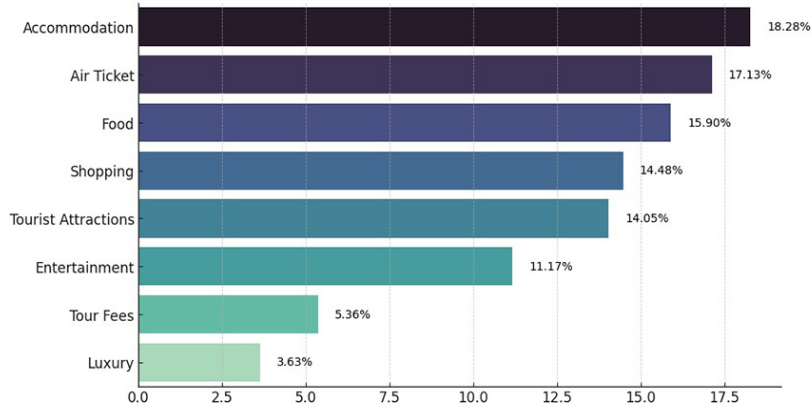
1. Ctrip and Qunar are the top 2 main sources for Chinese to book their air tickets or hotels
2. Meituan has a stronger presence for hotel booking preference vs airline booking.



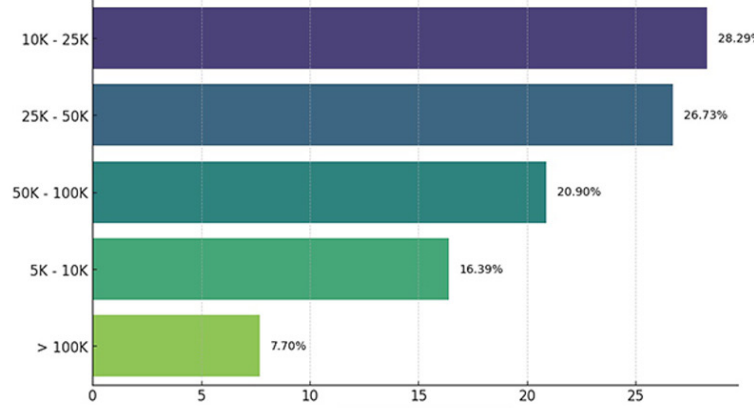
Destination – Europe



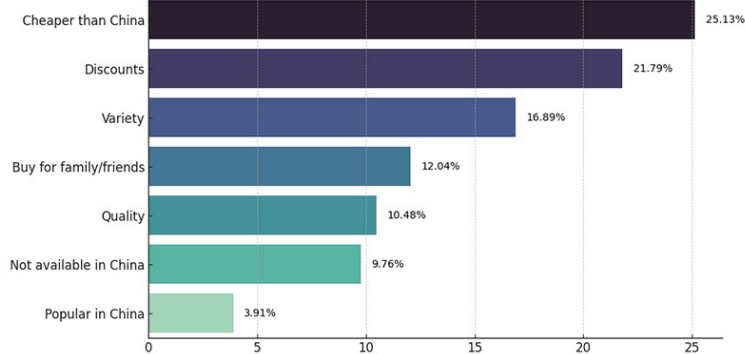
Travel Spending Category



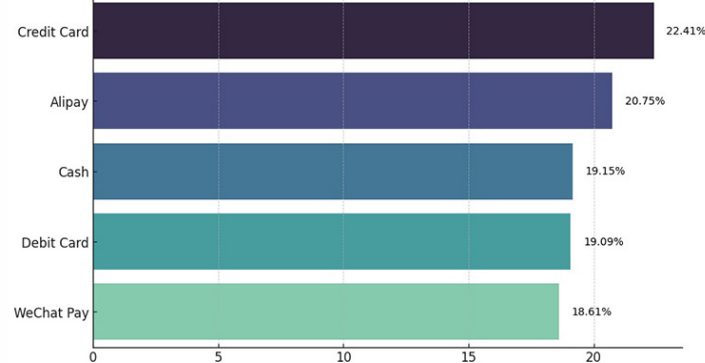
In-Destination Spending



Reason to Purchase Luxury



In-Destination Payment



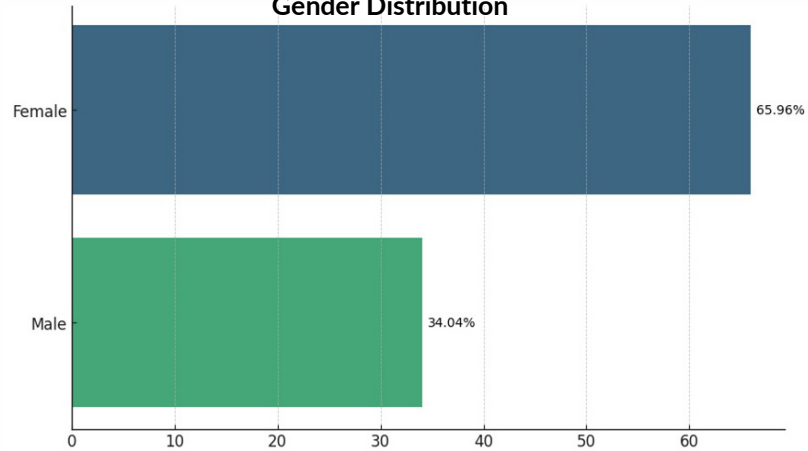
Key Observations –

1. Accommodation, air ticket & food are the top 3 spending during the trip.
2. 55% plan to spend at least 25K RMB per trip, highest for any travel destination.
3. Around 47% of Chinese travellers are price sensitive in purchasing luxury items
4. Credit Card (Union Pay) is the top payment choice

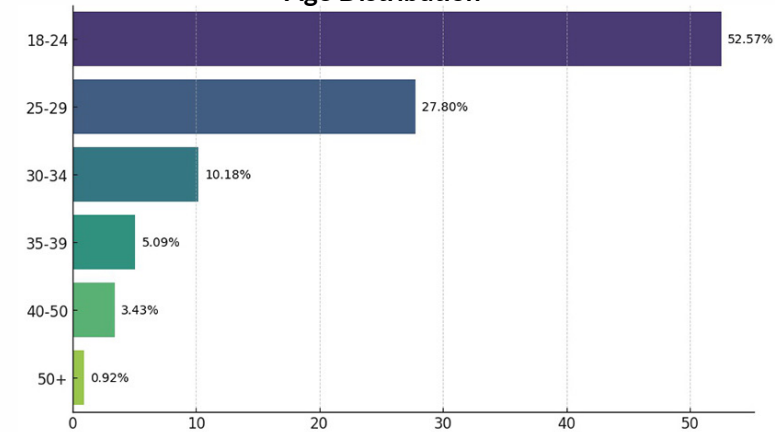


Destination – United Kingdom

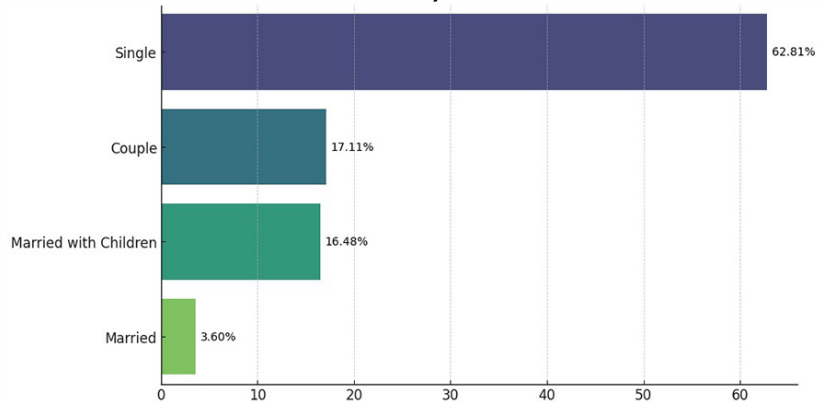
Gender Distribution



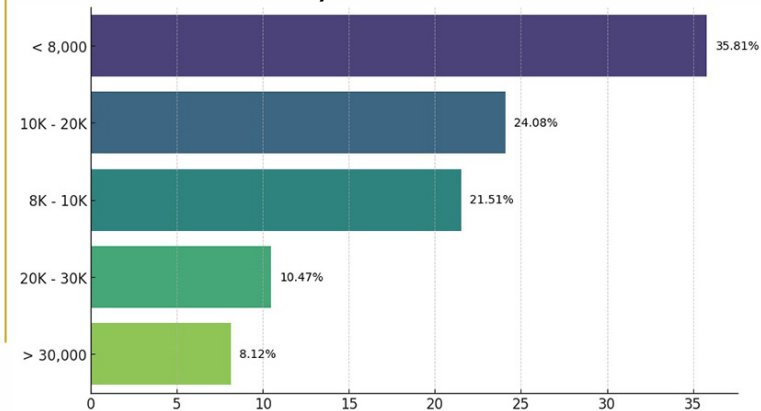
Age Distribution



Family Structure



Monthly Household Income



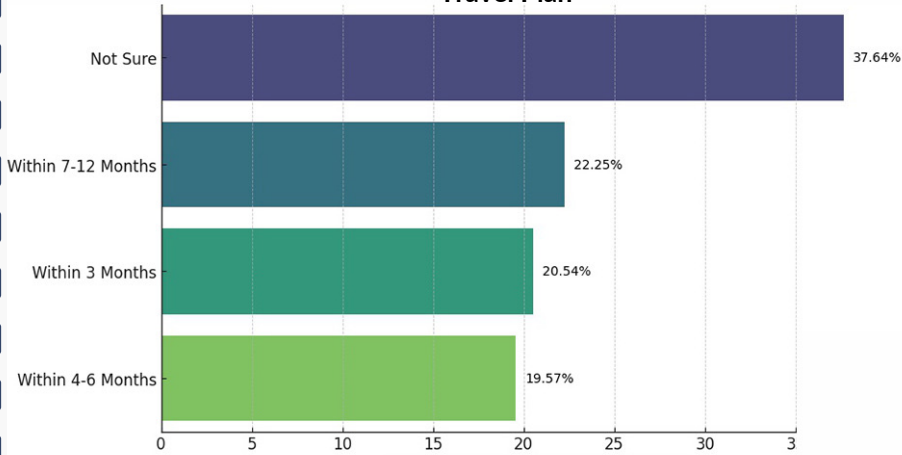
Key Observations –

1. Over 65% are female travellers
2. 80% are less than 30 years old, the highest percentage of young travellers to any destination.
3. Over 63% are single, again highest for any destination.
4. 42% earn more than 10,000 RMB

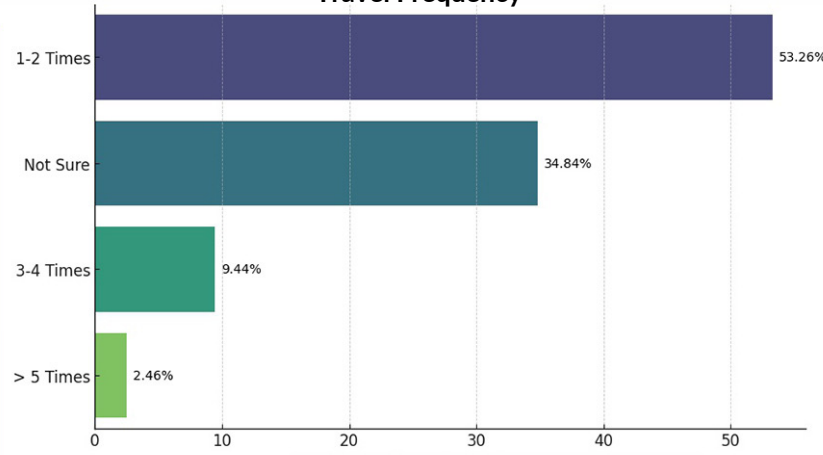


Destination – United Kingdom

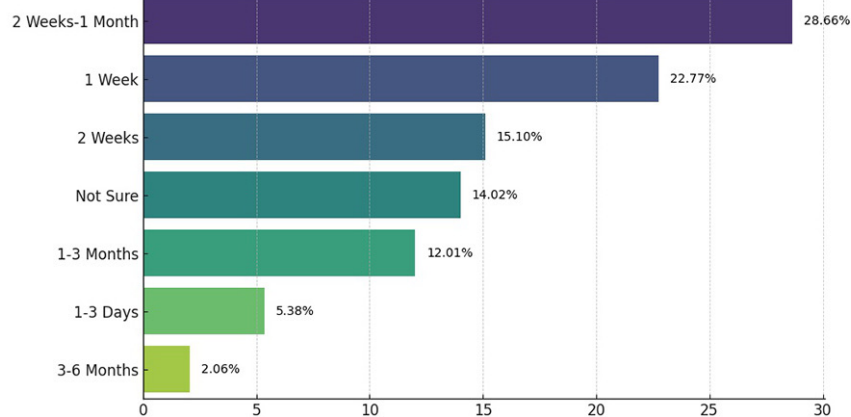
Travel Plan



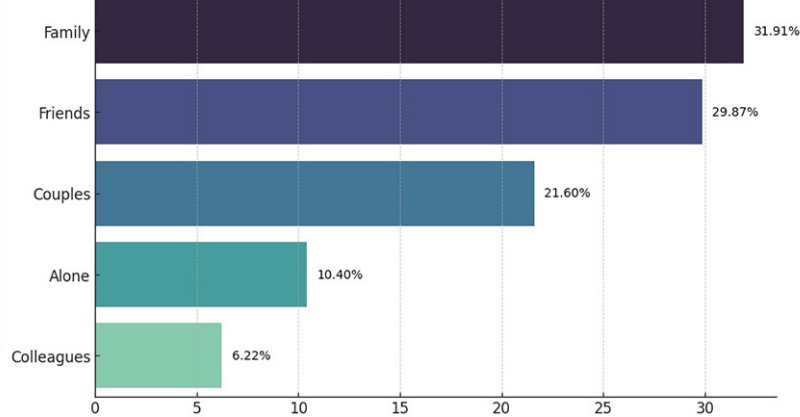
Travel Frequency



Booking Window



Travel Companion



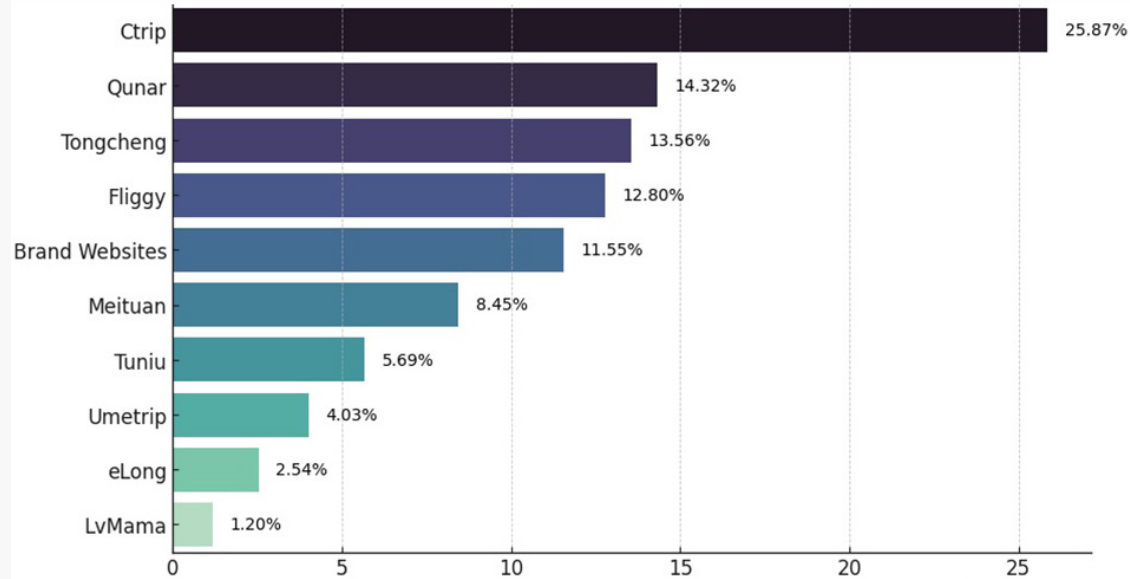
Key Observations –

1. 40% plan to travel within 6 months
2. Over 53% plan to travel 1 – 2 times to UK
3. Close to 72% plan to book within a month in advance, whereas close to 29% plan to book within a week.
4. Most prefer to travel with family or friends.

