

Chinese International Travel Monitor

2017



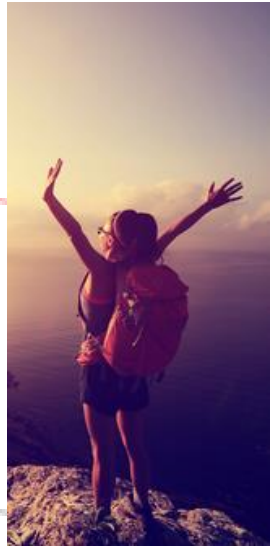
Hotels.com

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Introduction





Introduction

This is the sixth edition of the Hotels.com™ Chinese International Travel Monitor (CITM), which takes a comprehensive look at the impact on global travel by mainland Chinese travelers.

This report is based on research involving both Chinese international travelers and hoteliers around the world, combined with Hotels.com's own proprietary data and other research.

Hotels.com engaged Ipsos, a world leader in market research, to conduct interviews during May 2017 with 3,000 Chinese residents, aged 18–54 years, who had traveled overseas in the past 12 months. A computer-assisted web interviewing technology was used for the interviews and the representative sample consisted of men and women from a number of different-tiered cities.

Chinese cities are classified into different tiers based on their population, economic size and political ranking. Tier 1 includes cities such as Beijing and Shanghai, Tier 2 provincial capitals such as Chengdu, Tier 3 medium sized cities such as Zhuhai and Tier 4 smaller sized cities.

The travelers were asked about their spending patterns, travel preferences, booking methods, accommodation choices and future plans, along with many other aspects of their travel.

When analyzing the responses, travelers were divided into 4 age categories, those born after 1960, 1970, 1980 and 1990, to provide further insights into choices and preferences of different generations. Those born after 1980 and 1990 are also referred to as millennials throughout the report. This group, also known in China as the "new generation" as distinct from the "past generation" born prior to the 1980s, is increasingly driving consumption and spending patterns of Chinese travelers.

To complement this survey, Hotels.com conducted a global survey of more than 3,800 Hotels.com accommodation partners, also during May 2017.

The 38 participating countries / regions were Argentina, Australia, Brazil, Canada, Colombia, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Japan, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Poland, Portugal, Russia, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, the UK, the USA and Vietnam.

Figures on spending, including prices paid for hotel rooms, are quoted in Chinese Renminbi (RMB) and their US dollar equivalent wherever possible. Unless otherwise indicated, the RMB-US\$ exchange rate used in this survey is US\$1=RMB6.8848, the rate on April 25th 2017, the mid-point of the field research.





Foreword



Foreword

It gives me great pleasure to present the 2017 edition of Hotels.com Chinese International Travel Monitor (CITM). This is the sixth edition of our annual report on the unprecedented global impact of Chinese travelers – one of the most fascinating social and economic phenomena of our times. The report provides great insight into what motivates and inspires Chinese travelers across generations, pinpointing future trends as well as potential lucrative opportunities for businesses involved in the tourism industry.

Over the 6 years we have published CITM, considerable change has occurred. Every year the number of Chinese tourists traveling the globe has increased significantly. In 2016 there were 122 million outbound Chinese tourists, 4.3 per cent more than in 2015.

Along with increased affluence of Chinese citizens, the easing of visa restrictions around the globe has helped fuel the massive growth of Chinese international travelers. By January 2017 China had signed visa exemption and visa-on-arrival agreements with 61 countries, 9 more countries than the previous year. Countries such as the US, Canada, Singapore, Korea, Japan, Israel and Australia have also introduced 10-year multiple entry visas for Chinese tourists.¹

This year CITM reveals some new and interesting trends in the evolving behavior and preferences of Chinese travelers. For example, group travel is becoming less and less popular while eco tours, theme tours and independent travel are well and truly on the rise for this increasingly discerning, experience-hungry and affluent group of travelers. Importantly, this applies across the generations.

Travelers born post 1960s have enthusiastically embraced more adventurous travel and are visiting more new destinations further from home. The younger generation of travelers born in the 1980s and 1990s – the millennials – are doing the same, so much so that many post 1980s millennials are putting off traditional life stages such as starting a family to travel more widely in a more intrepid style.

A new finding this year is just how much older and younger travelers are influencing each other in their travel preferences and choices. This is particularly true for post 60s traveling with their millennial children. Not surprisingly, post 90s millennials, particularly those without an income, are strongly influenced by their parents. More surprising is the fact that even post 60s travelers are strongly influenced by their more adventurous tech-savvy children, and are choosing much more independent styles of international travel as a result.

Shopping no longer holds the attraction it once held for Chinese travelers; leisure is the key motivation. And as air pollution problems in China continue to escalate, air quality and pristine natural environments are important factors in destination choice. According to the China National Tourism Administration, the number of Chinese choosing island destinations and eco tours accounted for 30 per cent of total outbound travelers in 2016.

Our research backs this up, with a higher percentage of travelers who chose island destinations in the past 12 months also showing a stronger preference for eco tours. Of those who traveled to non island destinations, 29 per cent chose to travel with eco tours compared with 39 per cent for Fiji, 39 per cent Guam, 34 per cent Maldives and 42 per cent New Zealand.



Abhiram Chowdhry

Vice President & Managing Director,
Asia Pacific and Latin America,
Hotels.com brand

When choosing accommodation, Chinese travelers will not stint on quality and are willing to pay for it. Hotels are still preferred over other forms of accommodation but millennials are starting to explore alternatives that offer a more local flavor.

Our research shows that the accommodation industry needs to build a better understanding of these more diverse and adventurous travelers and adapt to the changing needs and preferences from all age groups given their significant spending power, sheer numbers and ability to boost local economies. Hotels.com reflects this, with our accommodation offerings continually expanding to include a growing number of boutique style and unique local stays – even treehouses!

This year we have further refined the 5 different Chinese traveler personas revealed in last year's CITM. This provides a powerful tool for businesses in the travel industry to more effectively meet the evolving needs of Chinese international travelers in the future.



¹ China National Tourism Administration

Market overview



Rise of the 'more' generation

Chinese travelers have entered a new phase in their evolution. More educated and increasingly sophisticated in their tastes and expectations, they want more of everything – more time traveling, more locations, more exotic experiences, and they are spending more.

This is a key finding of this year's CITM and it applies across all age brackets. Just like their millennial counterparts, those born in the 1960s are spreading their travel wings, seeking more adventurous destinations further from home, visiting more locations on each trip, staying away longer and traveling internationally more often.

For the first time in the survey's history, shopping is no longer the prime reason for international travel. Leisure, culture and eco tourism are the new flavours. When choosing a hotel, Chinese travelers want high quality in-house services, free Wi-Fi and, for a growing number of millennials, an authentic local flavour.



Exotic destinations in demand



This year's survey results reflect the increasing appetite of the Chinese middle class for more adventurous travel. Outbound travel from China has grown at a double-digit pace in the past decade, reaching record numbers in 2016.² As the numbers of educated, more affluent Chinese grow, they are traveling much further from home, exploring new long-haul destinations in Europe, the Middle East, Australia, New Zealand and the South Pacific.

In Europe alone, over 10 million Chinese visitors arrived in 2016. The European Travel Commission is expecting these numbers to increase to 11.4 million in 2017 and to grow by 9.3 per cent a year over the next 5 years.³

Australia continues to be a favored destination. 4 decades ago, 10 visitors from China arrived in Australia each week. During 2016 the same number arrived every 5 minutes.⁴

This year's CITM found spending on travel increased across all age brackets during the past 12 months but particularly for those born post 70s, who spent 7 per cent more on average. Overall, Chinese travelers spent 28 per cent of their income on international travel in 2016, with 90s millennials the biggest spenders, allocating 35 per cent of their income.

Despite many key indicators providing signs of a slowdown in the Chinese economy, the growth in outbound travel is expected to continue. Indeed, Chinese travelers expect to spend an average of 10 per cent more on travel over the next 12 months.



² <http://www.chinatravelnews.com/article/112195>

³ <http://newsroom.itb-berlin.de/en/news/itb-china-2017-first-partnerdestination-2017-europe-advance-2018-eu-china-tourism-year>

⁴ <http://www.sbs.com.au/news/article/2017/02/13/chinese-tourists-drive-tourism-record-more-two-arrivals-minute>

Empty nesters seek adventure

Post 60s Chinese travelers are increasingly throwing caution to the wind, traveling further afield and choosing much more adventurous styles of travel.

Eco tours, backpacking and theme tours are the new flavour for this generation, either with their millennial children or on their own. It seems the younger generation is having an influence on their parents' travel style. Our data shows that post 60s who traveled with their children in the past 12 months are more likely to travel in the future by theme tour, eco tour, private luxury tour or backpacking than those who traveled without their children.

For example, 23 per cent of post 60s who had not traveled with their children in the past 12 months intended to travel with an eco tour in the next 12 months compared with 29 per cent who had traveled with their children.

Post 80s millennials are using their increased earning capacity to travel to far more diverse destinations, such as western Europe, the US and Canada. This has no doubt fuelled their growing desire to do more intrepid style traveling in the future and to put off traditional life stages to travel instead, with 68 per cent of post 80s viewing traveling as an opportunity to indulge life compared with only 39 per cent who consider traveling as a way of experiencing family "golden moments".

And while group travel is still popular – particularly among travelers from Tier 2, 3 and 4 cities and regions, including Chengdu, Zhuhai and Baoding respectively – the strong swing evident in our research towards independent travel and themed tours is backed up by statistics from China National Tourism Administration. These show that, in 2016, the number of Chinese tourists booking customised trips increased by a massive 400 per cent and those booking themed tours increased by 250 per cent compared with the previous year.



Meaning of Travel

Family golden moments

Family golden moments

Get away from reality

Learning and exploration journey

Opportunity to demonstrate success

Step out of a comfort zone

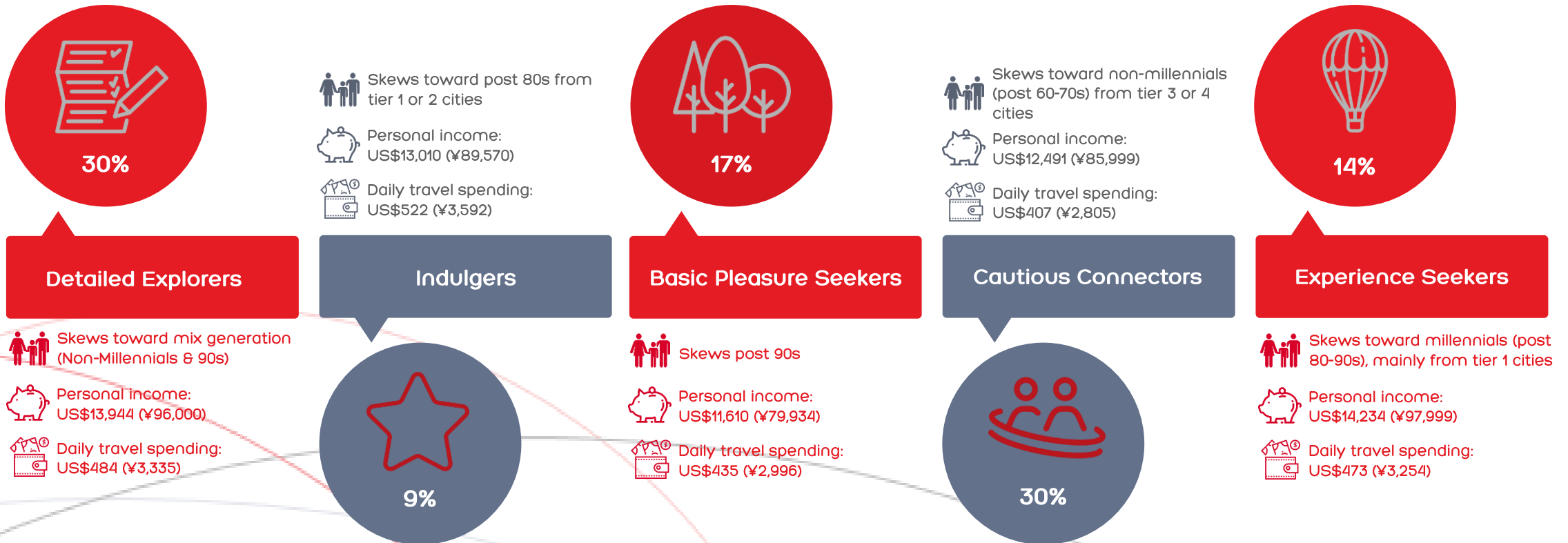
Opportunity to indulge

Necessary element in life

Exhilarating experience

Chinese traveler personas updated

CITM 2017 further refines the 5 travel personas outlined for the first time in last year's report. These 5 distinct personas with their varying background, travel attitudes, preferences and behaviors, provide valuable insights for hotels and others in the tourism industry. This year there has been a shift in younger millennials indicating a growing sophistication in this age group. We have updated the personas to reflect the changing needs and preferences of Chinese travelers to assist our hotel partners and others evolve their offerings.



Tapping the potential

What is clear from our research is the enormous potential for growth in both the numbers of Chinese international travelers and their spending power. While China is already the largest source of international travelers for many countries, only 10 per cent of the population had passports in 2016.⁵ And as the number of Chinese travelers grows, so do their expectations of new, more adventurous and diverse travel offerings.

CITM has identified some key shifts in the preferences of Chinese travelers as well as potential service gaps. We trust this will be a useful tool for our hotel partners and others striving to meet both the challenges and opportunities of this powerful and burgeoning segment of the international tourism market.



⁵China National Tourism Administration

An analysis of Chinese outbound travelers



Spending power

Chinese travelers are spending a higher share of their income on international travel and intend to spend even more in the next year despite a slowing down of the Chinese economy.

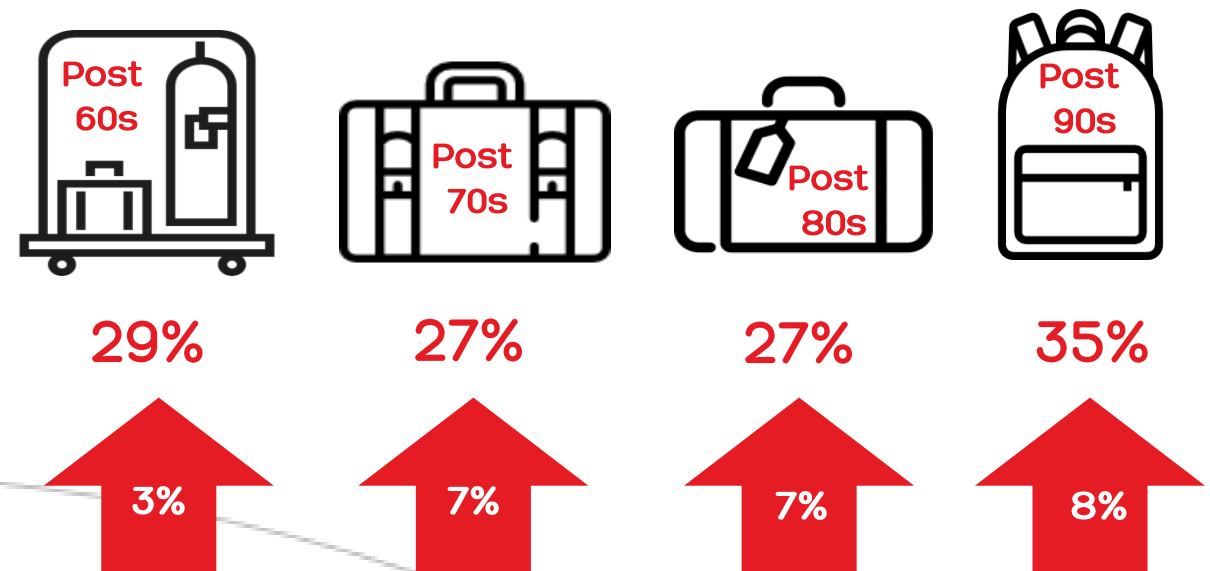
This is a reflection of the growing importance of travel to Chinese travelers as a means of self expression and for relaxation. Travel is seen by Chinese travelers as an opportunity to enjoy themselves and make the most of their leisure. On average, Chinese travelers spent US\$3,623 (¥24,945) in the last 12 months – more than a quarter of their income, and up from 24% compared to the previous year.

The average amount spent per day also increased in the past year – up 8 per cent from US\$414 (¥2,849) in 2016 to US\$446 (¥3,074) in 2017. This is due to an increase in spending on local expenses from US\$290 (¥1,999) to US\$315 (¥2,170) (up 9%) and hotel expenses from US\$123 (¥850) to US\$131 (¥904) (up 6%).

The proportion of income spent on international travel compared with the previous year increased the most for travelers born post 70s onwards, with younger post 90s millennials spending the highest proportion, at 35 per cent of their income. More than a third (34%) of these younger millennials do not have an income so are most likely using their parents' money to travel. This is indicated by the fact that 35 per cent of post 90s without an income travel with their parents compared to 21 per cent who do have an income. Almost a third (32%) of those without an income also consider their parents to be a major influence on their travel decisions compared with only 25 per cent of those who do have an income.



Proportion of income spent on international travel



Shopping no longer the main attraction



One of the biggest changes in this year's survey is how Chinese travelers choose to spend their money. Most significantly, shopping is no longer the prime reason for traveling, dropped from 68 per cent travelers expressing an interest in 2016 to only 33 per cent doing so in 2017, indicating the increasing diversification of Chinese travel activity preferences.

Instead, travelers value leisure, experiences and, exploring local culture and heritage. Topping the spending list was dining at 55 per cent of daily local spend, followed by sightseeing, up 11 per cent to 53 per cent, then rest and relaxation at 41 per cent. Eco / green tours are a key growth area, with spending rising 12 per cent over the last year.

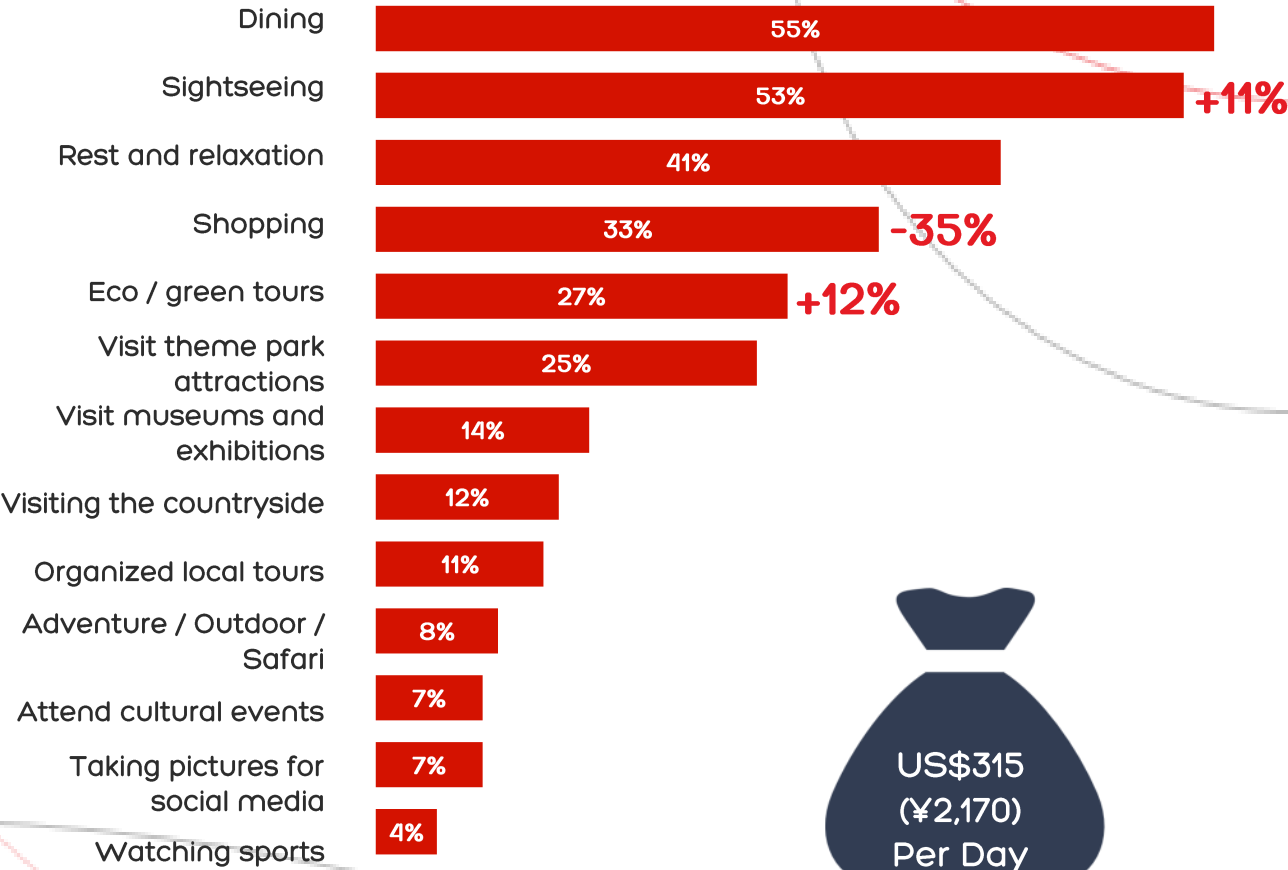
Leisure is the primary reason for all Chinese travelers who participated in the survey, especially for post 60s, many of whom are likely to be empty nesters traveling without children and post 90s millennials who are seeking new experiences.

