

Big Data Research Report on Chinese Outbound Tourist (City) Consumption

2016—2017

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Content



Introduction



The Development of International and Chinese Tourism Industry



Features Analysis of Chinese Outbound Tourists



Suggestions



About Tuniu.com



Introduction

- Cooperated by WTCF and Tuniu Travel
- Based on 2016 Trading Data of Tuniu.com
- First try on Big Data
- 2 Million Qualified Samples
- Holistic Review of Chinese Outbound Tourists' Features, Preferences And Choices



Chinese Outbound Market

2016

122 Million Visits

109.8 Billion USD Expenditure

2017 January-June

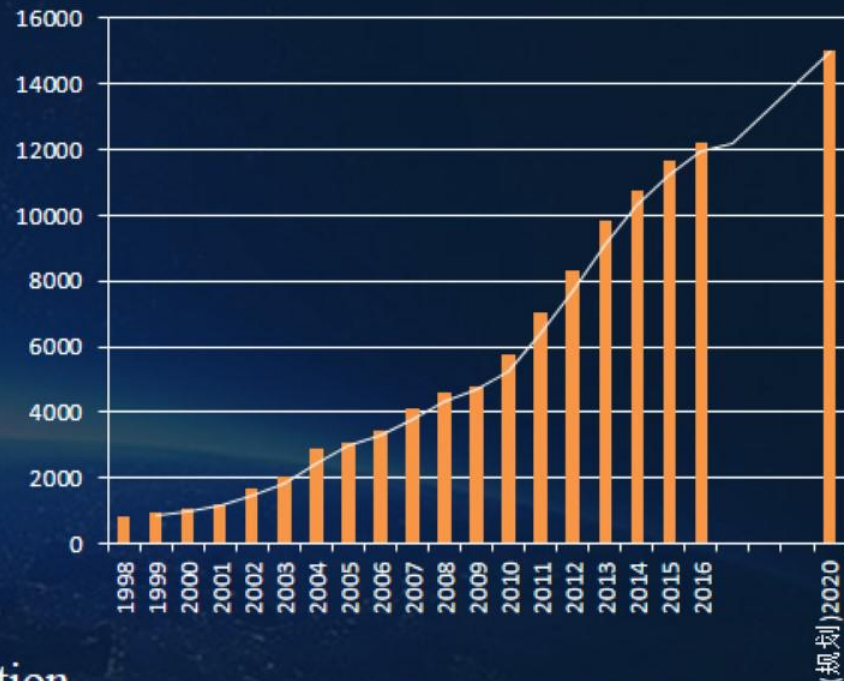
62.03 Million Visits

To 2020

150 Million Visits

5.09% Annual Increase

