



# Market Research Report on Chinese Outbound Tourist (City) Consumption

2015—2016

Ipsos Managing Director Mick Gordon

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# Project Introduction

- In 2016, World Tourism Cities Federation (WTCF) and Ipsos optimized the research contents based on the content of 2015 and the travel trend in 2016. 133 items are included in the questionnaire.
- Multi-methods are used to collect the data. Besides using Ipsos' online panel China International Travel Service Limited Head Office, CYTS, UTour Travel, CAISSA and other members offer great help to conduct the survey among their customers.
- 11173 valid questionnaires are collected.
- The contents of Market Research Report on Chinese Outbound Tourist (City) Consumption (2015-2016) are all based on the data of this survey.

An aerial photograph of a city skyline, likely New York City, with a teal horizontal line running across the middle. The text '01' is positioned on the left side of the line.

01

Outbound Tourism has Become a Habit of Chinese Citizens, and Tourism is Now Popular for All

# In 2015, the Number of Chinese Outbound Tourists Totaled 120 million

Units: 10 thousand persons





**76.34%** Chinese tourists consider that travel is an important way to improve their living quality and happiness.



**29.31%** Chinese tourists regard travel as important as Marriage, Family wealth, Career development, Education, and Children growth.



71%

**71%** Chinese tourists travel abroad at least one time every year

4.87

The times Chinese tourists traveling abroad in a life add up to **Nearly 5.**

3-4

Each one travels to **about 3-4** oversea cities in 2015

## Post-50s/60s

- **Account for about 15% of the total**
- Having rich tourism experience and leisure time, “Having money and time on hand”[既有钱又有闲]
- Being keen on cruise tourism and family tourism
- Travel is their most desired thing in life

## Post-70s/80s

- **Mainstay of Chinese outbound tourists accounting for more than 70% of the total.**
- During the life period of “having parents and children”[上有老下有小]
- Being interested in parent-child/family /cruise tourism
- Tourism is the best way for them to stay with parents and show their children the world

## Post-90s

- **Account for about 10% of the total**
- Most are single young people who just start or will start their job
- Being curious about the world and glad to explore the world through traveling around
- Being keen on honeymoon tourism and cruise tourism

An aerial photograph of a city skyline, likely New York City, with a teal horizontal line running across the middle. The image is slightly hazy and has a warm, golden-brown color palette. The skyline is dense with skyscrapers, and a large body of water is visible on the right side. The teal line is positioned above the main text and below the large number '02'.