Millennials are more likely to seek out culture and heritage and adventure tours. Those millennials who do choose these activities spend 10 per cent more on daily local expenses than non-millennials who don't participate in these activities.

Travelers who choose more independent travel also spend more. This can be seen in the types of travelers who choose to visit South America and Central America. When asked their main reason for traveling, people who chose these destinations said travel was a necessary part of life and they traveled to learn and explore. They spent more time traveling each year than the average traveler (9 days versus 4.2 days) and were more likely to travel via theme tour, eco-tour, backpacking and private luxury tour. These travelers also spent 56 per cent more than the average spend for Chinese travelers, spending US\$5,600 (¥38,555) compared with US\$3,600 (¥24,785).

Looking ahead, Chinese travelers overall expect to spend more on dining and entertainment in the next 12 months. When asked their reasons for this they said they wanted to gain more enjoyment and a better experience from these activities.

Daily spend by Chinese travelers per day



US\$315
(¥2,170)
Per Day

Spending to increase next year

Chinese travelers intend to spend an average of 10 per cent more on international travel over the next 12 months, millennials looked to increase their spend the most, with around two thirds of post 80s and 90s saying they expect to spend more.

Dining and entertainment are the main winners for future spending. Half of all travelers intend to spend more on these two categories. Accommodation and transportation are also key areas for increases in spending, particularly with the post 70s and 80s travelers who are more likely to be traveling with children and want more comfort and safety for themselves and their families.

Expected changes in spending by categories



Accommodation

31%

26%

Transportation



50%

Entertainment



50%

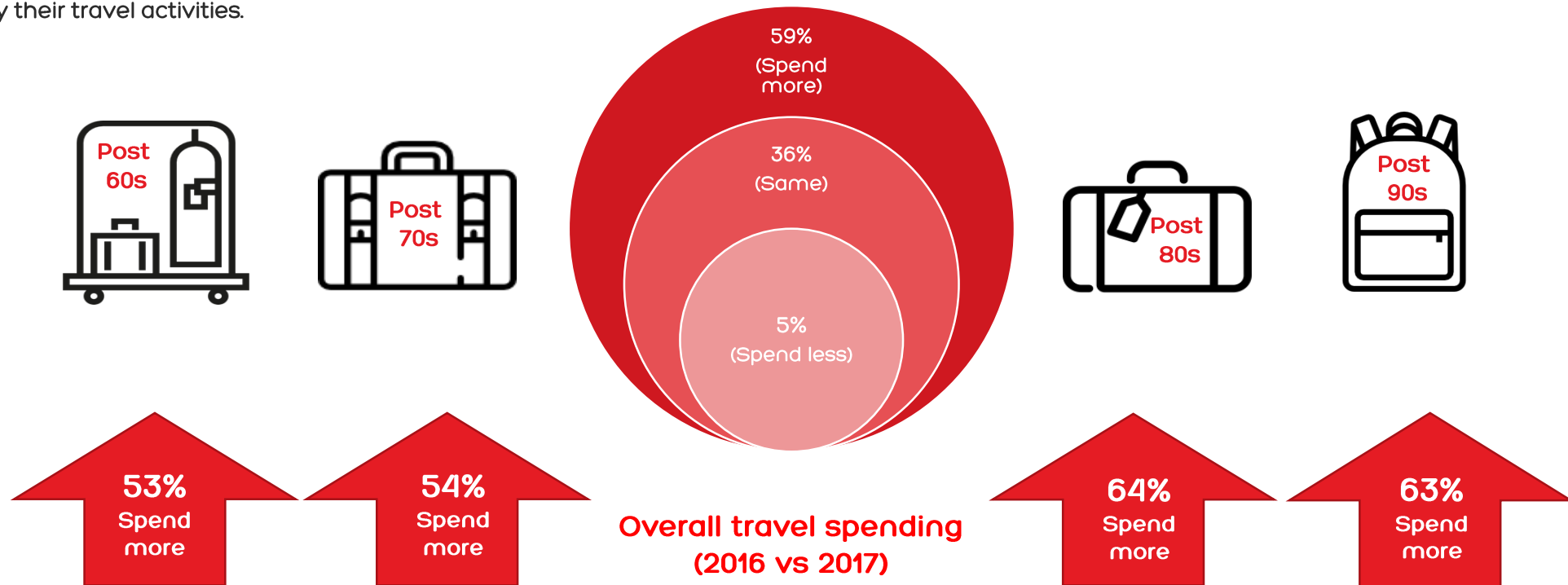
Dining



Travel spending projection



The post 60s and 90s travelers expressed similar motivations for spending more on accommodation, saying they want to enjoy their leisure and be well rested so they can enjoy their travel activities.

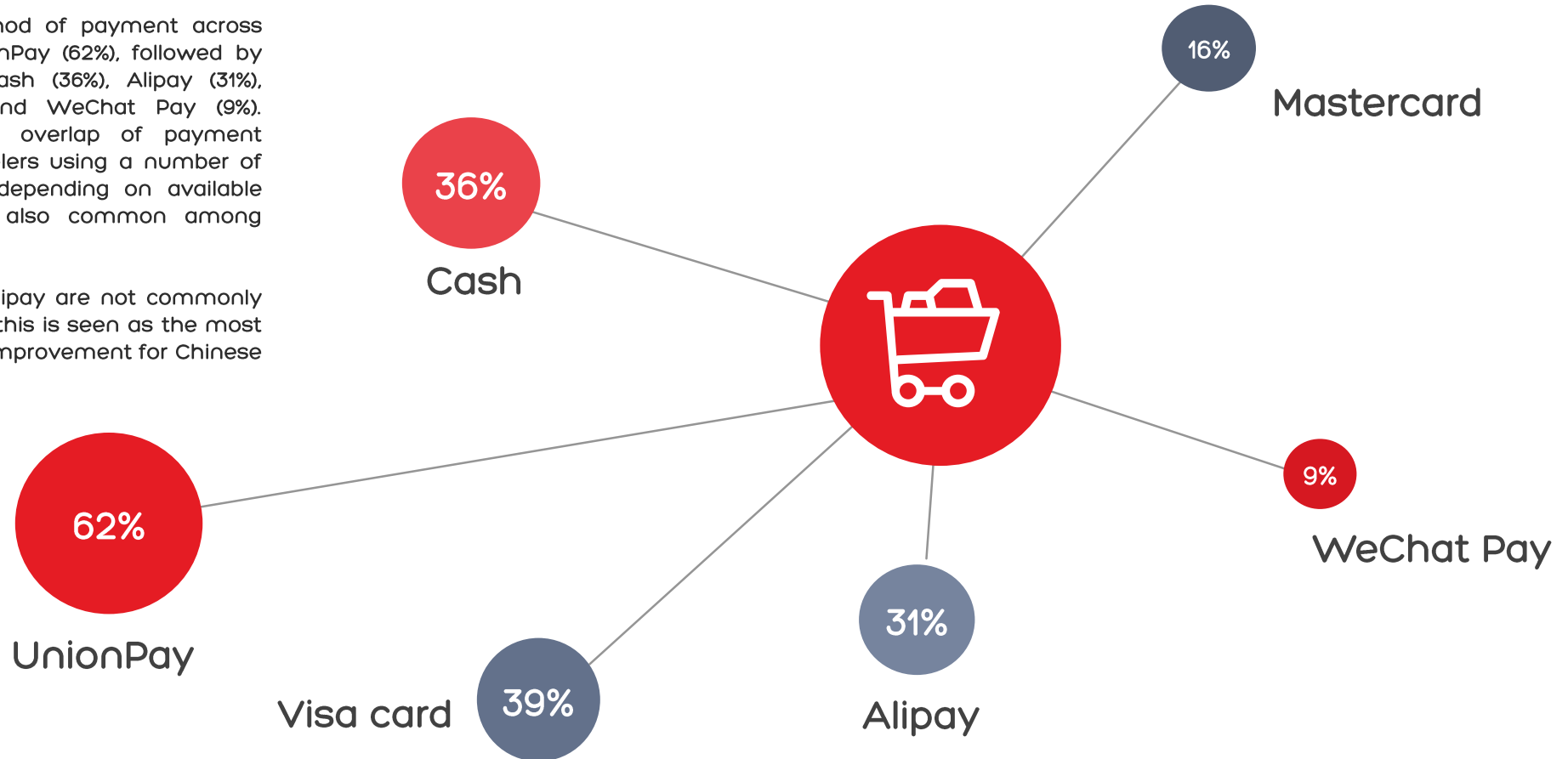


Payment methods



The preferred method of payment across age groups is UnionPay (62%), followed by Visa Card (39%), cash (36%), Alipay (31%), Mastercard (16%) and WeChat Pay (9%). Obviously there is overlap of payment methods with travelers using a number of different methods depending on available facilities. Alipay is also common among younger millennials.

As UnionPay and Alipay are not commonly accepted overseas, this is seen as the most important area for improvement for Chinese travelers.



How travelers behave



Traveling longer and more often



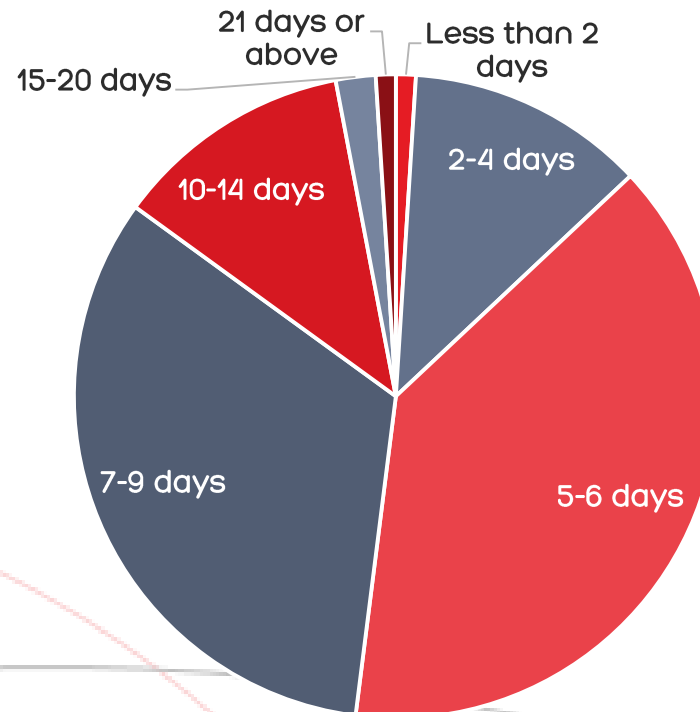
There are a number of standout trends in traveler behavior in this year's CITM. Chinese travelers are traveling internationally more often and for longer and many are seeking new, more adventurous destinations.

All age groups are traveling internationally more often and for longer, with the number of trips and number of days per trip increasing in the past year from 3.4 to 3.9 and from 5 to 7 days, respectively.

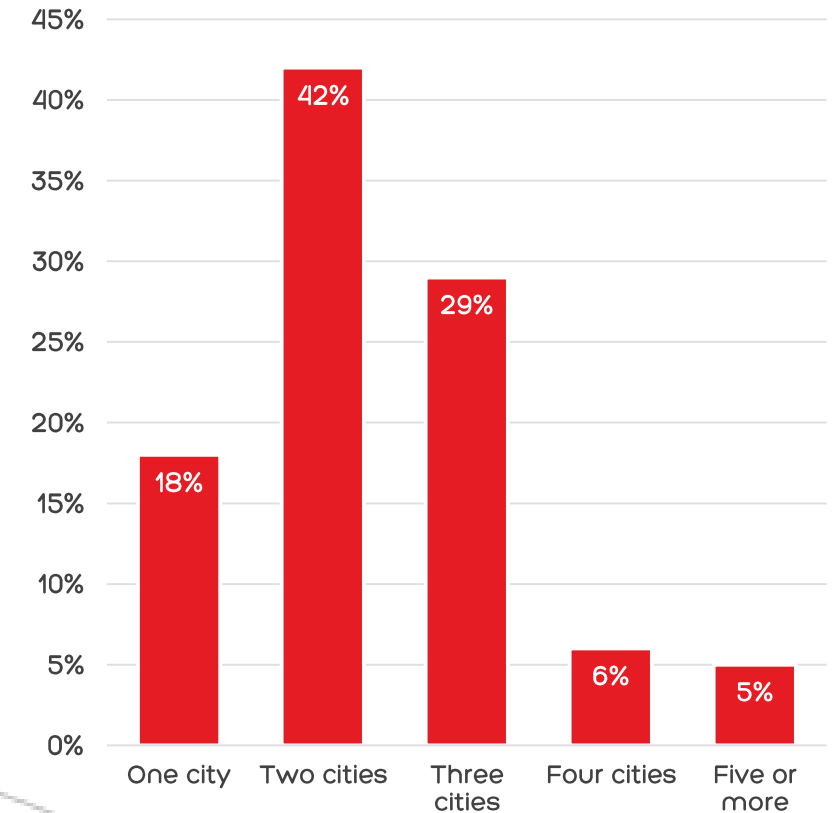
In line with this trend, shorter, spontaneous trips are not as popular as they were a year ago. This is more marked amongst millennials, who tend to travel internationally more often and for longer than their older cohorts, especially post 80s millennials. Those with annual leave are also more likely to spend more days per trip.

Not only are they traveling more often and for longer, Chinese travelers want to visit multiple cities per trip, with over 80 per cent saying they would not just stay in a single city. They would also prefer not to return to previous destinations, with 93 per cent saying this was the case.

Travel Duration



Number of cities visited



Parents and children are influencing each other



The influence that different generations are having on each other has come through in this year's report, particularly those born in the 1960s and their post 90s children.

As older travelers become more adventurous, many are taking their cues from their millennial tech-savvy children.

The survey showed that across generations the main travel influencers for Chinese travelers are spouse / partner and friends, followed by online and offline channels such as travel websites and travel guides and magazines.

Parents are an important influencer for 90s millennials, who ranked this 6th out of 17 as an influence compared to 13th for other age groups. A proportion of this group of millennials is also likely to travel with their parents, particularly females. But when not traveling with parents they are the most likely group to travel alone.

The importance of parents to younger millennials is partly a reflection of their earning capacity. More than a third (34%) of post 90s millennials do not have income and so rely on their parents to pay for their traveling. This is evident from the research, with 35 per cent of post 90s without an income traveling with their parents compared to 21 per cent who do have an income. Almost a third (32%) of those without an income also consider their parents to be a major influence on their travel decisions compared with only 25 per cent of those who do have an income.

And it's a two-way influence. Younger millennials are also influencing their parents' travel decisions. While only 40 per cent of post 60s travel with children, compared with 67 per cent of post 70s and 52 per cent of post 80s, those who do are more likely to travel in the future by theme tour, eco tour, private luxury tour and backpacking, versus those who have not traveled with their children.

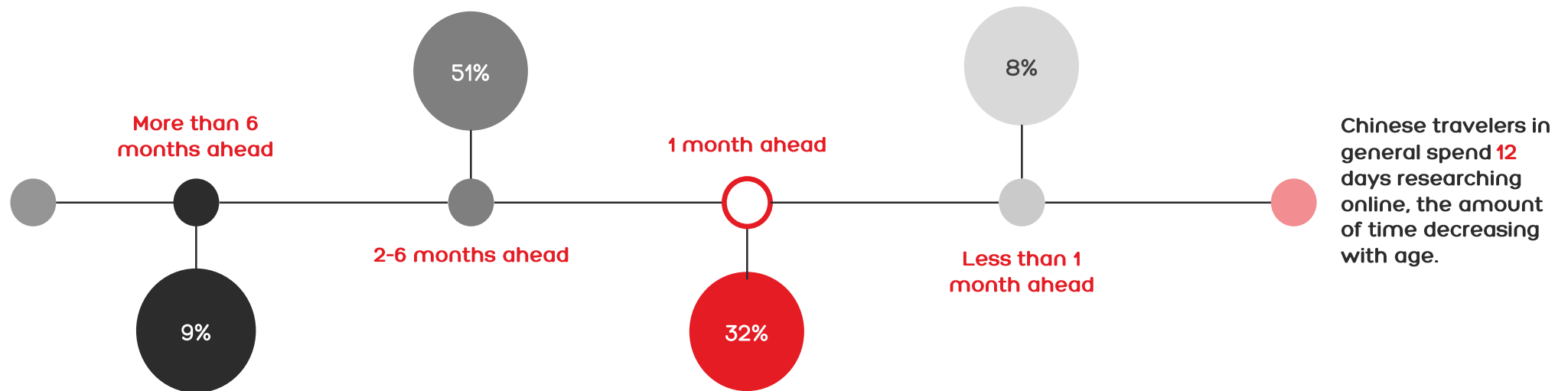
This intergenerational travel and two-way influence is a key area for potential new services for hotels and other service providers. Which is why the Hotels.com app offers the Mobile Concierge, connecting travelers directly to a more diverse range of services for all ages, such as restaurant reservations, Uber bookings and entertainment choices.

When planning their trip Chinese travelers spend considerable time researching. On average they spend 12 days researching online and start planning 1 to 2 months before their trip. Younger travelers spend less time planning than older travelers.

Time spent on planning

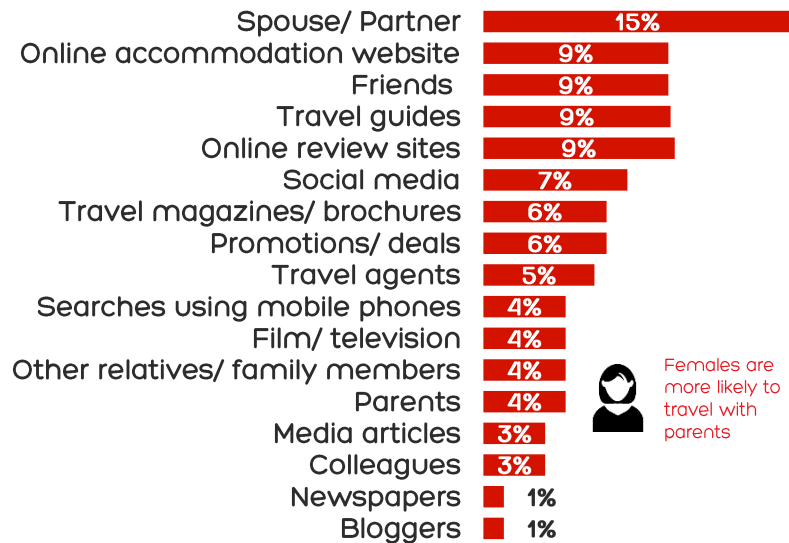


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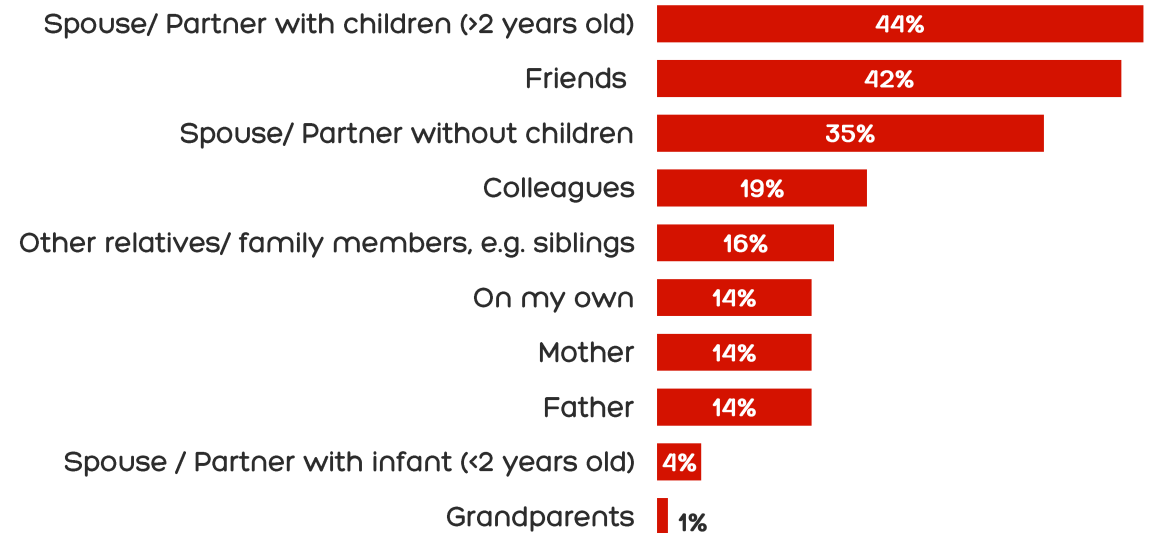
Influencers

Spouse / partner and friends are the key influencers for travel, followed by online and offline professional channels across generations. Parents are ranked 6th out of 17 influences on post 90s travel destination selection, and 13th amongst other generations.



Travel companion

Non-millennials and older millennials (post 60-80s) usually travel with their own family. Post 70s and 80s tend to travel with their children, while post 60s prefer traveling with their spouse / partner. Apart from friends, post 90s are more likely to travel on their own or with their parents.



Adventure and eco tours on the rise



Along with their growing preference for long-haul destinations, Chinese travelers are choosing independent travel and more adventure rather than group travel.

This is reflected in the rising popularity of theme tours, eco tours, backpacking and luxury tours. Post 60s are embracing these options and say they will be doing more of this type of travel in the next 12 months, particularly if traveling with children.

All age groups will be doing more specialized tours in the next 12 months. The number of travelers choosing theme tours will increase from 15 to 33 per cent, eco tours 13 to 28 per cent, backpacking 10 to 26 per cent and private luxury tours from 8 to 23 per cent.