—China National Tourism Administration



The Chinese Outbound Visits Growth Trend Chart

Distribution of Source Market

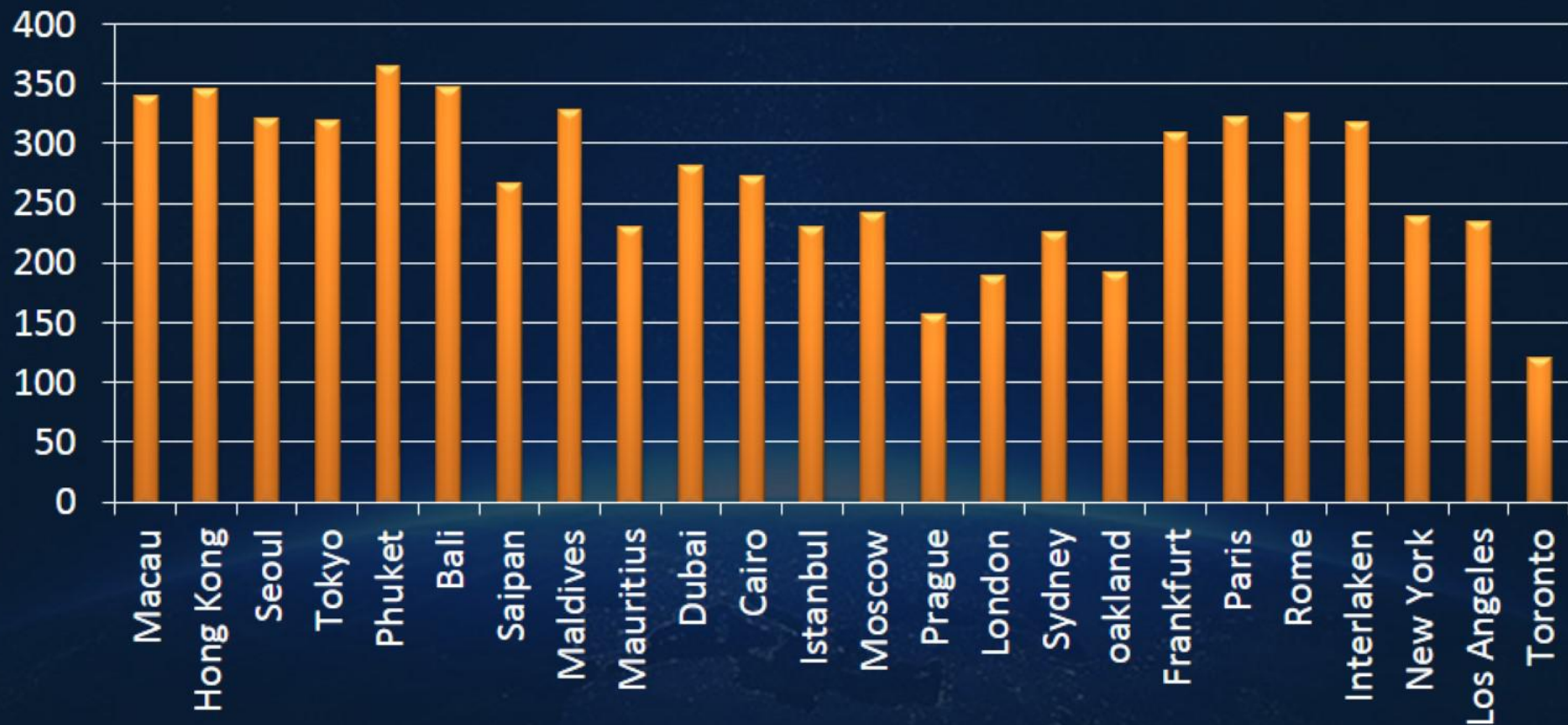


Most cities covered

From regional center to
neighboring area

From East Coast to Middle and
West

Coverage of 24 Sample Cities



Los Angeles



Source Market

235 Cities

Mainly in east coast area

- 1st tier : Shanghai, Beijing
- 2nd tier : Nanjing, Shenzhen
- 3rd tier : Guangzhou, Tianjin, Hangzhou, Changsha, Zhengzhou

Popular Tours: 9 days or 14 days

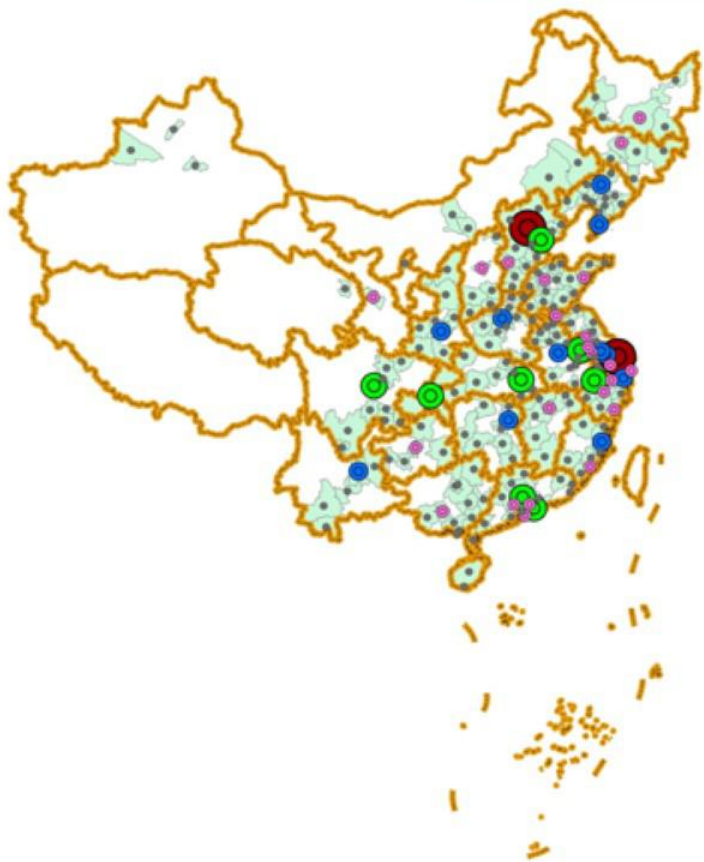
Rome

Source Market

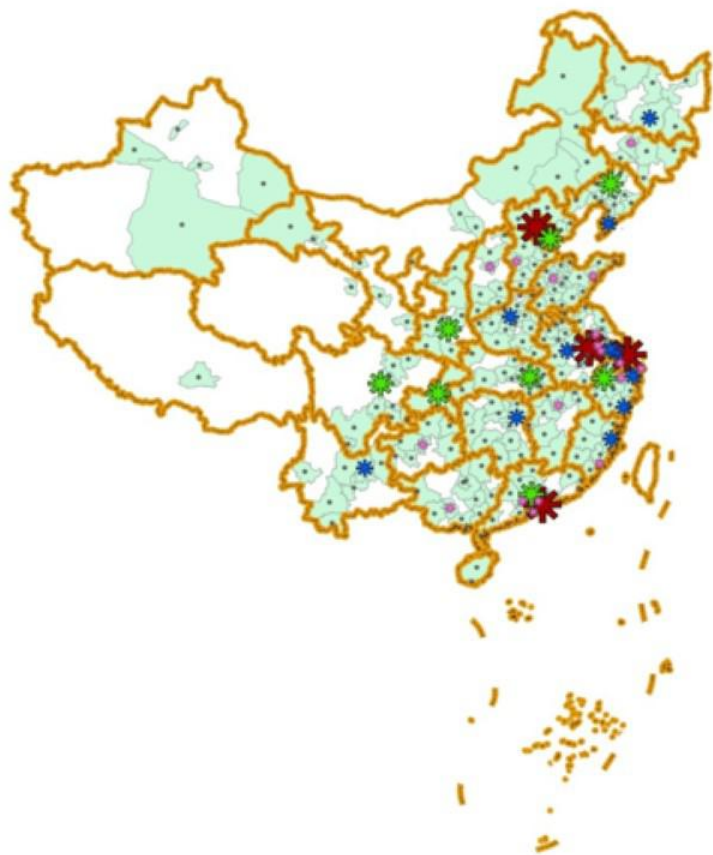
325 Cities

- 1st tier: Beijing, Shanghai
- 2nd tier: Guangzhou, Nanjing, Tianjin, Hangzhou, Shenzhen, Wuhan, Jinan, Chengdu

