The survey showed that more than a third of Chinese tourists considered travel as important as love and marriage, family wealth, career development, learning and education, health care, and child growth. It was significant in improving the index of the quality of life and people’s well-being.

We could see the heartfelt enthusiasm of Chinese tourists to travel. With the continued growth of per capita income, and as Chinese economy gradually entered the post-industrial era and an era of science and technology innovation, business model innovation and the Internet+, tourism has become a pillar industry in China’s social and economical development. Meanwhile, the Chinese public attached growing importance to the multiple benefits of tourism and more and more people chose to travel abroad. The growth momentum of China’s domestic and outbound tourism would be high over a long period of time. It not only brought new prosperity of the tourism industry in China, but also posted new opportunities and challenges for the development of tourism in breadth and depth.
The footprints of Chinese outbound tourists were found in every corner of the world between 2014 and 2015. Asian cities were still most chosen destinations by Chinese outbound tourists (77.67%), followed by European cities (32.07%) and American cities (20.29%).

South Korea and Japan were most popular in Asia. They were followed by cities in Southeast Asia. In Europe, France, Britain and Italy were most visited, and in America, it was the United States. According to the survey, cities with direct flight were most visited by Chinese outbound tourists. The reputation of the flights also had a direct impact on tours to these destinations.

**With the growth in income, the destination of Chinese tourists gradually expanded from Asia to the world**

Asia is a preferred choice of Chinese outbound tourists, but as their incomes rose, they tended to choose middle and long-distance travel, first to Europe, then to America, Oceania and Africa. The survey showed that although the absolute number of Chinese tourists to Africa was small, the growth was prominent.

Japan, South Korea and Southeast Asian cities were most popular in short-distance travels.

The top ten cities Chinese outbound tourists chose for short-distance travels over the past year were Seoul, Bangkok, Tokyo, Osaka, Nagoya, Jeju Island, Singapore, Incheon, Kobe and Nara.

In long-distance travels, the most popular were Europe, the United States, and Australia and the top ten cities Chinese outbound tourists chose for long-distance travels over the past year were Paris, London, Sydney, Los Angeles, Rome, New York, Washington, San Francisco, Melbourne and Venice.


**Note:** This survey does not include tourists travelled to Hong Kong, Macao, and Taiwan only over the past year, or data of Hong Kong, Macao and Taiwan.
How “Word of Mouth” Influenced Outbound Travel Decisions

“Word of mouth” played an important role when Chinese outbound tourists chose their outbound travel destinations. Before travelling abroad, 74.64% of Chinese tourists would join relevant WeChat, QQ groups or forums for tourist information, and 44.12% would turn to friends or family for advise.

“Communication” has become a norm behavior of Chinese outbound tourists after travelling abroad. With the penetration of Internet, especially mobile Internet, in China’s outbound tourists (90.52% and 84.40% respectively), forms of communication became even more diverse.

WeChat and microblog were most used by Chinese tourists to disseminate travel information, followed by “verbal recommendation” to others. Travel notes and blogs were also indispensable in this effort.

How Chinese Outbound Tourists Relyed on “Word of Mouth”

<table>
<thead>
<tr>
<th>Rely on “the Internet”</th>
<th>74.64%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rely on “word of mouth”</td>
<td>44.12%</td>
</tr>
</tbody>
</table>

Communication Behavior of Chinese Outbound Tourists after Their Tours Abroad

| Release information via microblog or WeChat | 87.05% |
| Create and release images and data | 67.23% |
| Post travel notes at forums or blogs | 65.30% |
| Recommend to others | 77.60% |

How Chinese Tourists Enquired and Got Tourist Information

Over half of Chinese outbound tourists would query attractions, restaurants, lodging and shopping information before travelling abroad. The name of cities and attractions were keywords for enquiry.