But it is post 60s travelers where the trend is particularly strong, with those choosing backpacking more than tripling in the next 12 months, from 6 to 21 per cent. Similarly, post 60s opting for theme tours will increase from 11 to 27 per cent, eco tours 12 to 25 per cent and private luxury tours 6 to 20 per cent.

Independent travel is particularly popular with millennials, with 64 per cent of post 90s travelers and 62 per cent of post 80s choosing this option. This is likely due to their greater proficiency in speaking English along with their preference for freedom and flexibility.

Higher numbers of post 60s travelers opted for group travel in 2016, with 45 per cent choosing this option compared to 43 per cent choosing independent travel, but next year only 12 per cent intend to travel with tour groups. Similarly, the number of post 70s travelers choosing group tours will drop from 42 to 13 per cent.



Travel method



Free Independent Travel (FIT) is still the most preferred travel method amongst Chinese travelers, especially for millennials (better proficiency in English, freedom and flexibility) versus a significant portion of non-millennials who still prefer tour groups.

Looking forward, millennials will undertake more diverse travel experiences in the future, and will choose theme tours, eco tours, backpacking and private luxury tours more often.

33%
From 15%

Theme tour



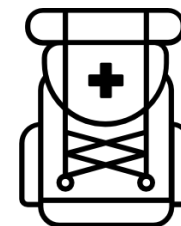
28%
From 13%

Eco tours



26%
From 10%

Backpacking



23%
From 8%

Private luxury
tours



Online booking for all ages

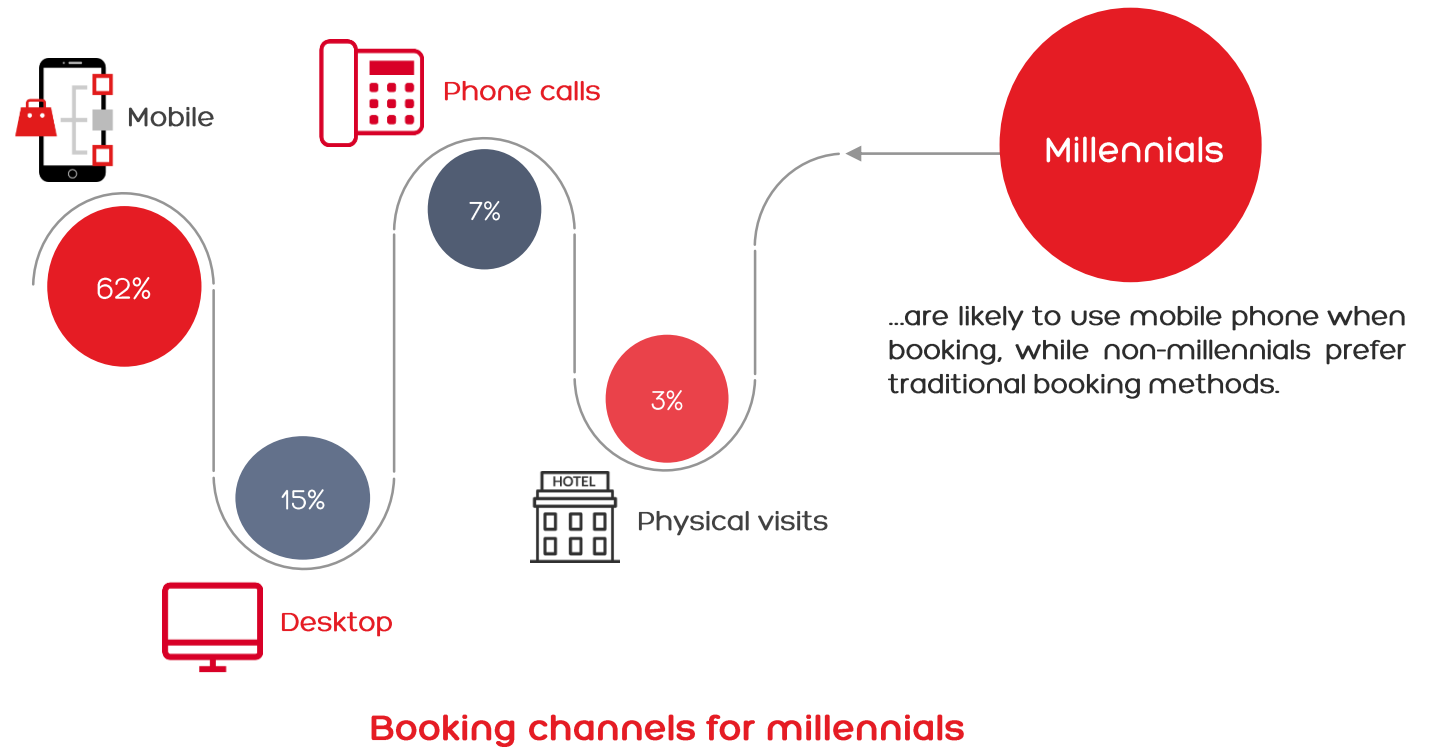


Online planning and booking is preferred by the vast majority

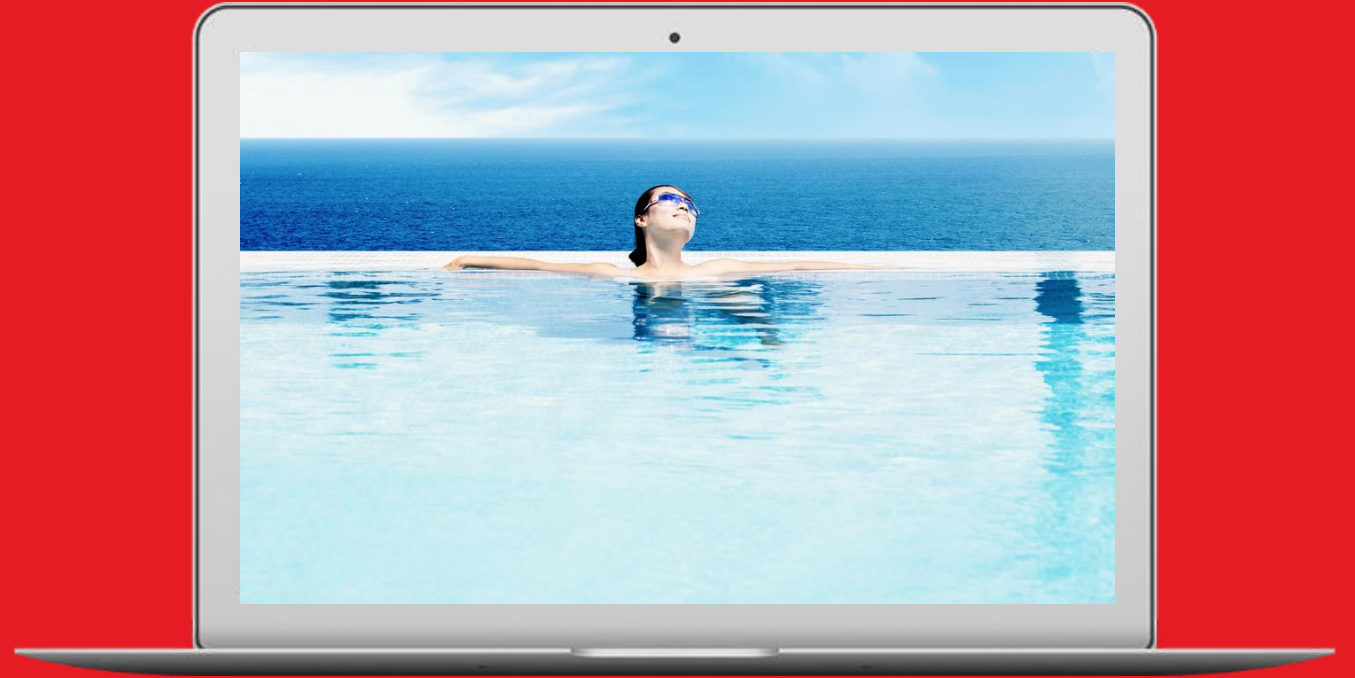
Around 94 per cent of travelers visited an online price comparison site when planning their trip and most also use an online travel agent to book their trip, using either a mobile phone or computer.

The online and smartphone space has enormous potential for the travel industry and it is moving at unprecedented speed. Hotels.com has responded by introducing new features that integrate our website content and mobile app. Features such as our Mobile Concierge connects travelers to other services such as Uber, restaurant bookings and entertainment choices, while the app also offers hotel guest reviews, special deals and access to our generous loyalty program.

New technology such as Artificial Intelligence (AI) and Virtual Reality (VR) is the next exciting phase of travel search and bookings and we envisage this will be a major area of development for our business and the industry at large.



Hotels: What travelers want



Millennials want hotels with local flavor

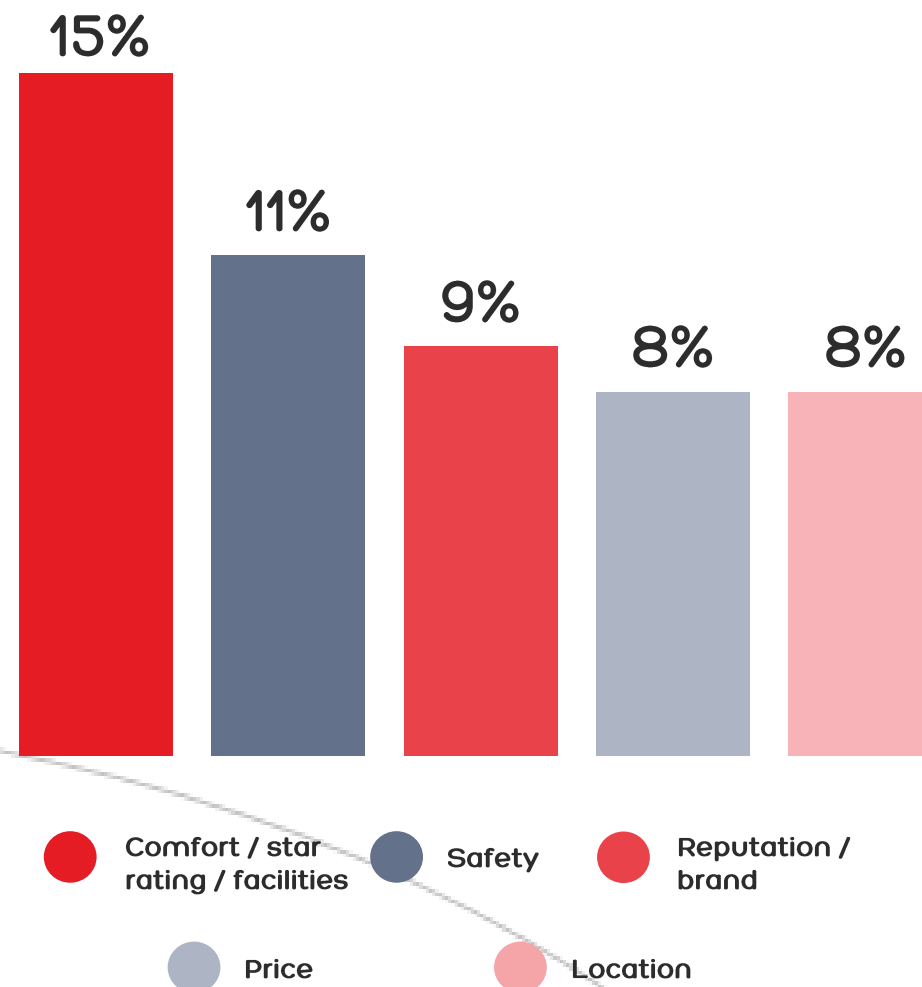
Chinese travelers prefer to stay in hotels, with 79 per cent choosing hotels over other accommodation types. Quality is important and the majority will only stay in a 3 star hotel or above.

There is a shift in this trend, however, particularly with younger travelers. Younger millennials are showing an increasing interest in alternative accommodation types such as vacation rentals, apartments or hostels, with 29 per cent of post 90s saying they used these in the past year. This trend is expected to continue, with 78 per cent of post 80s and 72 per cent of post 90s travelers saying they would choose to stay in vacation rental accommodation in the next 12 months.

The research findings underline the importance of diverse offerings in the hotel sector, something we have focused on in our range of accommodation choices, which includes everything from international chains to boutique accommodation with more of a local flavor.

When choosing a hotel, hotel facilities, safety, reputation and price remain top of the list. Wi-Fi / internet, on-site restaurants and room services are the most important facilities that Chinese travelers are looking for.

Top 5 factors for choosing a hotel



Top 5 facilities Chinese travelers want



25%
Wi-Fi / internet access



19%
On-site restaurants



16%
Room service



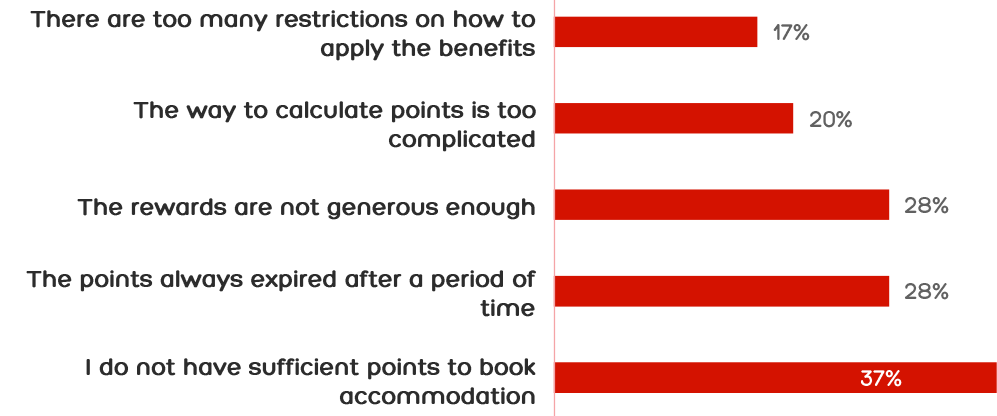
9%
In-room entertainment



6%
On-site shops

Reasons for not using loyalty program points

Usage of loyalty program points for accommodation is not very common, with only half of travelers claiming the points. Not having sufficient points is the primary reason and this is a key area of innovation for Hotels.com. Our Hotels.com rewards program is designed to be simple and easy to use as well as generous as our research indicates this is what travelers want.



Hotels: What travelers want

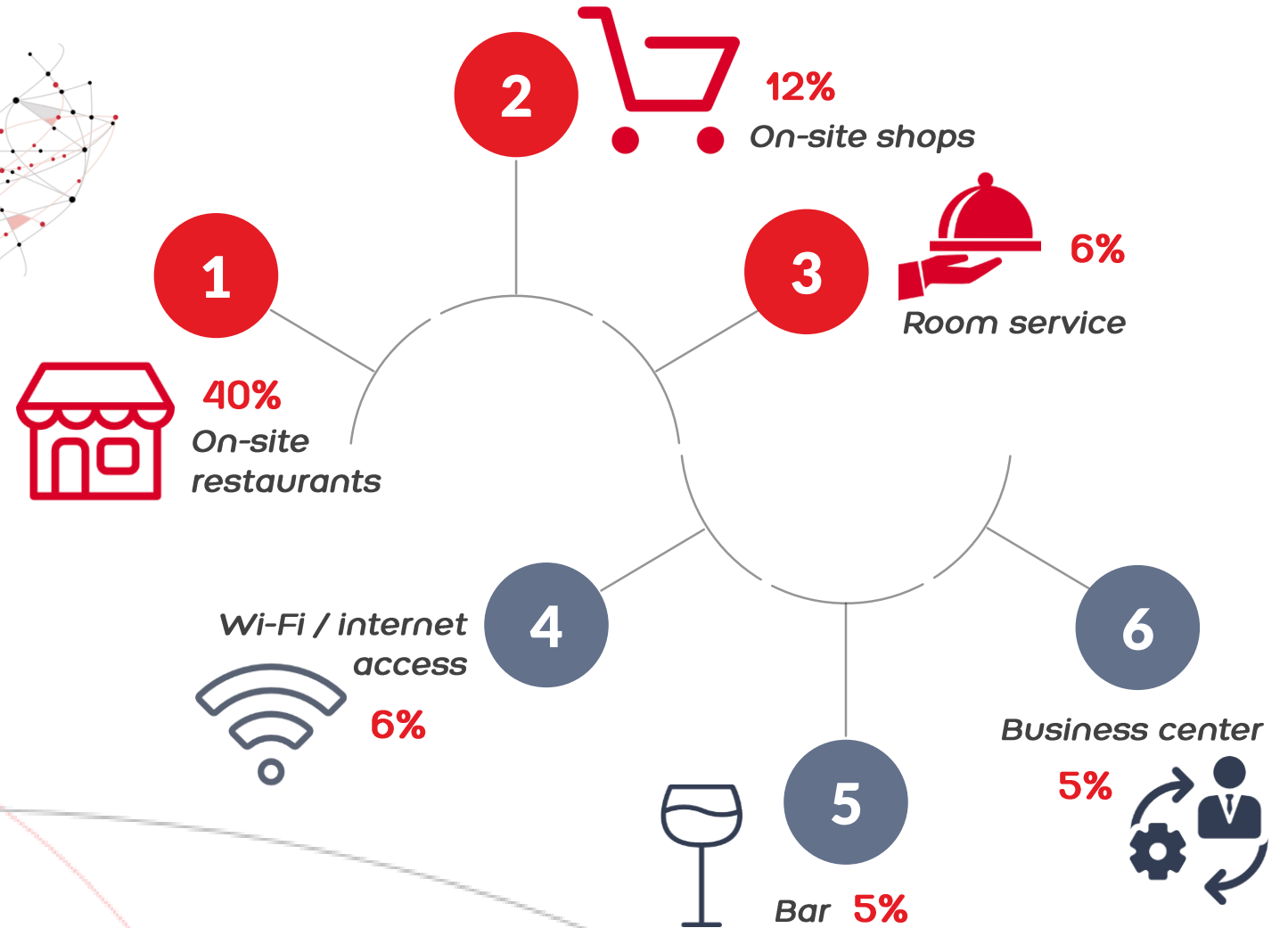
The amount Chinese travelers spent on hotel accommodation has increased 6 per cent in the last year, up from a daily average of US\$123 (¥850) to US\$131 (¥904). Post 70s and 80s travelers who are traveling with children are more likely to spend more on hotel accommodation.

The on-site restaurant was still by far the highest hotel expense, while on-site shops, room service and business center continue to be important to Chinese visitors.

Millennials are much more likely to use hotel entertainment facilities and when they do they spend 56 per cent more per day than non-millennials who don't use these facilities.

Wi-Fi and internet access was particularly important to millennials who also value posting photos on social media more highly than older travelers.

Usage of loyalty program points for accommodation is not very common; only half of the travelers claimed the points. Not having sufficient points is the primary reason and this is a key area of innovation for Hotels.com. By booking 10 nights, our Rewards members get 1 night free – providing an even simpler and cost-efficient way for Chinese travelers to travel the world.



Where hotels
need to improve



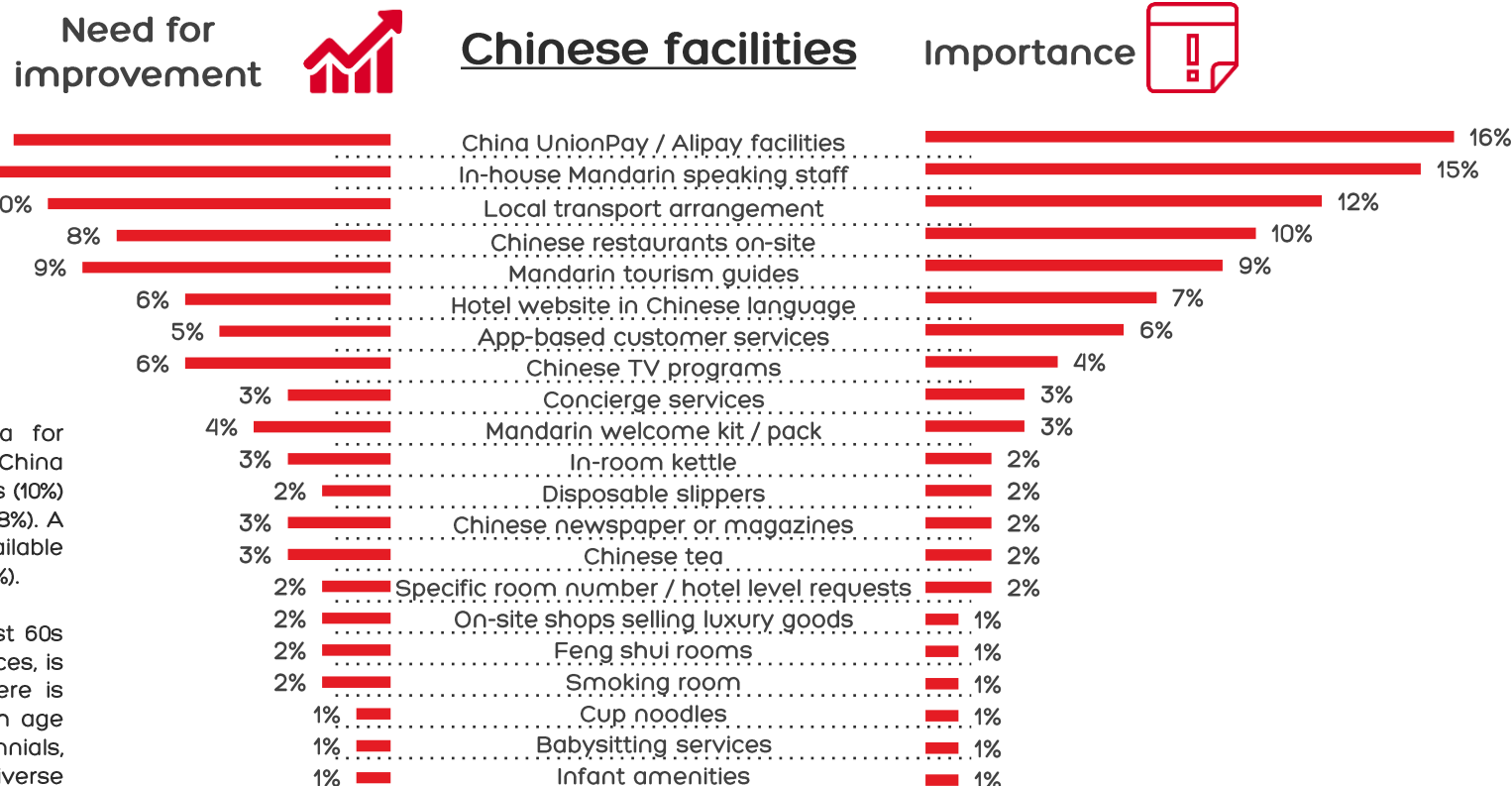
Where hotels need to improve

There are 3 key areas where hotels could improve their services – Chinese-friendly payment facilities, language services and local transport arrangements.