Popular Tours: 11 to 13 days “France – Italy - Switzerland” or “Germany – France – Italy - Switzerland”



Phuket Island



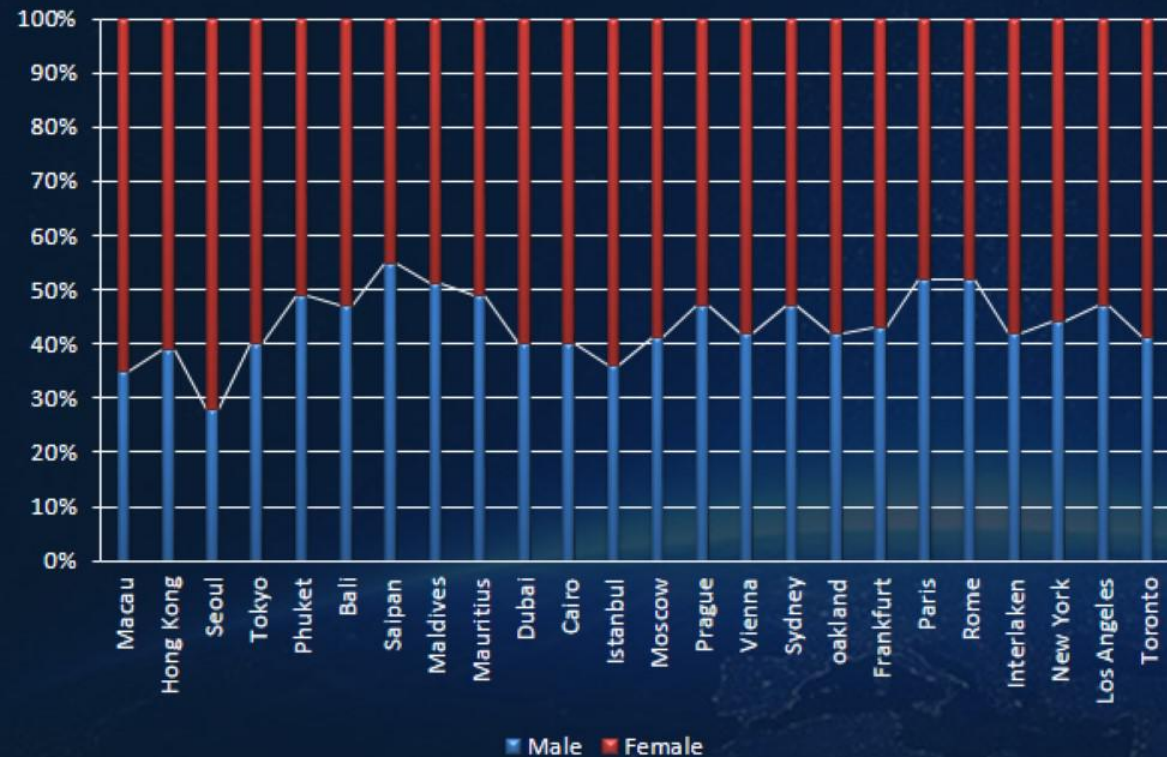
Source Market

365 Cities

- 1st tier: Shanghai, Beijing, Nanjing, Shenzhen
- 2nd tier: Guangzhou, Chengdu, Tianjin, Wuhan, Hangzhou, Xi'an, Chongqing, Shenyang

Popular Tours: 5 to 8 days or 11 days

Female or Male



General Picture:

2016-2017

Female 53%, Male 47%;