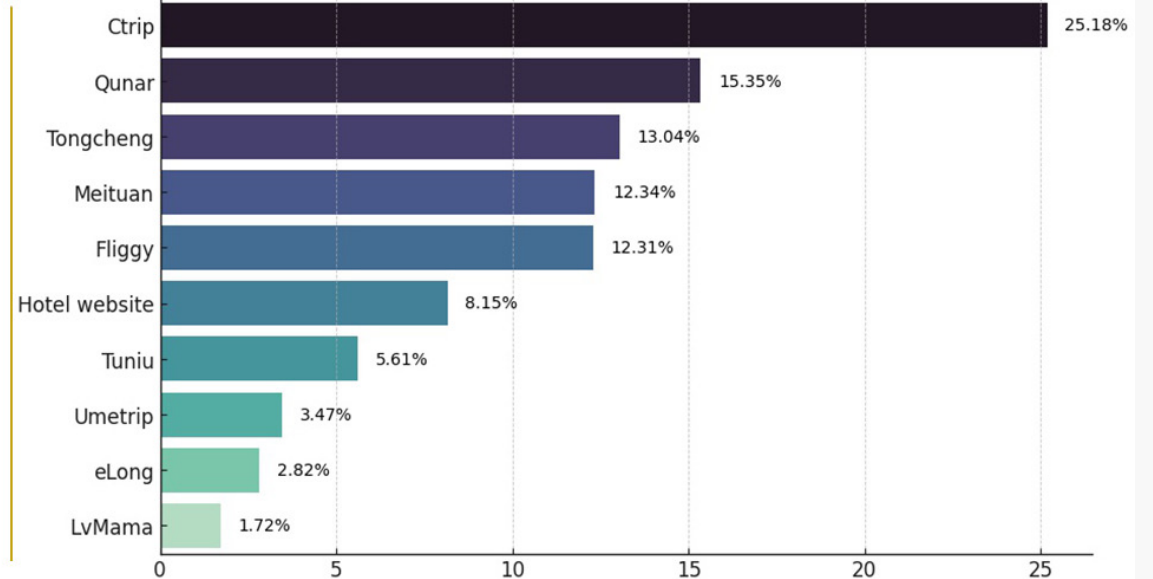


Destination – United Kingdom

Air Travel Planning



Hotel Planning



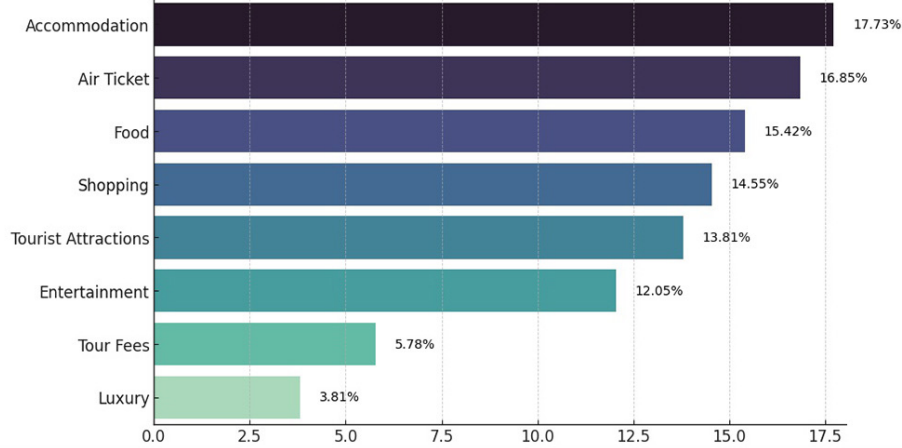
Key Observations –

1. Ctrip, Qunar and Tongcheng are the top 3 main sources for Chinese to book their air tickets or hotels

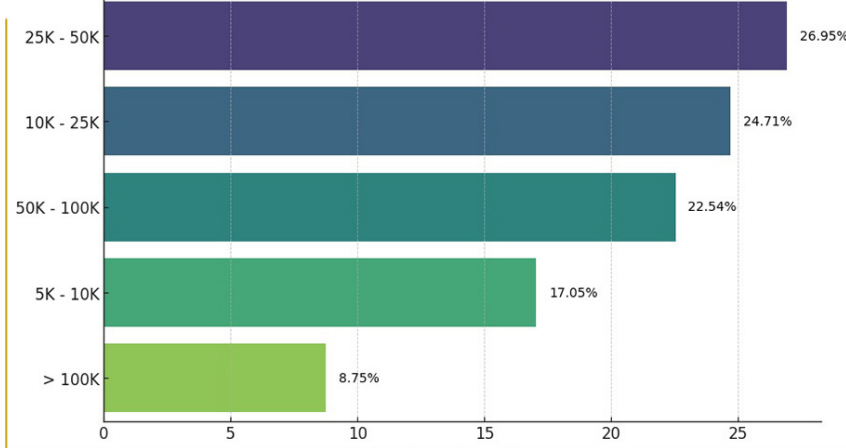


Destination – United Kingdom

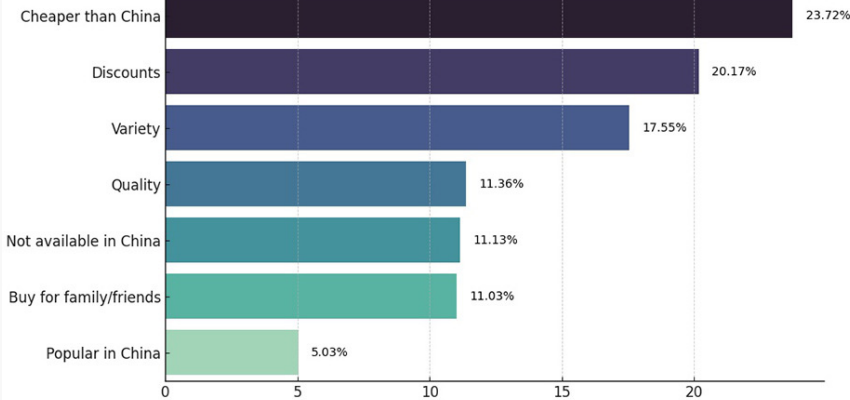
Travel Spending Category



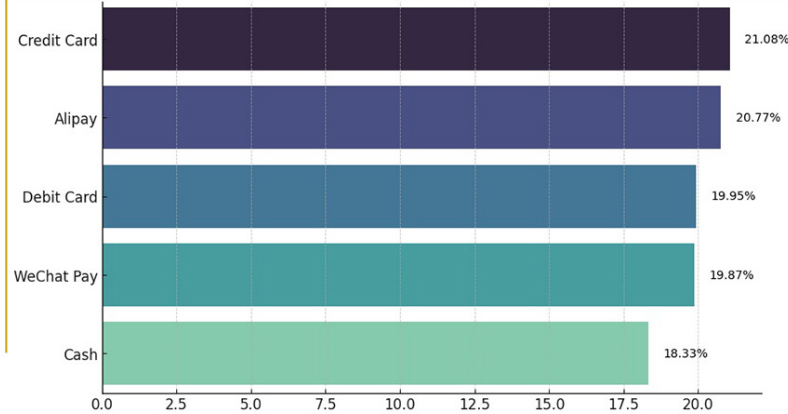
In-Destination Spending



Reason to Purchase Luxury



In-Destination Payment

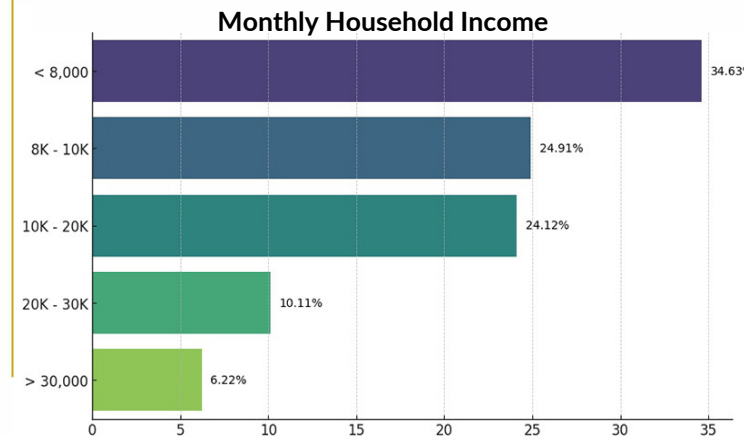
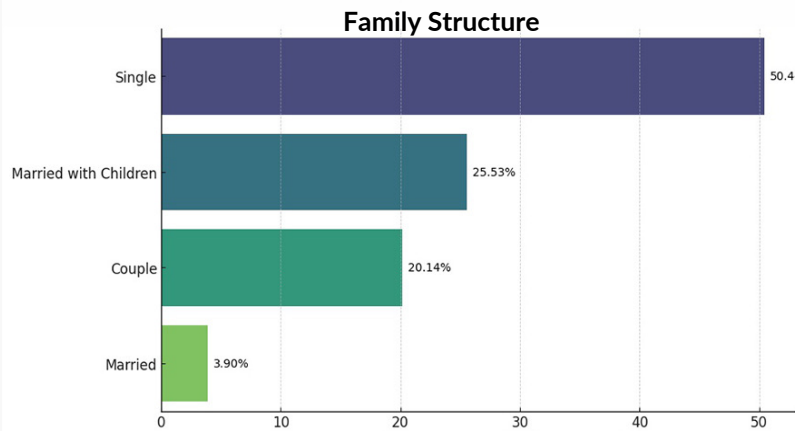
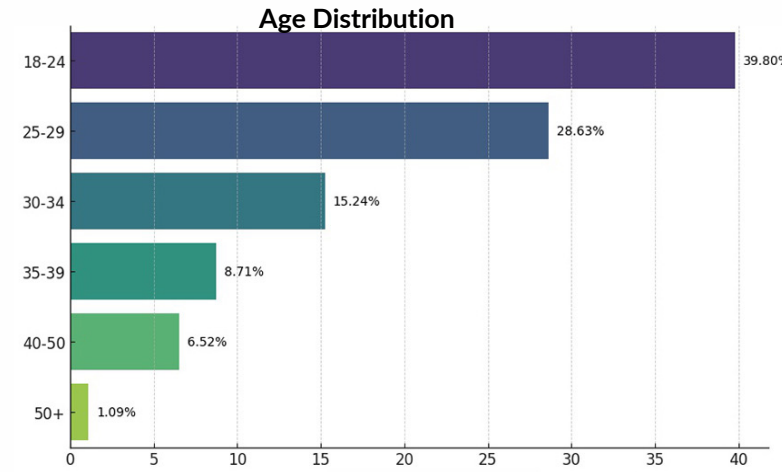
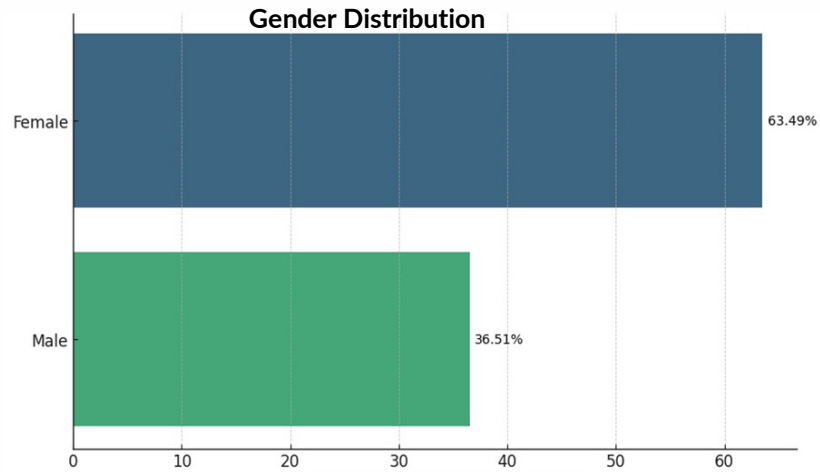


Key Observations –

1. Accommodation, air ticket & food are the top 3 spending during the trip, shopping a close 4th.
2. 58% plan to spend at least 25K RMB per trip, with 9% planning over 100K spend.
3. Close to 44% purchase because of lower price, one of the lowest for any destination.
4. Credit & Debit account for 42% of payment choice.



