



UMS TOURISM MARKETING PLAYBOOK



THE RETURN OF THE CHINESE TRAVELLER

Uncover the latest insights on the recovery of international travel from China, along with new trends and strategies to reach prospective tourists via digital marketing and key social media platforms.





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EXECUTIVE SUMMARY



The world of travel has changed significantly in the last few years. Back in 2019, Chinese travellers embarked on 155 million international trips¹, spending \$133.8 billion on various expenses from plane tickets to luxury goods². This represented 14% of the world's foreign travel spending³. Recapturing this value during the recovery of Chinese outbound travel will be vital for tourism destinations around the world, and it underscores the significant role Chinese tourists play in the global tourism economy.

In this report we highlight the key indicators of this recovery including recent travel statistics. This is combined with insights about what Chinese tourists expect and demand now from tourism service providers, along with the digital experiences they interact with; when they are making plans, travelling and sharing the experience with friends.

UMS has worked with tourism brands, government departments and industry organisations for over 13 years, and it is a sector that we are extremely passionate about because of the strong links to related industries we work with, including education, food and beverages and luxury.

The playbook also delves into the evolving demographics of Chinese tourists, noting a shift towards younger generations like Millennials and Gen Z, who expect digital engagement, authentic experiences, and high-quality accommodations.

This demographic shift requires an updated mobile-first approach to marketing, emphasising the importance of digital platforms such as Xiaohongshu (RED) and Douyin, combined with WeChat to engage potential travellers.

We also cover the importance of a mobile-first approach and the critical need for localization to resonate with Chinese consumers. This includes optimizing for mobile usage, integrating popular payment systems like Alipay and WeChat Pay, and tailoring content to reflect local trends and preferences.

The return of Chinese tourists to international markets provides a significant opportunity for tourism operators and regional councils to re-establish and deepen connections with stakeholders and networks in China.

Join us on this journey to explore the best ways to engage tourists in 2024 and beyond.



01 CHINA TRAVEL RECOVERY

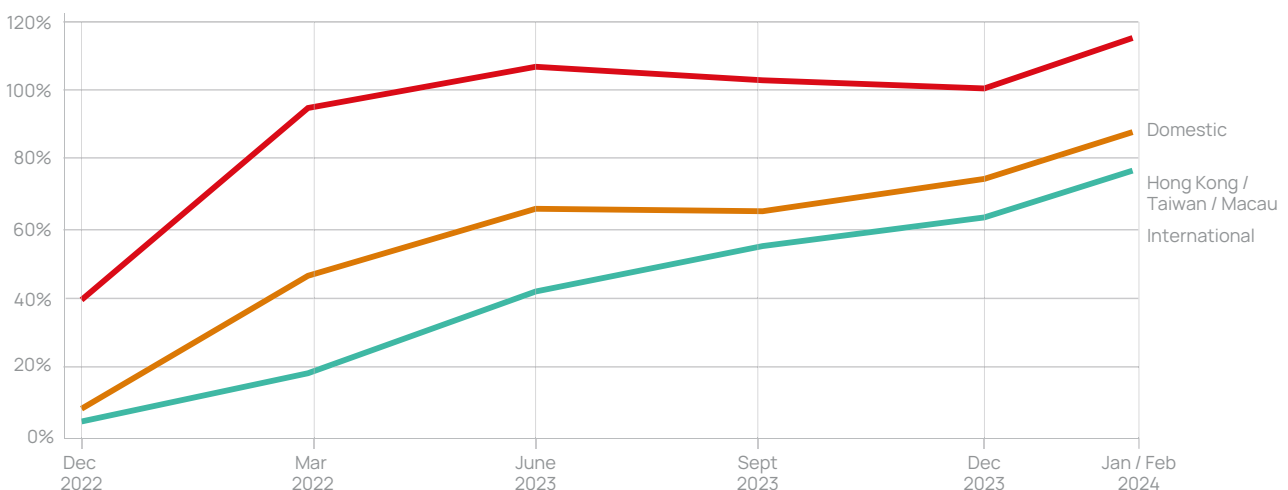
China's outbound travel sector is experiencing a steady consumer interest and recovery, fuelled by the lifting of travel restrictions, the issuance of visas and the approval of group tourist for major international destinations. Although costs are elevated, and flight capacity is limited, Chinese travellers are taking advantage of the opportunity to fly again.

More than 155 million mainland Chinese travelled abroad in 2019 before the pandemic, spending US\$133.8 billion and accounting for 14% of global tourism spending according to the World Travel and Tourism Council⁴. The highest of any nation in the world, and more than double that of tourists from the United States. The bulk of that spending finds its way to neighbouring countries, with Thailand, Japan, Vietnam the top three destinations⁵.

Millennials from China made up nearly 30% of international travellers heading further aboard, to destinations like Switzerland, Spain, the UK, and France⁶, with East Asia and Southeast Asia emerging as the top destinations for Chinese outbound tourists⁷.