# 02

## Outbound Tourism Gradually Returns to the Nature of Tourism

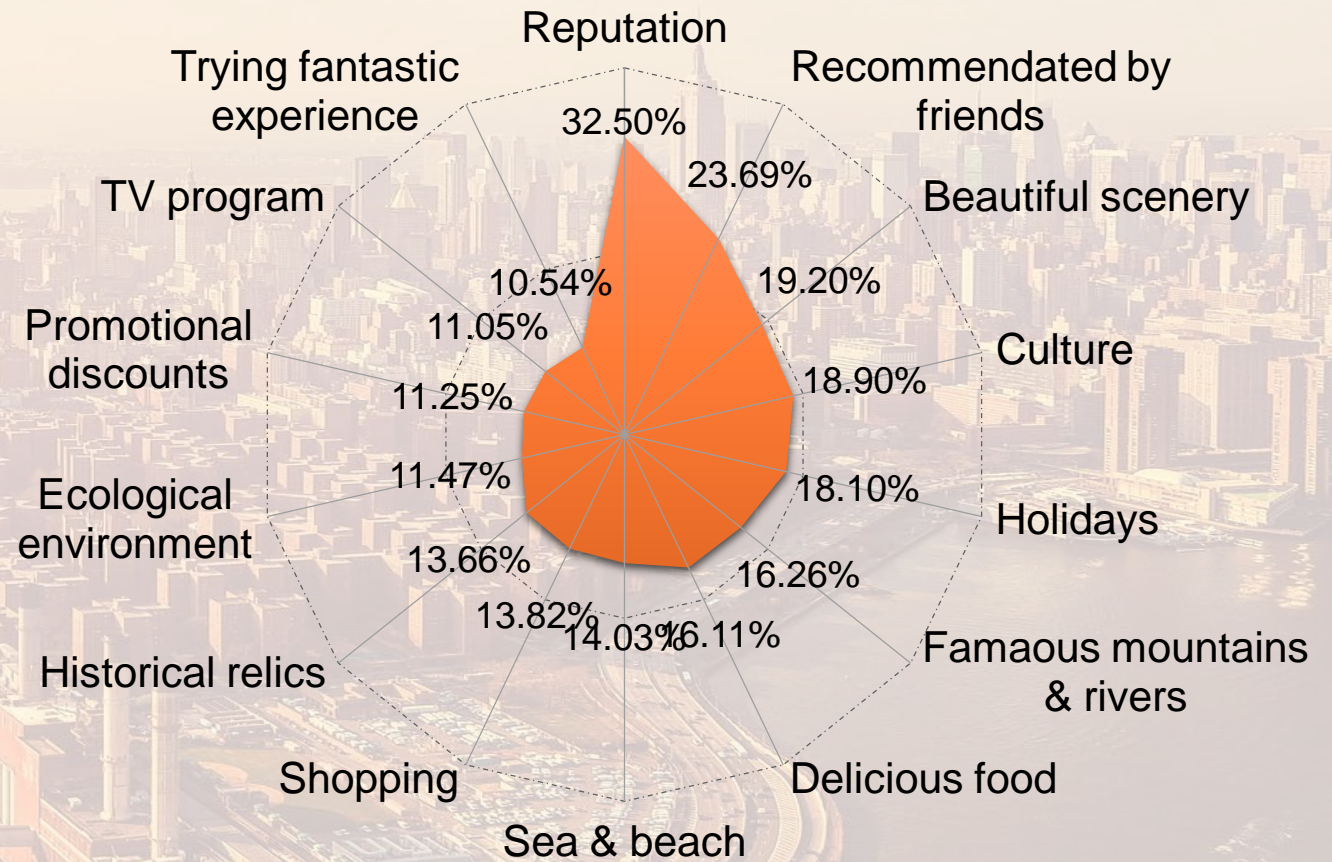


## Factors Attractive to Chinese Tourists

Popularity of the city is the top factor attracting Chinese outbound tourists.

Key factors include:

- **Word of mouth**, including recommendations from friends, media ads, etc.
- **Natural scenery**, including beautiful scenery, famous mountains and rivers beach, historical sites, etc.
- **Culture and food**, including exotic culture, delicious food, etc.
- **Curiosity and promotion** are also reasons why some people travel abroad



- With the **increase** of outbound travels, Chinese tourists gradually pay more attention to **the nature of tourism**

## Dining

**Tasting local food** is the most evident feature of Chinese tourists in dining during their travel, including famous restaurants, specialty cuisines and featured services.

## Touring

**Natural scenery** remains the top choice for Chinese tourist in outbound tourism, with **cultural and historical relics** coming the next.

## Entertainment

**Experiencing local customs** as well as **relaxing themselves** are the two main reasons for Chinese tourists to engage in entertainment items during outbound tourism. Chinese tourists usually choose amusement parks/theme parks, evening parties/folklore gardens, bars/night inns for entertainment.



## Themed Touring



- **In all kinds of tourism, cruise tourism takes the lead.**

- Nearly 80% of Chinese outbound tourists look forward to cruise tourism

- **Next comes family tourism, parent-child tourism, honeymoon tourism, shopping tourism and self-driving tourism**



# 03

Chinese Tourists are Becoming More Rational in Overseas Consumption and Paying More Attention to Tourism Quality

## Information inquiry

01

- **Before travelling abroad, Chinese tourists spend a lot of time to search information through multiple channels, so as to understand more about the destinations.**
  - ✓ Spend 4-5days and 2-3 channels to search relevant information
  - ✓ Spend much time on tourist attractions, dining, shopping, lodging and transportation information searching
  - ✓ The name of destination cities and tourist attractions, travel routes and strategies and travel notes are key words of highest frequency used by Chinese tourists when searching for information