Destination – Thailand



Key Observations –

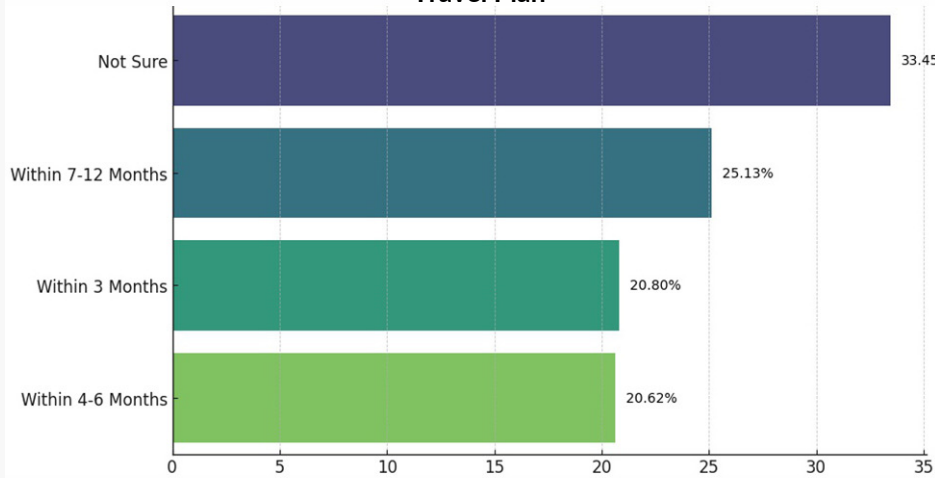
1. Over 63% are female travellers.
2. 68% are less than 30 years old.
3. Over 50% are single.
4. 40% earn more than 10,000 RMB



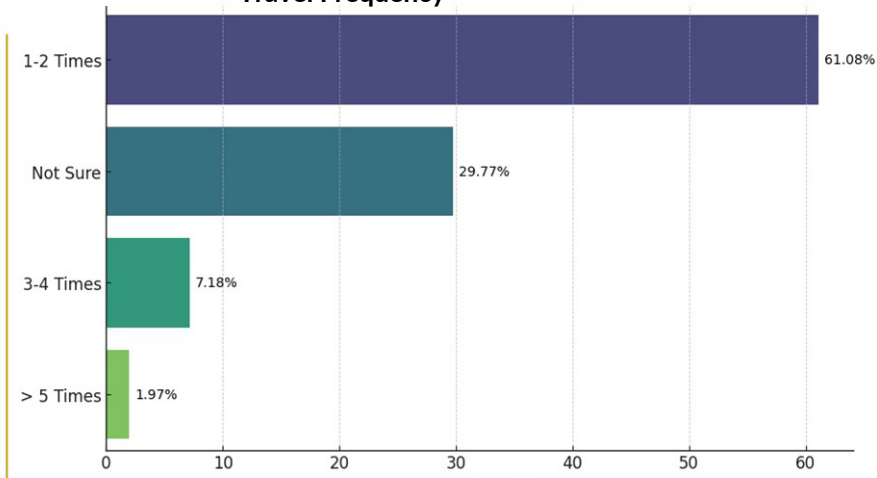
Destination – Thailand



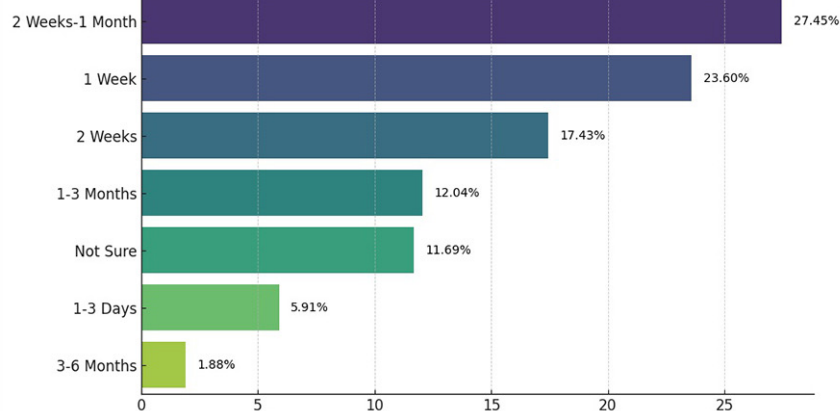
Travel Plan



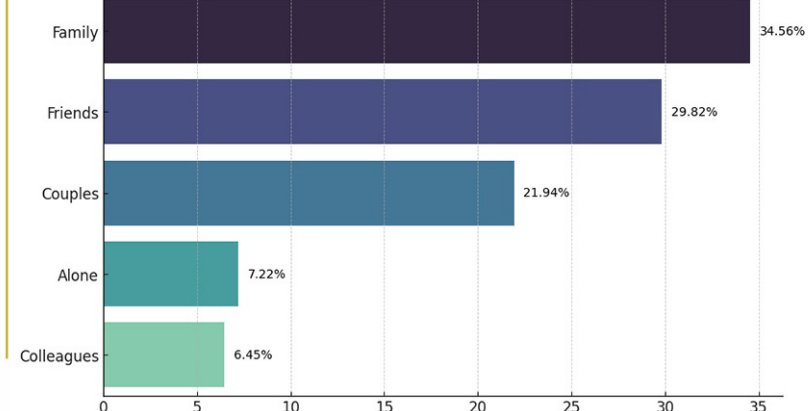
Travel Frequency



Booking Window



Travel Companion



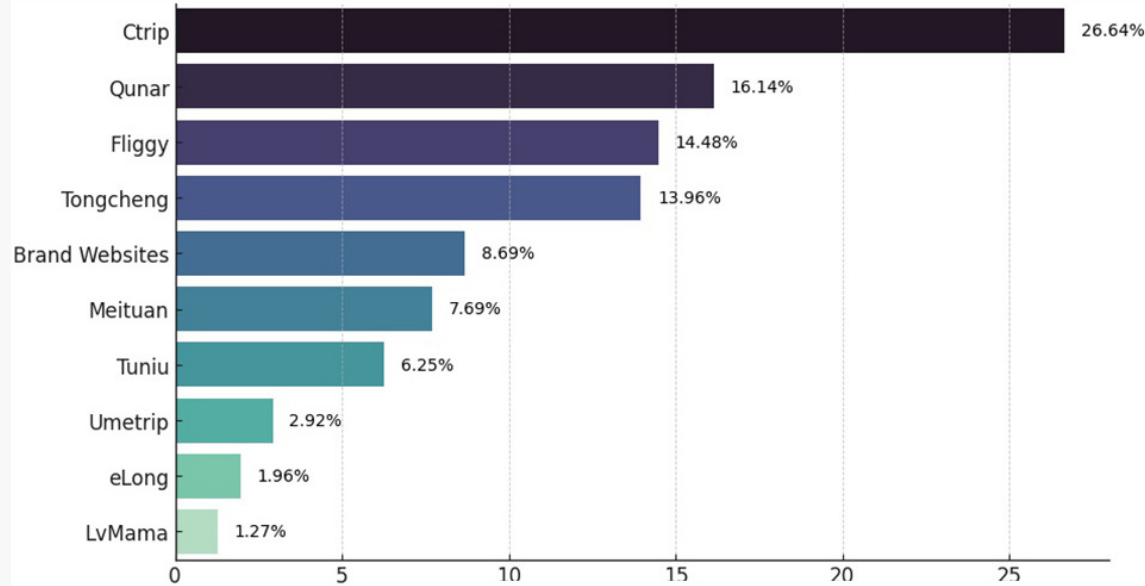
Key Observations –

1. 40% plan to travel within 6 months
2. Over 60% plan to travel 1 – 2 times to Thailand
3. Close to 75% plan to book within a month in advance, whereas close to 29% plan to book within a week.
4. Most prefer to travel with family or friends.

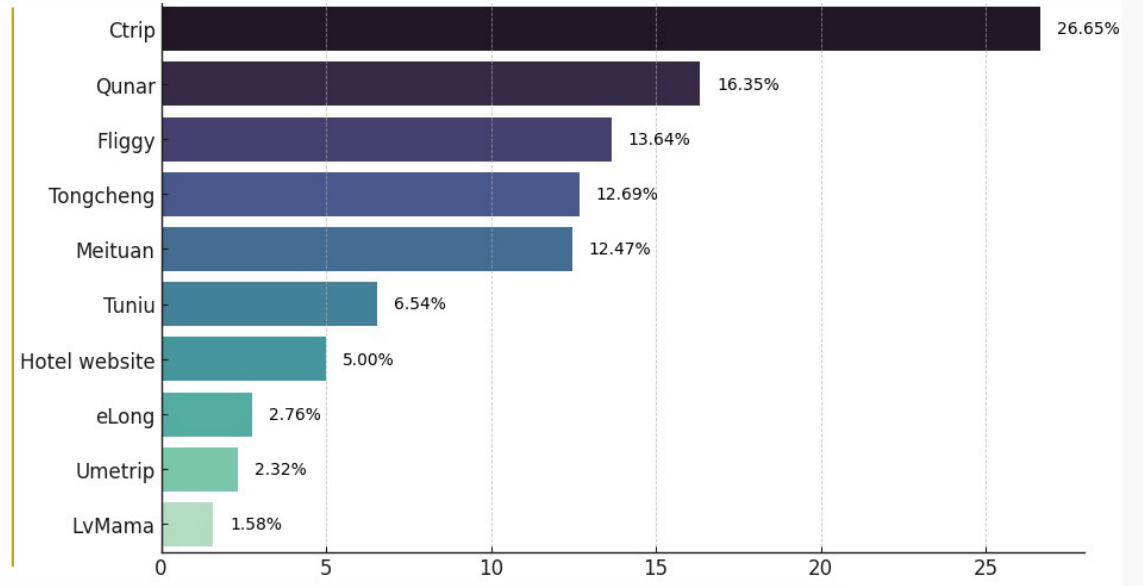


Destination – Thailand

Air Travel Planning



Hotel Planning



Key Observations –

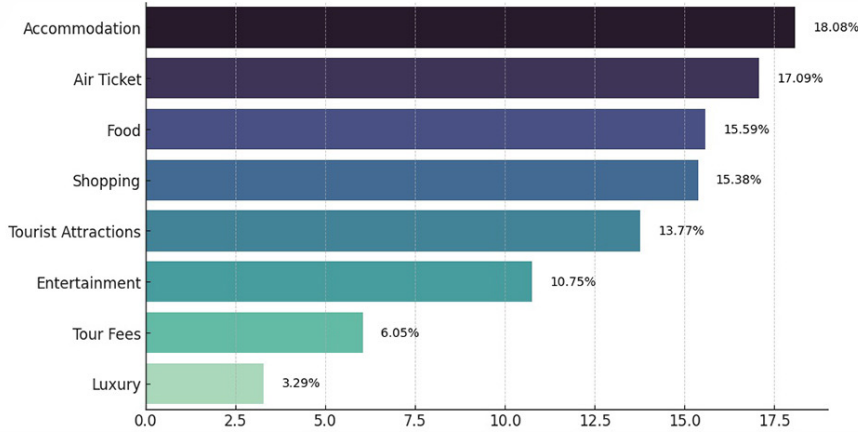
1. Ctrip, Qunar and Fliggy are the top 3 main sources for Chinese to book their air tickets or hotels



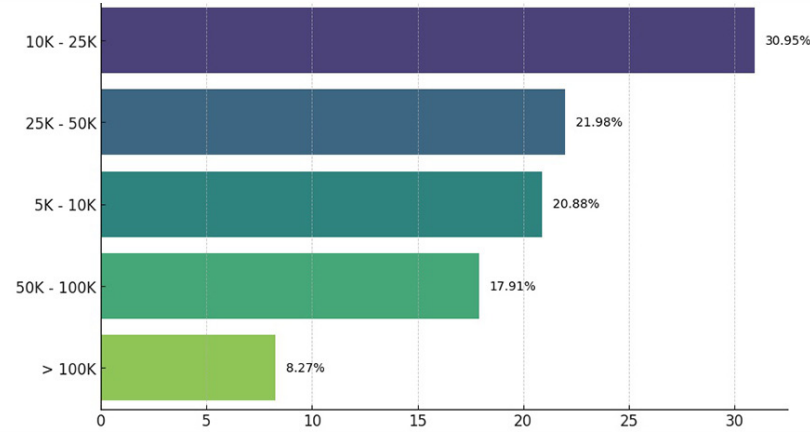
Destination – Thailand



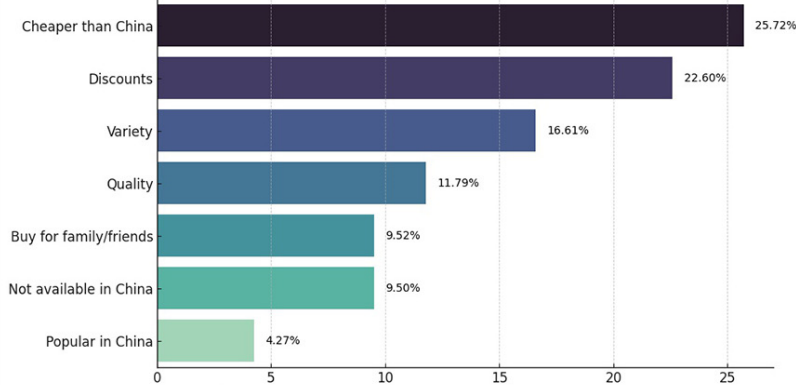
Travel Spending Category



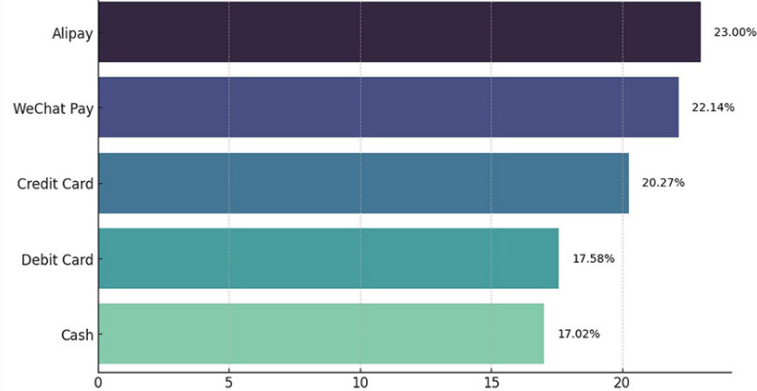
In-Destination Spending



Reason to Purchase Luxury



In-Destination Payment



Key Observations –

1. Accommodation, air ticket & food are the top 3 spending during the trip, shopping a close 4th.
2. 48% plan to spend at least 25K RMB per trip, with 8% planning over 100K spend.
3. Over 48% purchase because of lower price or discount.
4. Alipay & WeChat Pay form the highest payment choice.

A vibrant, stylized illustration featuring a white airplane flying over a teal background with vertical lines. In the top left, there's a network diagram with orange nodes and lines, and a pencil. In the top right, there are yellow sunglasses and white headphones. The overall theme is travel and technology.

