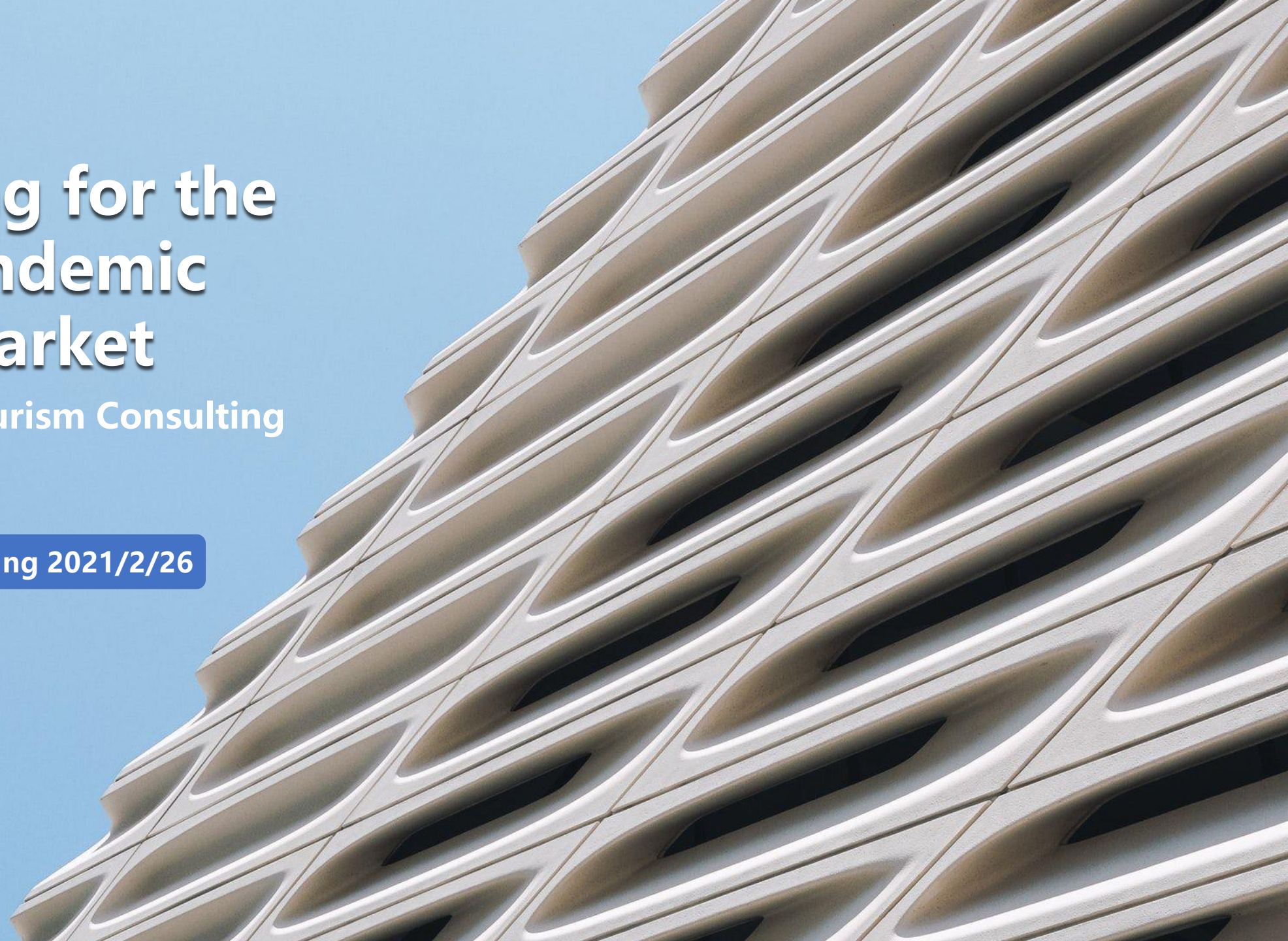


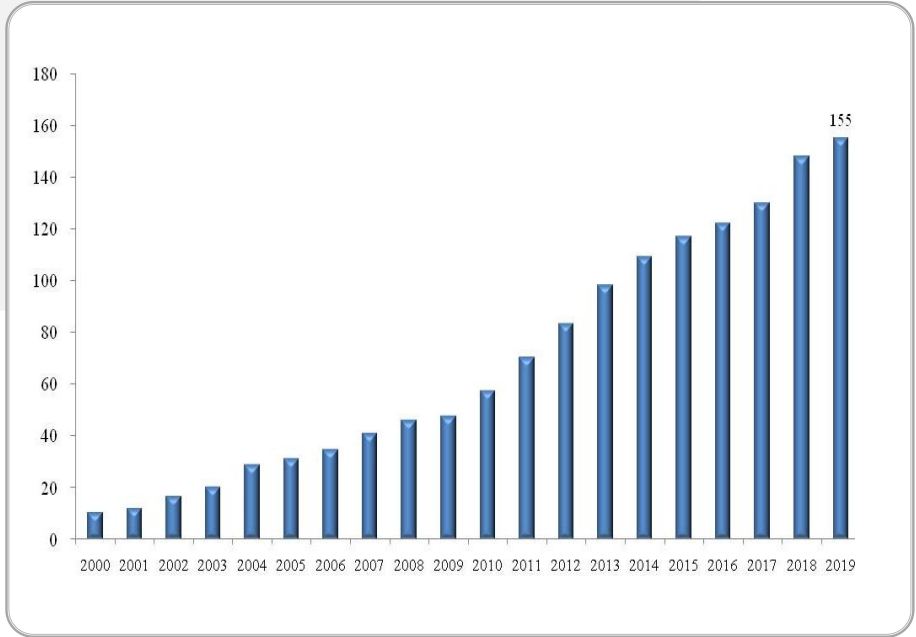
Preparing for the post-pandemic China market

Ivy Alliance Tourism Consulting

Speaker - David Tang 2021/2/26



A booming market of Chinese outbound tourism



Year-around outbound
traveler departures:
155 million



Tourist expenditures
in overseas:
133.8 billion USD

Trends of Chinese Outbound Tourism Market

The market has been undergoing upgrade and transformation while remain robust growth in both number of travelers and amount of consumptions



Age Structure

60% outbound travelers are under age 40



Diversified Demand

Switching from sightseeing and shopping to in-depth tour



Tourist Source

Expand from east coast cities to central and western regions



Travel Method

Majority tourists choose F.I.T. travel



Product Upgrade

Customized, themed products and private tourist groups are becoming popular



Consumption Upgrade

Higher requirements on tour experience while spending more budget on upgraded services and products

Impact of COVID-19 Pandemic



The impact of COVID-19 to tourism sector in China and the world is unprecedented. It's predicted that the situation might be improved in the last quarter of 2021



Dramatic fall of number of outbound travelers



Mass amount of tourism related businesses are closed



Loss of employees and the talented

SURVEY

Survey to find tourists travel intent after the pandemic

Tourists from over 30 Chinese provinces,
autonomous regions, municipalities participated
in the survey



Changes of Chinese Tourists Sentiment during Pandemic



Survey showed that travel intents and preferences of Chinese tourists will likely to change after the pandemic is over.

● Favored Travel Method