The biggest challenges faced by Chinese travelers at hotels are a lack of Mandarin-speaking staff and China UnionPay / Alipay facilities. Local transport arrangements is next on the list. When compared to last year, the top 2 challenges remain more or less the same, while the number of people who considered local transportation the most important increased by 4 per cent.

In-house Mandarin-speaking staff was considered the area for greatest improvement by 15 per cent of travelers, followed by China UnionPay and Alipay facilities (11%), local transport arrangements (10%) Mandarin tourism guides (9%) and on-site Chinese restaurants (8%). A small percentage felt there should be Chinese TV programs available (6%) and that the hotel website should be available in Chinese (6%).

The growing importance of intergenerational travel, where post 60s and millennials travel together and influence each other's choices, is something that the hotel sector needs to be aware of. There is considerable potential to introduce services that cater to both age groups. This includes services that cater to the tech-savvy millennials, while also giving multi-generation travelers access to diverse activities. The introduction of a mobile and keyless check-in; check-out solution is the next exciting step for Hotels.com in meeting the needs of these tech-savvy travelers.



Tech-savvy travelers



Tech-savvy travelers

Technology is very important to Chinese travelers, particularly as almost all (98%) stay in touch with family and friends while traveling.

This is done mainly via Wi-Fi in the hotel and in public places, which explains why the Wi-Fi and internet facilities in hotels are ranked number 1 for hotel services.

Almost all travelers bring some kind of digital equipment to stay in touch with their network and to record the trip, with smartphones remaining the main device. Our research shows this is a major area for the development of new services in the travel sector and one Hotels.com is focusing on, constantly updating features for the Hotels.com mobile app.

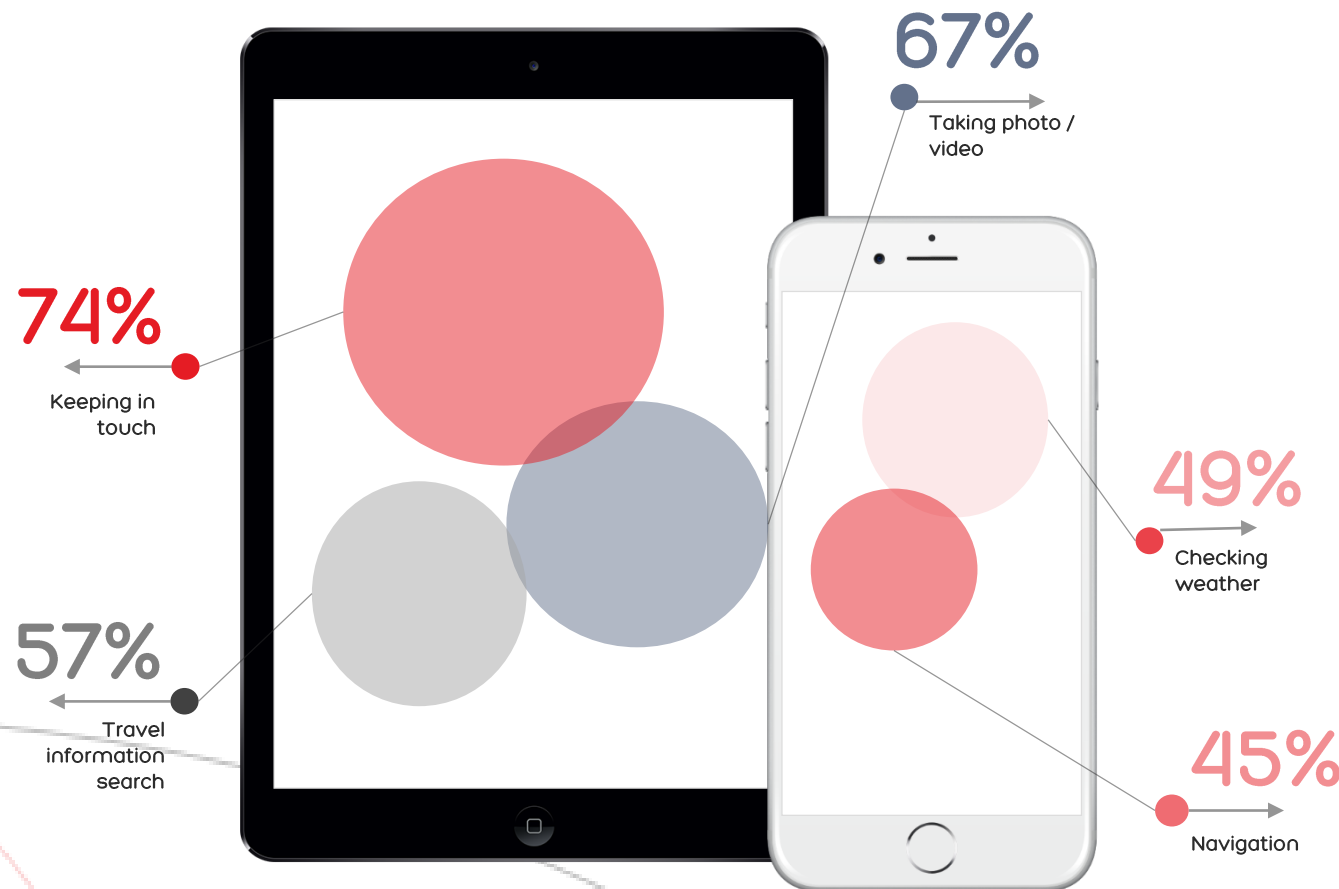
The most important use for devices is to keep in touch (74%), followed by taking photos or videos (67%), searching for travel information (57%), checking the weather (49%) and navigation (45%).

In order to connect to the outside world at a cheaper cost, a higher proportion of younger millennials also bought local data SIM while traveling (36% compared with 31% overall).

Millennials are also much more spontaneous in their use of devices while traveling, often using them to plan on the go. Non-millennials on the other hand tend to plan their trip in advance and while traveling use devices mainly to stay informed and in touch.

Selfies are more common amongst younger millennials, whereas posting on social media sites while traveling is more common with older millennials, with 40 per cent of this age group using their device for this purpose.

Digital usage by Chinese travelers



Modes of contact



70%

Using free Wi-Fi
provided by hotel
& public places

36%

Subscribe to
overseas data
roaming



31%

Bought local
data SIM card



21%

Subscribe to
overseas voice
roaming



8%

Pay local to
call overseas

Types of digital equipment

61%

Camera



30%



Selfie stick

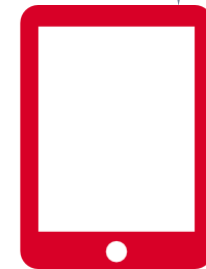
96%

Smartphone



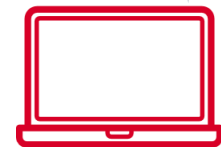
49%

Tablet



22%

Laptop



Where travelers go



New destinations further from home

Chinese travelers are spreading their wings and going further and further afield. This was a very strong trend in CITM this year.

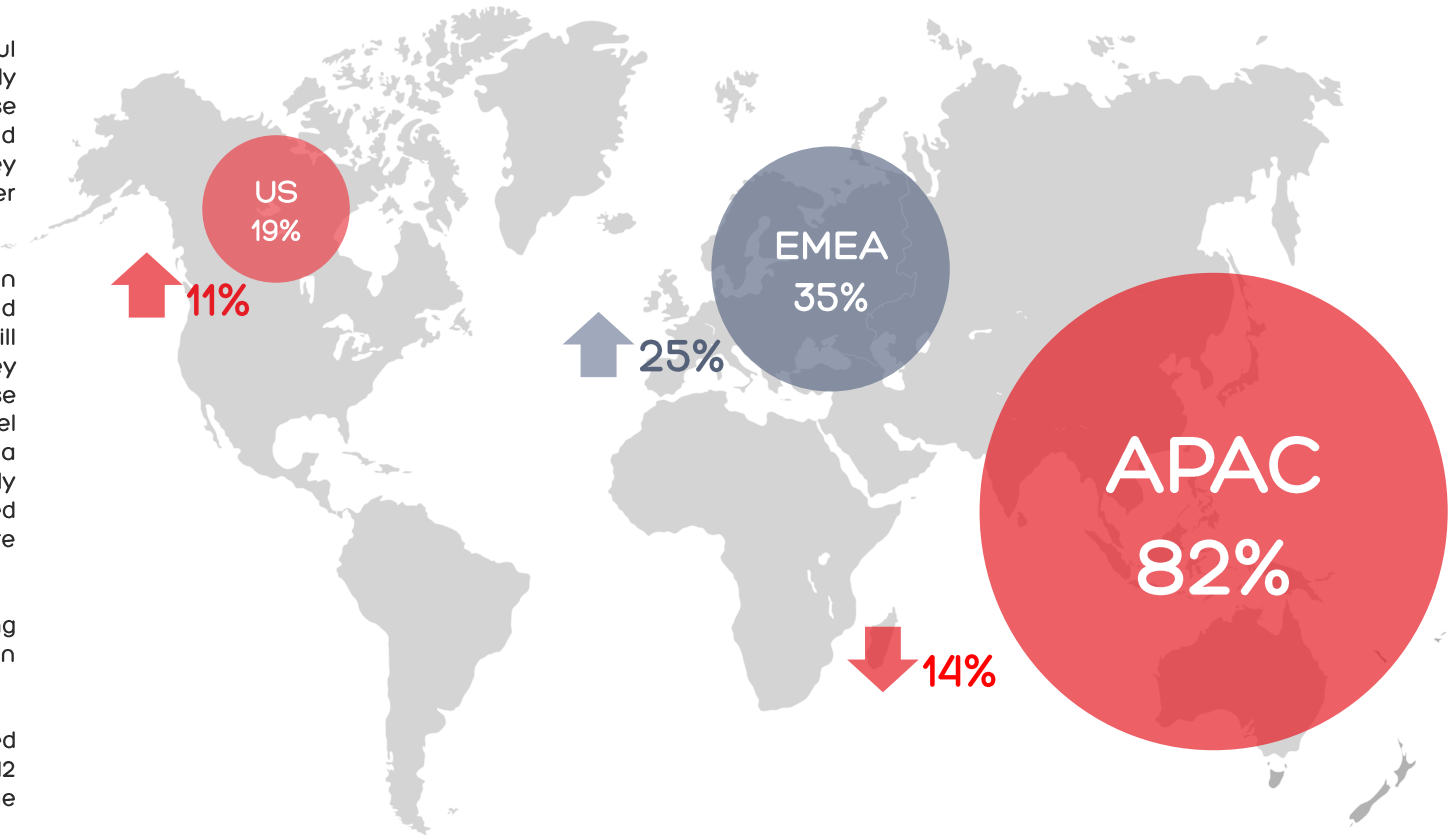
While APAC is still the most popular destination (82%), long haul trips to Europe and the United States have significantly increased in popularity. The number of people visiting these destinations in the past 12 months increased by 25 per cent and 11 per cent respectively compared to the previous year. They were particularly popular with post 80s travelers, with 42 per cent visiting Europe and 29 per cent visiting the United States.

South America and Central America have also increased in popularity in the past 12 months, with Brazil, Argentina and Mexico all attracting more Chinese travelers. This trend will continue, with an increase in the number of people saying they will visit these locations in the next 12 months. These destinations are particularly attractive to travelers who travel more frequently and see travel as a necessary part of life and a way to learn and explore. They are also the travelers more likely to travel independently, go backpacking and join specialized tours such as eco tours. Colombia is popular with the more adventurous post 80s and post 90s travelers.

APAC is very popular with post 70s, many of whom are traveling with family, with 87 per cent of this group visiting the region in the past 12 months.

At the same time, visits to Japan and South Korea declined overall by 5 per cent and 24 per cent respectively in the past 12 months. Many travelers said they preferred not to visit the same destination again.

Popular destinations among Chinese travelers in the past year



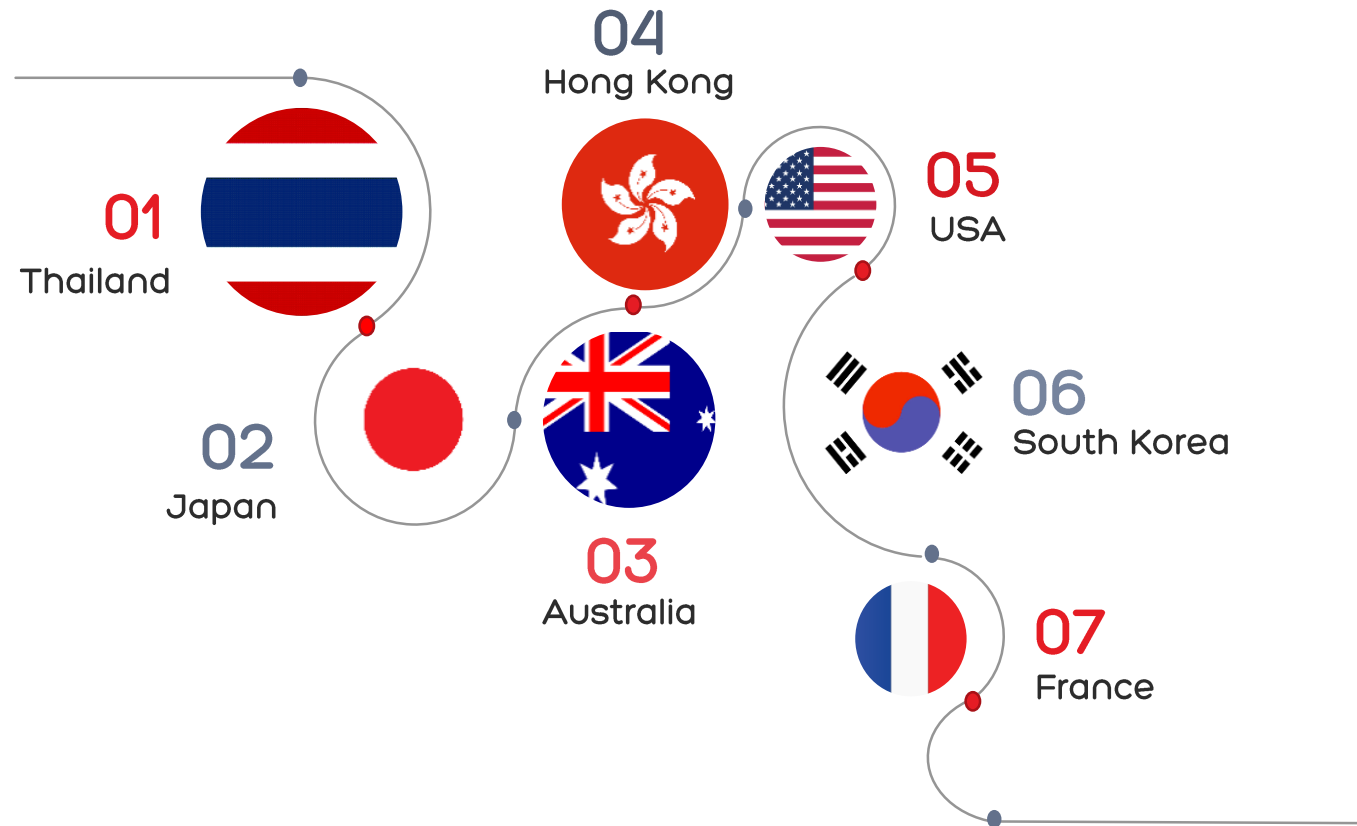
Most welcoming destinations

All travelers are choosing different destinations but all are going further afield. While older travelers are showing a preference for Western Europe, a growing number of millennials are traveling to the Americas as well as Western Europe. Non-millennials who do travel to Western Europe are more likely to spend more than millennials who travel to both regions.

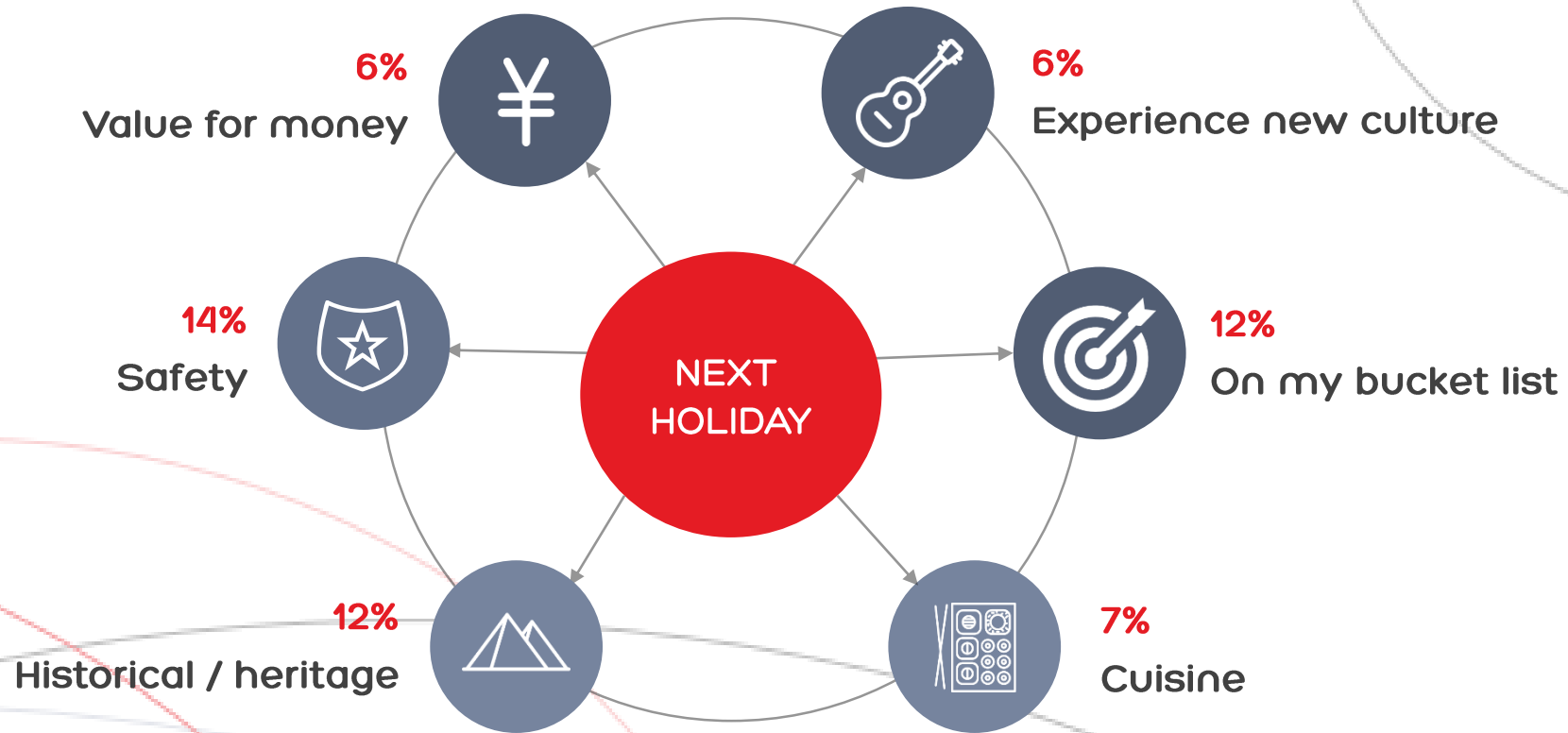
The key factors for choosing a destination in the future continue to be safety, historical and heritage value, and 'on my bucket list'. This is consistent across the age groups, with historical and heritage features slightly more important to the post 60s and 70s and experiencing a new culture slightly more important to millennials.

When asked which countries they felt were the most welcoming, Chinese travelers rated Thailand as number 1 this year, followed by Japan in number 2 position and Australia number 3.