Compared to 2015-2016

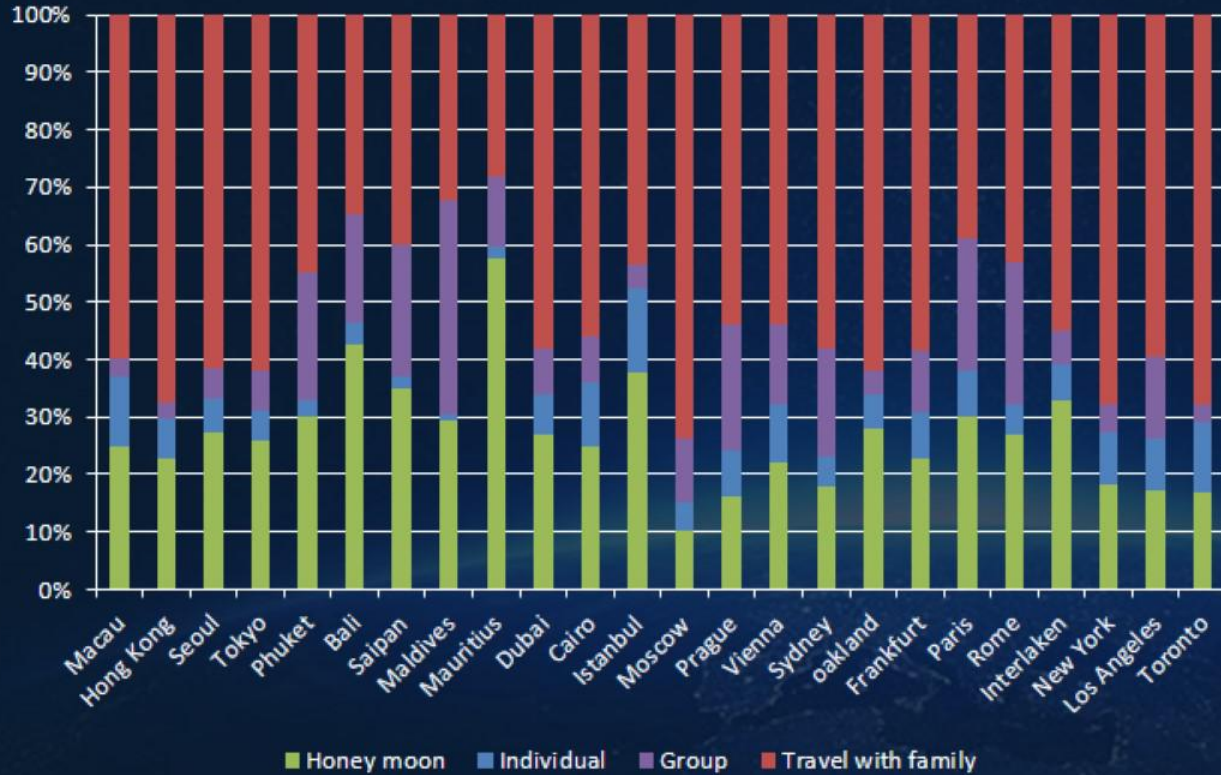
Female 58%, Male 42%。

Biggest Gender Difference:

