



Dragon Trail
INTERNATIONAL



ForwardKeys
PREDICTING TRAVELLERS' IMPACT

Chinese Travel for Lunar New Year 2023 & Beyond

Dragon Trail International & ForwardKeys | January 2023

Webinar Speakers



Sienna Parulis-Cook
*Director of Marketing
& Communications*
Dragon Trail International



Yelinuer Kadeerbieke
Research Analyst
Dragon Trail International



Nancy Dai
China Market Expert
ForwardKeys



Agenda

- China Travel Update
- ForwardKeys: Chinese Flight Bookings in 2023
- Dragon Trail: January 2023 Sentiment Survey
- Marketing to China in 2023
- Q&A

Dragon Trail International

Dragon Trail International is a marketing solutions company with roots in China and extensive experience in the global travel and MICE industries. We create digital solutions to propel your expansion into new markets, connecting you with new customers and partners.

- From our roots in the travel and hospitality sectors, we have expanded to deliver exceptional results in MICE, education, and international trade promotion.
- Founded in 2009, the company has offices in Beijing, Shanghai, Xi'an, and London.
- We are proud to work with major international brands, such as South African Tourism, Barcelona Turisme, PromPeru, Visit Sweden, Air France, Small Luxury Hotels of the World, IT&CM, and COTTM.
- **Learn more about our work and access free resources at www.dragontrail.com**



Dragon Trail
INTERNATIONAL

China Travel News



Chinese Outbound Travel Policy

China has reopened!

As of 8 January 2023...

- Passports are being issued/renewed as normal
- No quarantine-on-return
- No flight restrictions
- No digital travel pass
- What's required? 48-hour PCR test and health declaration for customs

Outbound group travel still not allowed – *for now*

Chinese Outbound Travel Experiences – January 2023



Flowers and applause in Thailand



Yellow cards and COVID tests in South Korea

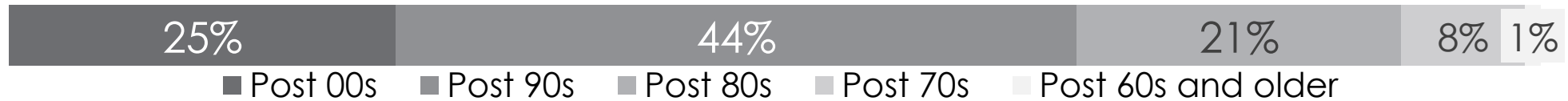
Dragon Trail Research: January 2023 Chinese Traveler Sentiment Report



January 2023 Chinese Traveler Sentiment Report

- 1,058 survey responses from mainland China; 56% female/44% male
- Survey conducted via Tencent from 3-7 January, 2023
- All survey respondents have an interest in traveling; 36% have outbound travel experience
- Respondents come from 49 first-tier, new first-tier, and second-tier cities