Travel Data Analysis

Booking and seat capacity data analysis

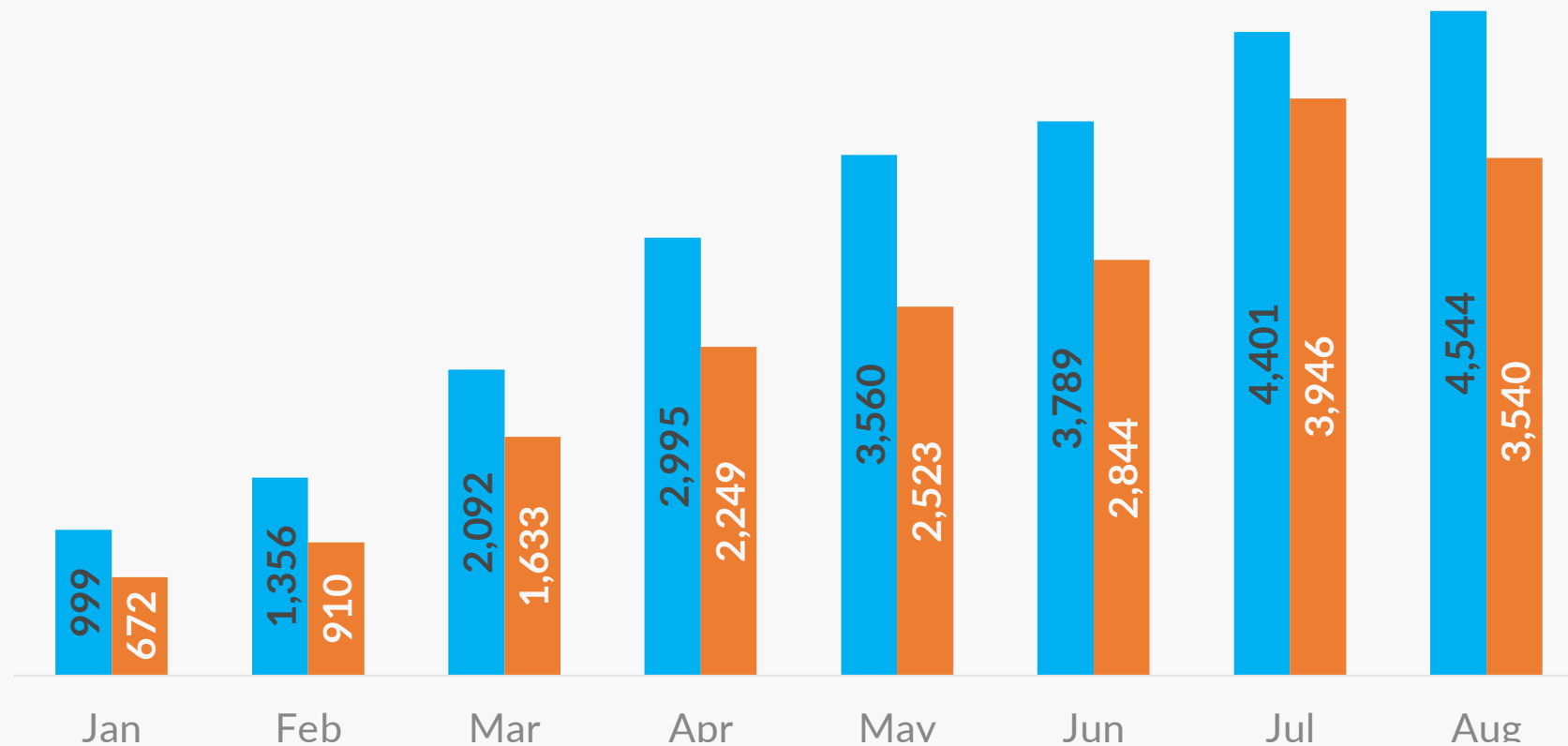


China Outbound Travel

2023 Actual booking - China to worldwide (Jan - Aug, '000).

Both total capacity & booking have been steadily increasing and expected to reach over 30M for the year.

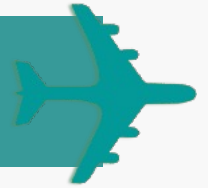
■ Total Capacity
■ Total Booking



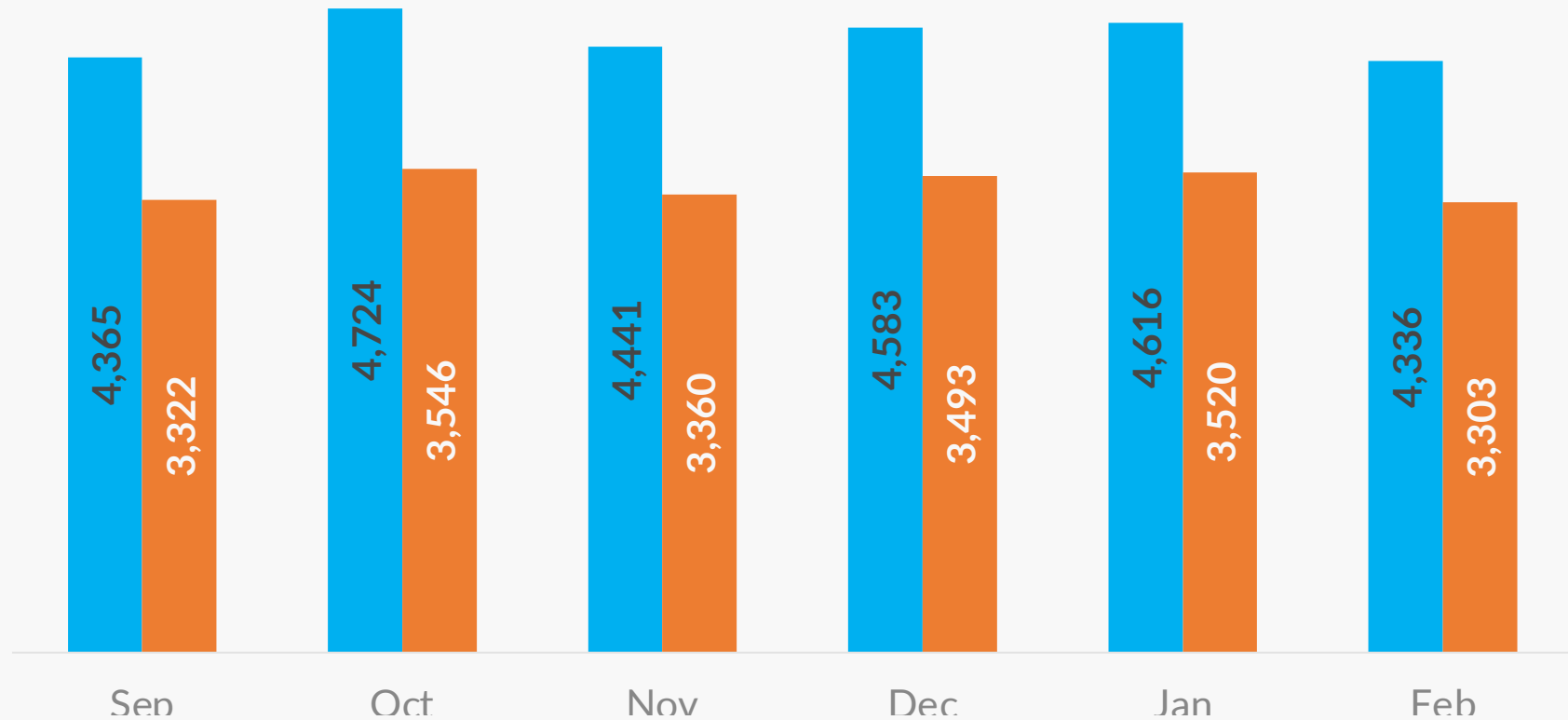


China Outbound Travel

2023 Forecast - China to worldwide (Sep - Feb'24, '000).
Total Capacity and Forecast based on our AI modelling of the China travel pattern & travel sentiments.



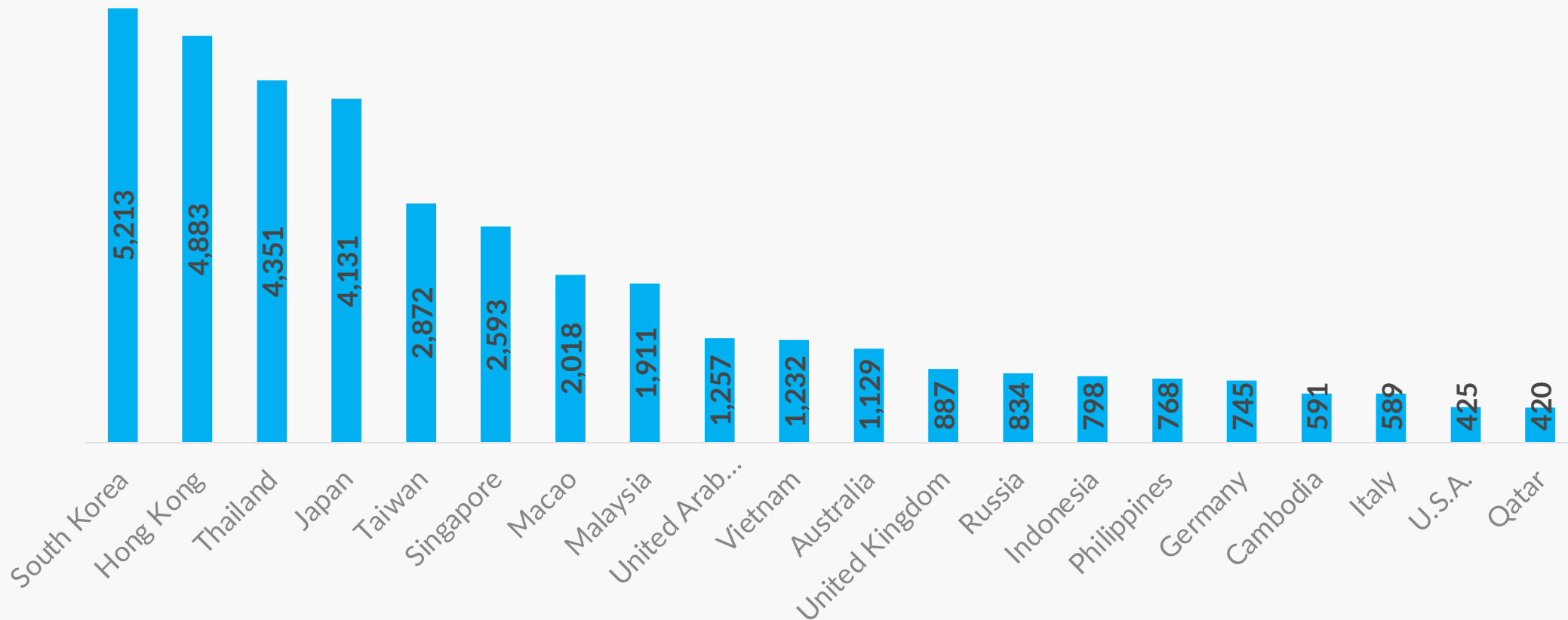
■ Total Capacity
■ Total Booking





China Outbound Travel

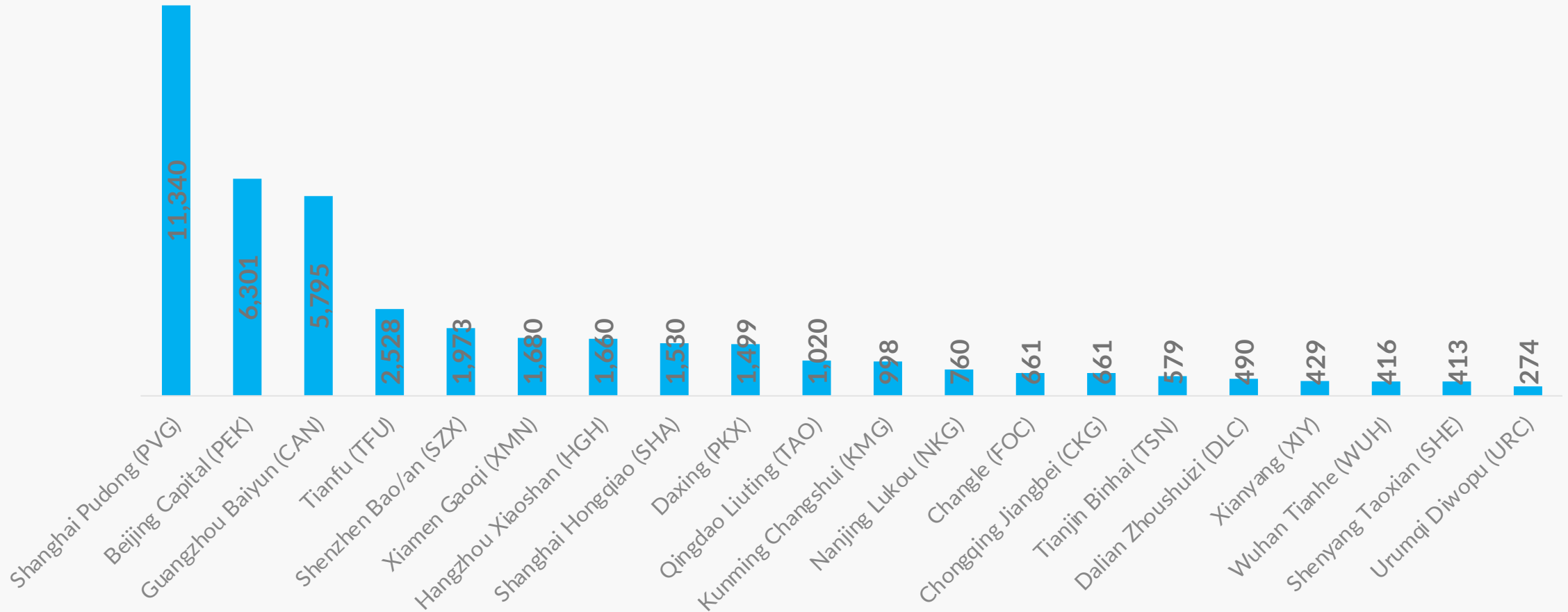
2023 China to worldwide total capacity (Sep – Aug'24, '000).
Top 20 destination countries by total capacity





China Outbound Travel

2023 China to worldwide total capacity (Sep – Aug'24, '000).
Top 20 departure airport by total capacity



A vibrant, stylized illustration featuring a white airplane flying over a teal background with vertical wavy lines. In the top left, there's a network diagram with orange nodes and lines, and a pencil. In the top right, a pair of yellow sunglasses and a pair of white headphones are shown. The overall theme is travel and technology.