Seoul, Macau, Istanbul

More than 10%

Travel Companion



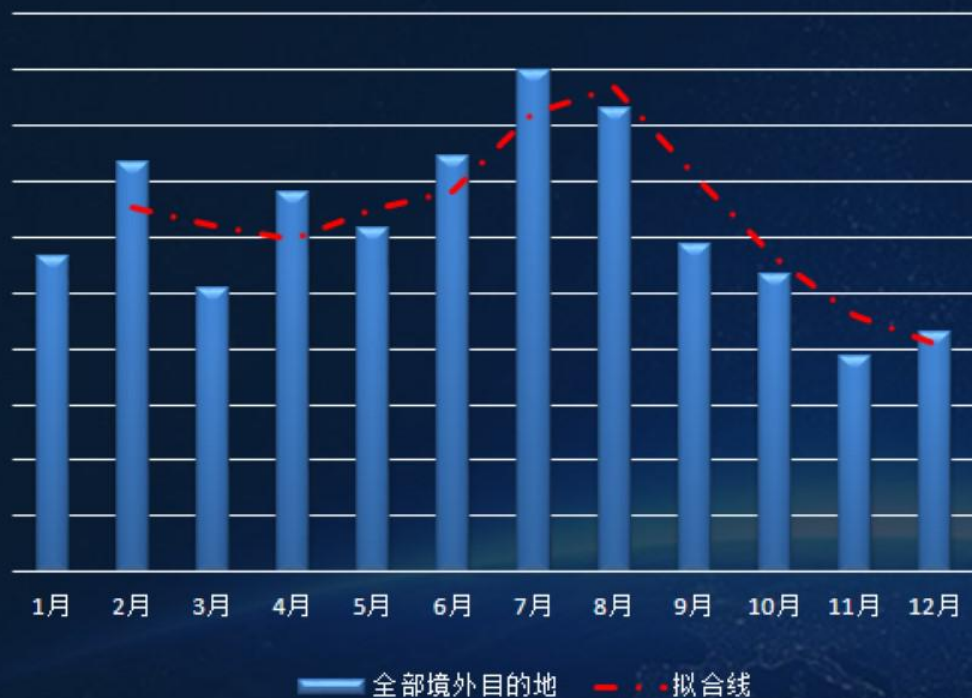
Main option:
Travel with family

Honey moon: Mauritius,
Maldives

Group: Phuket, Bali,
Maldives, Prague, Paris,
Rome

Individual: Macau, Cairo,
Istanbul, Vienne, Toronto

High Season and Low Season



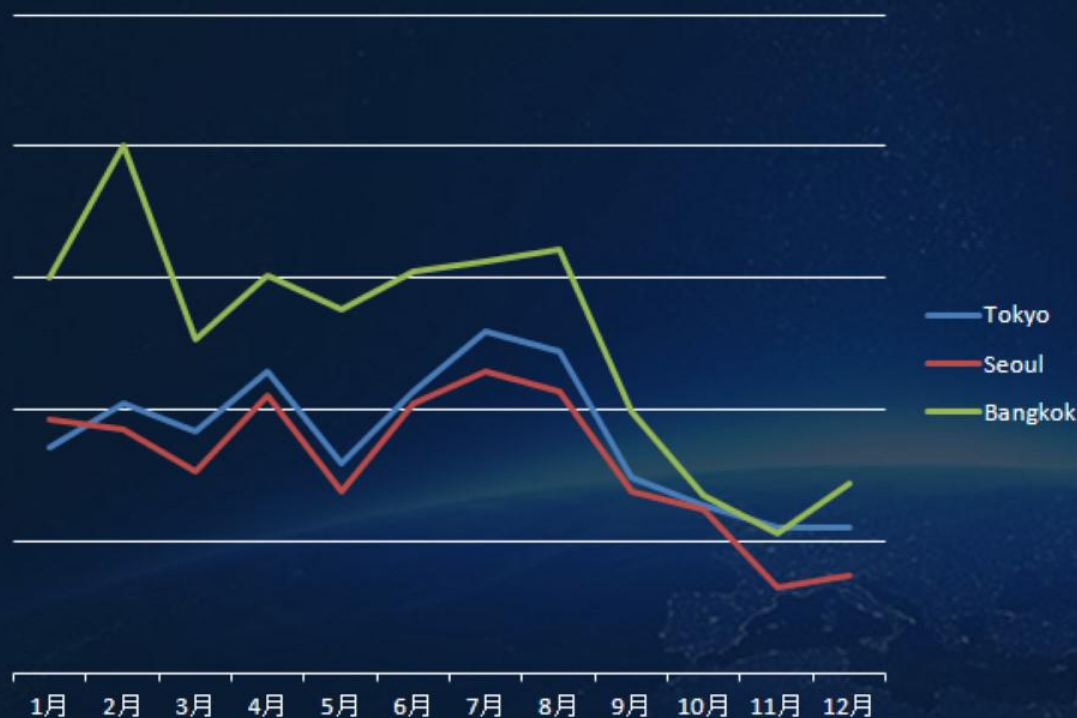
High: July and August

Coincides with summer
holiday

Next: June and February

February coincides with
Spring Festival

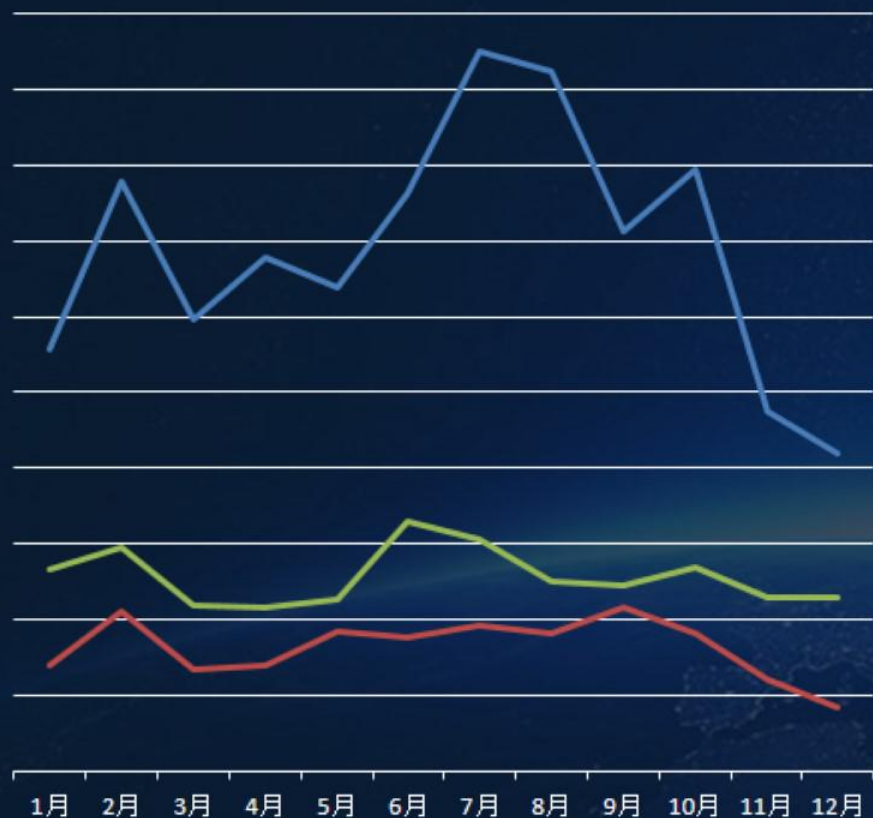
Short Haul Destinations



High Season:

- Tokyo: April, July, August
- Bangkok: February, July, August
- Seoul: April, July, August