Age

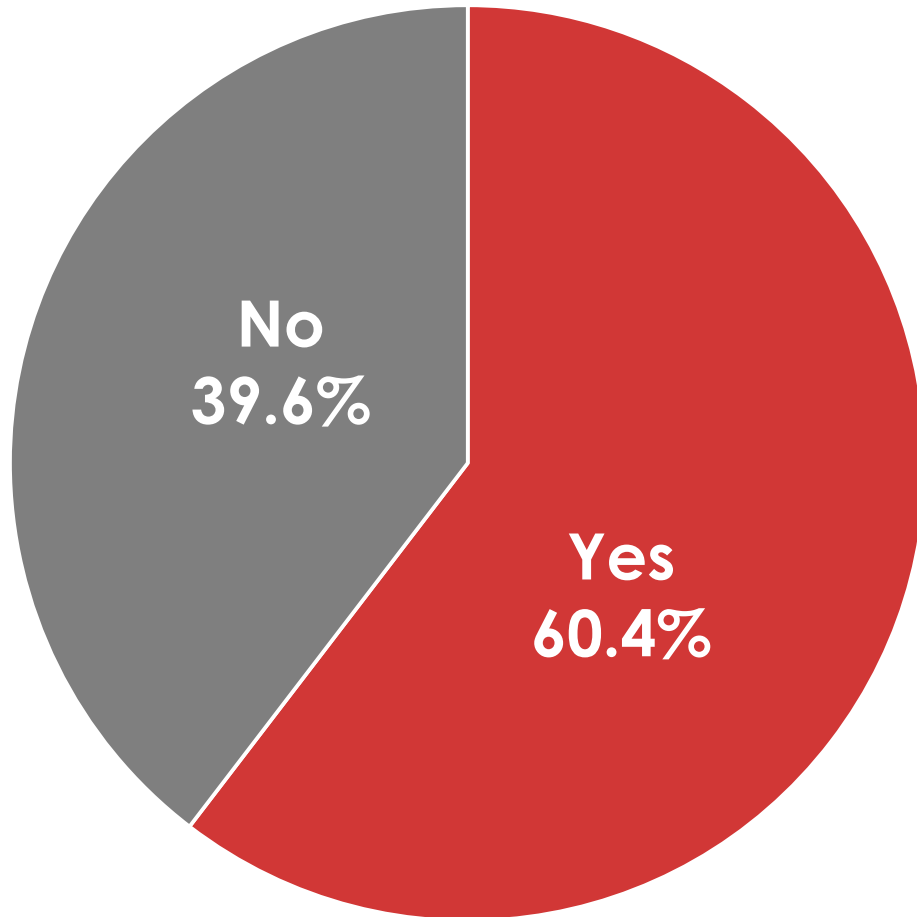


City of residence

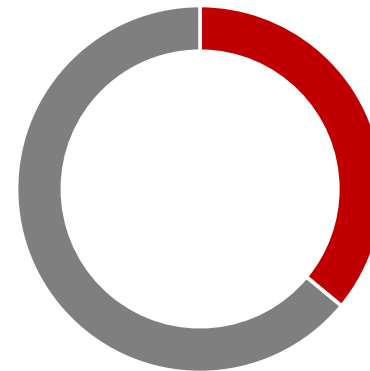


Intention to Travel Outbound in 2023

Do you plan to travel outside mainland China in 2023?



More than 60% of respondents want to travel outside mainland China this year. The remaining 39.4% either have no plans to travel, or will only travel domestically.