Independent travel, self-driving

● Preferable Products

Leisure and relaxing tours, tropical islands, cultural themed tours, food tasting tours.

● Priority Concerns

Pandemic prevention and control, health and safety protection measures

● Choice of Destinations

Japan, South Korea, ASEAN and European destinations

Trends of Chinese Outbound Tourism Post Pandemic

01

Changes of Customer Demand

Tourist demand, consumption preference and behavior will likely to change.

02

Market Recovery Prospects

Asian destinations will take the lead in recovery. Countries with pandemic under control will be the first choice of destination for Chinese visitors.

03

Individual Tourism

With the normalization of pandemic control measures, the proportion of FIT travel, private tour and customized travel are on the rise.

04

Visa Policy

Visa policy and simplified visa measures will probably influence the number of Chinese tourist arrivals.

Important things that can help you **get ready**

01

Digital Marketing

Enhance publicity through online promotion, use new media marketing tools (Dou, Kuai) preferred by Chinese tourists

02

Make Emergency Plans

Know how to respond quickly and effectively in case pandemic emerged again

03

Strengthen Partnership

Maintain close contact and enhance partnership with Chinese travel trade

04

Product & Service Upgrade

Develop new tourist products and upgrade services through training in response to the changes of Chinese tourist demand

05

Market Recovery Measures

To get ready for market recovery, it is essential to formulate targeted solutions in order to boost Chinese tourism market

Thank You



艾威联合
IVY ALLIANCE

Tel: +86 10 62279624
Email: david@ivyalliance.cn