During the recent Lunar New Year period, domestic China trips increased 34.4%, compared to 2023, reaching a total of 474 million trips. This was 19% above the 2019 level⁸, with outbound travel reaching 77% of 2019 levels in the Jan-Feb 2024 period⁹. Bookings for international travel on the Fliggy platform have doubled in the lead up to Golden Week¹⁰.

CHINA INTERNATIONAL TRAVEL RECOVERY: (2019=100%)



Source: McKinsey, China Brief, April 2024

During the eight-day Mid-Autumn holiday in October 2023, 826 million domestic tourists travelled around China, an 8-fold increase over the pandemic-restricted travel of 2022. Domestic tourism revenue was up 129.5% compared to 2022, and 1.5% above 2019¹¹. An average of 1.48 million daily international border crossings was recorded during Golden Week. This recovered 84% of 2019's volume but was lower than initial forecasts¹².

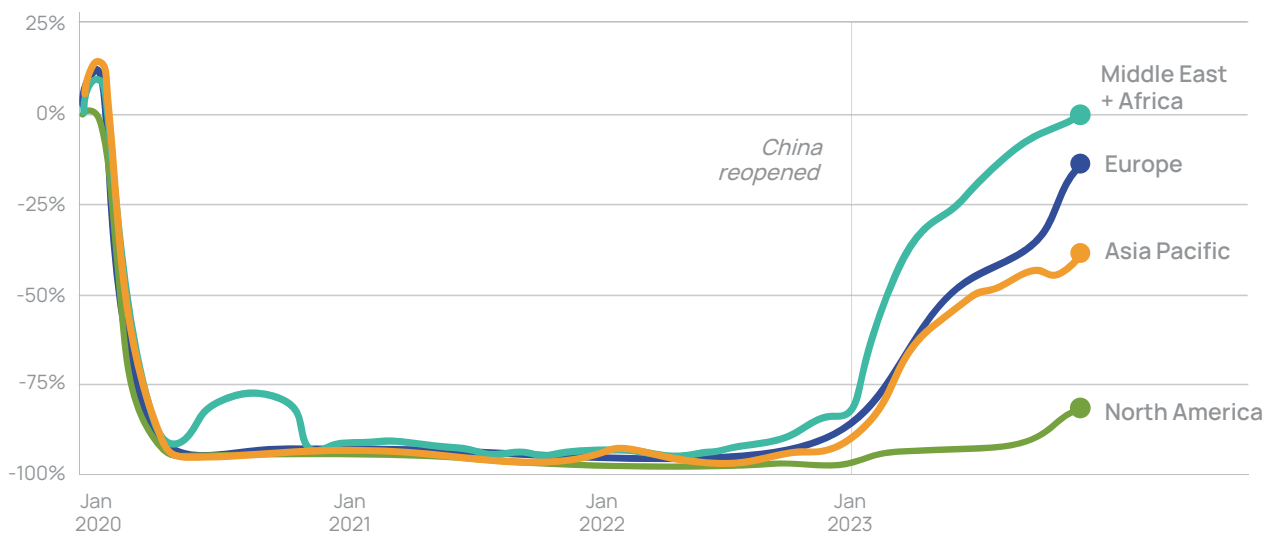


01 GROWTH OUTLOOK INTERNATIONAL

While interest and booking demand for outbound travel is returning, prices are still high. China has significantly more outbound tourists than inbound ones, and airlines aim to fill capacity in both directions to remain profitable. Fuel expenses remain elevated and airspace closures also require longer flight times from China to reach European destinations, further increasing cost¹³.

Flights from China to the USA remain low. There were only 35 flights per week by the end of 2023, compared to 340 per week in 2019, according to the Civil Aviation Authority of China. The number was boosted to 50 per week ahead of the summer season¹⁴. The number of international passenger flights was 4,782 in 2023 around 63% of the pre-pandemic level of 7,626¹⁵. The CAAC expects the level to recover well by the end of 2024¹⁶.

CHANGE IN AIRLINE SEAT CAPACITY WITH CHINA (FROM 2019 LEVELS)



Source: Bloomberg, Feb 2024

Survey data indicates that more Chinese tourists intend to travel abroad in the next 12 months, with a trend towards more frequent international trips. However, many citizens in China have had their passports expired during the COVID-19 period, leading to a backlog in renewals and visa processing delays for eager tourists¹⁷. Many have opted for domestic travel in the meantime¹⁸.

The increasing popularity of short-form videos and online social media among tourism advertisers is providing a boost for many destinations. These two promotion methods account for 39.9% and 16.1% of the advertising market share in China, respectively¹⁹.