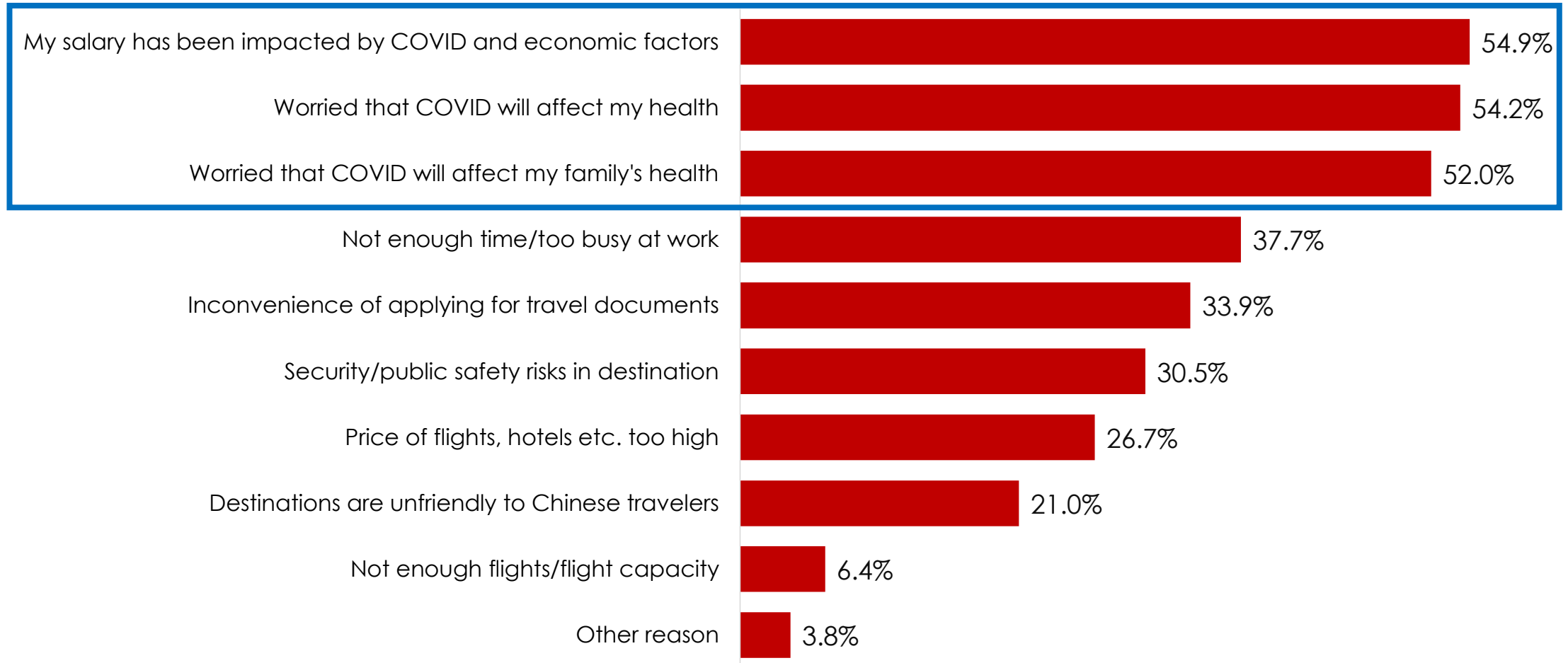
36.1% of the 1,058 survey respondents have traveled outside mainland China before