## Budget/Shopping list

02

- **Prior to departure, they will make budgets and shopping lists, paying more attention to the performance/price ratio of goods.**
  - ✓ 93.2%Chinese tourists will make consumption budgets, and over a half of them will slightly overspend in actual consumption, but only less than 10%will overspend much
  - ✓ 52.94%Chinese tourists will make shopping list, high performance/price ratio is the main reason for them to shop in overseas

## Self-funded items

03

- **Chinese tourists generally choose self-funded items to enrich their travel experiences**
  - ✓ 60.9% Chinese tourists will choose self-funded items
  - ✓ It is appropriate to arrange 2-3 self-funded items on two-to-three-day intervals during one travel

## Travel escort or tour guide

04

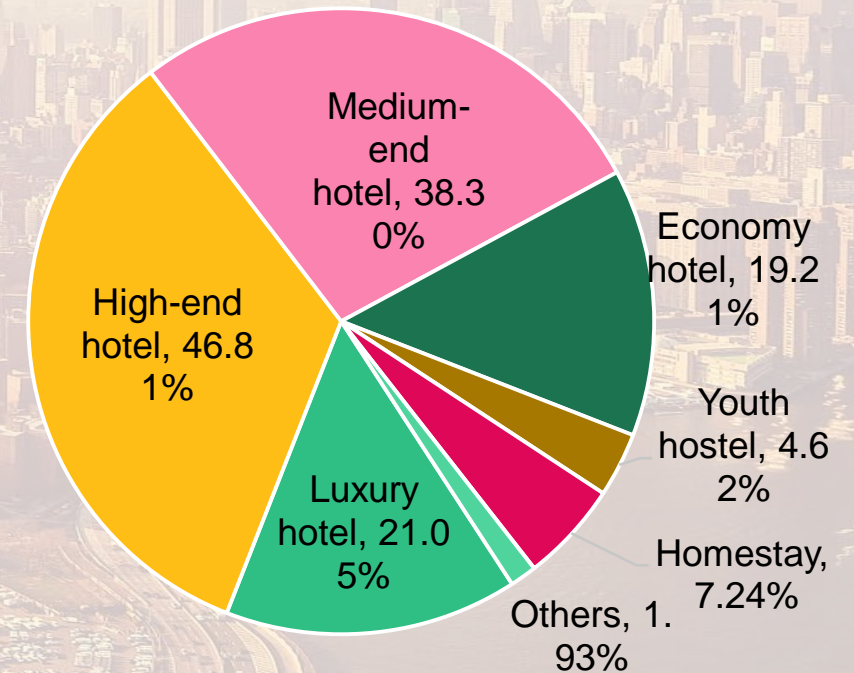
- **Chinese tourists started to hire local guide or travel escort to improve travel experience during independent tour.**
  - ✓ 39.85% Chinese tourists say that they will hire travel escort or tour guide from local agencies with operation qualification in advance
  - ✓ This is particularly so for high-income groups and tourists to European and American cities.

## Lodging choice

05

- **Most of the tourist choose mid-to-high-class hotels near attractions or transportation hubs during independent tour. Convenience, comfort and guaranteed services are the priorities for them.**
  - ✓ Chinese outbound tourists start to focus on lodging quality, mid-to-high-class hotels of at least four stars are the most popular.
  - ✓ Independent tourists are used to living near attractions or transportation hubs for the convenience of saving travel time and better visiting in spite of more expensive cost

