# Chinese International Travel Monitor 2017

Hotels.com

## The rise of the More Generation

**Nearly one-third of Chinese travelers plan** to spend more on travel over next year, despite the economic slow down.

**Chinese travelers spend over a quarter of their income on travel,** with over half of travelers from China consider travel to be an essential part of life.

**The number of trips per year for Chinese travelers has increased from 3 in 2016, to 4 in 2017.** The number of days away has increased by 2 days since 2016.

**Dining (55%), sightseeing (53%) and rest and relaxation activities (41%) are the main motivators for travel,** with shopping dropping from 68% in 2016, to 33% in 2017.

**50% of Chinese travelers are interested in more independent travel.** 21% of those born in the 60s are keen to go backpacking in the future.

## Chinese traveler personas refined

### (30%) Detailed Explorers

- Tend to be born in the 70s, or millennials.
- View travel as a necessary element in life.
- Spent 26% of their income on travel in 2016, and are not price-sensitive.

### (30%) Cautious Connectors

- Born in the 60s and 70s, with mid-low incomes.
- Prefer to travel with family, and appreciate special family moments when away.
- Average daily spend skews towards the low end, at an average of US$407.

### (14%) Experience Seekers

- Born in the 80s and 90s, from top-tier cities.
- Have high personal incomes, with 29% of their income spent on daily travel expenses.
- Prefer boutique hotels, and rely on local advice before stepping out of their comfort zones.

### (9%) Indulgers

- Born in the 80s.
- Spent an average of US$3,546 on travel in 2016, equating to 27% of their income.
- Prefer 5-star hotels, with 60% expecting to spend more on travel in the next 12 months.

### (17%) Basic Pleasure Seekers

- Primarily born in the 90s, who travel unconventionally and on a low budget.
- Look for cultural fit in hotels, rather than star ratings or facilities.

## Where to go

### The destination wish list for the year ahead

| Ranking | Destination | Percentage of Chinese travelers | Ranking in 2016 |
|---|---|---|---|
| 1 | France | 18% | 9 |
| 1 | USA | 18% | 12 |
| 3 | Australia | 16% | 1 |
| 3 | Canada | 16% | 17 |
| 5 | Germany | 12% | 17 |
| 6 | Maldives | 11% | 5 |
| 7 | Japan | 10% | 2 |
| 7 | New Zealand | 10% | 12 |
| 7 | Singapore | 10% | 6 |
| 7 | Thailand | 10% | 6 |
| 7 | UK | 10% | 17 |

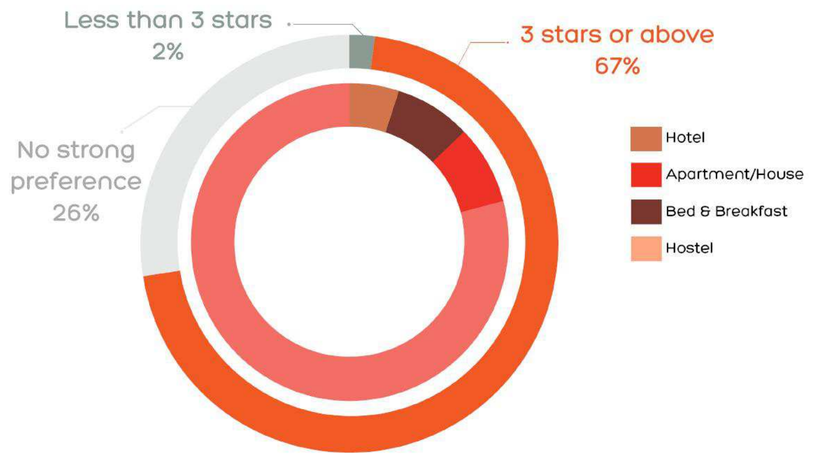
### Bucket list landmarks for Chinese travelers

1. France – The Louvre (16%)
2. Egypt – The Pyramids of Giza (15%)
3. Japan – Mount Fuji (12%)

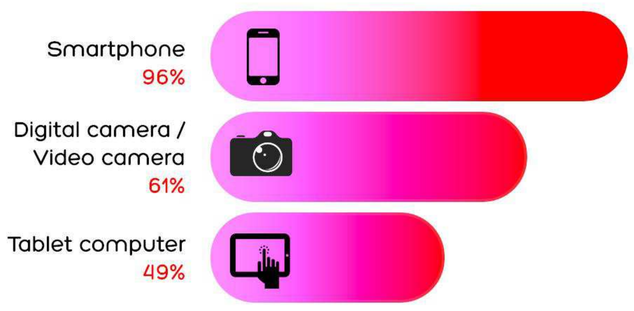
### Other fun facts

1. **Social selfies** – Chinese travelers who use selfie sticks are two times more likely to post their travels on social media.
2. **High-flying superstition** – Those who believe in Feng Shui are twice as likely to stay in five-star accommodation.
3. **Parental help** – Parents play a significant role in where millennials travel, ranking sixth in their list of travel influencers, compared to 13th for other generations.
4. **The explorers** – 93% of Chinese travelers prefer not to return to destinations enjoyed in the past, choosing instead to travel places new and farther away.
5. **Clean, green travel** – Sightseeing and eco-tours have risen 11% and 12% respectively as the motivators for Chinese travel, with shopping dropping from 68% in 2016 to 33% in 2017.

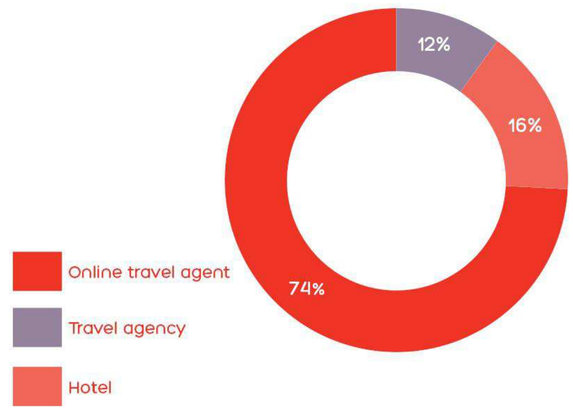
Preferred accommodation amongst Chinese travelers




Digital equipment used by Chinese travelers when traveling




Preferred booking channels for Chinese travelers




The research combines data from more than 3,000 Chinese international travelers and 3,800 Hotels.com global accommodation partners with Hotels.com's own data and other third-party research.

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