Travel Sentiment: Intention to Travel Outbound

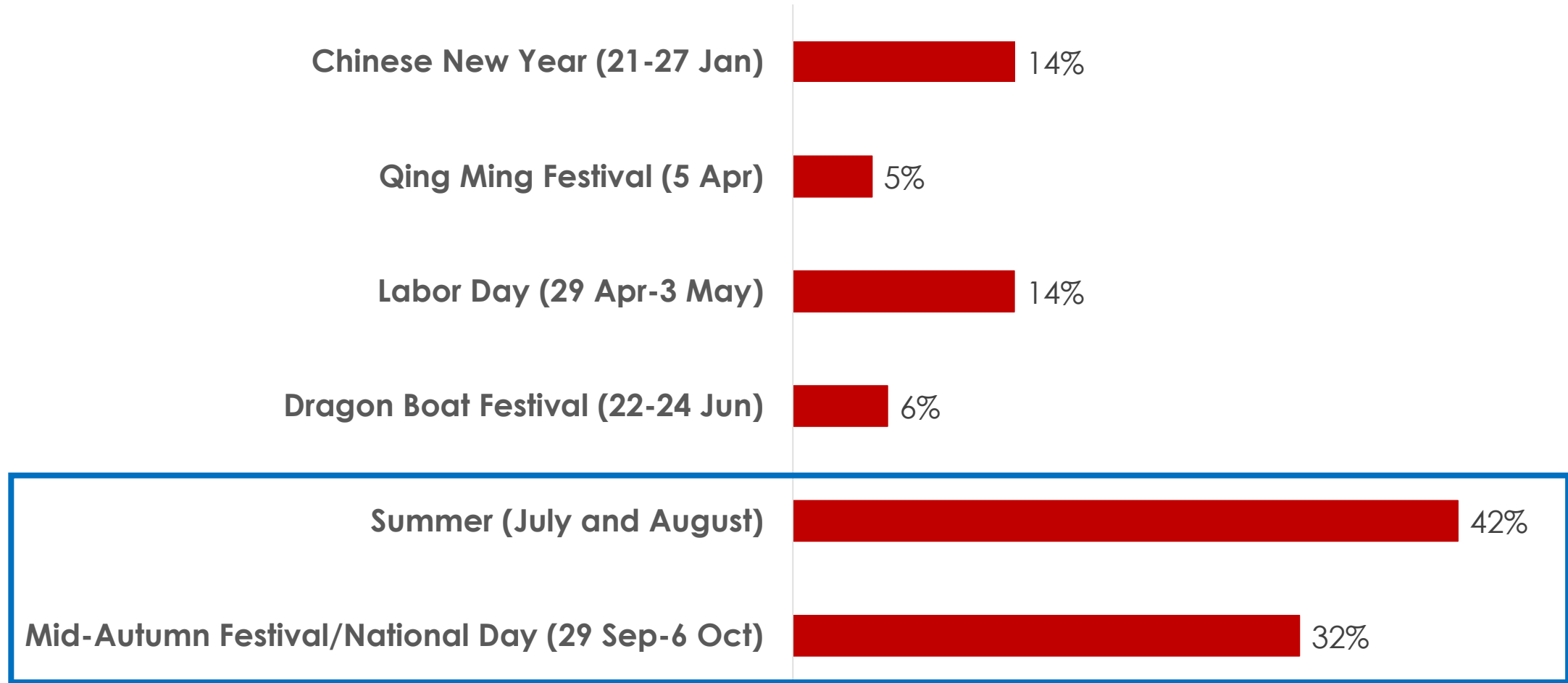


Travel Sentiment: Reasons Not to Travel Outbound











Chinese Travelers: Why Not Travel Abroad in 2023?



When? Outbound Travel Planning for 2023



Where? Preferred Outbound Destinations for 2023

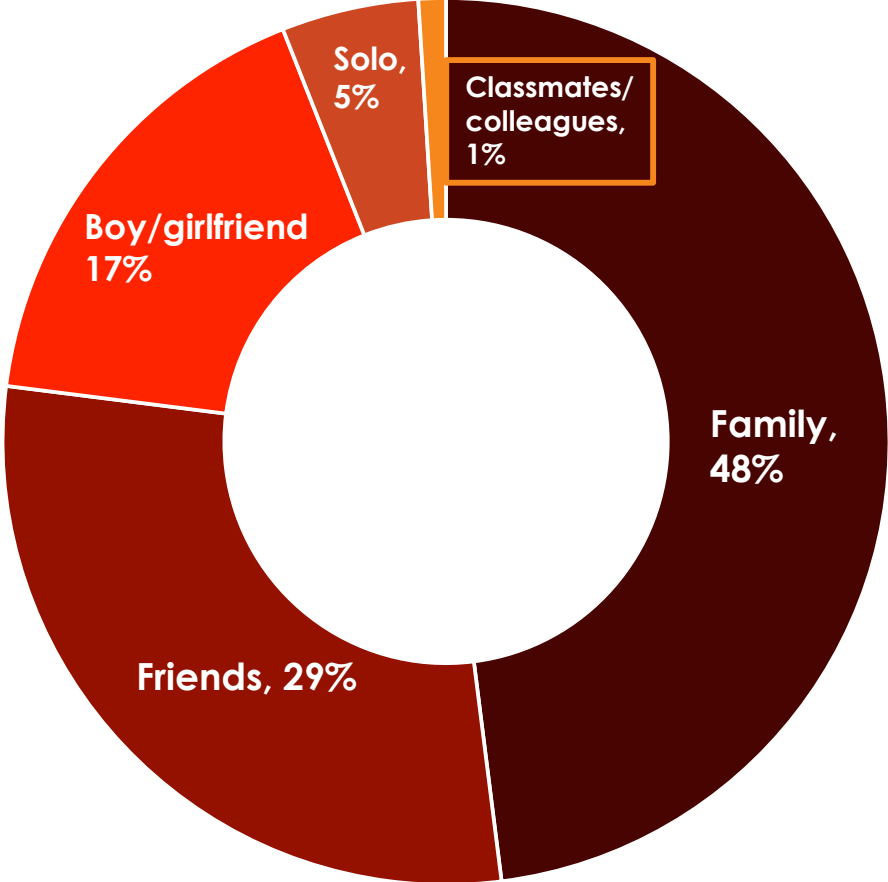
-  1. Hong Kong (20.7%)
-  2. Macau (11.4%)
-  3. Thailand (11.1%)
-  4. Japan (5.9%)
-  5. Taiwan (4.7%)
-  6. South Korea (4.4%)
-  7. Singapore (4.2%)
-  8. France (3.4%)
-  9. Australia (3.1%)
-  10. Russia (2.7%)