Most welcoming destinations for Chinese travelers



Key factors when choosing next holiday destination



Long haul travel to increase

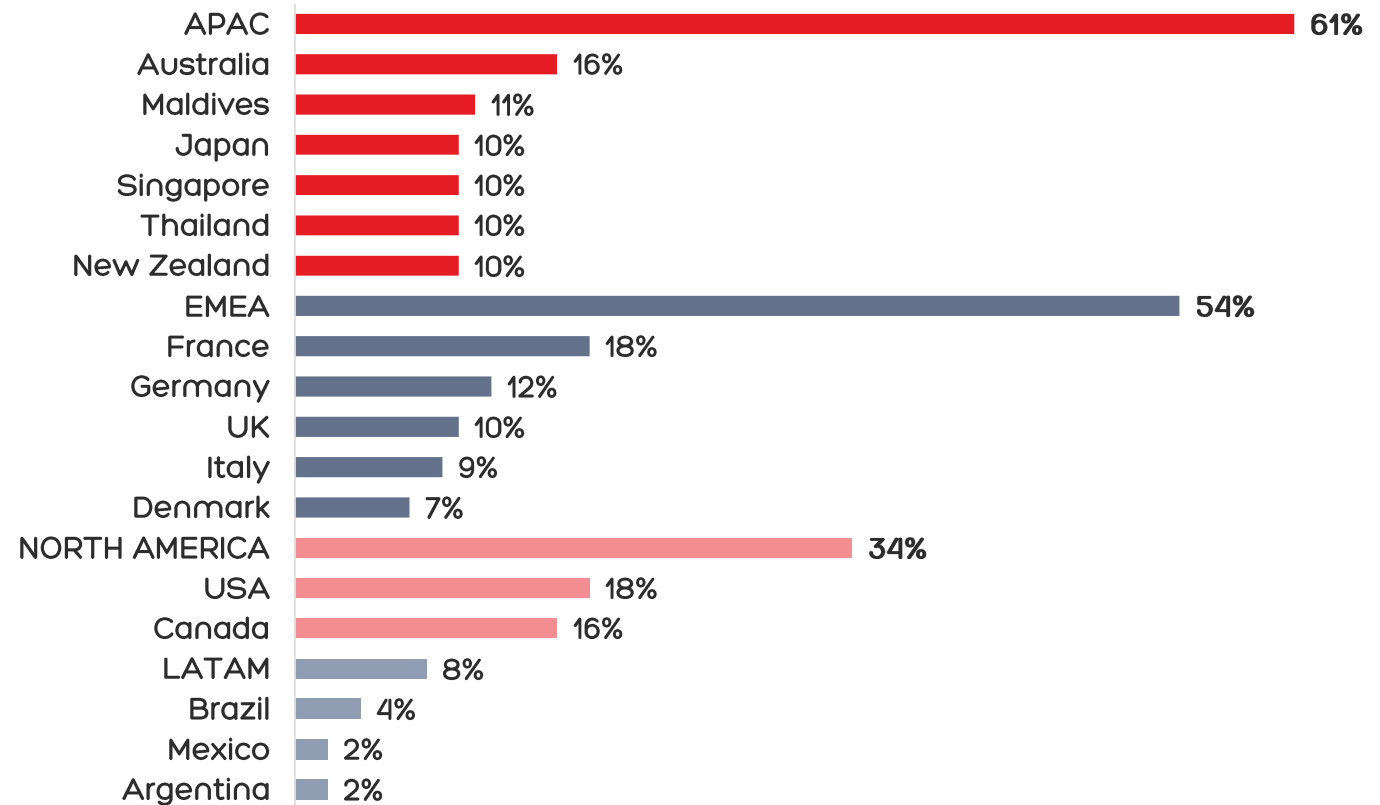
The trend for long haul destinations will continue in the next year. When planning for the next 12 months all age groups prefer long haul destinations, with Europe at the top of list followed by the US and Canada.

In comparison to last year, the preference for long distance travel in the future comes through strongly. The number of travelers intending to visit Europe for the first time has risen 19 per cent, the US 10 per cent, Canada 11 per cent, the Maldives 7 per cent, New Zealand 6 per cent and Australia 3 per cent.

And while APAC is still the most popular choice, it is the long haul destinations in the region such as Australia and New Zealand that are in demand. Overall the number of travelers intending to visit APAC in the next 12 months has declined 21 per cent compared with the previous 12 months, mainly because fewer travelers intend to visit Japan (-23%) and Thailand (-9%). New and distant are in, familiar and nearby are out.

With greater proficiency in English, travelers are also favouring English-speaking countries so Australia, Singapore, New Zealand, the UK, the US and Canada are all on the list.

Country to visit for the first time in the next 12 months







Independence and diversity the new norm

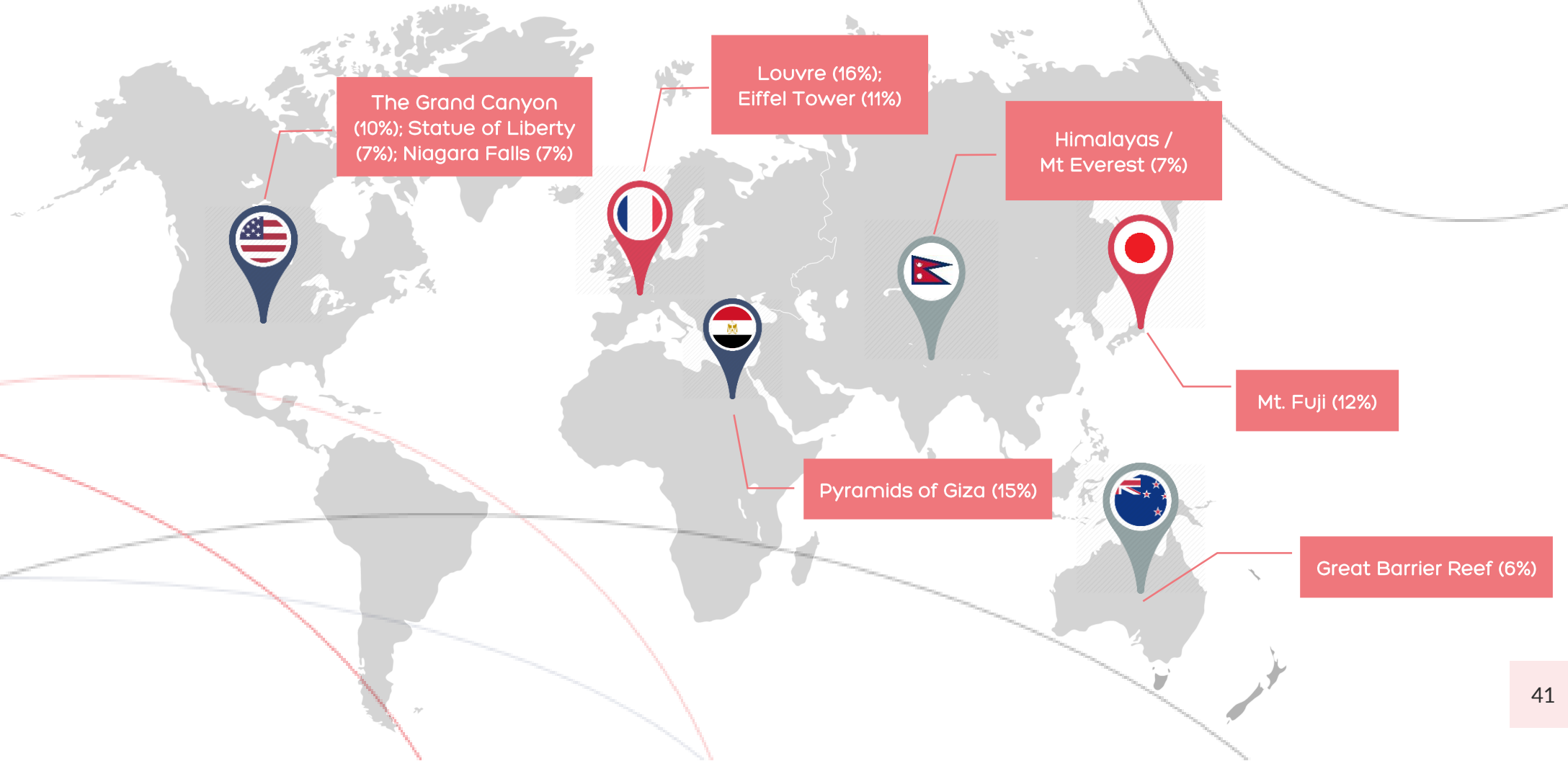
Across all generations, Chinese travelers intend to travel more independently in the future. The activities chosen in the different regions vary slightly, with dining and sightseeing topping local expenses in APAC and Europe, while shopping tops the list of expenses in the United States.

Post 90s and post 80s travelers are visiting a much more diverse range of locations than previously and intend to travel even more widely in the next 12 months. Along with the wider range of locations, their taste for intrepid travel has also increased. Post 60s are doing the same, both with and without their children.

Even those post 60s who travel with their children are being influenced by their millennial offspring, looking to choose more independent styles of international travel in the future, as can be seen in the table to the right. The most marked difference was in the number of post 60s who would travel in a private luxury tour in the next 12 months, with 17 per cent of those who had not traveled with children choosing this option, compared with 24 per cent of those who had.

Travel method in future	All 60s	Post 60s who traveled with their children in the past 12 months	Post 60s who never traveled with their children in the past 12 months
 Theme tour	27%	29%	25%
 Eco tours	25%	29%	23%
 Private luxury tours	20%	24%	17%
 Backpacking	21%	23%	20%

The top landmarks in different destinations



Top cities to visit in next 12 months



APAC

Ranking	Destinations	
1	Singapore	10%
2	Sydney	7%
3	Tokyo	4%
3	Hong Kong	4%
3	Bangkok	4%
3	Gold Coast	4%
7	Maldives	3%
7	Hokkaido	3%
7	Kuala Lumpur	3%
10	Seoul	2%

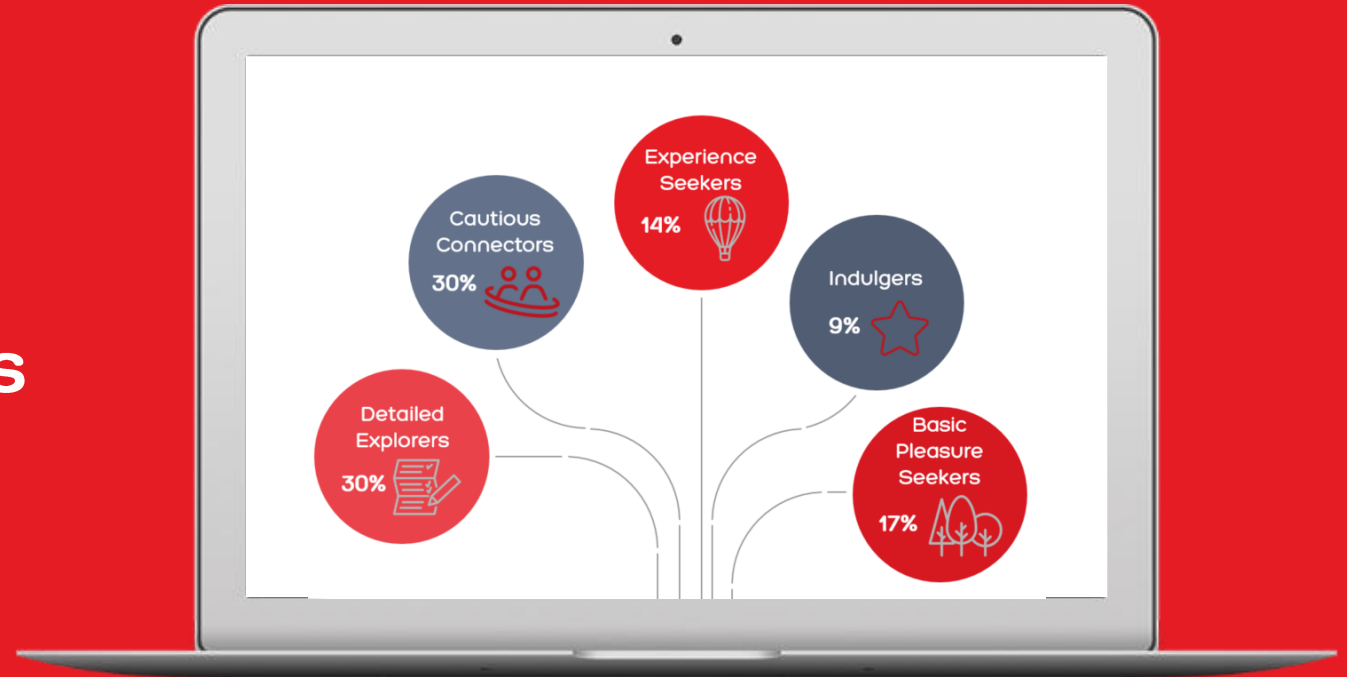
EMEA

Ranking	Destinations	
1	Paris	18%
2	London	5%
3	Athens	4%
4	Vienna	3%
4	Berlin	3%
4	Milan	3%
4	Roma	3%
8	Munich	2%
8	Amsterdam	2%
8	Zurich / Geneva	2%

North America and Latin America

Ranking	Destinations	
1	Hawaii	13%
2	Vancouver	8%
3	New York	7%
4	Toronto	6%
5	Los Angeles	4%
6	Las Vegas	3%
6	Seattle	3%
8	San Francisco	2%
8	Ottawa	2%
8	Mexican City	2%

Chinese traveler personas



Chinese traveler personas

The characteristics and preferences of Chinese travelers vary across different age groups, backgrounds and income. This year CITM has updated the 5 personas devised last year to help hotels and destinations tailor their marketing and diversity of offerings.

Ipsos used TFactor analysis to detect patterns in the responses of the travelers about their values. The result: distinct portraits of 5 different types of Chinese traveler, each with their own unique approach to travel.

By taking into account these different personas, and trends in their behavior and choices, the industry will be well placed to plan for the future.

The largest segments this year are Detailed Explorers and Cautious Connectors, each accounting for 30 per cent of travelers. These segments have also experienced the largest growth over the past 12 months, reflecting the increased mobility of non-millennials traveling without children or with older children and post 90s millennials who have more freedom to travel and explore.

This year there has been a shift of post 90s travelers from the Experience Seekers segment to Detailed Explorers, particularly males and post 90s with a higher income.

Spending has increased the most for Detailed Explorers (a mix of non-millennials and 90s millennials) and Indulgers (skewed towards 80s millennials), up 15 per cent and 16 per cent respectively compared with the previous year. This may reflect the trend for some 90s millennials to travel with their parents, and when they do, to explore more adventurous destinations and travel styles at higher cost. For the post 80s indulgers, luxury and prestige are key factors which means as income rises, so too does travel spend. The majority of travelers in both these groups intend to increase their travel spend in the next 12 months.



We believe the Detailed Explorers and Indulgers personas have the most potential for growth in travel spending and demand for new services in the next 12 months. Both these groups are keen to explore new destinations and new styles of travel. The shift of 90s millennials into the Detailed Explorers segment means there is a growing pool of younger travelers entering this segment. As their salaries increase, this group will have considerable influence on travel trends. Post 80s millennials, who make up the largest percentage of Indulgers, will continue to wield considerable spending power, particularly those who are choosing travel over traditional life stages.



“Age doesn't necessarily define me. As the world continues to evolve, I want to learn and explore. This is the biggest enjoyment of my life, and it defines my traveling.”

Spending in the next 12 months: 64% spend more
Future travel in next 12 months
APAC: 63% - Australia & New Zealand, Thailand
EMEA: 58% - France, Germany, Italy
NORTH AMERICA AND LATAM: 35% - USA and Brazil

Detailed Explorers

Almost one third of Chinese travelers fit into this category. They could be a post 70s non-millennial who has witnessed massive change in China over the past few decades or an energetic post 90s millennial.

People in this category respond positively to statements like “one should continuously explore new ideas” (innovation), “no matter the life stage one should always live life with youthful energy.” (self-motivated) and “I am able to reach any goal I set myself” (empowerment).

They consider traveling to be an essential part of life and also a chance to indulge oneself, preferring to travel independently but also in semi-packaged tours. In the future they intend to do more specialized tours such as eco tours, adventure tours, backpacking and luxury tours.

When choosing a hotel, Detailed Explorers prefer comfort and something that reflects the local culture and ambience. Authenticity is important, whether it is a product or service, and they expect to pay more.

Spending on travel for this segment increased by 15 per cent in the past 12 months and they allocated 26 per cent of their income to travel. They expect to spend a lot more on travel in the future with travel destinations leaning towards long haul destinations in APAC, EMEA, North America and LATAM.

When asked where they would travel in five years' time if their salary doubled, most said they would explore more of South America rather than APAC. If they had children in five years, post 90s would take them to the best parts of APAC and Europe; and if traveling with family and parents, travel would be spread more evenly across regions that address key safety and comfort considerations.



Key values in life

Innovation
Self-motivated
Empowerment



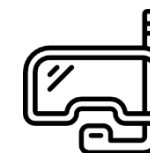
Demographics

Mix generation (non-millennials & 90s)
Annual personal income:
Skews toward mid to high
US\$13,944 (¥96,000)

Future type of travel



Eco tours



Theme tour



Related to travel

A necessity element in life
Exhilarating experience
Learning and exploration journey
An opportunity to indulge yourself



Related to hotel selection

Style with local ambience
Comfort



I believe one way I can demonstrate my success in life is through traveling – spending my hard earned money and proving to the world I am living a fantastic life.”

Spending in the next 12 months: 60% spend more
Future travel in next 12 months
APAC: 62% - Australia & Singapore
EMEA: 54% - France & Germany
NORTH AMERICA AND LATAM: 33% - USA & Canada

Indulgers

Indulgers accounted for only 9 per cent of Chinese travelers in 2016 and are the smallest segment. They are predominantly post 80s millennials.

Indulgers respond positively to statements like: “I value being recognized as someone accomplished with leadership power and influence” (power and influence); “Material things improve my quality of life and make me happiest” (indulgence); “Acknowledgement by others is a true sign of my success” (recognition).

In the past 12 months this segment spent 27 per cent of their income on travel and their daily travel spend increased by 16 per cent. The majority (60%) expect to spend more on travel in the next 12 months.

Their preferred way of traveling is theme tours and eco tours but in the future they would like to do more luxury tours. Planned destinations for the next 12 months include APAC (62%), Europe (54%), North America and LATAM (33%).

They are brand conscious and when choosing hotels prefer to stick to their favourite 5 star brand.

When asked where they would travel in 5 years’ time if their salary doubled, almost half said they would visit Europe (47%) while 31 per cent would visit North America and LATAM and 22 per cent would visit APAC. If traveling with family and parents, APAC was preferred by 40 per cent and Europe by 37 per cent.



Key values in life

Power and Influence
Indulgence
Recognition



Demographics

Skews toward post 80s
Annual personal income:
skews toward mid to
high US\$13,010 (¥89,570)



Related to travel

Opportunity to
demonstrate
my success in life
An opportunity to indulge
yourself



Related to hotel selection

5 Star Hotel

Future type of travel



FIT



Private
luxury tour



I am someone who values strong bonds within family. My purpose of travel evolves around family happiness."

Spending in the next 12 months: 57% spend more
Future travel in next 12 months
APAC, North America and LATAM
for relaxation and sightseeing
APAC: 62% - Australia, Japan, Maldives
NORTH AMERICA AND LATAM: 34% - USA & Canada

Cautious Connectors

Cautious Connectors make up almost one third of Chinese travelers and are mostly post 60s and 70s non-millennials. They are predominantly from Tier 3 and 4 cities and are very family conscious.

They respond positively to statements like: "I am conscious of my impact on society and the environment" (responsibility); "Those who are successful have a duty to care for the less well-off" (humanity); and "my family always comes first." (family-first).

For this segment, travel is all about spending special time with family. They prefer sightseeing and visiting the countryside or rural locations and they are budget conscious. Their preferred style of travel is tour groups but in the future they will consider switching to semi-packaged tours if there are attractive offers or based on advice from friends and family or colleagues.

When choosing a hotel, Cautious Connectors prefer value for money, including free breakfasts, and tend to follow recommendations of friends and family. They value good customer service over the design and features of a hotel.

In the past 12 months they spent 28 per cent of their income on travel and their average daily spend increased by 9 per cent. More than half (57%) intend to spend more in the next 12 months.

When asked where they would travel in 5 years' time if their salary doubled, Cautious Connectors said they would indulge themselves more and travel to more expensive destinations in Europe such as Switzerland. If traveling with children and family, they would travel to relaxing destinations in APAC such as the Maldives and Australia.



Key values in life

Responsibility
Humanity
Family-first



Demographics

Skews toward post 60-70s, non-millennials, travel with family
Annual personal income: skews toward mid to low
US\$12,491 (¥85,999)

Future type of travel



Semi-packaged tour



Related to travel

Family golden moments



Related to hotel selection

Value for money, free breakfast
Recommended by friends / family / colleagues



When I think of traveling I think of all the moments I spend with loved ones and how good it is to be away from work so I can finally enjoy my life."

Spending in the next 12 months: 60% spend more
Future travel in next 12 months
Across continents but away from tourist
EMEA: 46% - Denmark, Egypt
NORTH AMERICA AND LATAM: 30% - Brazil
APAC: 62% - Australia, Maldives

Basic Pleasure Seekers

Basic Pleasure Seekers make up 17 per cent of Chinese travelers and are predominantly post 90s millennials.

They respond positively to statements like: "Being content with what I have brings genuine happiness" (contentment); "For me, how things look is just as important as what they can do" (aesthetics); "I wish to live life with fewer but more substantive items" (simplicity).

For this segment, travel is all about family golden moments or joyful moments with friends. Their main activity when traveling is dining and their preferred style of traveling is independent or semi-package tours. When choosing a hotel, Basic Pleasure Seekers prefer value for money. They are good at saving and researching the best deals for accommodation. Hotel star rating is not important whereas local flavour is. Accommodation also needs to be near transport and preferably have Mandarin signage and travel guides.