Hotel type





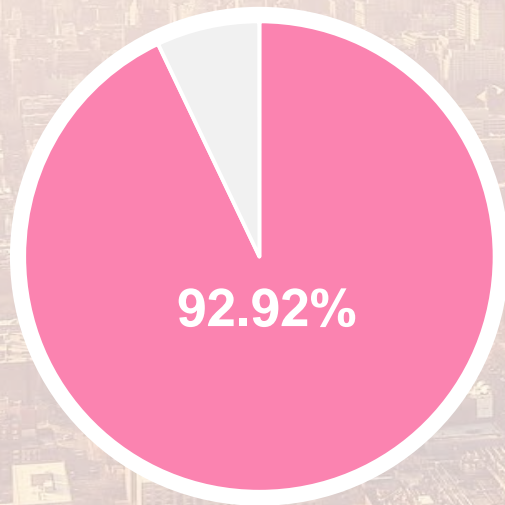
# 04

Chinese Tourists Improve Safety Consciousness to Prevent Danger Happening

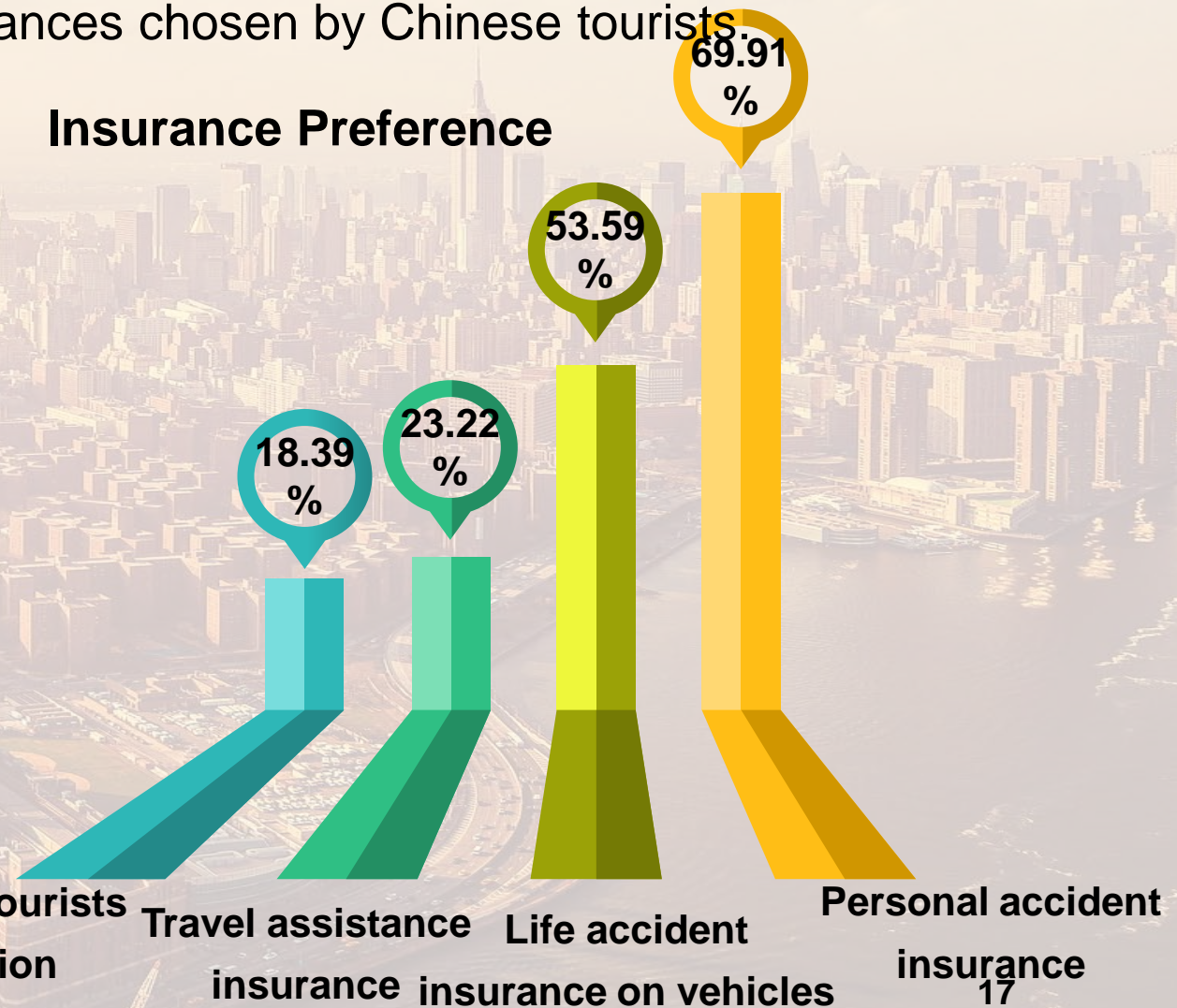


- **92.92%** Chinese outbound tourists will buy overseas tourism insurance.
- **Personal accident insurance and life accident insurance on vehicles** are the two most common insurances chosen by Chinese tourists.

**% who Bought Insurance**



**Insurance Preference**



An aerial photograph of a city skyline, likely New York City, with a teal horizontal line running across the middle. The number '05' is prominently displayed in teal on the left side of the line.