Hong Kong is the clear top outbound destination for 2023. Altogether, Greater China destinations account for 36.8% of responses – and more than half of outbound trips from the mainland before the pandemic.

Thailand comfortably leads as the no. 1 international destination for Chinese outbound tourists in 2023.

2023 Outbound Travel Plans: Companions

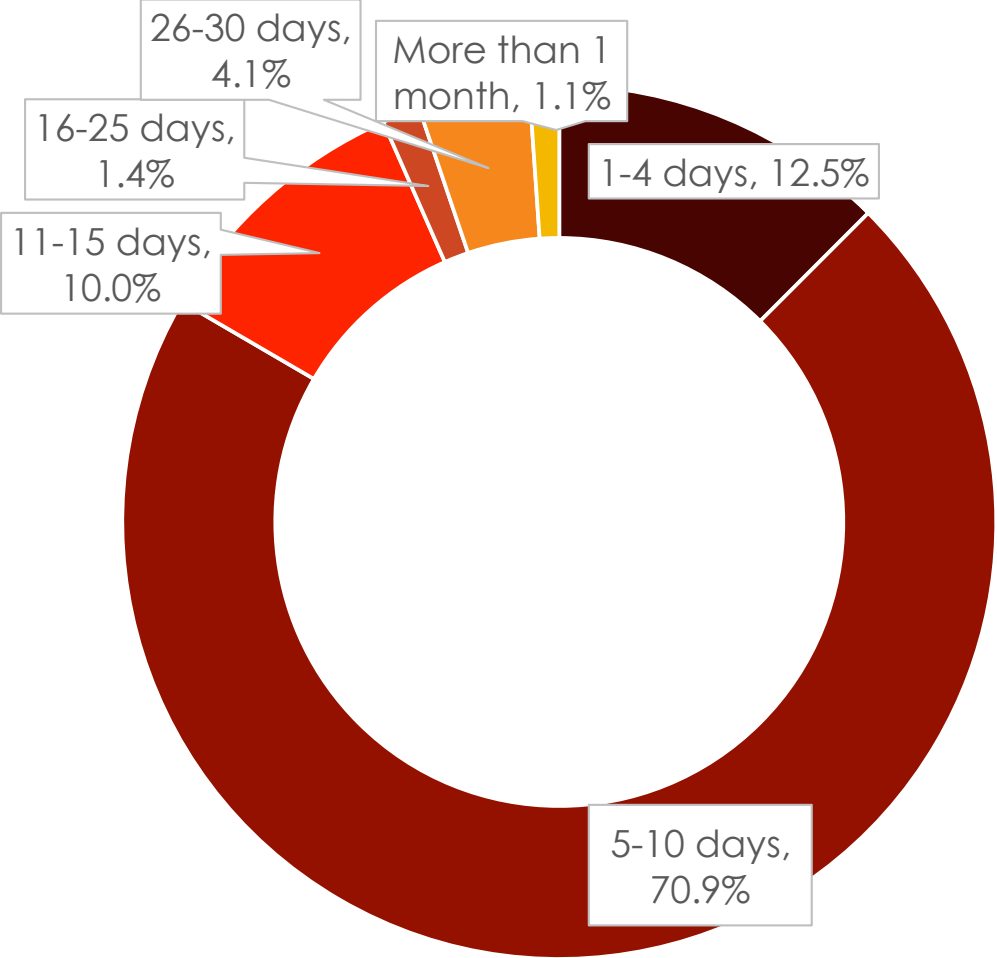
Whom will you travel with?