Favoured destinations are those away from the main tourist areas. In the next 12 months they intend to visit destinations like Denmark, Egypt or Brazil, probably independently or in semi-packaged tours.

In the past 12 months they spent 29 per cent of their income on travel and their average daily spend increased by 10 per cent. More than half (60%) intend to spend more on travel in the next 12 months.

When asked where they would travel in 5 years' time if their salary doubled, this segment said they would choose more expensive destinations in Europe such as France and Italy. If they had children they would choose Asian destinations including Japan.



Key values in life

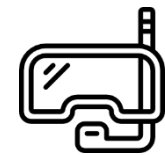
Contentment
Aesthetics
Simplicity



Demographics

Skews toward post 90s
Annual personal income:
skews toward low
US\$11,610 (¥79,934)

Future type of travel



Theme tour



Related to travel

Family golden moments
Friends joyful moments



Related to hotel selection

Mandarin speaking staff /
signage / literature
Independent hotel with
local ambience
Price sensitive / access
to public transport



Experience Seekers

Experience Seekers make up 14 per cent of Chinese travelers and are predominantly post 80s and 90s millennials from Tier 1 cities.

People in this category respond positively to statements like "I am a unique individual and make decisions that suit my needs" (individuality); "I have my own way of seeing the world – and feel the need to go my own way." (independence) and "I am willing to take risks because I believe in myself." (ambition).

They consider traveling to be a way of escaping reality and pushing their boundaries, preferring travel experiences such as backpacking, theme tours or eco tours. In the future they intend to do more eco tours and theme tours. They like to travel to unfamiliar places such as the Middle East, Africa and Finland.

When choosing a hotel, Experience Seekers prefer boutique hotels and alternative accommodation, not for a lower price but for their unique features and services. They research these online rather than seek advice from friends or family.

Spending on travel for this segment increased by 5 per cent in the past 12 months and they allocated 29 per cent of their income to travel. More than half (61%) intend to spend more on travel in the next 12 months.

When asked where they would travel in 5 years' time if their salary doubled, most said they would explore more of Africa and the Middle East. If they had children in 5 years they would choose safer destinations in APAC such as Australia and Japan. If traveling with family they would consider destinations such as Taiwan and Singapore.



Key values in life

Believe in Individuality
Independence
Ambition



Demographics

Skews toward post 80-90s, millennials
Origin more from tier 1 cities
Annual personal income:
Skews toward high
US\$14,234 (¥97,999)



Related to travel

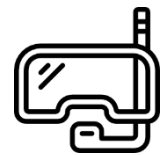
Step out of comfort zone
Get away from reality



Related to hotel selection

Boutique hotel
Services / facilities / room size
Online reviews / friends recommendations

Future type of travel



Theme tour



Eco tours

“My friends love shopping and dining but I love to do something that allows me to step out of my comfort zone and be away from reality.”

Spending in the next 12 months: 60% spend more

Future travel in next 12 months

Stepping out to see what's the world outside

APAC: 63% - Australia, Japan, Singapore

EMEA: 62% - Middle East, Africa, Europe (Finland, Netherlands)

NORTH AMERICA AND LATAM: 37% - Canada & Brazil

An insight into millennials

Millennials are a diverse generation, covering post 80s and post 90s age groups and spread across the key personas. Overall, millennials are represented more abundantly in Experience Seekers, Indulgents and Basic Pleasure Seekers. However, this year there has been a shift amongst post 90s millennials away from the Experience Seeker to Detailed Explorer segment.

The shift of post 90s towards Detailed Explorer is particularly apparent for post 90s males. Younger millennial females are more likely than males to be in the Experience Seeker segment and millennials with higher average incomes are also more likely to be Detailed Explorers.

In terms of spending power, Indulgents spending US\$522 (¥3,592) continue to be the highest travel spenders amongst all segments, with a 16 per cent increase from last year. With a medium income level US\$13,010 (¥89,570), this segment, comprised of post 80s, are happy to spend on travel.

Detailed Explorers US\$484 (¥3,335) have overtaken Experience Seekers US\$473 (¥3,254) as the second highest spending segment, with a big jump of 15 per cent from last year. These segments are similar in terms of mindset, both eager to explore the world and are more insightful.

Post 80s millennials are also displaying some interesting trends. Since this group, along with post 70s, are more likely to be traveling with children, they show a high preference for visiting APAC. At the same time, a growing number of post 80s millennials are choosing travel over traditional life stages such as starting a family and so are traveling further afield and choosing more intrepid traveling styles. The more diverse the locations, the more adventurous this age group has become.

Hotel spending:

- Millennials are more likely to use hotel entertainment facilities than non-millennials. Hotel entertainment facilities include on-site spas, in-room entertainment, on-site casinos and bars.
- On average, millennials who use entertainment facilities at the hotel spend 56% more on their daily hotel spend than non-millennials who don't use these facilities.

Daily local spending:

- Millennials are more likely to do cultural / adventurous activities than non-millennials, such as enjoy safaris, cultural events and outdoor activities.
- On average, millennials that participate in these activities spend 10% more on daily local expenses than non-millennials who don't.

Post 90s shift to the Detailed Explorers segment








	Detailed Explorers	Experience Seekers
Gender	Male (35%)	Male (29%)
Average income	US\$8,569 (¥58,998)	US\$7,930 (¥54,599)

Post 80s shift to new destinations

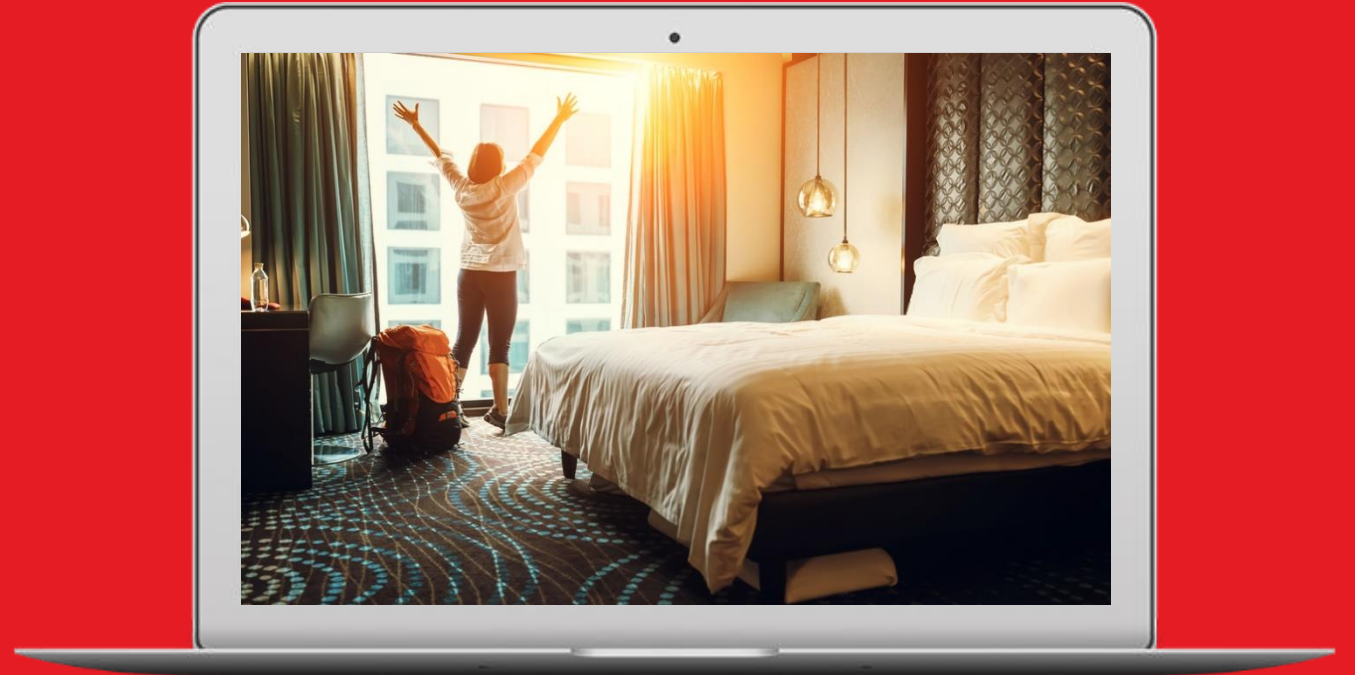


80s	Top destinations in the past 12 months	Top destinations in the next 12 months
APAC	Japan, Macau	Australia, Maldives, Singapore
EMEA	France, Germany, UK, Italy	France, Germany, Denmark, Sweden, Finland, Switzerland, Netherlands
LATAM	USA	Canada, Brazil

An insight into millennials

		2017	2016	Composition	Key values
Detailed Explorers		30%	25%	Skews to born in the 70s, or the 90s	Innovation, autonomy, self-motivations, action-focused, extroverted
Indulgers		9%	12%	Skews to those born in the 80s	Power and influence, indulgence, recognition
Cautious Connectors		30%	25%	Skews to non-millennials who travel with their family	Responsibility, humanity, integrity, family
Basic Pleasure Seekers		17%	21%	Skews to those born in the 90s	Contentment, aesthetics, simplicity
Experience Seekers		14%	17%	Skews to those born in the 80s and 90s, from top tier cities	Individuality, risk-taking, introverted

Hoteliers' point of view



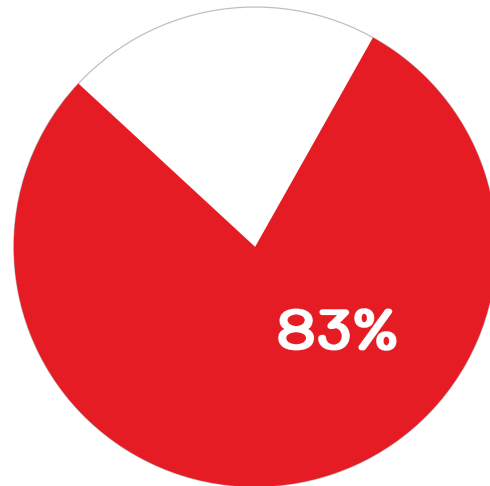
Exotic locations on the rise



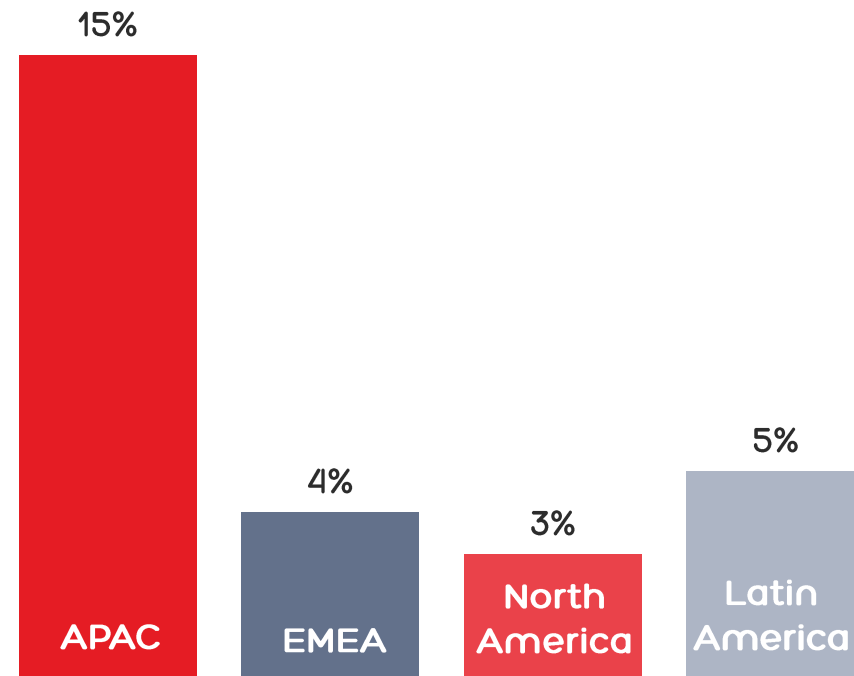
This year the hoteliers survey revealed a growth in Chinese guests at hotels around the globe with travelers continuing to visit familiar regions, but also visiting new, more exotic locations in growing numbers. Millennials in particular are seen to be choosing more exotic destinations and demanding new services. The survey also revealed there are some significant gaps between the services and facilities hoteliers are providing and those that Chinese visitors believe need improvements.

On a global scale, around 83 per cent of hoteliers have Chinese guests, which is 4 per cent higher than last year. APAC has by far the most Chinese guests, occupying 15 per cent of APAC hotel business, compared with other regions where Chinese guests comprise only 3-6 per cent of business. Latin America, while still having a reasonably low occupation rate of Chinese guests, has seen a strong growth in the past 12 months, with Chinese visitors shifting from 0 per cent to up to 5 per cent of business.

83 per cent of
hoteliers have
Chinese guests



Percentage of business from Chinese guests (mean)



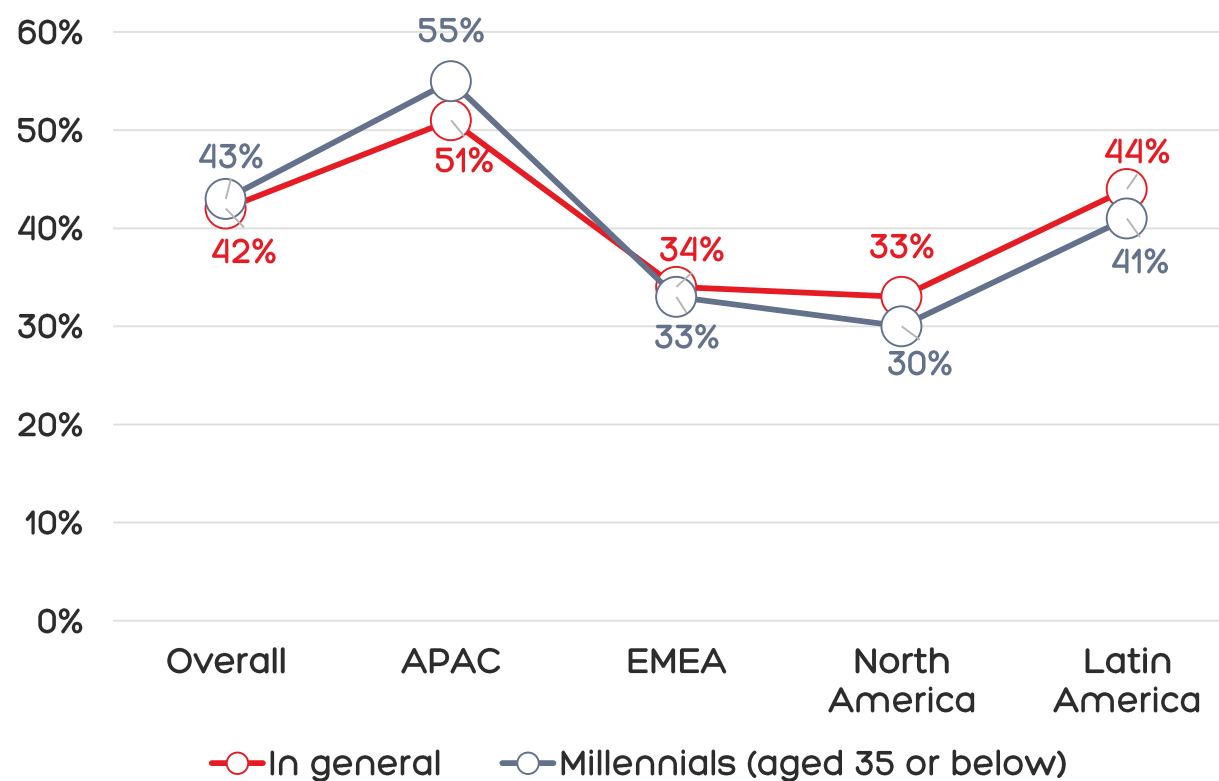
Latin America growing in popularity



Altogether, 42 per cent of hotels experienced a growth in the number of Chinese guests, a median increase of 10 per cent compared with the previous year. In APAC 51 per cent saw a growth in numbers, which was significant but lower than the previous year, no doubt because it is such a mature market. Latin America saw the biggest shift, with 44 per cent of hoteliers reporting a growth in Chinese visitors, a 21 per cent increase compared to the previous year. Both the EMEA and the US experienced a slowdown in the growth of Chinese visitors.

More Chinese millennials visited hotels around the globe, with 43 per cent of hotels reporting an increase in this age group, up 12 per cent compared to the previous year. Latin America had the most growth in millennials, with 41 per cent of hotels reporting an increase, up 14 per cent compared to the previous year. Interestingly, while EMEA had a slowdown in Chinese visitors overall, the number of millennials increased compared with the previous year.

Hotels seeing growth in Chinese guests



Exchange rates impact travel destinations




Relaxation of visa requirements has replaced marketing as the top factor impacting the hotel industry, with 44 per cent of hoteliers citing it as significant.

As the exchange rate for Chinese currency has been reasonably stable against developed nations, this has been less of a factor impacting hotels. However, 40 per cent of hotels in Latin America, where the exchange rate has fluctuated in a number of countries, cited exchange rates as a significant factor. In both Brazil and Mexico, for example, fluctuations in the exchange rate have made it more expensive for Chinese travelers over the past 12 months.

Apart from Chinese travelers, hoteliers have identified the top countries where they see the most potential for growth in inbound tourists. This includes Asian travelers (from Japan, Hong Kong and Singapore) to APAC and travelers from Europe, Russia and the US to North America and LATAM.

Top countries where hoteliers see the most potential for growth in inbound tourists

		Overall	Hoteliers from APAC	Hoteliers from EMEA	Hoteliers from North America	Hoteliers from Latin America
	USA	33%	26%	36%	48%	43%
	Germany	32%	24%	35%	49%	42%
	Korea	31%	36%	29%	23%	23%
	Japan	30%	30%	26%	45%	36%
	Russia	30%	20%	47%	34%	13%
	UK	28%	25%	30%	29%	39%
	India	28%	26%	30%	27%	34%
	Hong Kong	28%	35%	22%	20%	17%
	Singapore	27%	38%	18%	14%	10%
	Malaysia	24%	36%	18%	5%	6%





Sightseeing and dining the most popular services



Another interesting trend in the survey is an increase in leisure traveling in EMEA and an increase in combined business and leisure travel in North America, up 7 per cent and 8 per cent respectively compared with the previous 12 months. This could be as a result of the growing preference of post 1980s millennials who, as revealed in this year's consumer survey, are using their increased earning capacity to travel to western Europe, the US and Canada.

Enquiries regarding private tours are more common in APAC and those for organized tours more popular in the EMEA and the US. The main activities Chinese hotel guests enquire about overall are dining, sightseeing and shopping. Dining and sightseeing align with what Chinese travelers in the consumer survey cite as their top preferences but is mismatched with shopping, which has significantly declined in importance for Chinese travelers in this year's CITM.

Most enquired services by Chinese travelers

	Overall	APAC	EMEA	North America	Latin America
Sightseeing – private tour 	47%	52%	45%	41%	35%
Dining 	45%	52%	38%	33%	43%
Shopping 	44%	47%	43%	30%	49%
Sightseeing – organized tour 	35%	28%	43%	43%	34%

What Chinese guests want



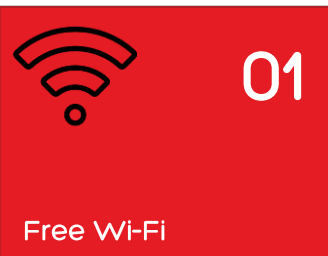
Chinese guests are increasingly skilled in English and are looking for value for money, according to hoteliers in this year's survey. This is particularly true in the US, with 52 per cent and 42 per cent of hoteliers citing these two behaviors as changing the most compared with the previous year, respectively. A higher interest in eco tours was also more prominent in the US compared with other regions.

In terms of what guests expect from hotels, free Wi-Fi, Chinese breakfast, a kettle and travel guides are still the top requests. Even though travelers are observed to have better English, they still demand Mandarin speaking staff in Asia Pacific countries, particularly where staff are less sophisticated in English.

Interestingly, these findings vary from what consumers say in this year's CITM. Chinese payment facilities is at the top of the list for consumers but is number 7 in the hotelier survey, while having a Chinese restaurant on site is number 5 for travelers and towards the bottom of the list for hoteliers.