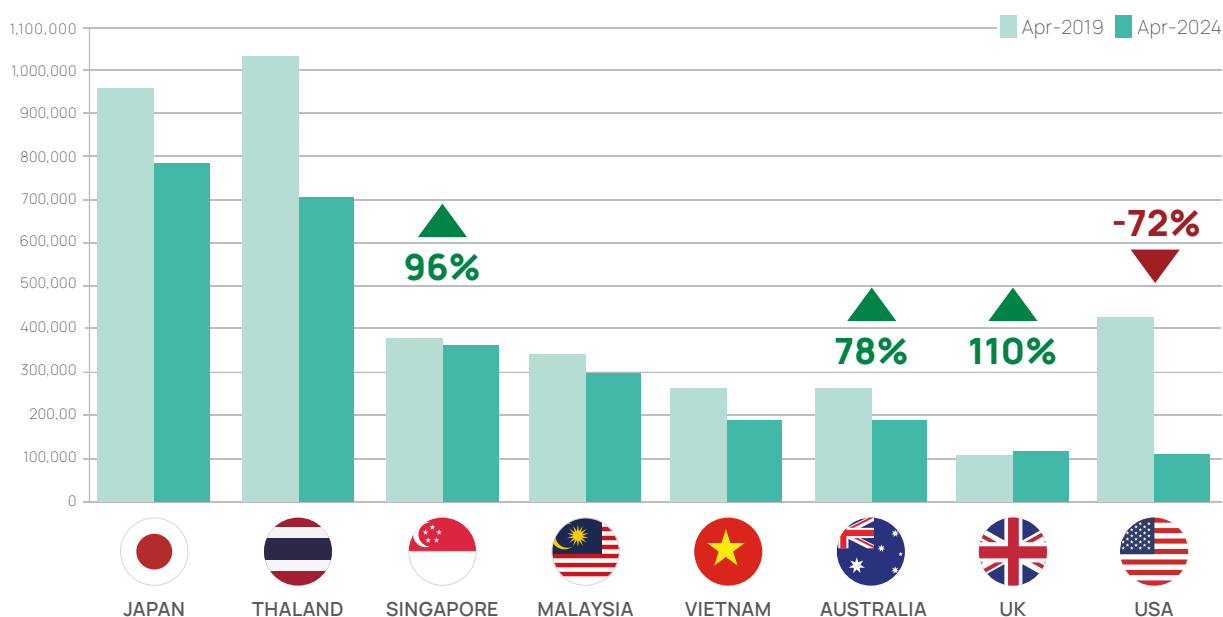
01 GROWTH OUTLOOK ASIA-PACIFIC

Increased flight times to Europe, reduced capacity to North America and persistently high prices are benefiting destinations closer to China. Japan, Thailand, South Korea, and Hong Kong remain the most popular destinations for Chinese tourists, but Singapore, Malaysia have been gaining interest²⁰. This has been boosted with the introduction of visa-free travel.

The Ministry of Culture and Tourism in China is aiming to optimise outbound tourism and has released updated Approved Destination Status lists for group tours and 'flight + hotel' services. An important step for recovery, around 60% of pre-pandemic spending by Mainland Chinese tourists was on tour packages abroad.

China's main airlines are also eager to increase promotions and recover quickly. Guangzhou based China Southern Airlines recently offered an all-you-can-fly winter-spring promotion, for unlimited flights to mostly Asia destinations, for just 1,999 yuan²¹. In February the airline also increased its daily flights to Singapore and Kuala Lumpur to four flights per day.

AIRLINE CAPACITY RECOVERY: TOP CHINA MARKETS (by seats)



Source: China Aviation Data, OAG, <https://www.oag.com/china-aviation-market-flight-data>

Cold winter months and sweltering summers prompt travellers to seek out 'counter-season' travel options nearby in the southern hemisphere²³. The number of Chinese visitors arriving in New Zealand is recovering slowly but dropped from 407,000 per year in 2019 to 105,000 by September 2023²⁴. The country now has direct flights to six cities in mainland China²⁵.