Nearly half of respondents plan to travel with family

2023 Outbound Travel Plans: Trip Length

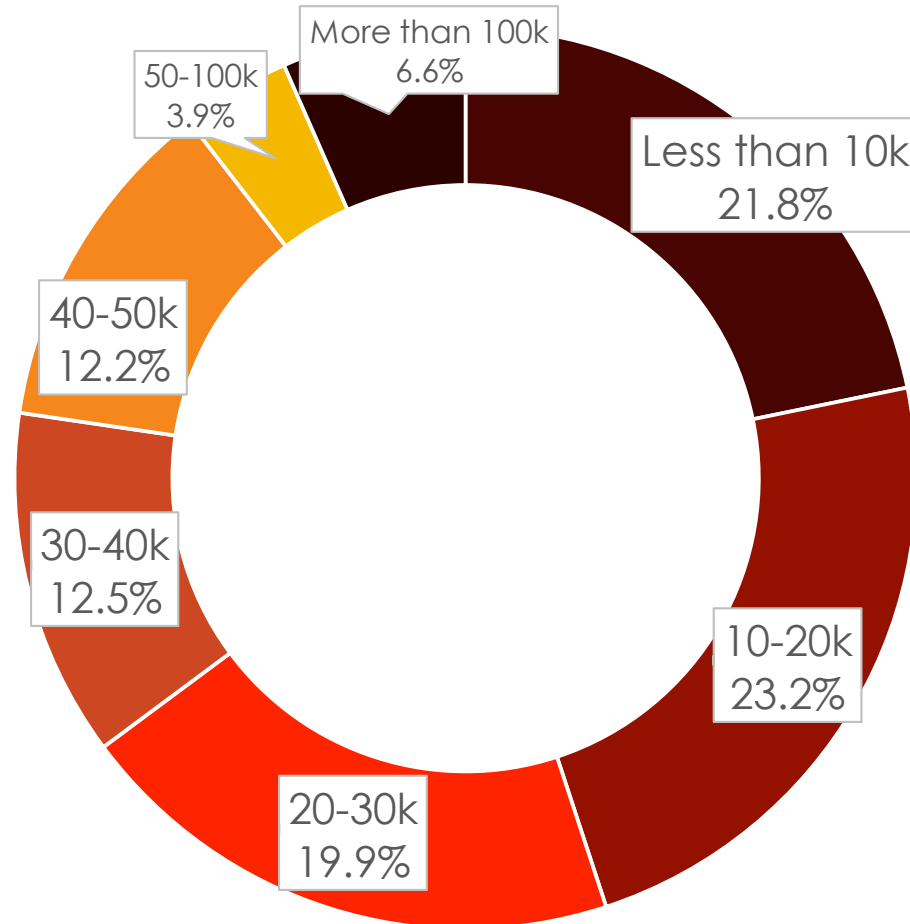
How long will you travel?