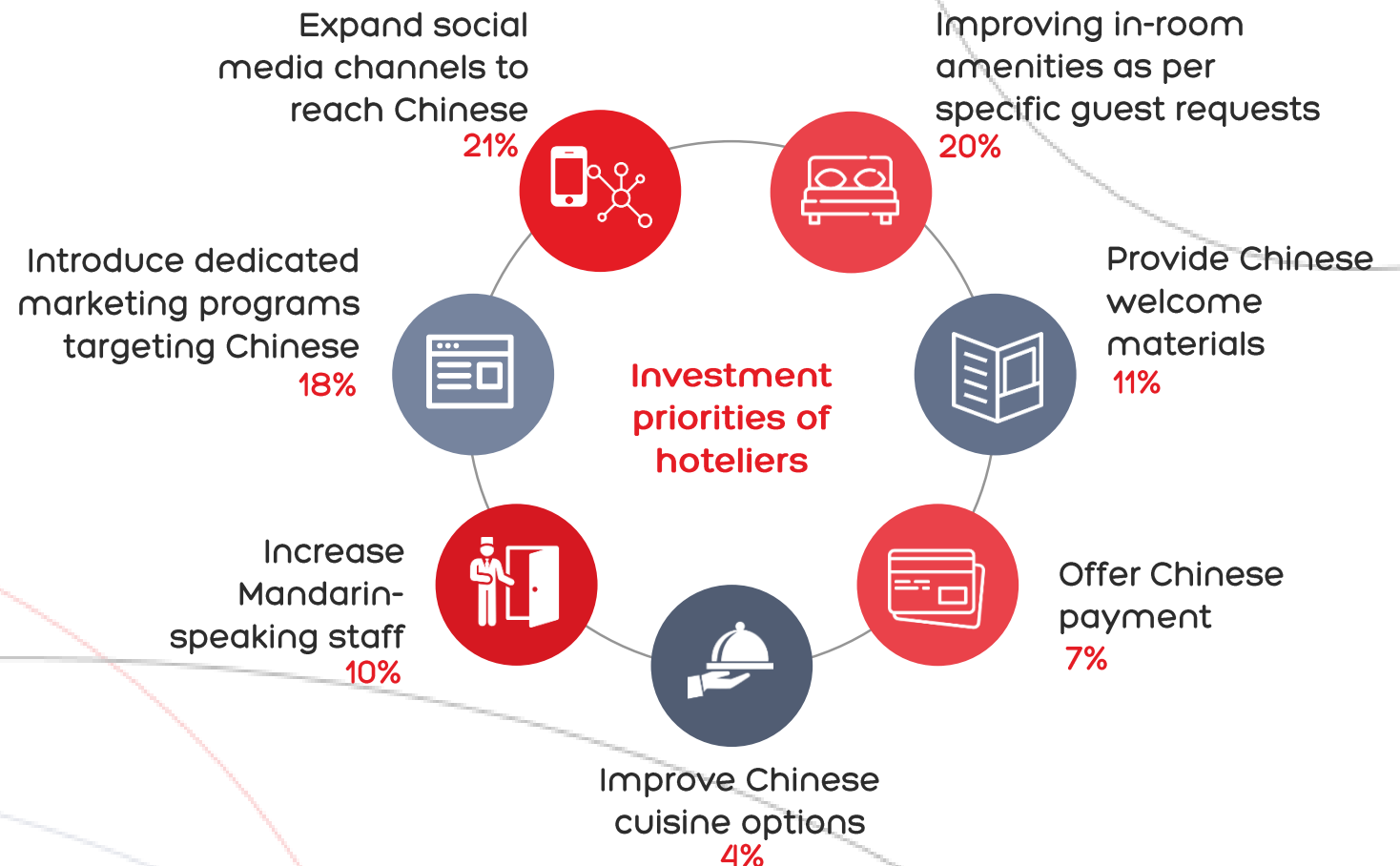
Traveler requests are also obviously influenced by their age and traveling preferences. For example, travelers to Latin America are usually younger, more adventurous and looking for local experiences and flavor so are less likely to request Mandarin speaking staff, translated tour guides or Chinese TV programs. On the other hand they are highly likely to expect free Wi-Fi.

Hoteliers identified the in-house restaurant as the service where their guests spent the most money. Given that travelers who responded to the consumer survey said this is also where they spent the most but believed it was also the service needing the most improvement, it is a key service gap.



Hotels investing in social media not services

Hotels are prioritizing Chinese social media and marketing programs to attract Chinese visitors in the next 12 months, though hotels say their investment in services for Chinese guests has decreased, with only 4 per cent spending more than US\$10,000 (¥68,848) compared to 12 per cent last year. With less investment in hotel services, the risk is that existing service gaps will become larger. For example, overall 21 per cent of hotels will be prioritizing social media when allocating hotel resources, while only 7 per cent will spend on providing UnionPay facilities (the service Chinese travelers see as needing most improvement). For two other services considered very important by Chinese guests, Chinese cuisine and Mandarin-speaking staff, hotels intend to allocate only 4 per cent and 10 per cent of resources respectively.



Where are the gaps?



The report identified key areas where hotels could improve their services, according to Chinese travelers:



Chinese payment facilities

Services such as UnionPay represent a big gap in service. In terms of what services consumers think need improving this ranks second for consumers but is way down the list for hoteliers, with only 18 per cent currently offering facilities and 18 per cent intending to offer them in the next 12 months.



In-house Mandarin speaking staff

This service is ranked number 1 by travelers but low on the list for hoteliers with only 17 per cent currently offering the service and 17 per cent planning to in the next 12 months.



On-site Chinese restaurant

This service is ranked fifth by travelers but is low on the list for hoteliers, with only 7 per cent currently offering this service and 13 per cent intending to provide it in the next 12 months.

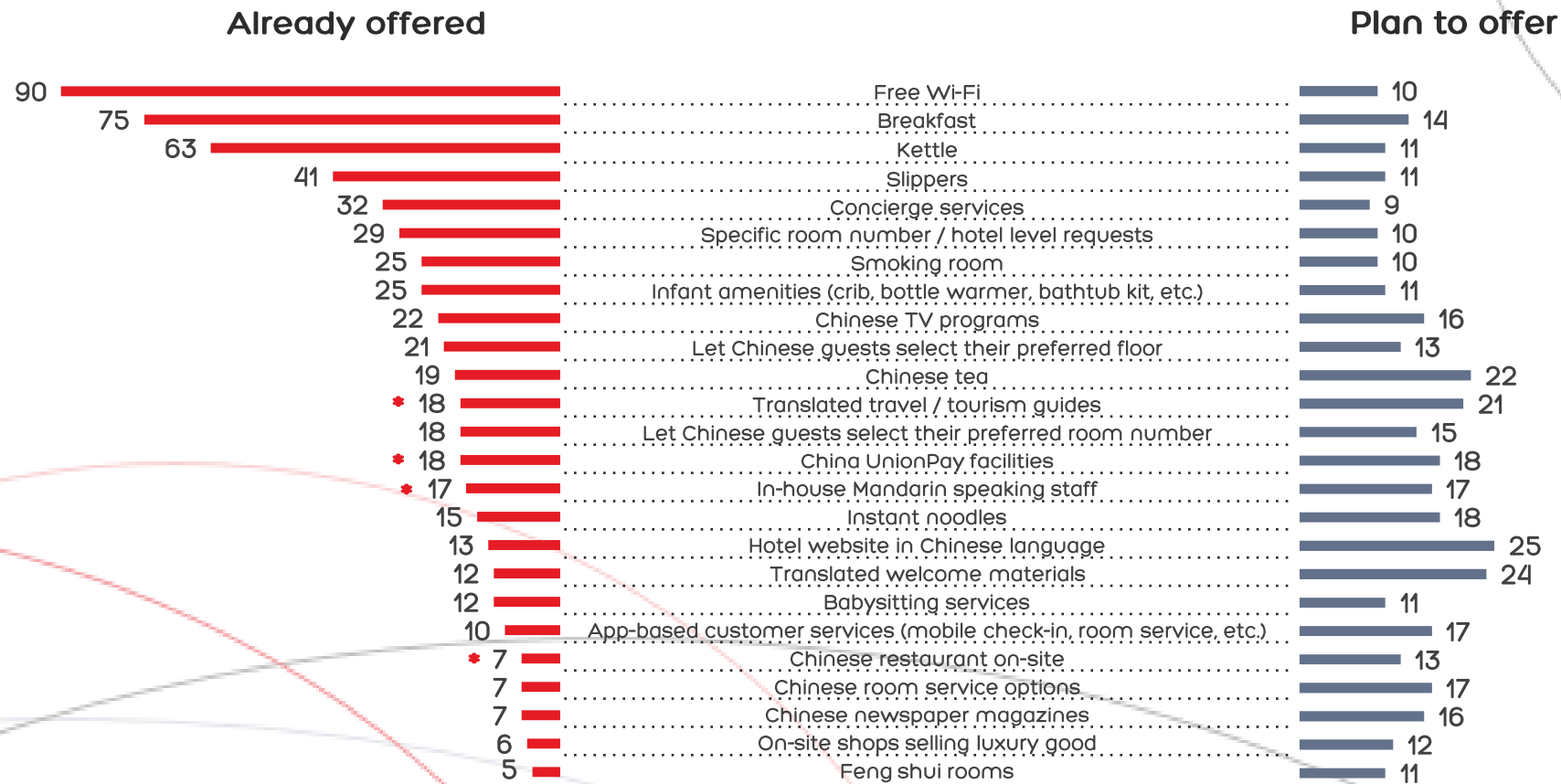


Translated travel / tourism guides

This service is ranked number 4 by travelers but low in priority for hoteliers with 18 per cent currently offering this and only 21 per cent planning to in future.

Chinese travelers' top needs (Wi-Fi, breakfast and kettle) are being catered to. Future improvements focus on translated materials such as hotel website and tourism guides. One of the top required improvements identified by Chinese travellers surveyed is an on-site Chinese restaurant, which is not a service many hoteliers currently offer or plan to offer.

Services / products "already offered" versus "plan to offer"



*Priority services / products as voted by Chinese travelers

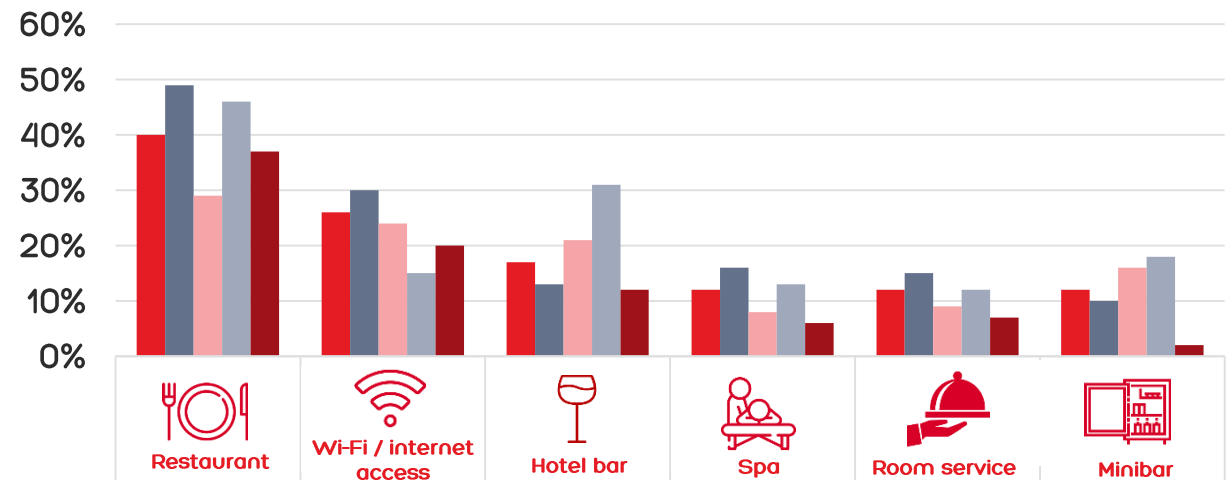
Variation across regions

How much Chinese travelers' needs are catered to varies widely across the regions. Hoteliers in APAC are the most keen to cater to Chinese travelers, especially to their cultural values – for example, removing unlucky numbers and providing cultural awareness training to staff. They will also organize specific services and events for Chinese guests traveling independently, with 23 per cent saying they do this compared to 19 per cent in EMEA, 17 per cent in the US and 11 per cent in Latin America.

Employing Mandarin-speaking staff was also much more of a priority for APAC hoteliers with 23 per cent offering this service compared to 5 per cent in EMEA, 1 per cent in the US and 11 per cent in Latin America.

In terms of what hotel services guests want, restaurant and Wi-Fi / internet access are where Chinese guests spend the most. The main variation in other services is in Latin America where services such as hotel bar, spa, room service and minibar are low-spend services compared to the other regions. Given that the profile of Latin American hotels in the survey tend to be in the lower tiers, these services are less likely to be on offer.

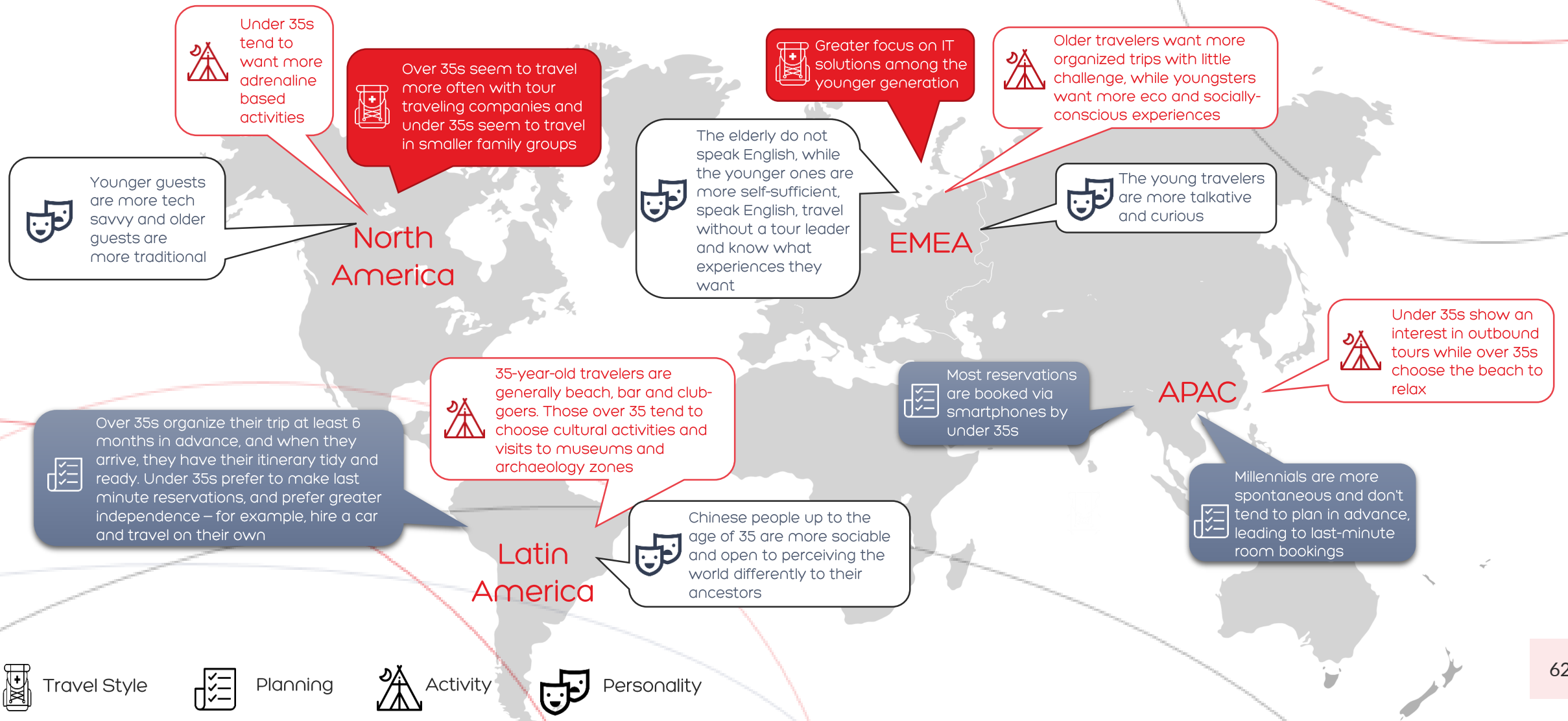
Activities / services / facilities Chinese guests spent the most on



	Restaurant	Wi-Fi / internet access	Hotel bar	Spa	Room service	Minibar
Overall	40%	26%	17%	12%	12%	12%
APAC	49%	30%	13%	16%	15%	10%
EMEA	29%	24%	21%	8%	9%	16%
North America	46%	15%	31%	13%	12%	18%
Latin America	37%	20%	12%	6%	7%	2%

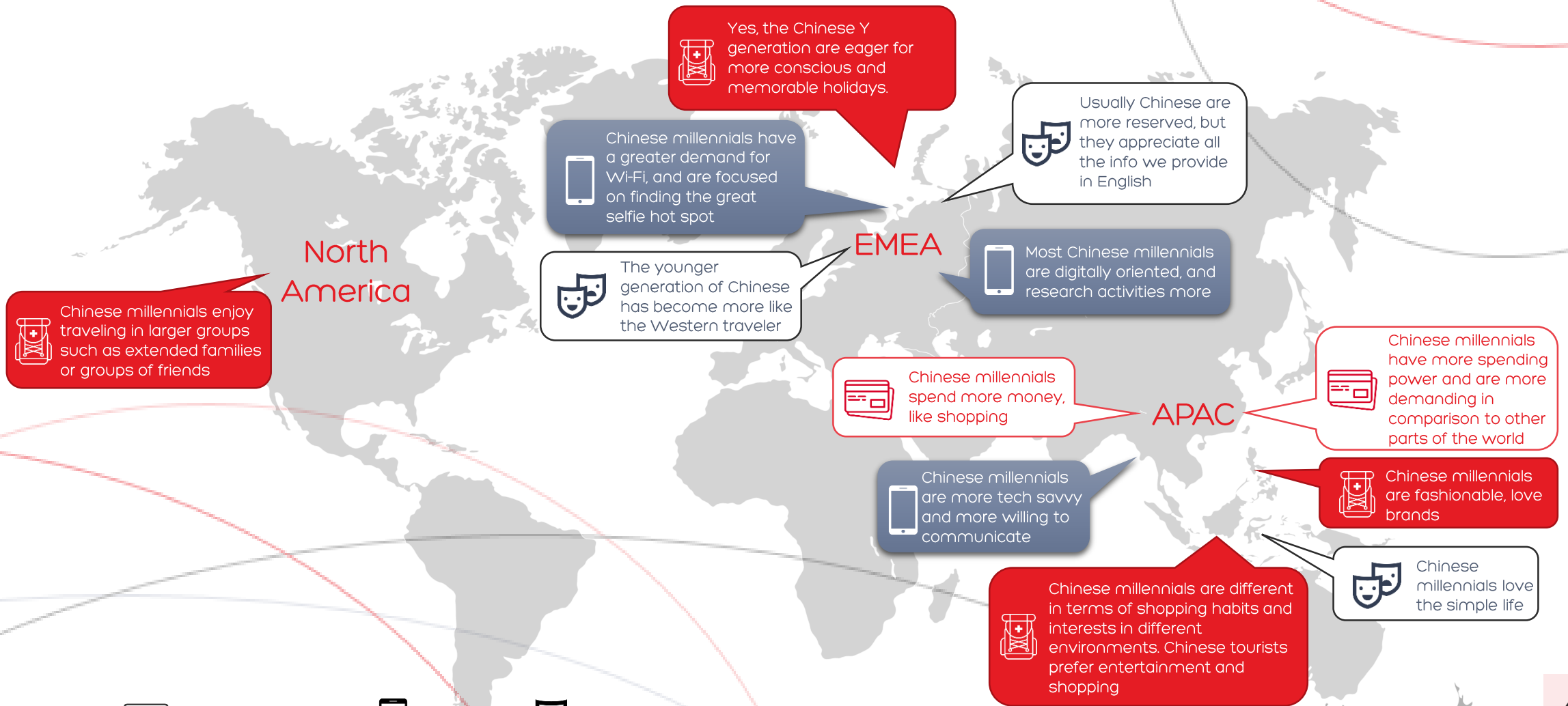
Millennials: How do they behave?

Chinese travelers: Under 35 vs over 35

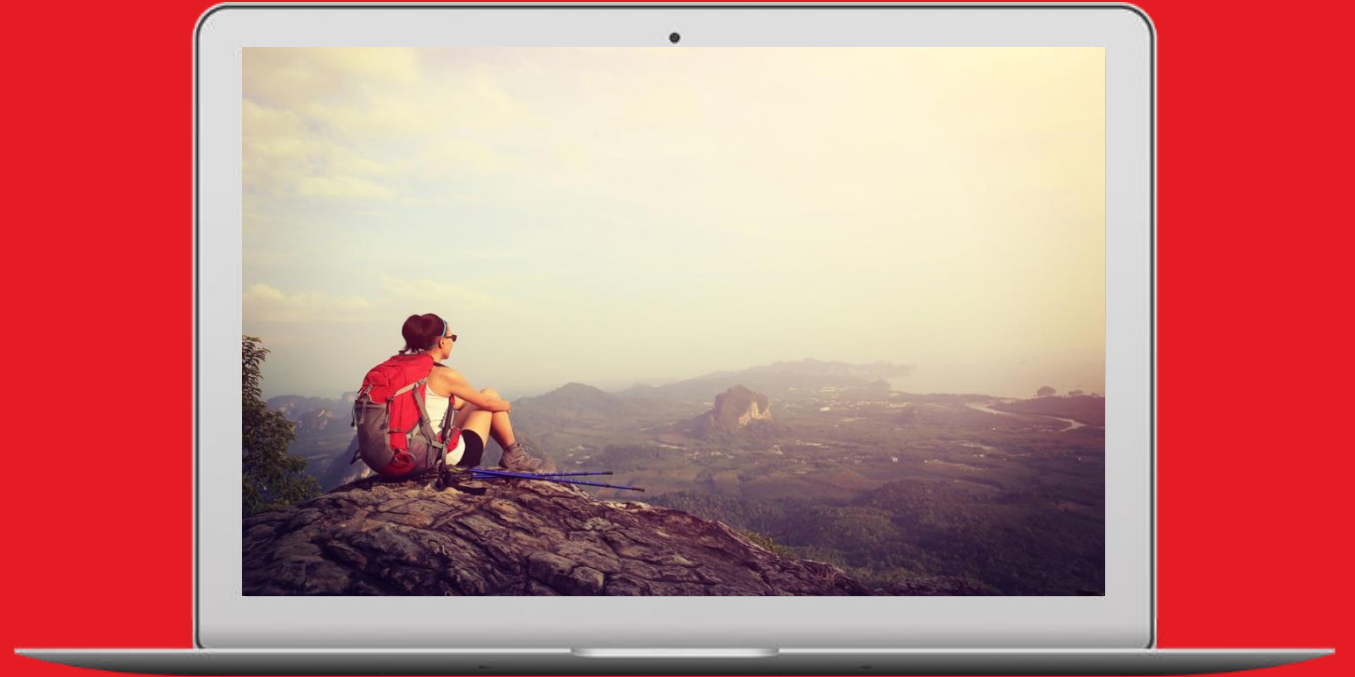


Millennials: How do they behave?