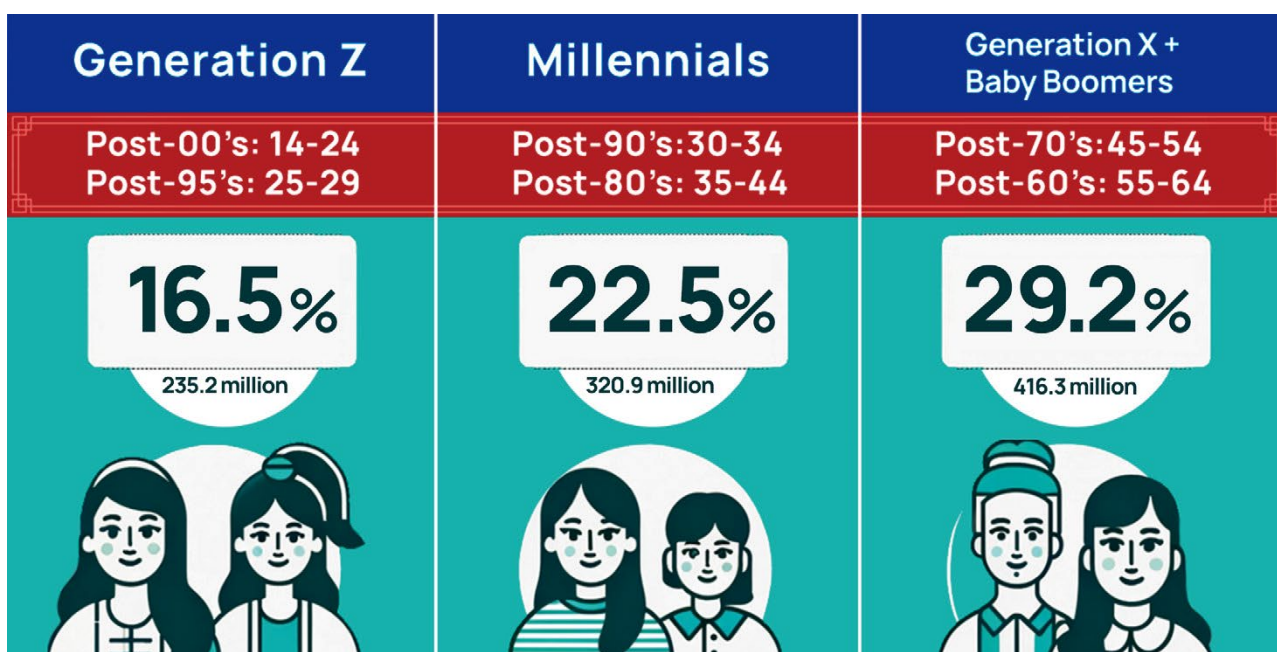
By March this year, flights from China to Australia returned to 78% of their pre-pandemic capacity and agreements are progressing to deliver increased flight capacity²⁶. There is also a growing interest in exploring the Pacific Islands. 125,000 Chinese visited in 2018, and this is expected to reach almost a million per year by 2040²⁷.



02 CHANGING DEMOGRAPHICS

The demographics of Chinese outbound travellers is trending towards younger generations, including Gen Z and Millennials. The bulk of Baby Boomer tourists will travel shorter distances but will still make up significant numbers of international visitors. In China, the generations are often referred to by the decades in which they were born:

CONSUMER GENERATION COMPARISON IN CHINA



Source: Statista 2024 Population Data

During the Chinese New Year in 2023, the main consumers at a major Duty-Free group were Millennials (Post-90s & Post-80s)²⁸. This demographic is likely to dominate outbound travel, due to disposable income and growing interest in international experiences. They tend to prefer destinations like Japan, Thailand, and the United States, due to the ease of travel and cultural attractions these locations offer.

Gen Z (Post-00s + Post-95s) is a rising demographic in outbound travel from China, and over half now aged between 18 and 34. They prioritize digital engagement and seek distinctive, authentic experiences. Less interested in saving, they enjoy in high-end travel experiences and seek options beyond traditional favourites like Bali and Tokyo²⁹.

Baby Boomers (The post-60s) generation still play a notable role. Benefiting from China's economic surge, this wealthy cohort is keen on travel for leisure and cultural experiences, emphasizing comfort and quality. They are likely to focus on cruise travel but will make up a smaller portion of outbound tourists compared to other generations³⁰.



02 PREFERENCES AND TRAVEL TRENDS

Travellers from China have a sophisticated and evolving set of preferences regarding accommodation, food, and activities when they go abroad. The senior segment of travellers, aged 55-65, prefer culture, sightseeing, and health-themed trips, aligning with a broader trend towards experience-driven travel. They are poised to spend significantly on entertainment, food, and shopping, looking for unique offerings.



Chinese travellers are increasingly looking for accommodations that feature local and cultural elements, signalling a demand for high-quality and authentic experiences. There is a noted preference for independent travel accommodations, with many seeking out boutique hotels, bed and breakfasts, and Airbnb over international chain hotels³¹.

Food plays a central role in the travel experience of Chinese tourists, who identify as "foodies." They express a strong interest in sampling and photographing local cuisine, as well as fine dining options. Culinary tourism is becoming increasingly popular, with travellers eager to visit the sources of ingredients and learn about the local food culture directly from producers.

They seek immersive experiences like theme parks, cultural activities, water sports, snow sports, and shows, aiming for authenticity and quality in their engagements. There's also a growing interest in exploring architectural diversity and historic narratives, as well as enjoying the night economy, which contrasts the daytime offerings of a city.

The popularity of sport and outdoor activities has been steadily on the rise. This trend was highlighted after the Beijing Winter Olympics and the 19th Asian Games, held in Hangzhou during Golden Week in 2023 after being postponed in 2022³². Travel providers may combine and promote outdoor event-related packages, to leverage the outdoor and nature pursuits available in key destinations³³.