Nearly 71% of travelers are planning a trip of 5-10 days

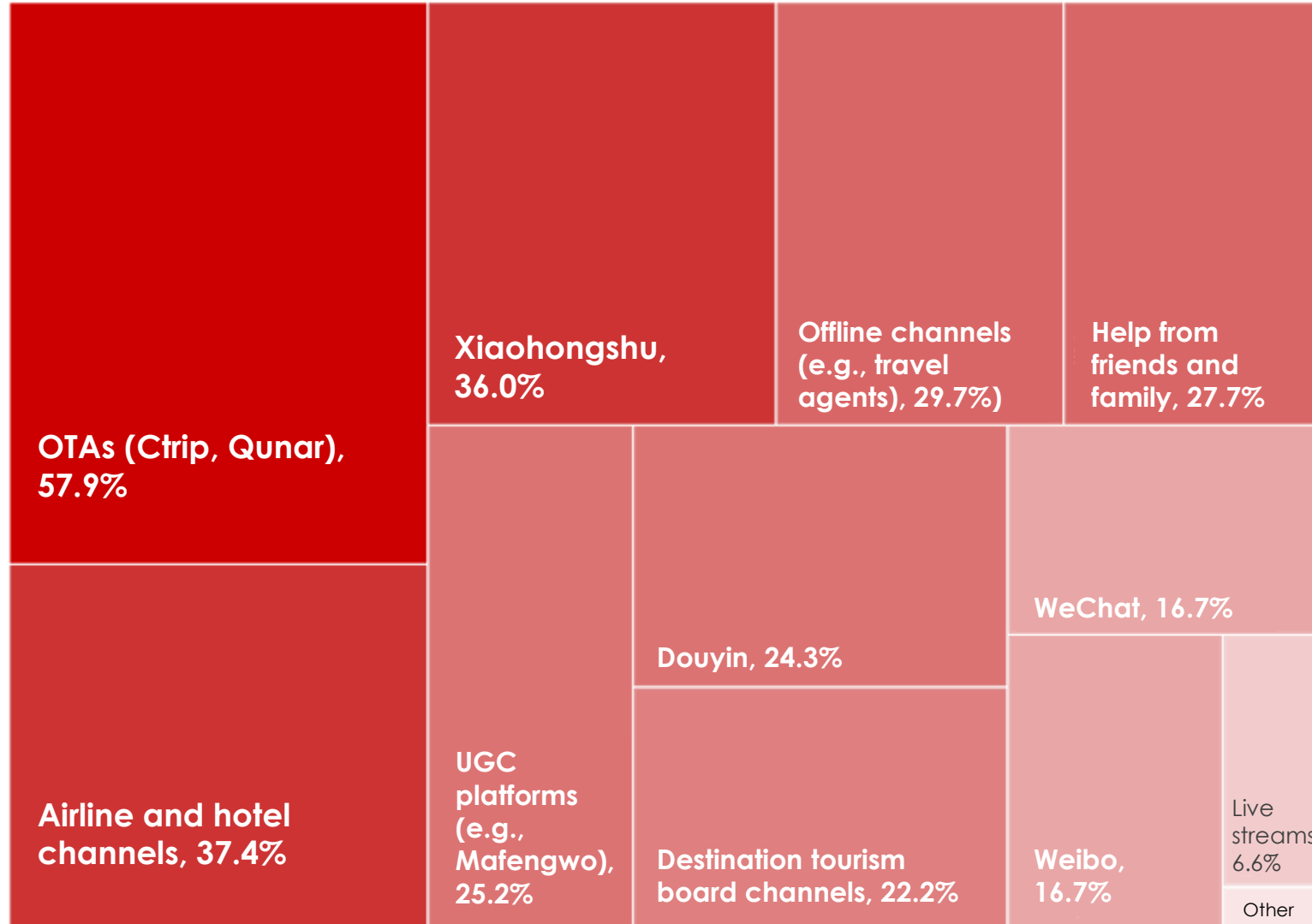
2023 Outbound Travel Plans: Budget

How much do you plan to spend?



Around 65% of respondents plan to budget RMB30k (~US\$4,425) or less for their trip