Appendix

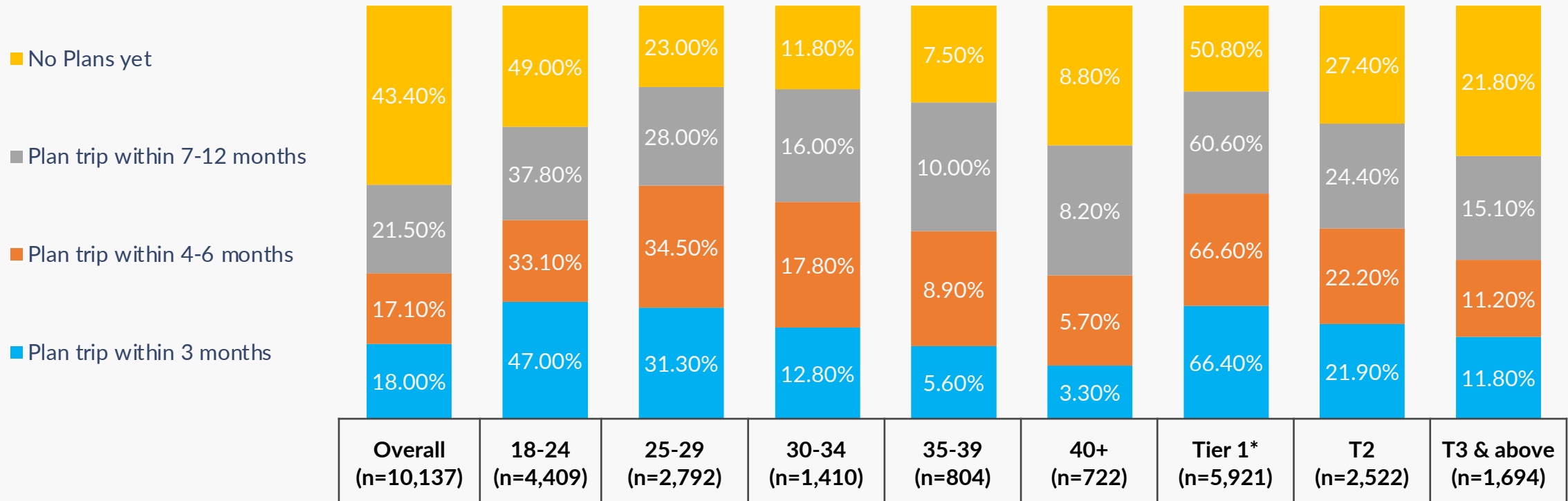
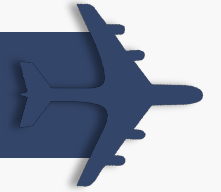
Survey details split by demographic



Outbound Travel - Planning



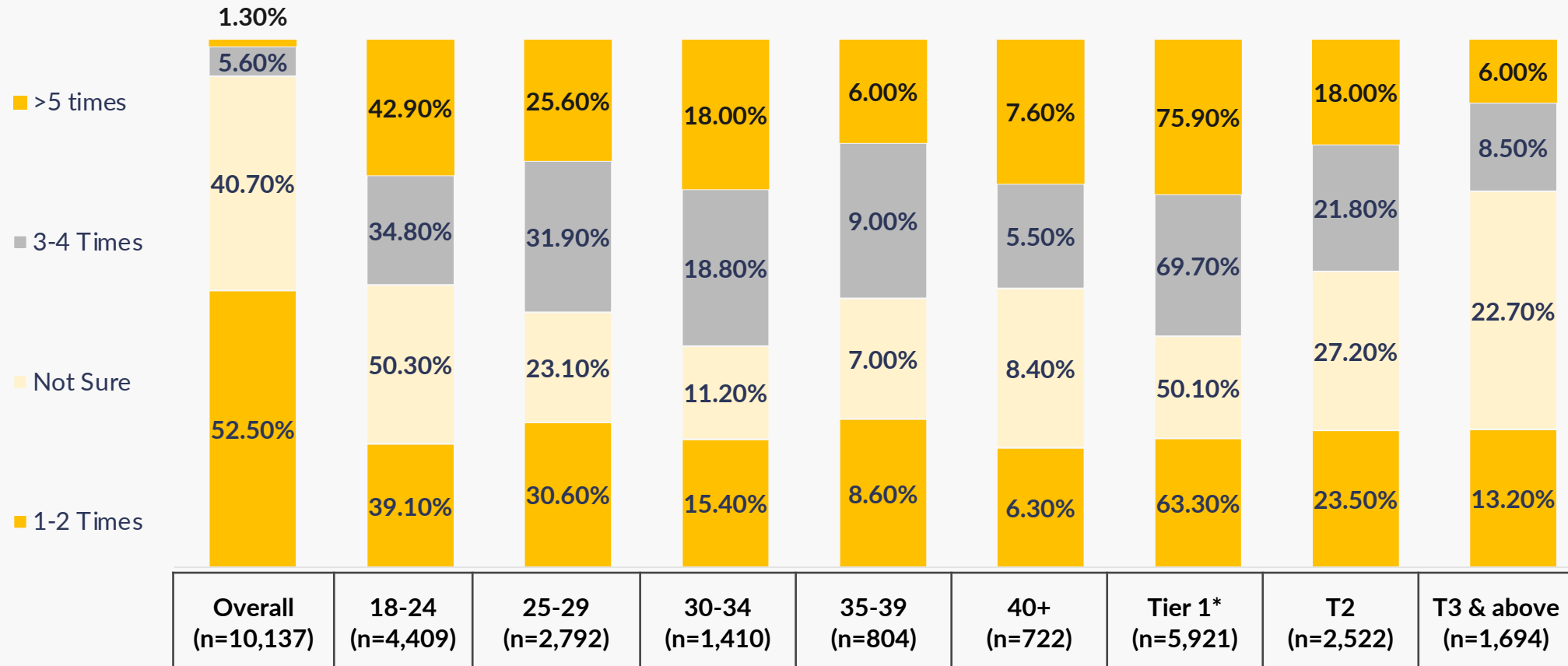
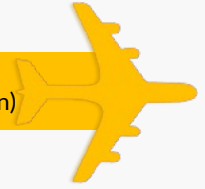
Q: Is the following description in line with your plans to travel abroad in the near future?
(except Hong Kong/Macau) (single selection)





Outbound Travel - Frequency

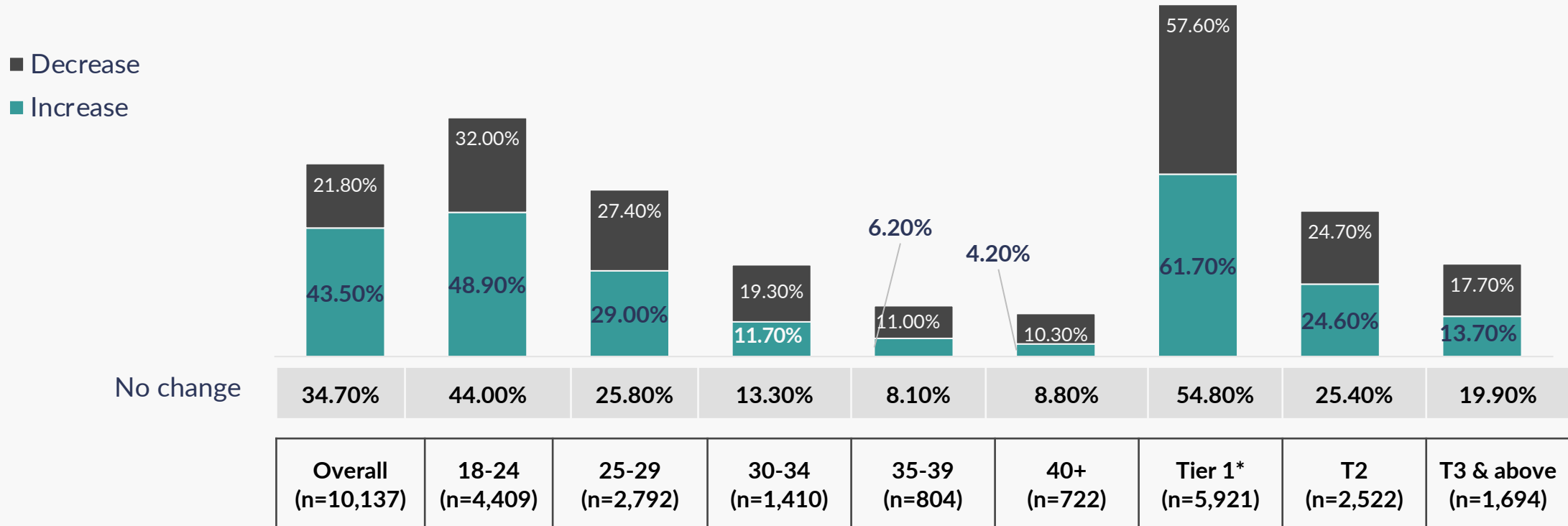
Q: How many times do you plan to travel abroad in the next 12 months? (except Hong Kong/Macau) (single selection)





Outbound Travel - Frequency

Q: Compared to before the pandemic in 2019, will your outbound trips increase? (Single selection)

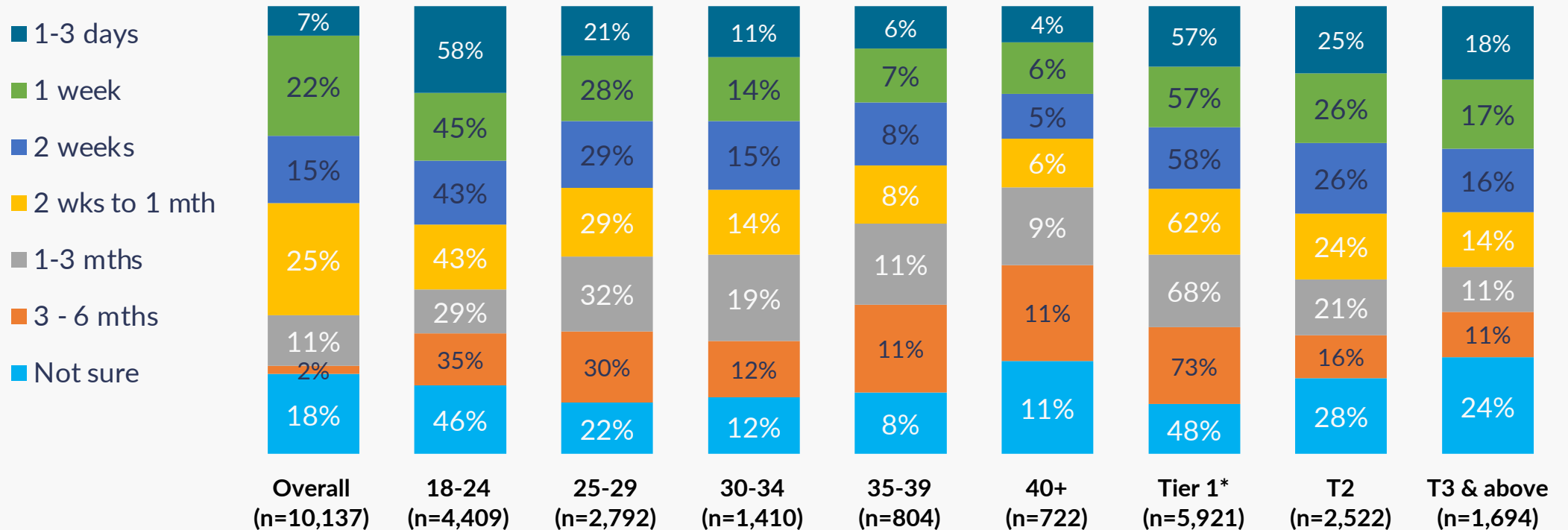
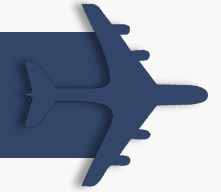




Outbound Travel - Ticket Booking



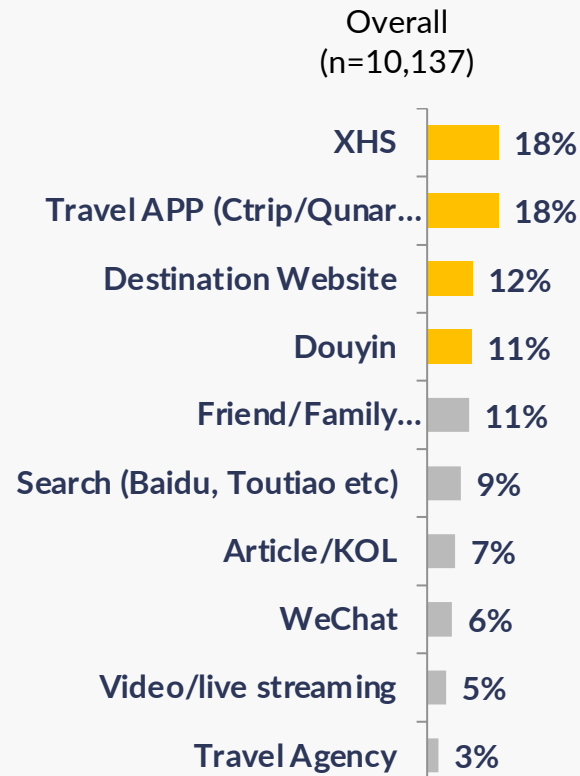
Q: How many days in advance do you usually start booking outbound tickets? (except Hong Kong/Macau)
(single selection)





Outbound Travel - Access to information

Q: How do you usually plan your outbound trip? (Multiple selections)

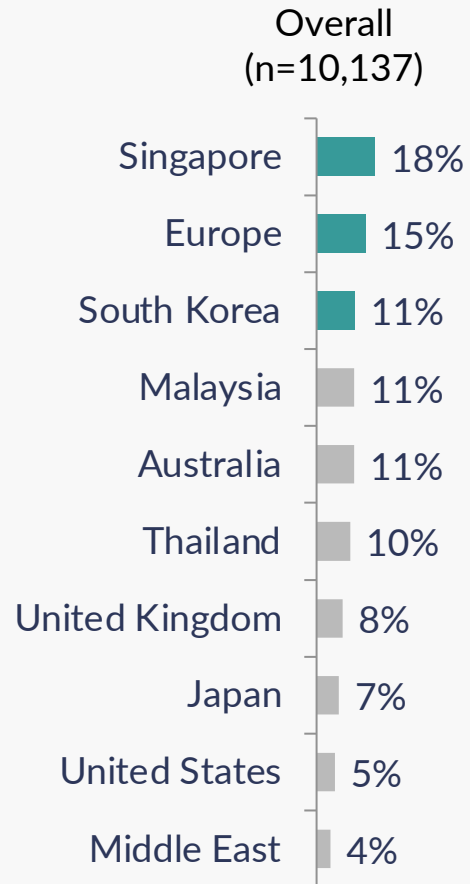


	18-24 (n=4,409)	25-29 (n=2,792)	30-34 (n=1,410)	35-39 (n=804)	40+ (n=722)	Tier 1* (n=5,921)	T2 (n=2,522)	T3 & above (n=1,694)
XHS	49%	30%	12%	6%	4%	59%	25%	16%
Travel APP (Ctrip/Qunar...)	40%	28%	15%	9%	8%	59%	25%	16%
Destination Website	45%	27%	12%	7%	8%	59%	25%	17%
Douyin	51%	27%	12%	7%	5%	57%	26%	17%
Friend/Family...	43%	28%	14%	8%	8%	60%	25%	16%
Search (Baidu, Toutiao etc)	40%	29%	15%	9%	7%	61%	24%	15%
Article/KOL	44%	31%	14%	7%	4%	62%	23%	15%
WeChat	44%	26%	14%	8%	8%	60%	25%	16%
Video/live streaming	49%	29%	11%	6%	5%	60%	24%	17%
Travel Agency	33%	26%	15%	11%	14%	61%	24%	16%



Outbound Travel - Destination

Q: What will be the destination of your future outbound travel? (Multiple selections)