02 EXPECTATIONS AND REQUIREMENTS

1.DIGITAL PAYMENTS: Embracing Chinese mobile payment options simplifies transactions for Chinese tourists. When using Alipay or WeChat Pay, customers are charged in Yuan, while merchants receive payment in their local currency. This convenience eliminates the need for currency exchange and integrates seamlessly with your existing bank account.

2.QR CODE SYSTEM: Setting up the WeChat QR code system, offers a frictionless payment experience. Customers scan the QR code and pay instantly with their phones in RMB, while the business receives funds in the local currency. This convenience can set a business apart and attract Chinese tourists who prefer familiar payment methods. The QR code is also used to 'follow' the business on an official WeChat account.



3.LOCALISATION AND SIGNAGE: Correct translation of menus and signage is only the first step. Localisation requires explanations of a company's history and value proposition to be explained and described well in Chinese by a native speaker. Displaying new, updated "WeChat Pay/Alipay" signs can draw in Chinese tourists. Such visibility can be a significant draw for Chinese visitors looking for familiar transaction methods abroad.

4.FAMILIAR TERRITORY: Tailoring your services to meet the cultural preferences of Chinese visitors can be highly beneficial. For hospitality venues, offering culturally familiar dishes or providing amenities like Chinese TV channels and hot drinking water can be very well received. Cross-cultural training for staff is vital to give them the confidence to welcome groups of new visitors.

5.ONLINE DISCOVERY: Fine-tuning your services to accommodate Chinese customer preferences can lead to greater satisfaction and enhance a business's reputation online, especially on Chinese social media. Consider including features that resonate with Chinese cultural habits, such as photo opportunities in restaurants or familiar snack options and aim to increase visibility on popular platforms like Meituan.



03 KEY PLATFORMS AND STRATEGIES

A range of important social media platforms in China are vital for promoting travel experiences and destinations. We have covered these extensively in our **China Social Media Platforms Guide**. Download it from our website to find out more. Here are the top 3 most active platforms for Chinese travellers to find inspiration and share their journey:



Xiaohongshu uses the slogan 'Mark your life', and aims to become a lifestyle community for young people. It was launched in 2013 and has since grown to over 260 million monthly active users, with the majority being female Millennials from Tier 1 and Tier 2 cities.

Also known simply as 'RED' (meaning popular and lucky), Xiaohongshu is not just a social media platform, but a major search engine and ecommerce platform that allows users to purchase products and share shopping experiences. It is a key player in the social landscape, with a similar level of brand power that Instagram has in the West.



Douyin is a short-form video platform that was launched by ByteDance in China in 2016. It has grown to become one of the most popular social media platforms in China. The short videos match the attention span of young audiences, but as they grow into consumers, it is a vital platform to engage them.

TikTok is the Western, separate version of Douyin. TikTok was launched internationally in 2017 after a merger with the platform Musical.ly. Both Douyin and TikTok started as a space for music, dancing and singing videos but have now diversified into every kind of topic online. Professional influencers gather huge followings on the platforms.



WeChat is the most popular messaging app in China, made by the tech company Tencent. It combines a range of features with social media and payment options for goods and services, including utilities, travel and healthcare. It has become a "super-app" for users of all ages in China and is also available in a desktop version.

This allows users to stay engaged throughout their workday, messaging colleagues in group chats, and checking in with individual family members. It has become an essential tool for brands looking to reach a large and engaged audience in China and is a vital tool for brands to have an "official presence" online in China.

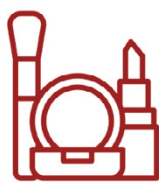


03 INFLUENCER MARKETING ON RED

INFLUENCERS: KOLs and influencers with an established following are seen as trustworthy and reliable by their followers, which can make collaborations very effective. Brands often work with KOLs to co-create sponsored content, product reviews or endorsements, to grow awareness and engage new followers via trusted recommendations.

BRAND COLLABORATIONS: Because endorsement from popular KOLs can be expensive, working with smaller "Key Opinion Consumers (KOCs) can provide an excellent opportunity to co-create content with smaller influencers that are often publishing new content daily.

UGC + POPULAR CATEGORIES: User-generated content that is published in key categories on RED automatically attracts more likes and shares as the algorithm picks it up and promotes it further. Brands can leverage this to create aligned content that is linked to popular go-to categories.



COSMETICS



FASHION



FOOD



TRAVEL



MATERNITY



HEALTH

THE SOCIAL COMMERCE CYCLE

Purchasing, reviewing, sharing, commenting, searching and discovery create a reinforcing 'Social Commerce Cycle' that can help products and entire categories to go viral when new trends arrive.

This can be highly beneficial for destinations and hospitality venues, as creators share their experiences via posts on social media.

For more on The Social Commerce Cycle, download our [China Social Media Platforms Guide](#) at our website.