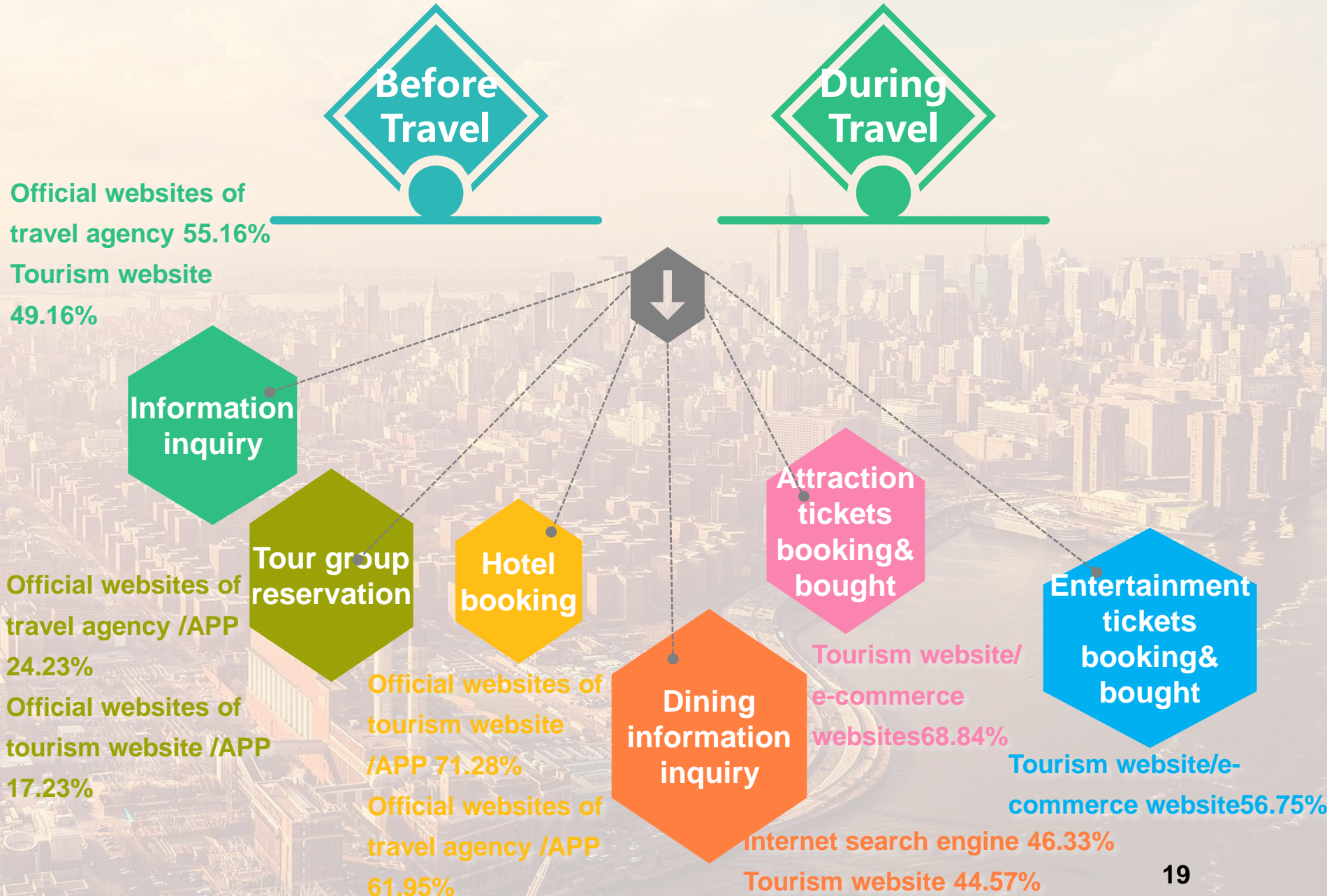
# 05

Online Tourism Play an Important Role During  
Outbound Traveling

- Chinese tourist used

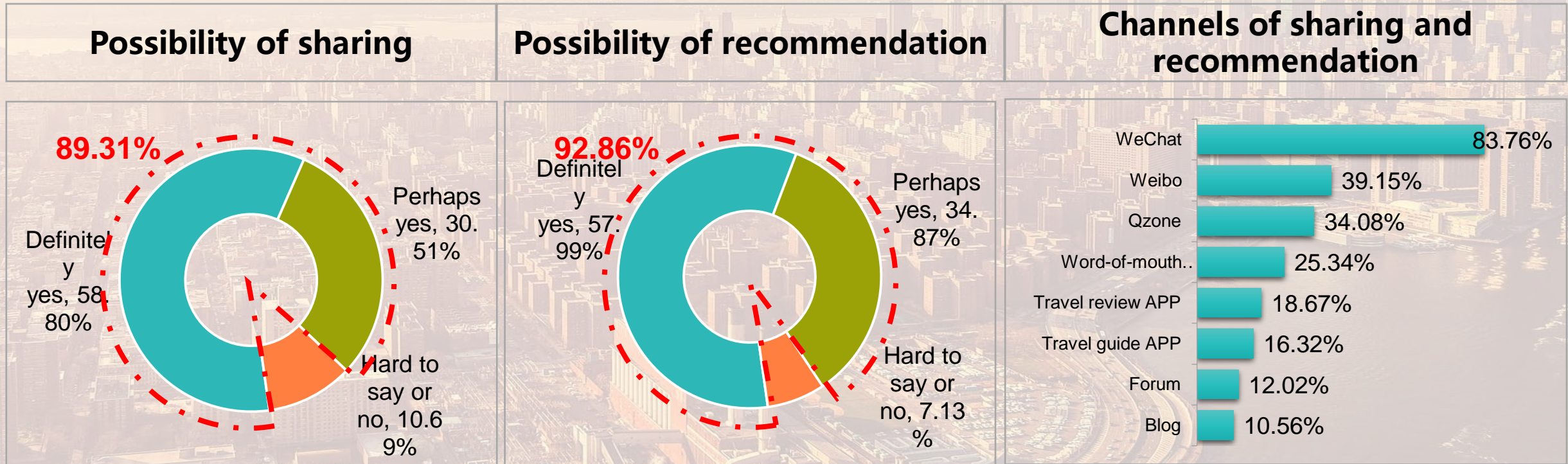
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- Search for travel information on official websites of travel agency and tourism website using Internet searching engine
- Book tour group through online channel
- Acquire dining information from Internet searching engine and tourism websites
- Book hotel and buy attraction& entertainment tickets through online channel





- **89.31%** Chinese tourists share their travel experience with families and friends, **92.86%** Chinese tourists recommend the cities they have travelled to others.
- **Wechat, Weibo and Qzone** are the mostly used channels of Chinese tourists to share their travel experience and make recommendations.



Спасибо

RUSSIAN

Gracias

SPANISH

ありがとう  
ございました。

JAPANESE

CẢM ƠN

VIETNAMESE

Thank  
You!

ENGLISH

Merci

FRENCH

Ευχαριστώ

GREEK

شكراً

ARABIC

고맙습니다

KOREAN

谢谢

CHINESE