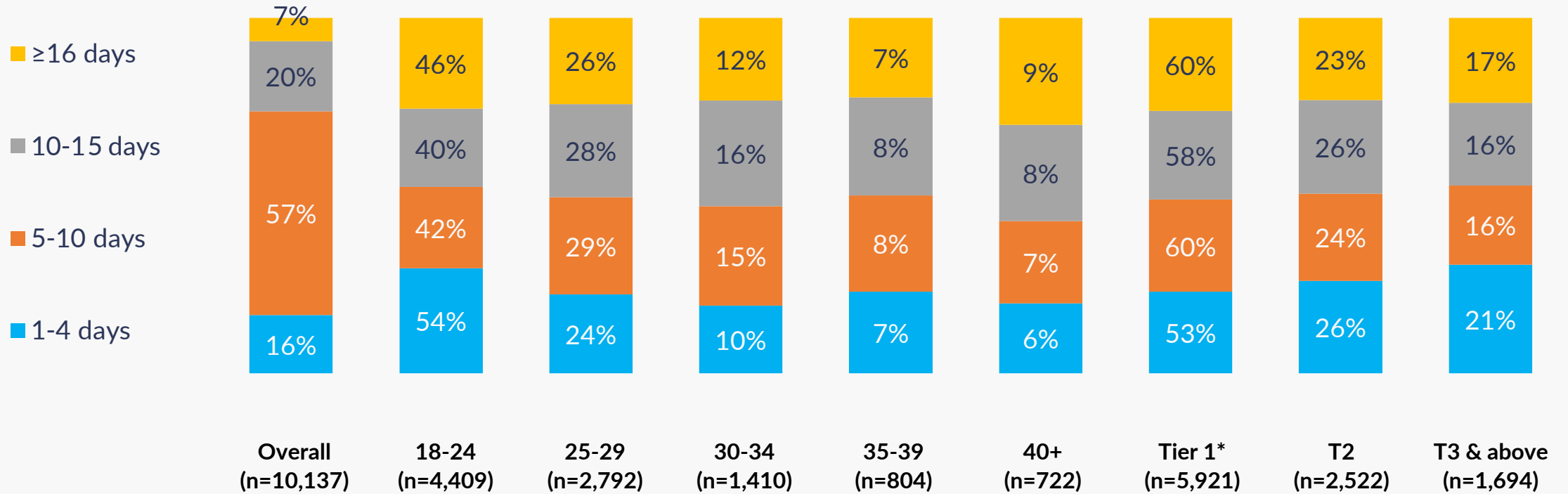


	18-24 (n=4,409)	25-29 (n=2,792)	30-34 (n=1,410)	35-39 (n=804)	40+ (n=722)	Tier 1* (n=5,921)	T2 (n=2,522)	T3 & above (n=1,694)
Singapore	38%	29%	16%	10%	7%	61%	24%	15%
Europe	43%	29%	14%	7%	7%	61%	24%	15%
South Korea	51%	29%	11%	5%	3%	58%	26%	16%
Malaysia	38%	29%	17%	10%	6%	61%	23%	16%
Australia	45%	27%	14%	7%	6%	60%	25%	15%
Thailand	40%	29%	15%	9%	8%	64%	22%	15%
United Kingdom	53%	28%	10%	5%	4%	61%	26%	13%
Japan	42%	31%	14%	7%	6%	65%	23%	12%
United States	50%	26%	12%	5%	7%	63%	22%	15%
Middle East	46%	24%	13%	9%	9%	56%	25%	19%



Outbound Travel - Length of Stay

Q: How long do you plan to travel abroad? (single selection)

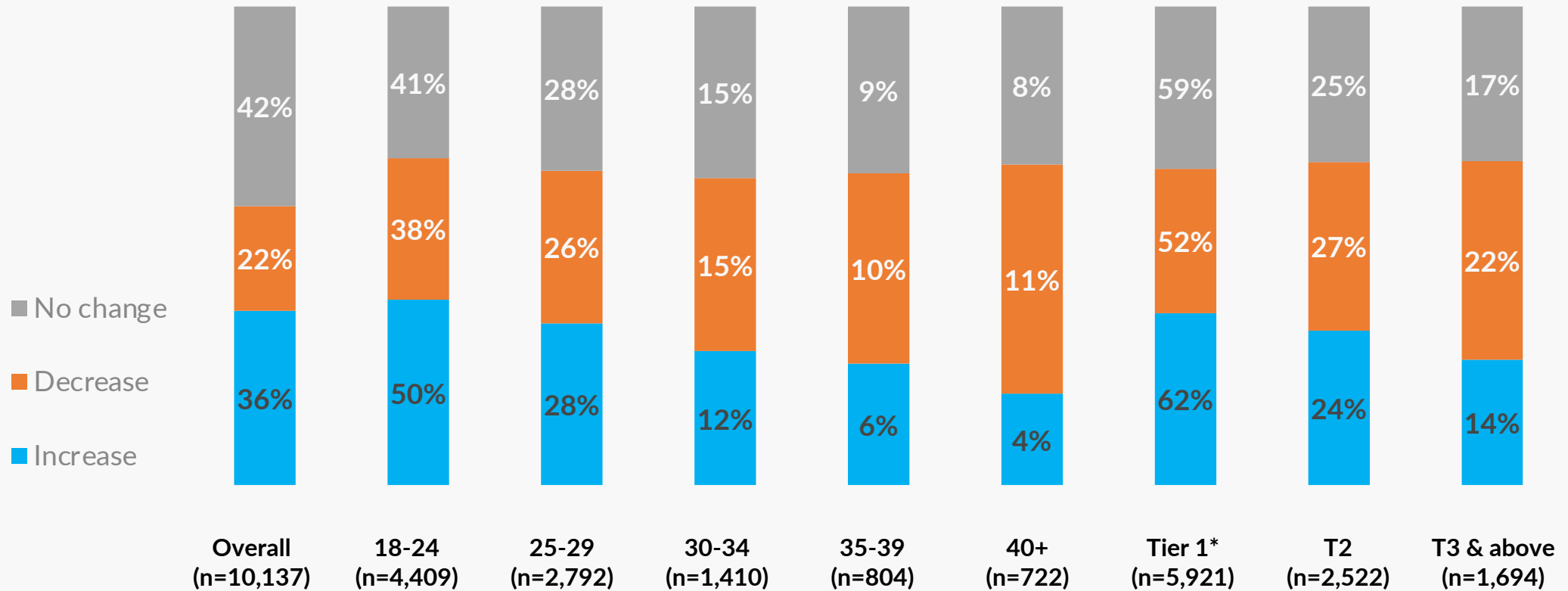
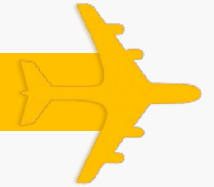




Outbound Travel - Length of Stay



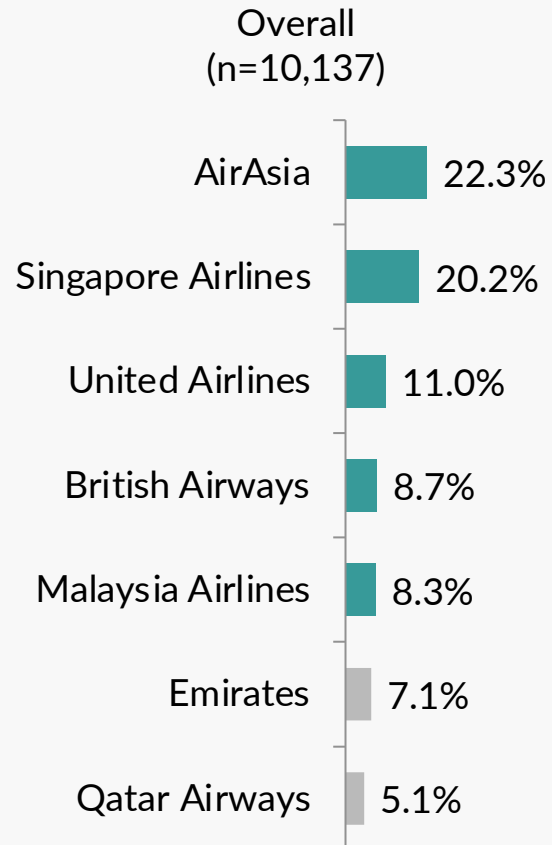
Q: Compared to 2019, do you plan to increase or decrease your trip length? (Single selection)





Outbound Travel - Airline Selection

Q: What are your preferred foreign airlines for outbound travel? (Multiple selections)



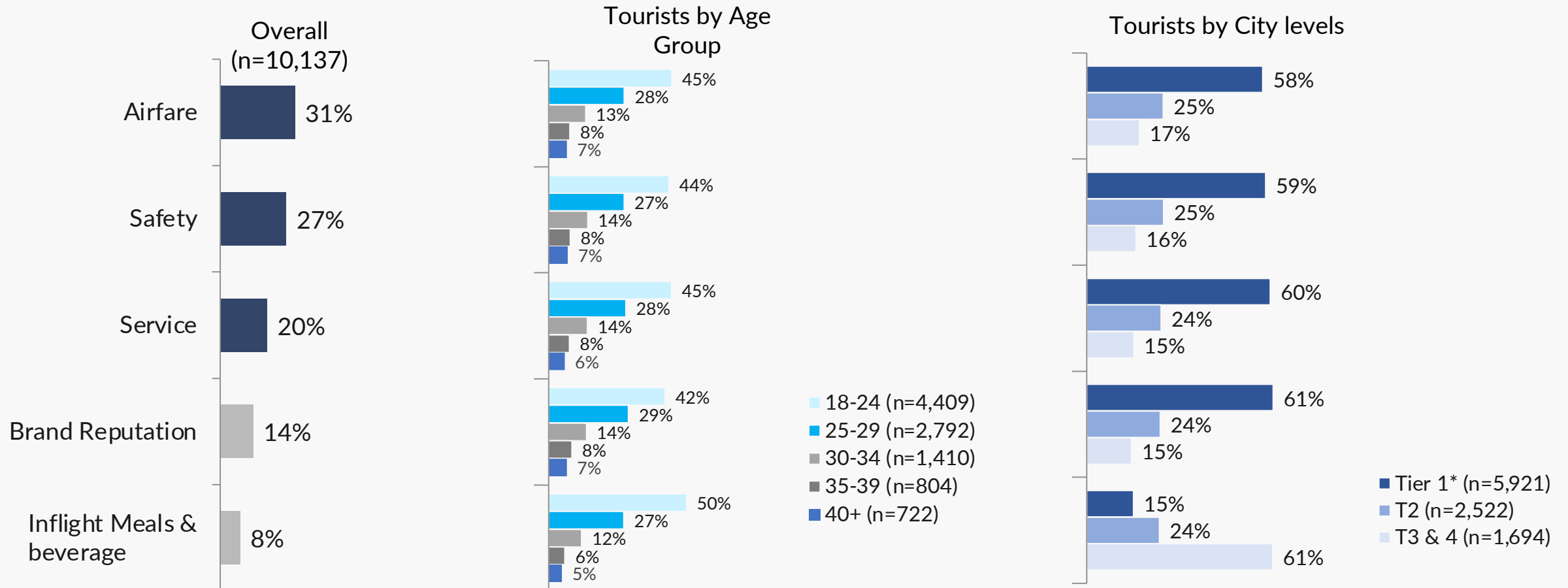
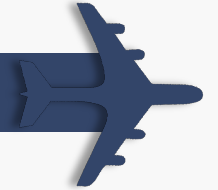
	18-24 (n=4,409)	25-29 (n=2,792)	30-34 (n=1,410)	35-39 (n=804)	40+ (n=722)	Tier 1* (n=5,921)	T2 (n=2,522)	T3 & above (n=1,694)
AirAsia	46%	28%	13%	7%	6%	60%	25%	15%
Singapore Airlines	39%	29%	15%	10%	8%	62%	23%	15%
United Airlines	44%	30%	13%	8%	5%	62%	23%	15%
British Airways	47%	31%	11%	7%	5%	63%	24%	13%
Malaysia Airlines	44%	29%	14%	8%	5%	60%	25%	16%
Emirates	34%	31%	18%	10%	7%	67%	22%	11%
Qatar Airways	35%	30%	17%	10%	7%	65%	22%	13%



Outbound Travel - Airline Selection Criteria



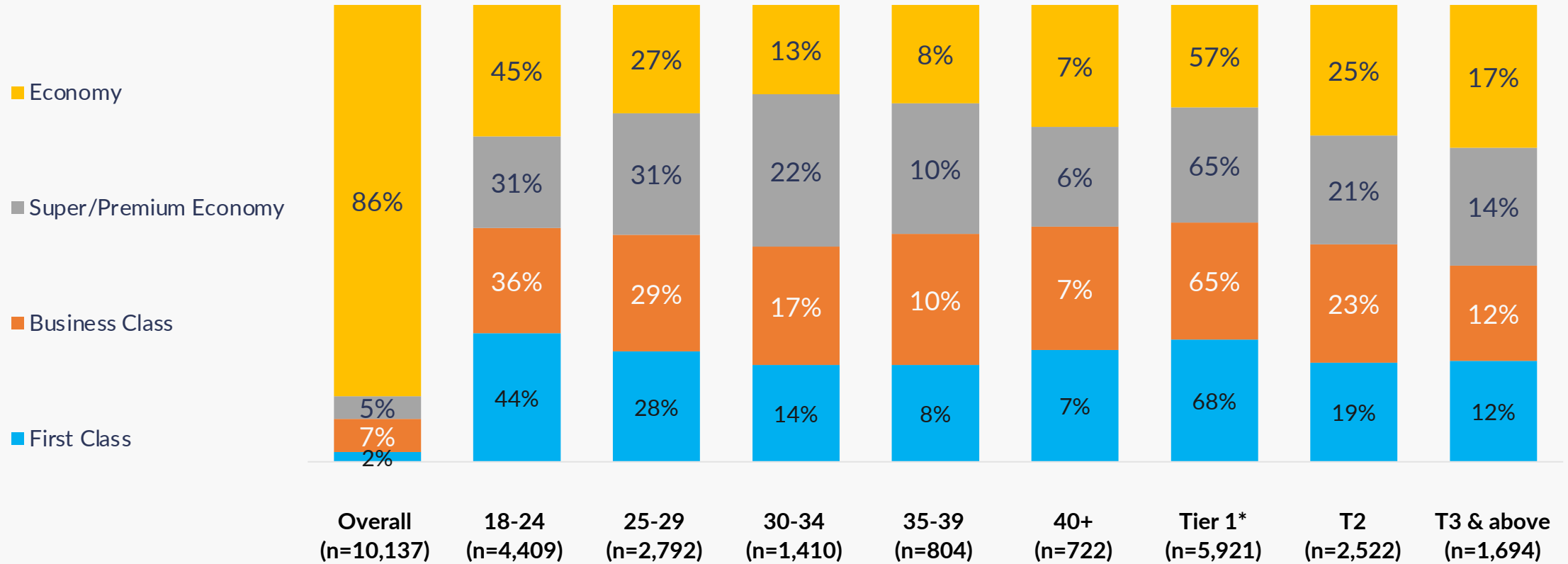
Q: What factors influencing your choice of international airline? (multiple selection)





Outbound Travel - Flight Class Selection

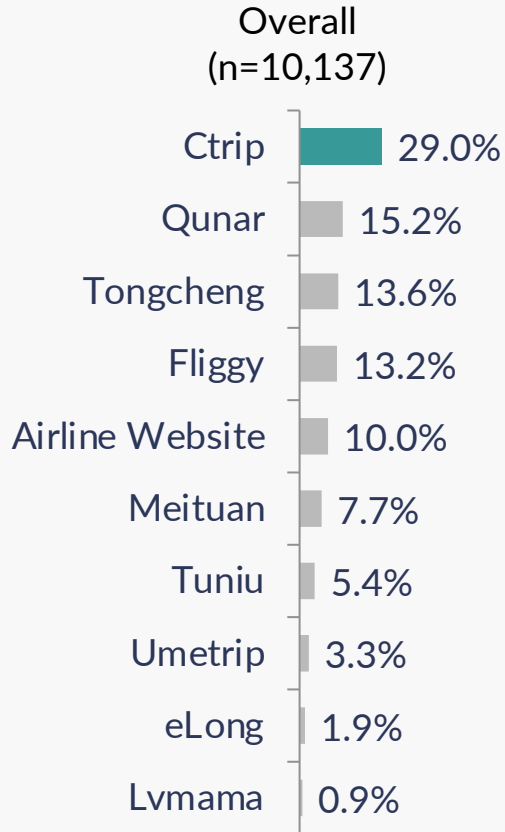
Q: In general, select the flight class of your outbound trip (single selection)