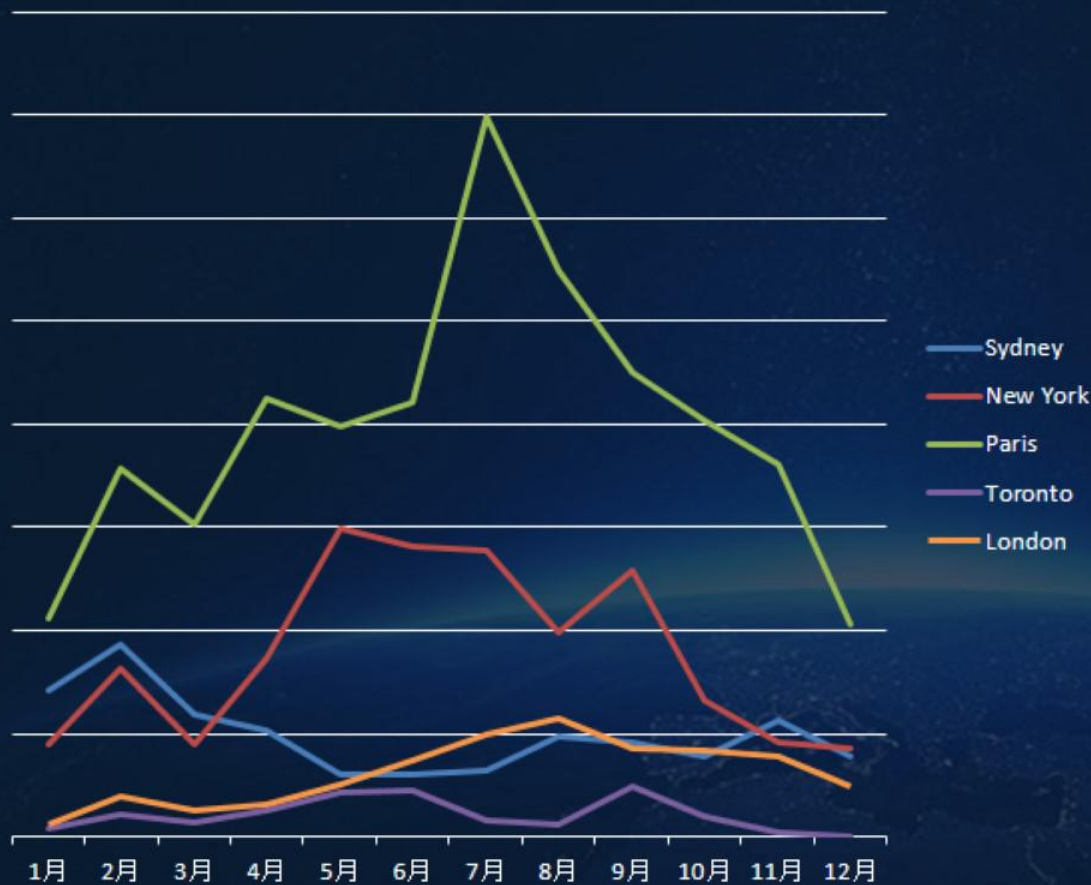
Islands



High season:

- Maldives: February, July, August, October
- Mauritius: February, October
- Saipan: February, June, July

Long Haul Destinations

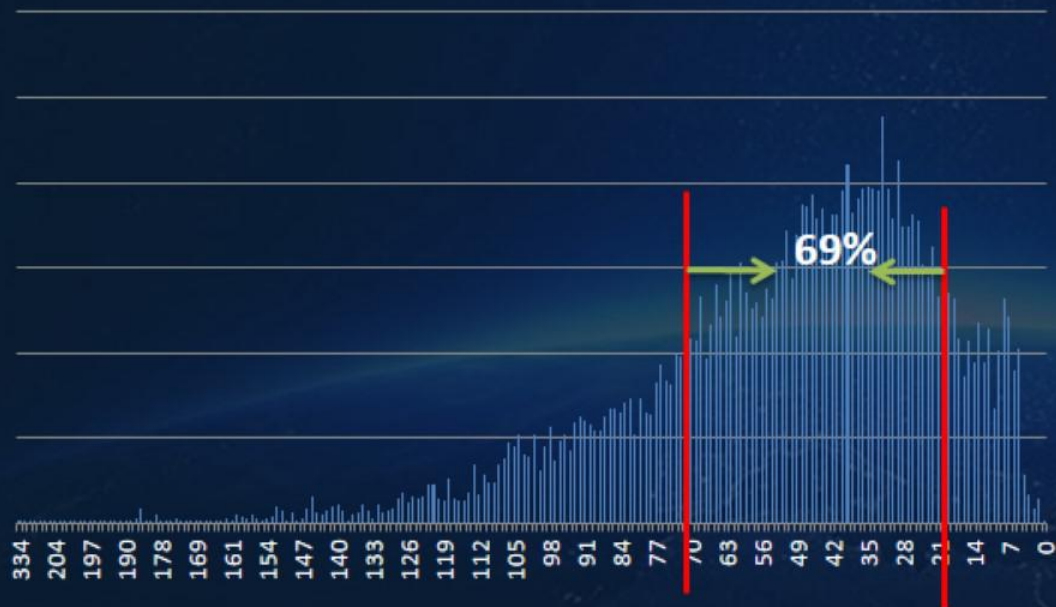


High season:

- Paris: July, August
- New York: May, June, July
- Sydney: January, February
- London: July, August, September
- Toronto: May, June, September