Chinese millennials vs millennials from other countries



Country initiatives targeting outbound Chinese travelers



Japan



- The number of Chinese travelers visiting Japan increased by 27 per cent in 2016 compared with 2015, up from 4,993,689 to 6,372,948, according to the Japan National Tourism Organization. Chinese travelers ranked number 1 for inbound tourists to Japan in both 2015 and 2016, up from third place in 2014.
- Japanese tourist businesses and hotels have been offering new services to cater to the large shift in the preference by Chinese travelers for authentic Japanese experiences such as farm stays and Japanese cuisine rather than shopping. Omotenashi – the Japanese spirit of selfless hospitality - is attractive to Chinese travelers and is possibly driving inbound tourist numbers. A number of hotels have also been employing Chinese staff to offer specialized service to travelers.¹
- An increasing number of businesses are offering cashless payment to cater to foreign visitors who prefer to pay by credit cards and electronic money. In addition, more hotels and other businesses are upgrading their technology so they can accept Chinese preferred methods of payment such as UnionPay, Alipay and WeChat Pay.²
- Accommodation near cultural sites, such as temples and shrines, is being developed by companies such as construction company Sekisui House to cater specifically for Chinese and other visitors.³
- From 21st April 2017, visa requirements for Chinese travelers visiting Japan were eased. The major changes include:
 - Multiple-entry visas to applicants with sufficient financial capability
 - Valid for 3 years and allowing a stay of up to 30 days for each visit (initial visit is limited to sightseeing only)
 - Expansion of multiple-entry to Tohoku region from 3 to 6 prefectures. The requirement for a travel history to Japan within the past 3 years has also been removed for applicants with a certain level of financial capability
 - Relaxation of multiple-entry visas for individuals with substantially high incomes
 - Simplified application procedures for single-entry visas for individual tourists with gold credit cards

¹ <http://j.sankeibiz.jp/article/id=1190>

² <http://j.sankeibiz.jp/article/id=1221>

³ <http://j.sankeibiz.jp/article/id=700>

Australia



Australia

- The number of Chinese travelers visiting Australia increased by 17 per cent in 2016 compared with 2015, up from 1,024,000 to more than 1.2 million.⁴ The number of inbound Chinese visitors has steadily increased each year since 2011 when 490,000 travelers visited Australia. China ranks second to New Zealand for inbound traveler numbers and is slowly catching up, while the UK remains in third position and is growing at a slower rate than China, according to figures from the Australian Bureau of Statistics.
- Tourism Australia has run a number of campaigns and strategies to drive inbound Chinese tourism as part of its China 2020 Strategic Plan. In 2017 it has been running a large-scale campaign in China, including promotional videos on massive screens at subway lines in Beijing and other cities. The campaign includes a new Chinese-language version of the Australia.cn website. As part of the 2020 Strategic Plan there are now more Chinese speaking staff and Chinese menus at hotels and Chinese signage at airports.
- In 2016, Alipay and Commonwealth Bank of Australia agreed to work together to allow Chinese tourists and students in Australia to use Alipay to buy goods in Australian stores. The deal with Alipay means the Chinese mobile payment application would be available on CBA's point-of-sale platforms, allowing Chinese consumers to make purchases without having to pay currency conversion fees. Choice Hotels Asia has also partnered with China's biggest online travel agency, Ctrip, which will allow Chinese tourists to find, book and stay at any of Choice's 230 Australian properties.⁵
- Chinese millennials are seeking the type of experience they can't have at home and this is leading them to seek immersive experiences rather than more conventional tours. They view Australia as a must-see destination, and are looking for quintessentially Australian experiences – beaches, the Great Barrier Reef, farms and the outback and quokkas on Rottnest Island.⁶
- As of February 2017 incoming Chinese visitors will be able to apply for visas online and track their application status.⁷ A new 10-year visa allowing multiple entries into Australia will be launched in 2017, with the visa to be trialed first amongst Chinese travelers.⁸ Additionally, student visa categories are being reduced from 8 to 2, to make it easier for Chinese students to study in Australia.⁹

⁴ <http://www.abs.gov.au/ausstats/abs@.nsf/featurearticlesbyCatalogue/961B6B53B87C130ACA2574030010BD05>

⁵ <http://www.hotelmanagement.com.au/2016/11/16/choice-partners-chinas-largest-online-travel-agency/>

⁶ <http://www.abc.net.au/news/rural/2017-06-15/report-says-get-china-ready-to-cash-in-on-booming-tourism/8616702>

⁷ <http://www.news.com.au/national/breaking-news/online-visas-open-to-chinese-visitors/news-story/2d6c6c41ee657152a61c02795c702d>

⁸ <http://www.sbs.com.au/news/article/2016/11/24/chinese-tourists-trial-10-year-multiple-entry-visas-australia>

⁹ <http://www.sbs.com.au/yourlanguage/hindi/en/article/2016/04/14/australia-rolling-out-visa-changes>

New Zealand



New Zealand

- Chinese travellers make up New Zealand's second largest inbound tourist market with nearly 400,000 visiting New Zealand in 2016.¹⁰
- A number of Initiatives from airlines and Tourism New Zealand have driven Chinese tourist numbers:
 - There are now 36 direct flights between China and New Zealand per week, up from 14 a week in 2013. China Southern Airlines has moved to double daily services between Auckland and Guangzhou¹¹
 - A contract between Tourism NZ and Amway China, signed in 2016, will see Amway's top sales people flown to New Zealand as a reward for hard work. The tourists will arrive into Queenstown in groups of 500 and the impacts are already being felt, with early indications suggesting Queenstown had been busier in 2016 than 2015¹²
- Some hotels have increased services specifically catering to Chinese travelers. For example, Accor has Optimum Service Standards at a range of hotels, catering to Chinese visitors. This service includes particular foods as part of the breakfast buffet, Chinese speaking reception staff, Chinese language TV and newspapers, concierge assistance and other services. It also includes training and education of front-line hotel staff about the cultural background of China and the specific needs of Chinese guests.¹³
- According to Tourism New Zealand forecasts, there is an increasing proportion of free and independent travelers (FITs) from the Chinese market. These visitors tend to stay much longer than visitors on group shopping tours.

¹⁰ <http://www.tourismnewzealand.com/markets-stats/markets/china/>

¹¹ http://www.nzherald.co.nz/business/news/article.cfm?c_id=38&objectid=11578340

¹² <http://www.stuff.co.nz/business/79219549/influx-of-10000-chinese-tourists-to-fill-queenstowns-lull-periods>

¹³ <http://www.afr.com/lifestyle/travel/australia/one-in-eight-chinese-tourists-now-stays-in-an-accor-hotel-in-australia-20161226-gti4y0>

Hong Kong



Hong Kong

- The number of visitors from mainland China to Hong Kong decreased by 6.7 per cent in 2016 compared to 2015, according to statistics from the Hong Kong Tourist Board. Despite this slight decrease, China still ranks top in terms of number of visitor arrivals, accounting for 75.5% of overall visitor arrivals.¹⁴ In 2013 there were 40,745,000 (+16.7% on the previous year), in 2014 47,247,675 (+16%) and in 2015 45,852,360 (-3%).¹⁵
- The Hong Kong Tourism Board is dedicating 24 per cent of its 2017-2018 marketing budget allocated for driving overnight arrivals to promoting Hong Kong to visitors from mainland China. The Board launched the “Best of all, it’s in Hong Kong” campaign in 2016 to further promote Hong Kong’s diverse and unique tourism appeal in mainland China, Taiwan, South Korea, Japan and Southeast Asia. The campaign is ongoing in 2017. Due to the popularity of online shopping in mainland China, the Hong Kong Tourism Board has also been running the “Hong Kong Value Offer” app on popular platforms such as Alipay, Dianping and Meituan for the past 2 years allowing mainland consumers to download deals offered by the local travel and related trade. A promotion in partnership with Royal Caribbean International to promote homeport sailings with pre- or post-cruise stay in Hong Kong also aims to drive mainland visitor numbers.¹⁶
- In 2016, out of 10,312,000 overnight vacation arrivals of Chinese tourists, 22 per cent were aged 46 years or over, compared to 21 per cent in 2015. This figure does not include travelers who visited Hong Kong with family, which accounts for 17 per cent of total visitors.¹⁷ During the same period 28 per cent of overnight visitors were aged 16-30 years and 23 per cent 31-45, unchanged from 2015. It is worth noting that these numbers do not include travelers categorized as students, which account for 10 per cent of total travelers.
- While Hong Kong is a popular destination for millennials from mainland China, local press reports that Chinese millennials are setting their sights elsewhere, such as Thailand and South Korea, after having visited Hong Kong.¹⁸ It is also being reported that Chinese travelers are increasingly traveling to foreign countries outside of Greater China. The latest research results from China Outbound Tourism Research Institute reveals that of the 136.8 million outbound Chinese travelers in 2016 more than half (51.2%) chose countries other than Greater China.

¹⁴ http://partnernet.hktb.com/filemanager/intranet/pm/VisitorArrivalStatistics/VIS_Stat_E/visE_2016/Tourism%20Statistics%202016.pdf

¹⁵ https://securepartnernet.hktb.com/filemanager/intranet/tm/MarketSummaryOperatorsList/mkt_sum/mkt_sum_en/mkt_sum_en_cn/ms_dec_2013_-_mainland_china_en_0.pdf

¹⁶ <https://drive.google.com/file/d/0Bw1ddvQrTYPQYzIEUzF6cDlpTEE/view>

¹⁷ <https://drive.google.com/file/d/0Bw1ddvQrTYPQYzIEUzF6cDlpTEE/view>

¹⁸ <https://jingdaily.com/hong-kong-remains-top-destination-chinese-millennials-south-korea-thailand-catching>

Taiwan



Taiwan

- The number of travelers visiting Taiwan from China decreased by 16 per cent in 2016 compared with 2015.¹⁹ Despite the decrease, the number of inbound Chinese travelers to Taiwan has grown by 35.7 per cent in the past 5 years from 2,586,428 in 2011 to 3,511,734 in 2016. China remained at the top of the inbound market in 2015 and 2016.
- In response to the decreasing number of Chinese travelers, the Taiwanese government launched the Go-South Policy aimed at increasing visitor numbers from Southeast Asian countries. During the first 10 months of 2016, Thailand saw the most growth (47.1%), followed by Vietnam (24.3%), and the Philippines (18.8%).²⁰ There have also been a number of initiatives by local county governments to attract Chinese travelers. For example, in 2017 the Taitung County government joined the World Travel Fair in Shanghai to promote the Hot Air Balloon Festival in Taitung, while the Hualien Country government launched direct flights to Hong Kong, Kunming and Wuhan from the end of 2016.²¹
- In 2016 the Taiwanese government increased the daily entrance quota for FIT Chinese travelers from 5,000 to 6,000 and also reduced the visa fee on arrival for 3 mini links visitors. The 3 mini links refers to direct trade, postal and transportation links between Taiwan's outlying islands of Kinmen and Matsu and Xiamen and Mawei in China's Fujian province. People from both Taiwan and China have used the mini links to travel back and forth, avoiding having to transit through Hong Kong or other places. Since January 1, 2017 Hong Kong and Macau residents are also able to apply for double-entry permits online, providing they are entering Taiwan by cruise for at least one portion of their trip.
- A number of hotels have introduced programs to attract Chinese visitors. For example, infertility clinics partnered with hotels to target Chinese female travelers who wished to use their services.²² The Silence Manor collaborated with Chinese Internet celebrities, successfully increasing its occupancy rate by 20 per cent in January 2016, compared to the same period in the previous year. During 2016 Taiwanese travel agencies also cooperated with the hotel industry, inviting 30 Chinese travel influencers to travel in Taiwan and promote the Taiwanese travel. More hotels formed alliances with airlines, High Speed Rail and internet celebrities to tap the Chinese FIT market.²³

¹⁹ <http://recreation.tbrc.gov.tw/asp1/statistics/year/tables/%E8%A1%A803.xls>

²⁰ <http://www.chinatimes.com/newspapers/20161203000367-260114>

²¹ <http://www.chinatimes.com/newspapers/20170331000471-260107>

²² https://udn.com/news/story/7266/2504216?from=udn-catelistnews_ch2

²³ <https://www.thenewslens.com/article/59303>

South Korea



Korea

- Following the US' deployment of Terminal High Altitude Area Defense (THAAD) system in South Korea, which can detect missile launches from China in addition to North Korea, China ordered a ban on Korean travel products from March 15. The number of Chinese travelers to Korea has dropped by 30 to 40 per cent since.²⁴
- As Chinese applications for a Korean visa have decreased, the Ministry of Foreign Affairs has broadened the number of locations that can manage visa applications other than the Consulate-General. The Embassy of the Republic of Korea in China is also trying to increase the number of Chinese travel agencies that can issue visas from May this year. From January, it allowed Chinese travel agencies to restart Korean visa issuance service, with the number of agencies handling visas increasing by 10. The application process was also simplified.²⁵
- Due to the influence of THAAD and the decline of Chinese travelers, hotels are trying to attract other foreign tourists, including Southeast Asian tourists. They are also offering package deals to increase the demand from domestic consumers.²⁶

²⁴ <http://kto.visitkorea.or.kr/kor/notice/data/statis/profit/board/view.kto?id=428222&isNotice=false&instanceId=294&rnum=3>

²⁵ <http://www.nocutnews.co.kr/news/4777424>

²⁶ http://news.newsway.co.kr/view.php?tp=1&ud=2017051911502519466&md=20170520081002_AO

Mexico



Mexico

- In 2016, 74,300 visitors from China traveled to Mexico, an increase of 33.5 per cent compared to the previous year. Since 2016 China has ranked number 15 in the list of nations that visit Mexico.²⁷
- Mexico City, Cancun / Riviera Maya, Tijuana, Guadalajara and Monterrey are among the top destinations for Chinese travelers.²⁸
- As more Chinese tourists visit Mexico some hotels are offering services focused on local experiences and boutique accommodation. The depreciation of the peso has influenced the decision of Chinese people to visit Mexico, along with cultural and historic sites.²⁹
- There have been a number of initiatives in the airline industry that are expected to increase the number of Chinese visitors to Mexico. These include:
 - On April 11 2017, the first flight of China Southern Airlines arrived in Mexico on a Boeing Dreamliner, with a capacity of 228 seats. The flight lasts for 20 hours leaving the city of Guangzhou and before arriving in Mexico City makes a stop in Vancouver, Canada. The flight has a frequency of 3 times a week
 - In February 2017, All Nippon Airways introduced a direct Tokyo-Mexico flight, which is expected to bring more Japanese and Chinese travelers to Mexico
 - In October 2017 Hainan Airlines and China Eastern Airlines are expected to introduce flights to Mexico³⁰

²⁷ <http://www.datatur.sector.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>

²⁸ <http://www.eluniversal.com.mx/articulo/cartera/economia/2017/05/25/mexico-con-ventaja-para-atraer-turistas-de-china>

²⁹ <http://www.eluniversal.com.mx/articulo/cartera/economia/2017/05/25/mexico-con-ventaja-para-atraer-turistas-de-china>

³⁰ <http://www.reportur.com/mexico/2017/06/08/llegaran-mas-aerolineas-chinas-a-mexico-en-los-proximos-meses/>

United Kingdom



United Kingdom

- In 2016, 260,432 people from China visited Britain and China ranked 23 in the UK's inbound traveler market. Monthly airline seat capacity from China to Britain has grown by almost 75 per cent since 2011 due to new flights, including from Guangzhou to London Heathrow, from Beijing to Manchester and from Chongqing to London Heathrow.³¹
- Some hotels in the UK have introduced initiatives to attract Chinese visitors. For example, Travelodge opened its first hotel targeting Chinese travelers, offering noodle kettles, green tea and snack boxes containing Chinese food. Located in Bicester, the 53-room hotel is close to designer shopping outlet Bicester Village. The hotel has employed a language tutor to teach staff key Mandarin phrases.³²
- According to Visit Britain 2015 data, half the Chinese visitors to the UK are aged between 25-44. While there is no direct evidence in the UK market of hotels targeting millennials there are plenty of initiatives aimed at reaching millennials in the airline industry. China Southern Airlines was the first airline to open a WeChat account and has developed more than 20 functionalities on the app, from booking flights to customer service. Air China, AirAsia, China Airlines and other domestic airlines also hold WeChat accounts. It is expected other tourism sectors will follow suit.

³¹<https://www.visitbritain.org/markets/china>

³²<http://www.bighospitality.co.uk/Trends-Reports/Travelodge-opens-first-hotel-aimed-at-Chinese-visitors>

United States



United States

- In 2015 there were approximately 2.59 million visitors from China to the US, and by 2021 this figure is expected to be 5.72 million.³³ China ranks 5th in the list of nations that visit the US, just behind Japan.
- Chinese visitors spend more in the US than visitors from any other nation, at roughly US\$7,200 (¥49,570.56) per person, according to the US Travel Association, an industry trade group.
- US tourism officials are working to assure partners in China that they remain welcoming even as the administration of Republican President Donald Trump tightens international travel policies and promises fundamental changes in the US-China trade relationship. Prior to this, the creation of a 10-year visa between the US and China in 2014 made it easier for Chinese travelers to visit the US more frequently and to venture beyond must-see destinations like New York and Los Angeles to smaller and mid-size destinations and even the national parks. In March 2017 the US and China also agreed to extend Visas for short-term business travelers, tourists and students.³⁴
- Brand USA, an organization dedicated to marketing the United States as a premier travel destination, has also created a toolkit for businesses to help them cater more effectively to Chinese tourists.³⁵
- A number of hotels in the US have introduced programs to attract more Chinese travelers. These include:
 - Marcus Hotels & Resorts in Milwaukee partnered with the local Convention & Visitors Bureau to welcome Chinese travelers
 - The Sheraton Boston in the Back Bay neighborhood offers extra items specifically for Chinese travelers, such as slippers, robes, instant noodles, an electric kettle and green tea
 - The Four Seasons in Washington DC's Georgetown neighborhood offers Chinese-language television and newspapers and plans to introduce more traditional Chinese dishes on its room service and restaurant menus
 - Caesars Entertainment last year started offering guests at some of its affiliated resorts the option to book and pay for hotel rooms using WeChat, China's most popular social media app
 - The Hilton, Marriott and some resort chains are reporting repeat visitors from China
- A number of airlines have also introduced measures to encourage Chinese travelers to visit the US:
 - Hainan Airlines introduced flights from Beijing to Las Vegas' McCarran International Airport for the first time in early 2017
 - There are 49 flight services involving 9 airlines (4 US and 5 Chinese) operating across 13 US airports and 11 Chinese airports. The newest airline to connect the two is Xiamen Airlines, which began operating non-stop between Shenzhen and Seattle-Tacoma in September 2016
 - In the last 2 years the number of non-stop services between the two countries has increased from 33 to 49³⁶

³³ <https://www.statista.com/statistics/214813/number-of-visitors-to-the-us-from-china/>

³⁴ <https://travel.state.gov/content/visas/en/general/us-china-agree-to-extend-visas.html>

³⁵ <http://toolkit.thebrandusa.info/US-ChinaTourismYear/resources/>

³⁶ <http://www.anna.aero/2016/10/10/us-china-market-quadruples-in-size-since-2006/>

How Hotels.com is adapting to the Chinese market



Recognizing the growing importance of the Chinese travel market, Hotels.com launched a website in simplified Chinese in 2009. As well as offering special deals and promotions aimed particularly at Chinese travelers, it also includes customer reviews and destination guides, as well as visa application information and a new starter guide, advising travelers how to use the site, all in local language. In line with the findings in the report, UnionPay and Alipay have been introduced for Chinese travelers.

The Hotels.com range of special apps for smart phones and tablets is also available in Chinese, giving customers the ability to research and book away from their laptop or computer, including access to thousands of last minute deals.

In 2014, Hotels.com launched its Chinese name “Hao Ding” which means easy and good booking experience. This Chinese name reflects our value and commitment to delivering the best booking experience for Chinese travelers. There is also a revamped homepage, featuring a more intuitive, search-based user interface that allows travelers to quickly and easily locate the hotel information they need to book the perfect trip.

In addition, the Hotels.com call center has native Mandarin-speaking agents available to help bookers. Hotels.com also has a presence on major social media sites such as Sina Weibo, where travelers can find further travel tips and information as well as providing feedback.

Hotels.com offers its customers more than 385,000 accommodation options around the world, many of them in destinations popular with Chinese travelers across Asia, such as Hong Kong and Seoul, but also farther afield in Australia, Europe and the USA.

The Hotels.com Rewards programme is available to Chinese travelers and gives them a chance to enjoy a free* night stay for every 10 room nights booked and stayed. Travelers can earn Rewards nights at more than 275,000 hotels around the world.

****Free night does not include taxes and fees. See full terms and conditions**

For more information or press enquiries, please contact:
Zoe Chan at zchan@hotels.com

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