Source: United Media Solution: China Social Media Platform Guide



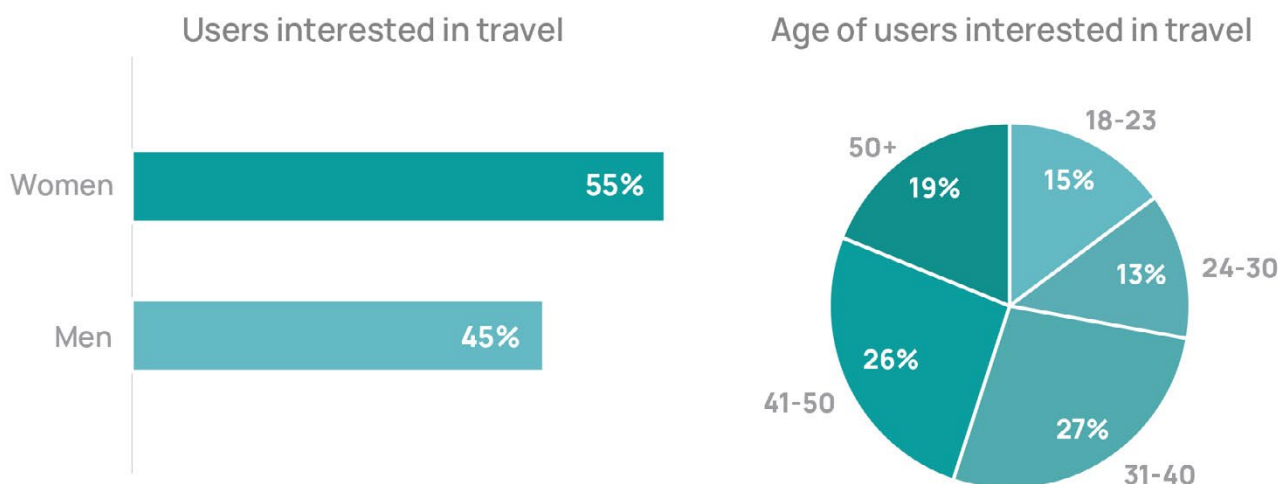
03 RISING TOURISM ENGAGEMENT ON DOUYIN



Video content of visually interesting travel destinations is highly engaging, and a key platform for this is Douyin, the sister app of TikTok. Research conducted by Giant Engine City Research Institute in 2023 revealed fresh trends in travel engagement on Douyin. It highlighted evolving travel interests among users and how tourism brands are strategically responding to these changes.

Travel demand increased on Douyin in 2023, with over half of the users surveyed (55.3%) more eager to travel than last 2022 and 64% planning trips. A significant 16% aimed to boost their outbound travel in 2023. This is underscored by a 300% increase in travel-related searches early in the year and a notable rise in travel influencers on the platform³⁴.

TRAVEL INTEREST ON DOUYIN



(Source: Douyin 2023 Travel industry white Paper)

The report highlights a 13% year-on-year growth in travel interest across Douyin's 407 million users, predominantly women and notably across both millennials and Generation X. This demonstrates a shift from its traditionally post-90s user base to a more diverse age demographic engaging with travel content. This is likely to continue as the platform becomes more popular in China, alongside Tik Tok's popularity in Western Markets.

The emergence of new traveller profiles, such as "new parents" who prioritize child-inclusive travel and have higher budgets, is shifting market dynamics. Traditional and innovative travel experiences, including red tourism and immersive activities, are attracting hundreds of millions of views on Douyin.



03 TRAVEL INFLUENCERS ON DOUYIN



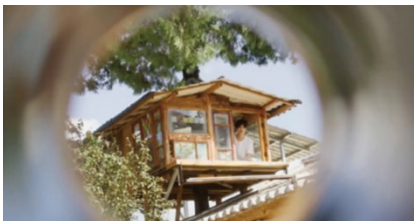
Douyin has emerged as a vital content platform for cultural tourism, with travel content creators now accounting for a significant portion of the platform's content. The role of travel experts, defined as creators with over 10,000 fans, has become pivotal, with 38,000 such influencers on Douyin driving the global tourism and self-driving travel content.



KIKI (@房琪KIKI): 23 million followers

Known for using poetic idioms to describe travel destinations and collaborating with domestic brands. She released her first travel diary book in October 2022, quickly selling over 500,000 copies.

[Profile Link](#)



Muqi (@木齐): 5.8 million followers

He creates fast-paced videos offering travel tips including restaurants must visit locations. As romantic wanderlust storyteller, he aims to find the best place to capture the sunset wherever he visits.

[Profile Link](#)



Captain Han (@韩船长漂流记): 10 million followers

37-year-old Captain Han Travels the world by sea, sailing his own yacht. He engages in extreme sports, resonating with young audiences seeking and new and adventurous experiences.