Gap between Booking and Departure Time

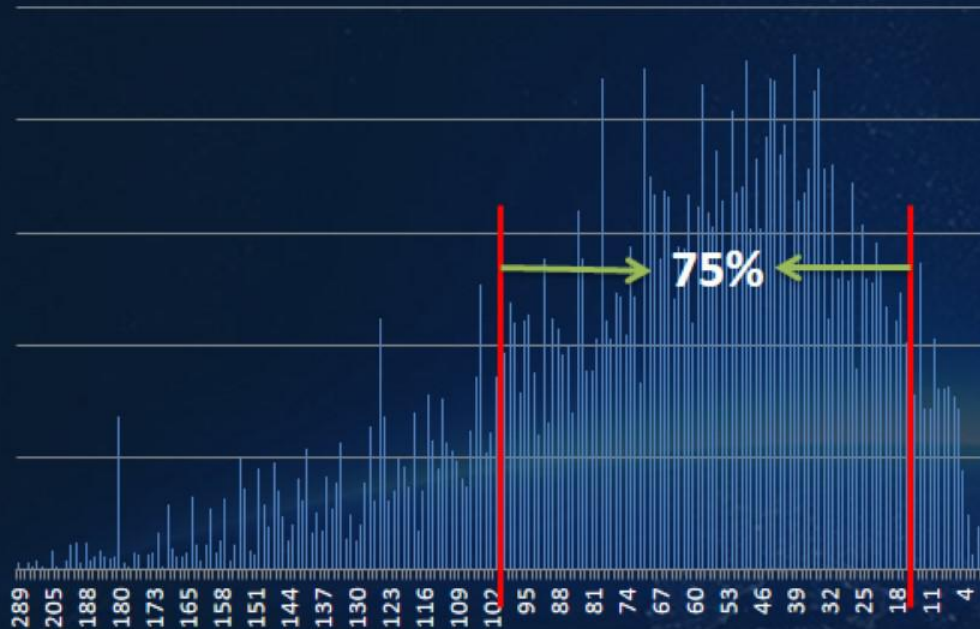
Paris



69%

21 to 71 days

Los Angeles

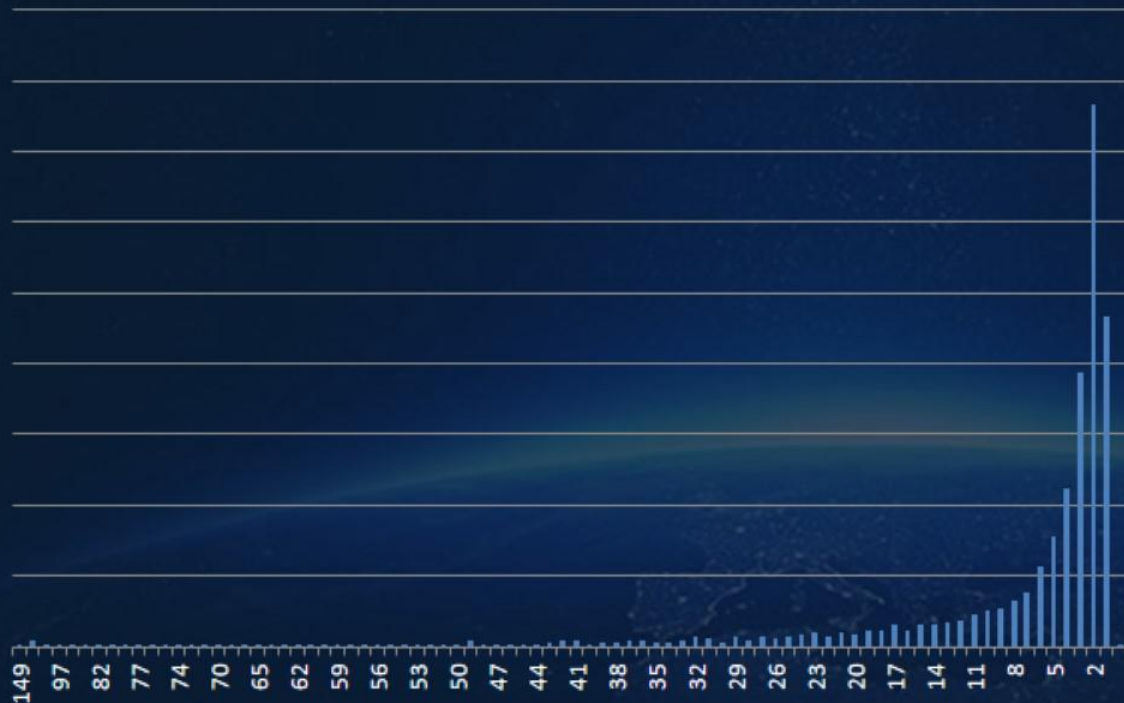


Gap between Booking and
Departure Time

75%

16 to 98 days

Macau

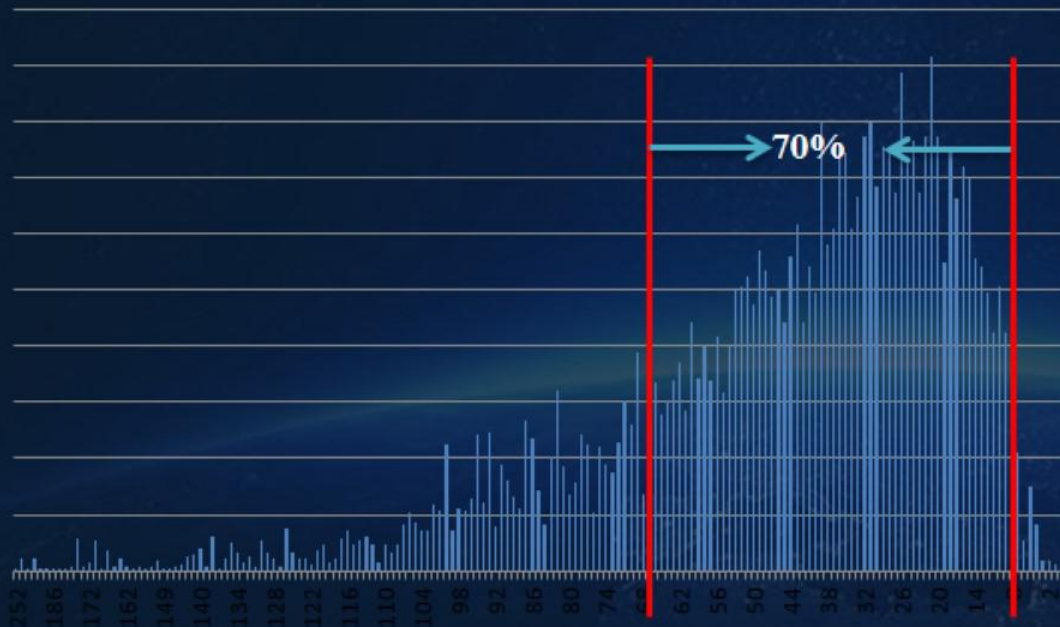


Gap between Booking and
Departure Time

75%

1 to 8 days

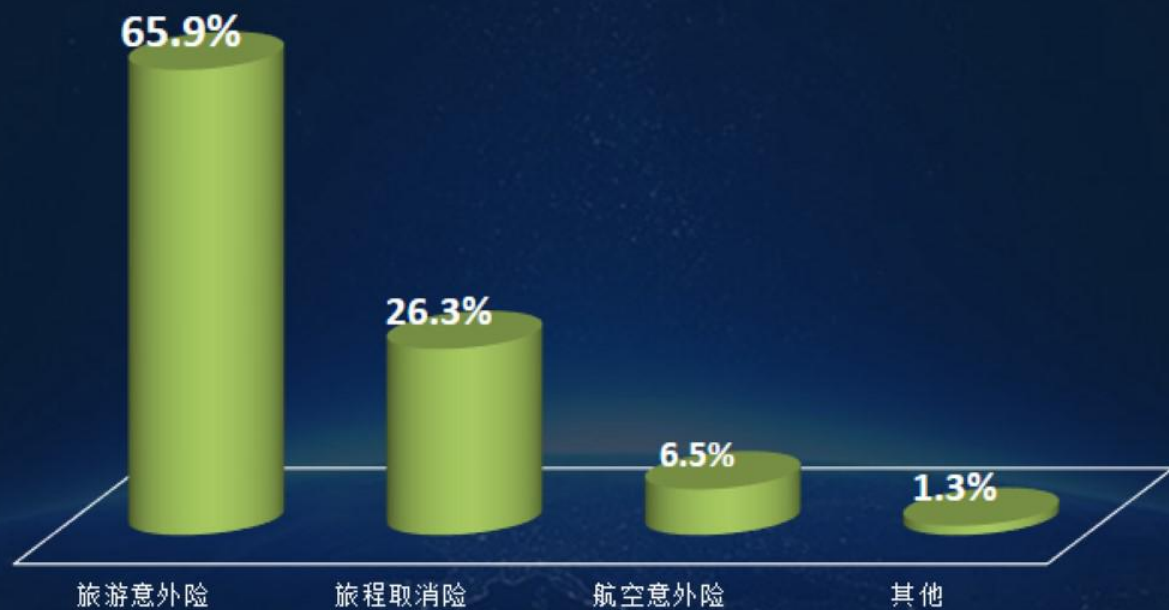
Moscow



Gap between Booking and
Departure Time

70%
8 to 68 days

Insurance



中国公民主动购买各类旅游相关保险的比例

Suggestions

- **Cooperation and development under the framework of “One Belt One Road”**
- **More attention to youth travel**
- **Promotion extended to 2nd and 3rd tier cities**
- **Work with “Tourism + Internet” Platform**



About Tuniu.com



Fast Development of Tuniu.com



Established in 2006

Listed on NASDAQ in 2014

Fast Development of Tuniu.com

No. 1 Online Leisure Travel Market Share

180+ Regional Service Centers