- Shopping information more enquired by tourists to Japan and South Korea
- Dining information more enquired by tourists to Southeast Asian cities
- Transport more enquired by tourists to cities in Europe and America
- Security information more enquired by tourists to Africa

Chinese Outbound Tourists Information Search Category

| Attractions | 67.04% |
| Catering | 62.03% |
| Accommodation | 53.34% |
| Shopping | 51.66% |
| Traffic | 47.98% |
| Customs/Festivals | 43.33% |
| Entertainment | 31.19% |
| Security | 28.77% |

Chinese Outbound Tourists Information Search Keyword

| City name | 74.97% |
| Attraction name | 66.25% |
| Shopping, food | 50.56% |
| Travel tips/journal | 48.47% |
| Attraction type | 39.94% |

Source: Ipsos
Among the diverse access to information, Chinese outbound tourists chose domestic tourism websites most for outbound travel information.

Travel agents or their official websites were more used by tourists to Japan and South Korea.

Domestic tourism websites were more used by tourists to Southeast Asia.

Promotion by outbound tourist cities and websites of travel agencies abroad were more used by tourists to Europe, America and Africa.

Chinese Outbound Tourists Information Query Channels

- Domestic website on travel: 69.29%
- Travel agency or its website: 58.10%
- Friends and relatives: 44.12%
- Social media such as microblog and WeChat: 38.15%
- Overseas travel agency official website: 27.04%
- Travel books/encyclopedias: 20.85%
- Other travel website: 20.42%
- Travel exhibition/brochures: 20.17%
- Promotions by cities abroad: 17.92%
- Foreign government website: 16.56%

Source: Ipsos

Chinese outbound tourists most expected that cities abroad provide official website in Chinese, followed by official microblog/WeChat in Chinese.

Recommendations of Chinese Outbound Tourists for Information Dissemination Channels

- Provide official website in Chinese: 60.40%
- Provide official microblog/WeChat in Chinese: 45.10%
- Develop APP in Chinese: 36.68%
- Use travel website: 31.35%
- Organize promotional activities: 30.51%
- Use portals: 25.35%
- Use website of travel agency: 23.84%

Source: Ipsos
Chinese Outbound Tourists’ Choice and Preference of Travel Insurance

The survey revealed that nearly a third (32.36%) of Chinese outbound tourists worried about their personal and property safety when travelling abroad, followed by medical assistance (19.17%) when they got ill.

Fortunately, the vast majority of Chinese outbound tourists have recognized and accepted travel insurance products.

In terms of purchase reasons, most bought insurance for prevention of various risks (72.11%).

In terms of purchase channels, most were purchased or sent as a gift by travel agencies or websites (66.68%), followed by buying via insurance companies (30.82%).

In terms of insurance types, most were liability insurances bought by the travel agency (64.88%), followed by accident payments insurance (38.70%) bought by tourists themselves.

In terms of insurance companies, tourists chose Chinese insurance companies more than foreign insurance companies, or 72.73% and 20.66% respectively.
Chinese Outbound Tourists’ to Choices and Preferences of Travel Agencies

86.10% of Chinese tourists chose group or independent tours provided by travel agencies in outbound travelling between 2014 and 2015.

Travel agency’s official website was most used by Chinese tourists to book tours, followed by the outlets of travel agencies.

More than 85% of Chinese tourists would still choose various kinds of tourism products provided by travel agencies in the future. Free tour (including semi-free tour) products were most demanded, followed by group tour products.

In terms of travel agencies, the top ten travel groups, i.e., CITS and cits.cn, CYTS and aoyou.com, China Travel Service Head Office, Caissa Touristic, UTS, Springtour, CGZL, Ctrip were most chosen by Chinese outbound tourists.

Credibility, quality of local guides, travel schedule and tour programs of the travel agency were most concerned by Chinese outbound tourists.

Source: Ipsos

Chinese Outbound Tourists’ Tour Booking Channels

- Travel agency website: 51.75%
- Travel agency outlet: 30.24%
- Book online from travel destination: 7.60%
- Book online from other institutions: 5.96%
- Book from outlets of other institutions: 2.49%
- Other channel: 1.96%

Source: Ipsos

Chinese Outbound Tourists’ Intentions for Future Travels

- Free tour: 34.35%
- Group tour: 28.67%
- Semi-free tour: 21.10%
- Independent travel: 13.96%
- Tailored tour: 1.93%

Source: Ipsos