[Profile Link](#)



Betty (@何香蓓Betty): 3.8 million followers

As a university student Betty started world travel by borrowing \$4000 from her parents. Relatable and authentic, she shares inspirational content, including her camper van conversion.

[Profile Link](#)



September (@江寻千(九月)): 12 million followers

A former game designer who provides deep dives into Chinese culture through her travel videos, along with the 'guochao' trend of dressing in the local and ancient styles of clothing to express national pride.

[Profile Link](#)

Source: Jing Daily³⁵



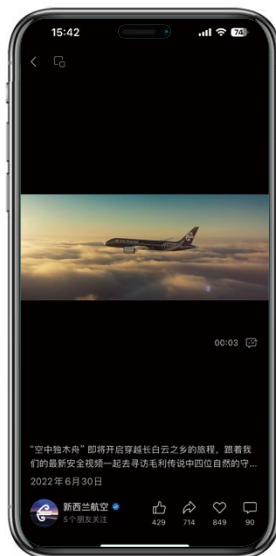
04 MOBILE FIRST AND LOCALISATION

For travel brands to engage Chinese market, a mobile-first strategy for web content is essential. Almost all Chinese internet users access the web via smartphone and they expect travel promotional websites to be optimized for mobile. This includes responsive design, fast loading times, vertical video content with Chinese subtitles, and seamless integration with Alipay and WeChat Pay³⁶.

Localisation is vital to adapt content to resonate with Chinese consumers. This means understanding the nuances of various city tiers. Lower-tier cities may have a stronger preference for group tours due to their collective culture and different economic considerations. In contrast, travellers from higher-tier cities often lean towards Free Independent Traveller (FIT) experiences, valuing personalized and exclusive adventures with more premium pricing³⁷.



AJ Hackett RED promotion



Air New Zealand WeChat promotion



Alipay payment screen



WeChat Pay payment screen

Localizing content can also include aligning with Chinese social norms, values, and expectations. Content can aim to reflect local trends and tastes, from culinary preferences to preferred travel experiences. It can also include using popular Chinese digital marketing practices, such as KOL endorsements, QR code integrations for promotions, and leveraging big data to offer tailored recommendations³⁸.

A user experience that feels native to Chinese consumers, including customer service through preferred Chinese platforms and offering local payment options will help drive engagement and sales. It is important to maintain brand consistency and integrity to ensure that the core message of the brand is not lost in translation, but adapted effectively.



04 Baidu SEO AND SEARCH ADVERTISING

Baidu Search advertising is a helpful component of digital marketing strategies for brands looking to gain exposure in China. Baidu prioritises local content, therefore having a Chinese domain (.cn) and hosting the website locally is important to rank well. Chinese keywords and meta-tags must be included, and content must be regularly updated.

Baidu offers a Pay-Per-Click (PPC) advertising model, similar to Google's AdWords/AdSense. These ads are displayed at the top or bottom of the search results, giving immediate visibility. Baidu's display network also allows for banner ads on websites that allow re-targeting of users based on their browsing habits and interests.



Baidu Web Search Result for "New Zealand" Example

Search Result for "Australia Holiday"

Air New Zealand banner ad example on a website

To maximize the use of Baidu Search advertising, brands can:

- Utilize Baidu's tools like the Baidu Keyword Planner to identify high-traffic keywords.
- Create ad content that resonates with the Chinese audience, considering cultural nuances and preferences.
- Consider Baidu's brand zone ads for a more prominent display that combines images, videos, and interactive elements.
- Analyze and adapt using Baidu Analytics to understand consumer behavior and refine advertising strategies.
- Engage with Baidu Baike (Baidu's version of Wikipedia) to enhance brand visibility and credibility. Incorporate Baidu Tuiguang (Baidu's PPC platform) for targeted ad placements.



04 ONLINE TRAVEL PLATFORM TIPS

Consumers in China head to Online Travel Agencies (OTAs) as their first point of research for overseas travel³⁹. Only selected international destinations are approved for group tours out of China, to help ensure quality and safety. However Free Independent Travellers (FITs) often pick from the same list of destinations, and the best offers can be found on the most popular platforms.

ONLINE TRAVEL AGENCIES (OTAs)



CTRIP



QUNAR



FLIGGY

SOCIAL TRAVEL PLATFORMS



DIANPING



MAFENGWO

Ctrip was founded in 1999 and has the largest market share. Qunar, founded in 2005 literally means "Where to go" in Chinese, and the Alibaba backed Fliggy was launched in 2016. The best way to gain visibility in the Chinese market involves a blend of strategic display advertising on social media and search, paired with and exclusive OTA promotions.