Outbound Travel - Ticket Purchase Channels

Q: APP/media for your outbound travel ticket (multiple selection)



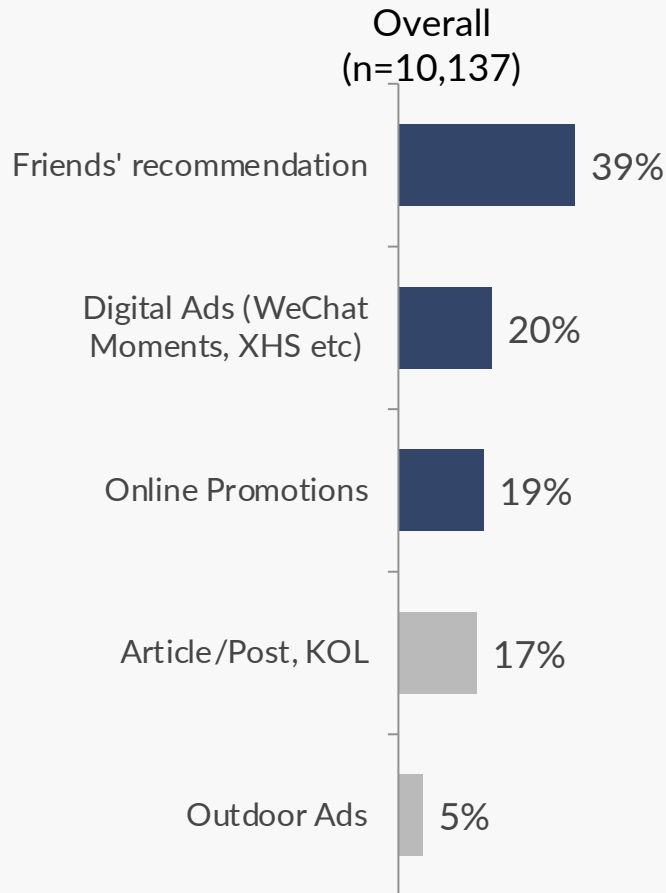
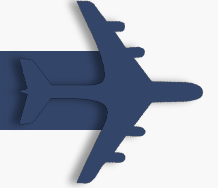
	18-24 (n=4,409)	25-29 (n=2,792)	30-34 (n=1,410)	35-39 (n=804)	40+ (n=722)	Tier 1* (n=5,921)	T2 (n=2,522)	T3 & above (n=1,694)
Ctrip	44%	28%	14%	8%	7%	59%	25%	16%
Qunar	41%	29%	15%	8%	6%	59%	25%	16%
Tongcheng	48%	27%	13%	7%	6%	57%	26%	17%
Fliggy	35%	34%	16%	8%	6%	62%	24%	15%
Airline Website	45%	27%	13%	7%	8%	61%	23%	16%
Meituan	50%	27%	11%	6%	5%	57%	26%	17%
Tuniu	34%	28%	19%	12%	8%	62%	24%	14%
Umetrip	37%	35%	14%	7%	6%	66%	21%	13%
eLong	32%	32%	18%	11%	7%	62%	23%	15%
Lvmama	31%	31%	20%	10%	8%	67%	19%	14%



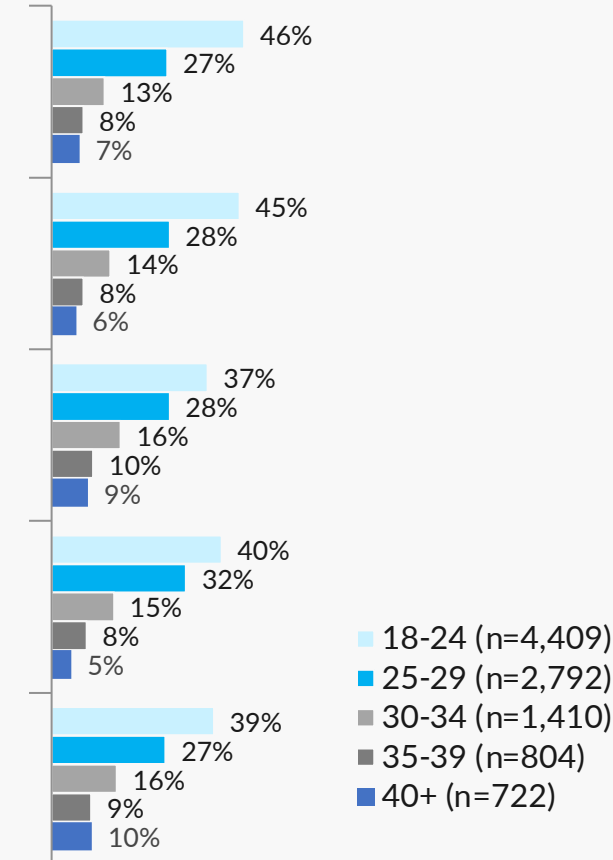
Outbound Travel - Considerations for ticket purchase



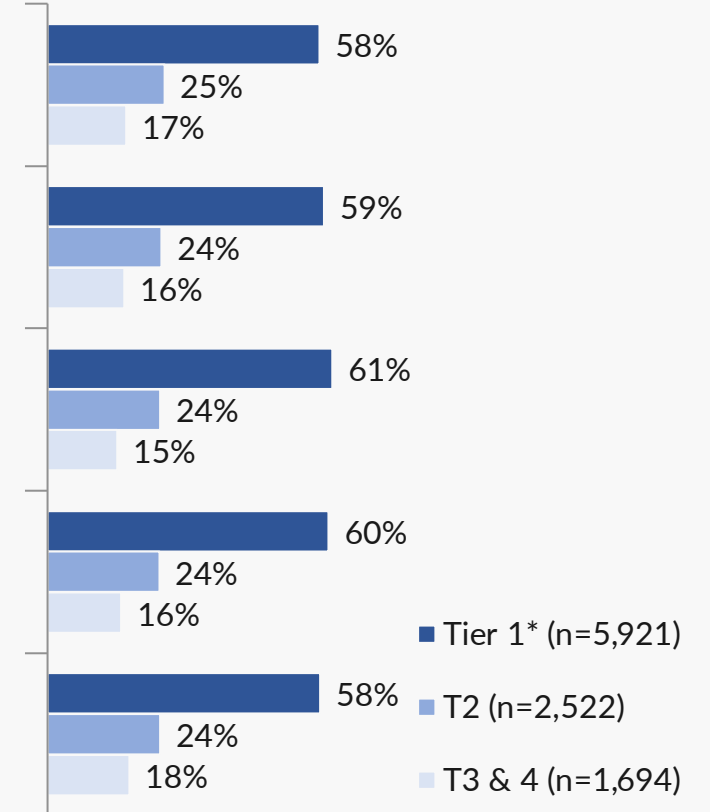
Q: Select from the list of media your preferred considering for air ticket purchase. (multiple selection)



Tourists by Age Group



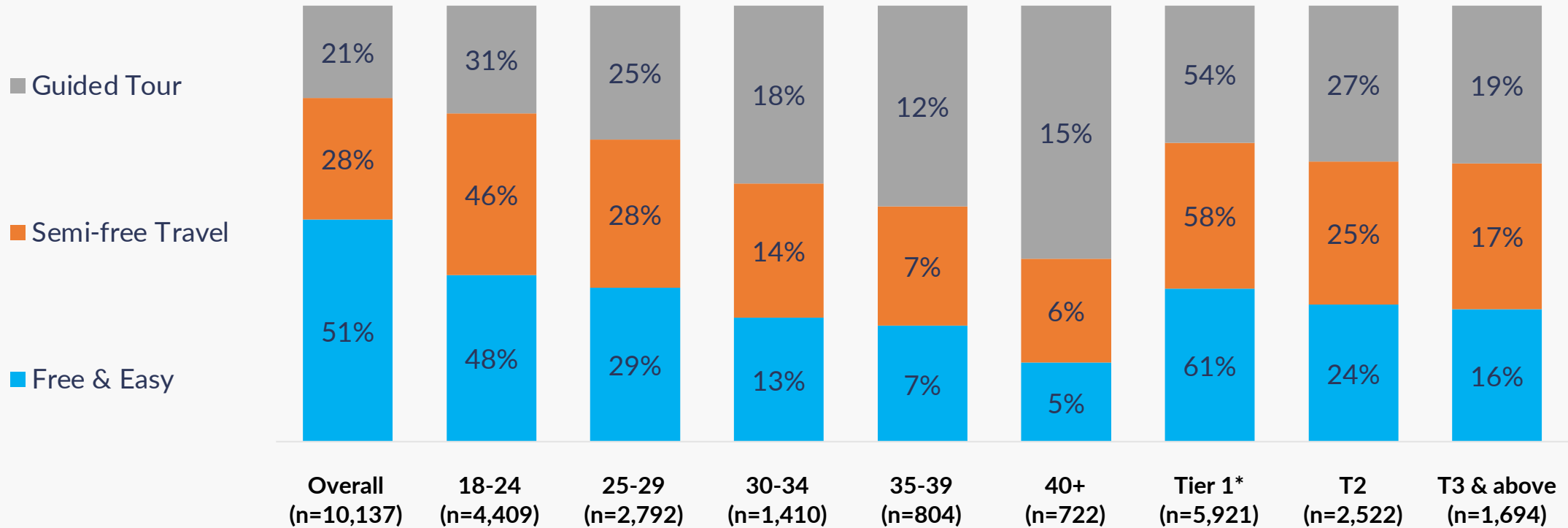
Tourists by City level





Outbound Travel - Travel Preference

Q: In general, the way you travel abroad is (single selection)

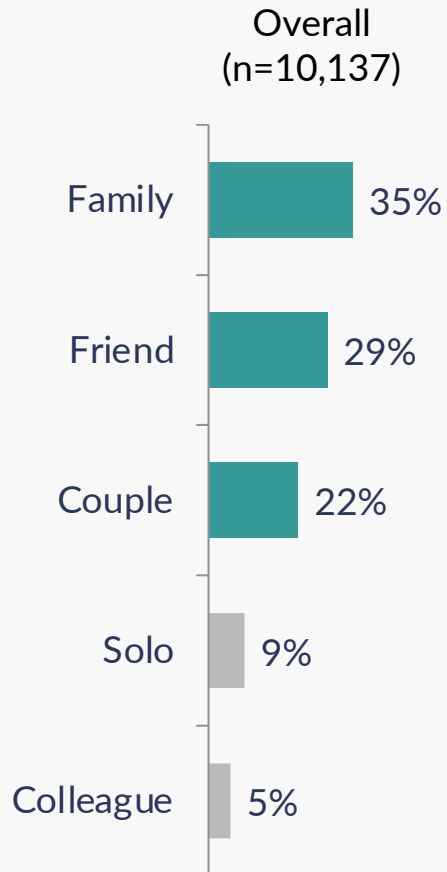
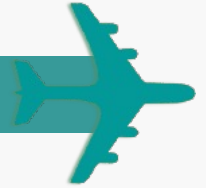




Outbound Travel - Travel Companion



Q: In general, your outbound travel companion will be (multiple selection)



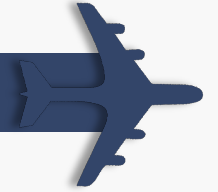
Overall (n=10,137)	18-24 (n=4,409)	25-29 (n=2,792)	30-34 (n=1,410)	35-39 (n=804)	40+ (n=722)	Tier 1* (n=5,921)	T2 (n=2,522)	T3 & above (n=1,694)
Family	40%	25%	16%	10%	9%	58%	26%	16%
Friend	52%	28%	11%	5%	5%	59%	25%	17%
Couple	49%	33%	12%	4%	2%	59%	25%	16%
Solo	53%	26%	11%	6%	4%	60%	22%	18%
Colleague	39%	28%	15%	10%	9%	63%	20%	17%



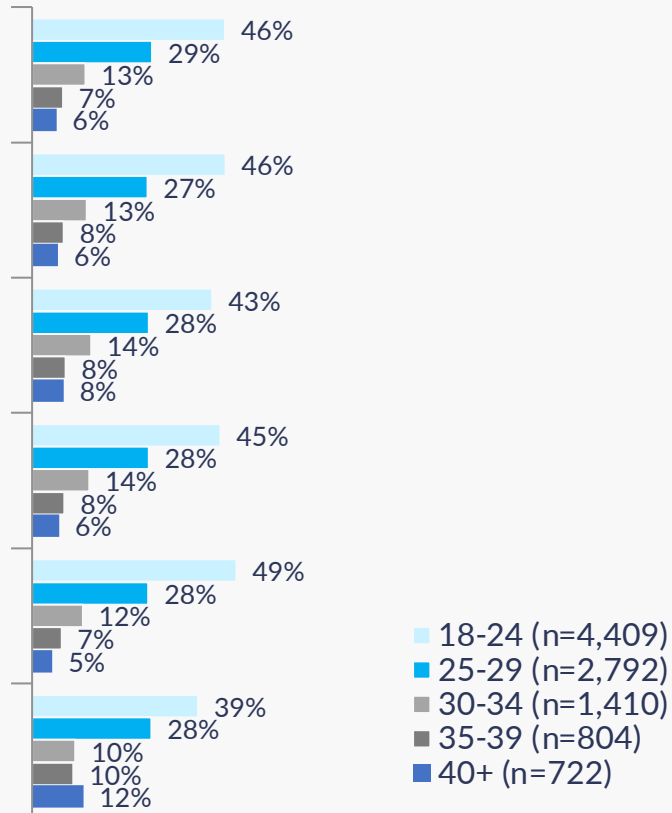
Outbound Travel - Purpose



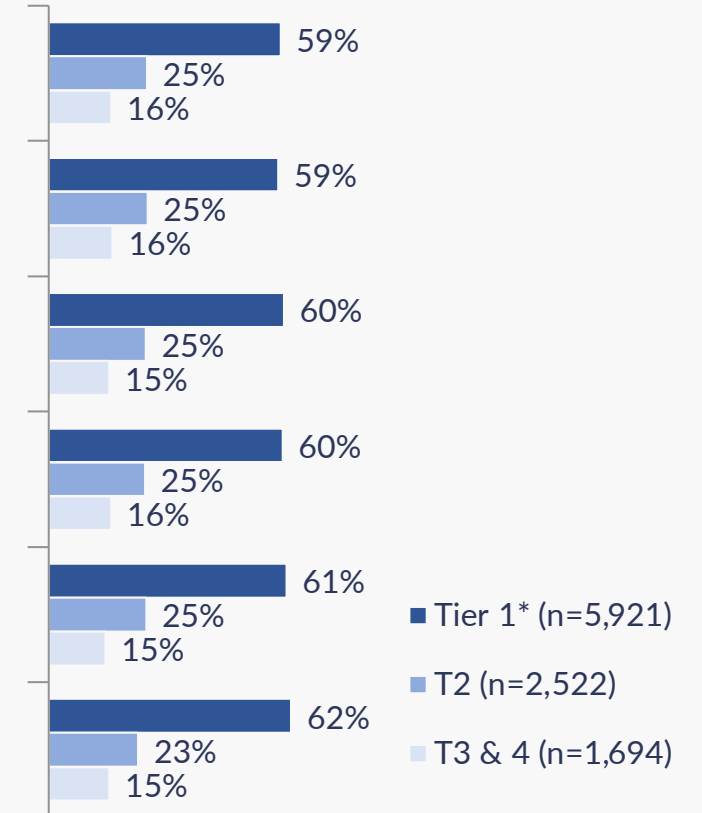
Q: What is the purpose of your future outbound travel? (Multiple selection)