240+ Departing Cities

150+ Destination Countries/Regions

681m+ Served Customers

93% Average Satisfaction Rate

RMB 20 bn + Trading Volume

Rapid development of Mobile Reservation

2017年Q1

至2017年3月

Share of Mobile Reservation

APP Downloads

90%

1.04 bn



85%

2013年

2014年

2015年

2016年

Rapid Growth of Mobil
Reservation

Application of Big Data on Smart Tourism



Tuniu Data



Public Data



Big Data Cluster



Task Scheduling



User Portrait



Statistical Analysis



Real-time Monitoring



Precision Marketing

Big Data and User Profile



途牛智慧旅游云数据平台

2016海南省游客人群画像分析

海南省接待游客来源

出发城市	占全国比	出发城市	占全国比
北京	12.3%	海南	5.1%
上海	10.6%	湖北	4.9%
江苏	8.2%	四川	4.3%
广东	7.3%	重庆	4.0%
浙江	5.7%	陕西	3.9%



海南省

接待总人数同比

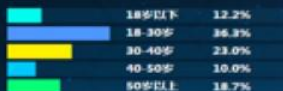
▲58.4%

44.8%

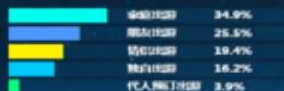


55.3%

海南省接待游客年龄分布



海南省接待游客客群类型分析



24%



76%

Thank you