- **Provide Personalised Offers:** Use data analytics to provide customized recommendations and promotions, especially on Fliggy, to tap into the personalised travel planning trend.
- **Promote on Key Social Travel Platforms:**
 - **Dazhong Dianping**, likened to Tripadvisor and Yelp, is an influential platform for consumer reviews and can boost brand visibility. Since Dianping is integrated with social media, leveraging Key Opinion Leaders (KOLs) and Key Opinion Consumers (KOCs) on this platform can drive customer engagement.
 - **Mafengwo**, also known as China's "travel bible" is a platform popular for its user-generated travel content but it also includes an ecommerce section to offer tailored products. Brands can create authentic, detailed content including travel guides and visual storytelling to engage the community.
- **Utilise User-Generated Content:** Encourage visitors to share their experiences on Qunar and key social media platforms. Highlight positive reviews and ratings to build trust and authenticity, leveraging the Chinese preference for peer recommendations.
- **Incorporate Mobile Payments:** Integrate Alipay and WeChat Pay with any OTA offers, even if it is just for a deposit payment. The ease of mobile payments is a strong draw for Chinese travellers and can give your brand a competitive edge.



04 KEY TIPS FOR ENGAGING THE CHINESE TRAVELLER

- **1. DIGITAL AND MOBILE ENGAGEMENT** Prioritise mobile-first content and ensure all digital platforms are optimized for mobile use, as most Chinese internet access is via smartphones.
- **2. LOCALISATION AND CULTURAL RELEVANCE** Tailor content to reflect local trends, preferences, and cultural nuances important to Chinese tourists. Including translated content accurately and providing culturally familiar amenities and services.
- **3. AUTHENTIC EXPERIENCES** Highlight and promote authentic and unique travel experiences, catering to the growing demand among younger Chinese travellers, particularly Millennials and Gen Z, for distinctive and immersive travel experiences.
- **4. INTEGRATION OF PAYMENT SYSTEMS:** Incorporate popular Chinese mobile payment systems like Alipay and WeChat Pay to offer seamless payment experiences, catering to the expectation for convenience and security in transactions.
- **5. SOCIAL MEDIA PRESENCE** Establish a strong presence on key Chinese social media platforms such as Xiaohongshu (RED), Douyin, and WeChat, leveraging these platforms for marketing and engagement with potential travellers.
- **6. USER-GENERATED CONTENT** Encourage user-generated content to build authenticity and trust, showcasing real experiences from fellow travellers on social media platforms.
- **7. INFLUENCER COLLABORATIONS** Partner with Key Opinion Leaders (KOLs) and Key Opinion Consumers (KOCs) on platforms like RED and Douyin to co-create content that resonates with the target audience and utilises their existing trust and influence.
- **8. OPTIMIZE FOR BAIDU** Enhance visibility on Baidu by using local content, Chinese domains, and targeted keywords. Explore Baidu's PPC ads for top search result placements, increasing brand visibility among Chinese travellers.
- **9. LEVERAGE OTAS** Partner with Chinese OTAs with their vast reach to offer tailored travel deals. Capitalize on strategic advertising on these platforms to attract Free Independent Travelers (FITs) seeking personalized experiences.



CONCLUSION

Wrapping up our insights into the recovery of Chinese outbound tourism, it's clear this isn't just a simple rebound in activity, it's a gateway to new opportunities in the global tourism market. The key is to tap into the dynamic shifts in Chinese travel behaviour around the world, and digital platforms over the longer term.

To connect well with this new wave of Chinese tourists, especially the younger, tech-savvy crowd, we must think beyond traditional travel offerings. New visitors are after authentic, memorable experiences that stand out in a social media feed. So, a mobile-first approach is essential, along with ensuring all points of sale are compatible with popular payment apps like Alipay and WeChat Pay.

Having a strong presence on key Chinese social media platforms like WeChat, Xiaohongshu, and Douyin is extremely helpful. These platforms are where cultural and consumer trends emerge and conversations around travel aspirations are shared between peers. Being actively engaged here allows brands to tap into the evolving interests of potential travellers, ensuring your brand becomes a part of their travel narrative.

Similarly, search visibility on Baidu is still very useful for reaching outbound Chinese tourists. Optimizing for Baidu means not just translating content but also mastering China-specific SEO strategies to ensure your brand captures attention in search results.

Leading Chinese OTAs such as Ctrip and Fliggy are trusted by Chinese travellers, making them key partners in delivering tailored travel experiences that cater to specific tastes. By aligning your offerings with the preferences of Chinese tourists through these OTAs, your brand can gain heightened visibility in a crowded marketplace.

By blending tech-savvy solutions with a keen understanding of cultural nuances, we can create a travel landscape that's not only welcoming, but also deeply engaging for Chinese travellers, paving the way for a richer, more connected global tourism ecosystem.

We look forward to continuing this journey with you.



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ABOUT UMS:

United Media Solution (UMS) specialises in helping overseas companies connect their brands and products with Chinese consumers. With offices in Auckland, Melbourne, Sydney, Shanghai and Ningbo, UMS has worked with a range of companies across food, beverage, tourism, education and other sectors to help their businesses succeed in the competitive China market.