Tourists by Age Group



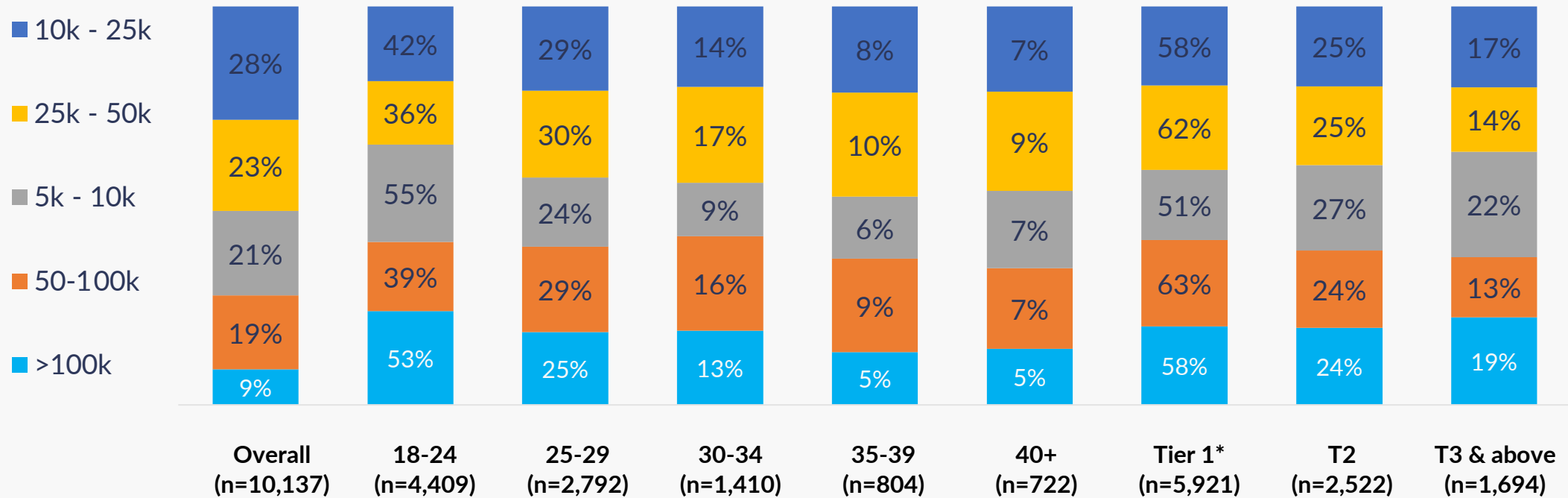
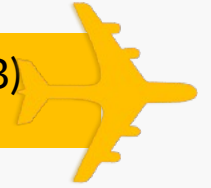
Tourists by City level





Outbound Travel - Budget

Q: How much do you plan to spend on a single outbound trip (excluding air tickets and hotel expenses)? (RMB)
(single selection)

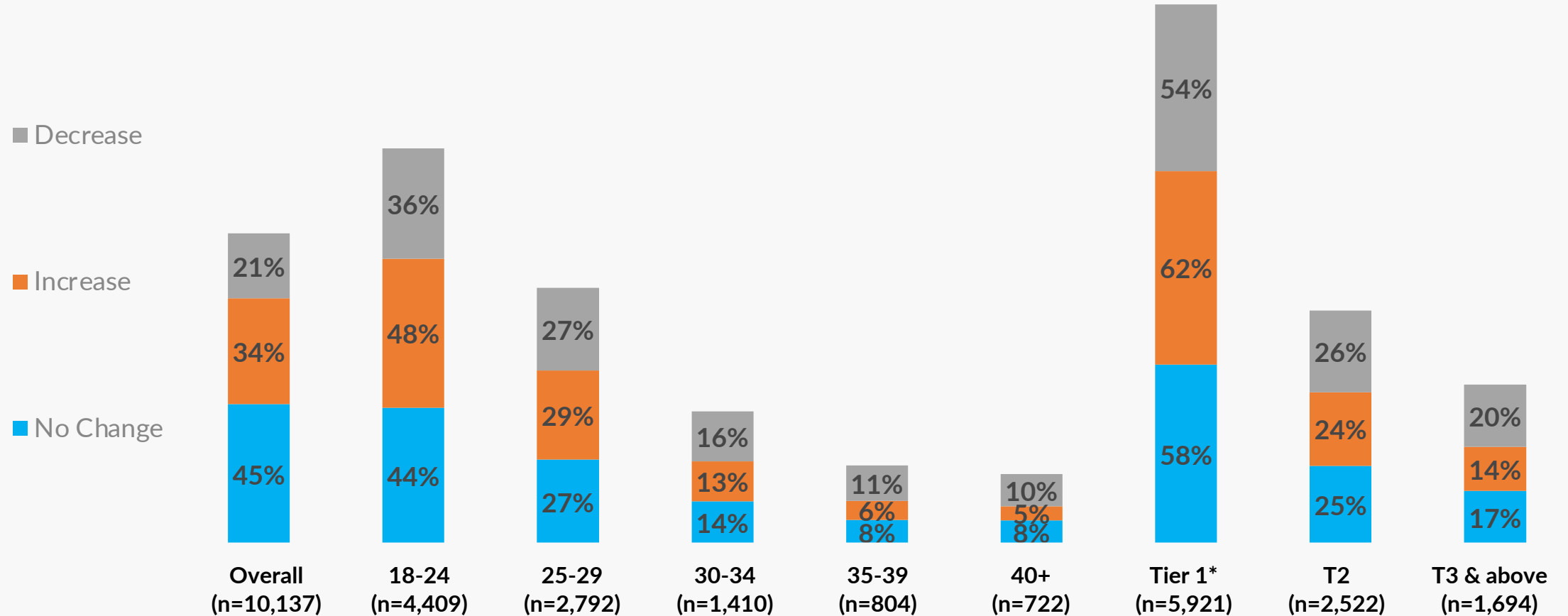
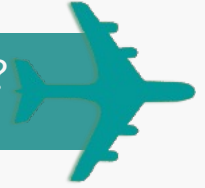




Outbound Travel - Budget



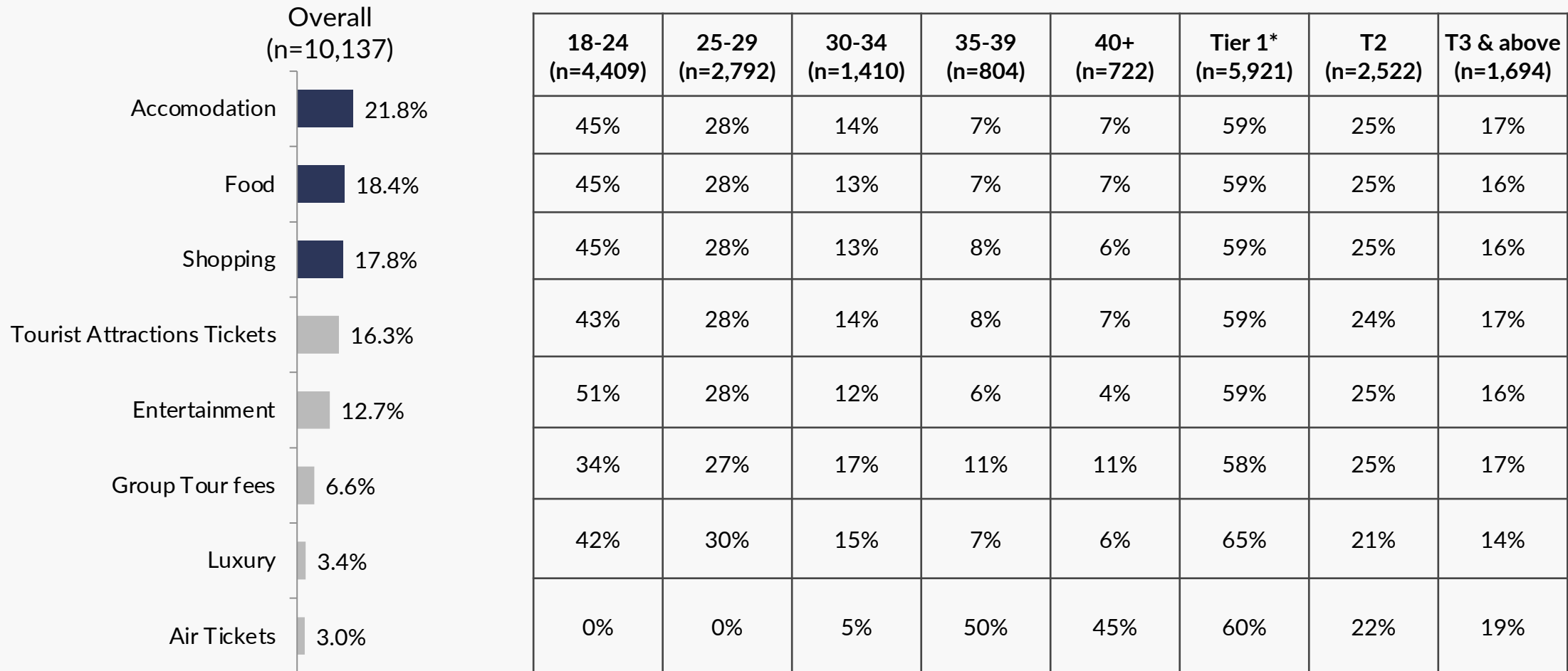
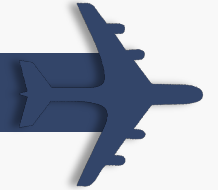
Q: Compared with 2019, do you plan to increase or decrease your travel budget (excluding air ticket & hotel)?
(Single selection)





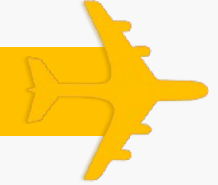
Outbound Travel - Consumption Goods

Q: What are the main consumption items for outbound travel? (Multiple selection)

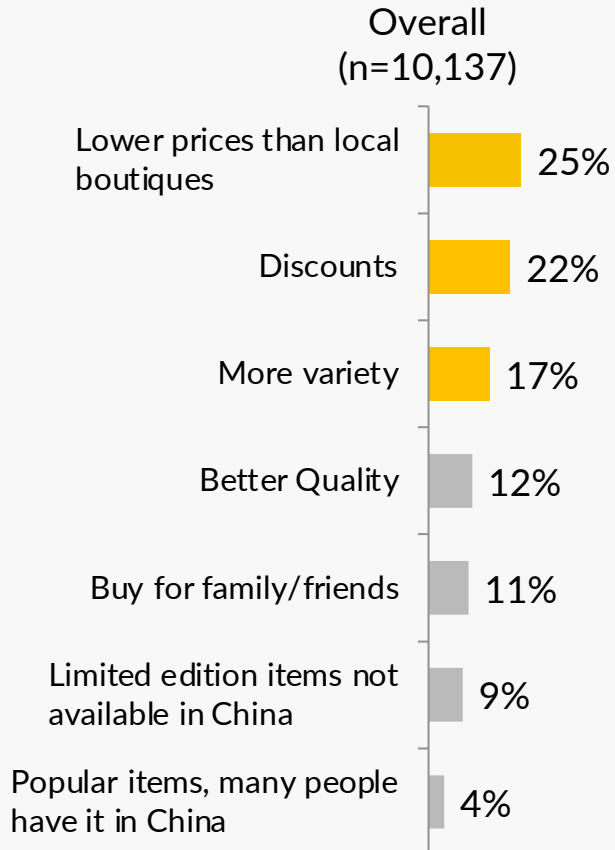




Outbound Travel - Luxury Items



Q: Why do you buy luxury goods overseas? (Multiple selection)



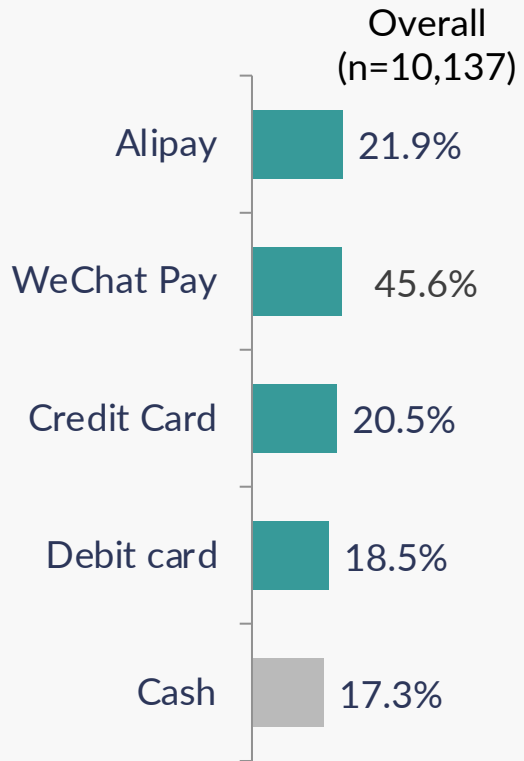
	18-24 (n=4,409)	25-29 (n=2,792)	30-34 (n=1,410)	35-39 (n=804)	40+ (n=722)	Tier 1* (n=5,921)	T2 (n=2,522)	T3 & above (n=1,694)
Lower prices than local boutiques	42%	28%	15%	8%	7%	60%	24%	16%
Discounts	44%	28%	13%	8%	6%	58%	25%	17%
More variety	46%	28%	13%	7%	5%	61%	24%	15%
Better Quality	42%	26%	14%	9%	8%	60%	24%	17%
Buy for family/friends	46%	27%	12%	6%	2%	58%	25%	17%
Limited edition items not available in China	44%	30%	14%	8%	5%	64%	22%	14%
Popular items, many people have it in China	40%	30%	16%	8%	6%	57%	26%	17%



Outbound Travel - Payment Methods



Q: What are the main payment methods for outbound travel? (Multiple selection)



	18-24 (n=4,409)	25-29 (n=2,792)	30-34 (n=1,410)	35-39 (n=804)	40+ (n=722)	Tier 1* (n=5,921)	T2 (n=2,522)	T3 & above (n=1,694)
Alipay	46%	28%	13%	8%	6%	58%	25%	17%
WeChat Pay	48%	26%	12%	8%	6%	56%	26%	18%
Credit Card	34%	28%	18%	11%	9%	62%	24%	14%
Debit card	42%	31%	14%	8%	5%	61%	24%	16%
Cash	48%	27%	12%	7%	6%	59%	25%	16%



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