Channels Used to Plan Outbound Travel



January 2023 Chinese Traveler Sentiment Report



Download the full report for free:
www.dragontrail.com/resources

Marketing to China in 2023



Information in Demand



- Travel requirements



- Health & safety



- New products, new developments

Social Media

Tourism Australia: Updated flight schedules



WeChat

Tourism Authority of Thailand: Welcome back message

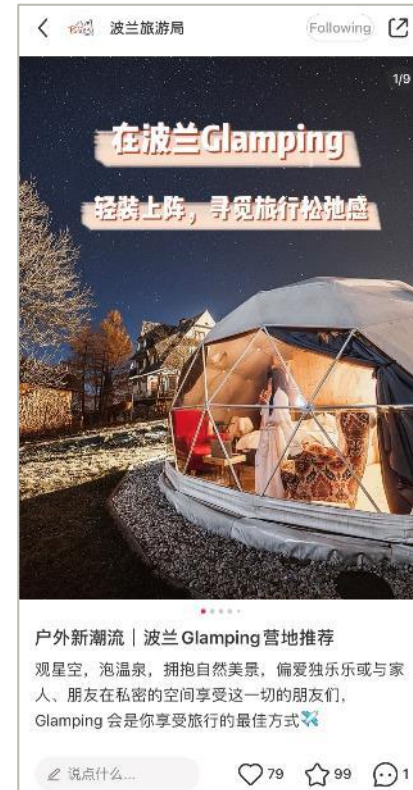


Weibo

Small Luxury Hotels of the World



Polish Tourism Organization



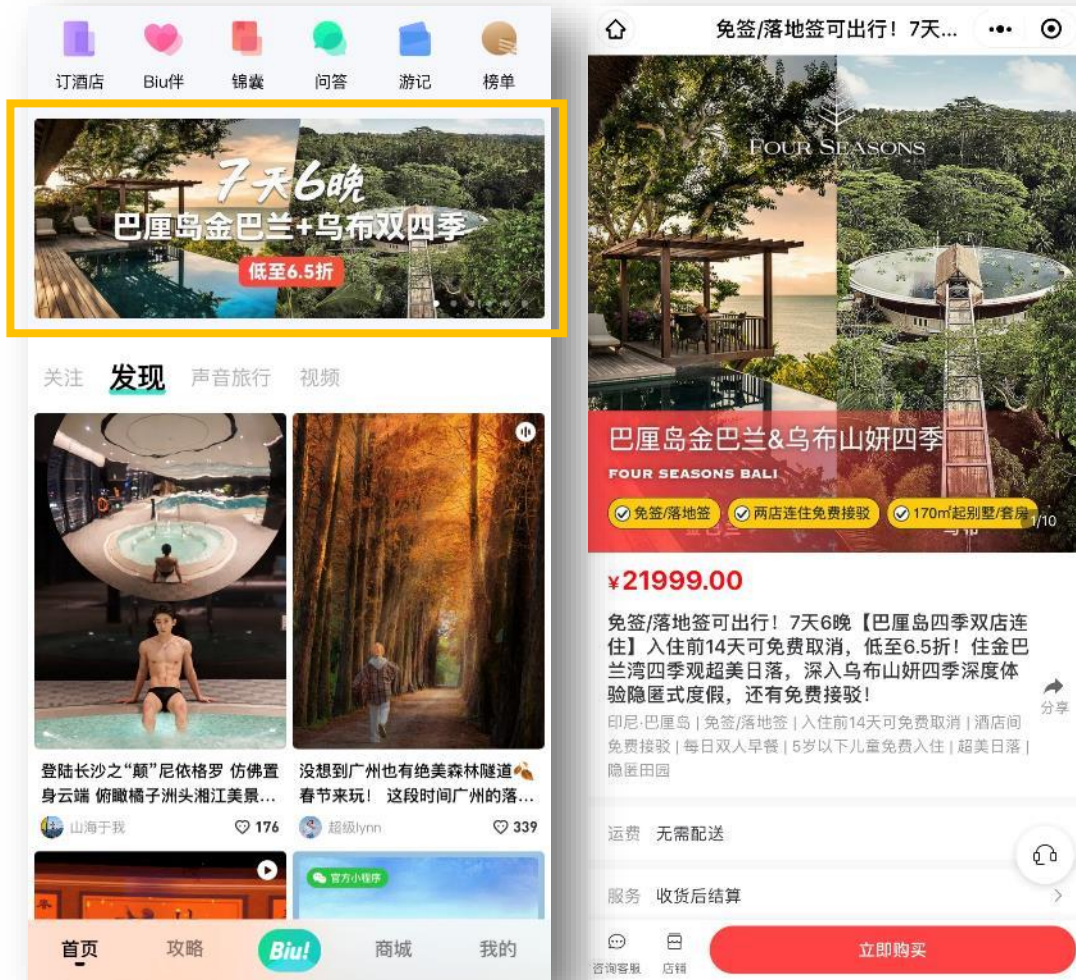
KOLs in Thailand



Xiaohongshu

Media Buy: OTAs and Other Travel Websites

Qyer: Four Seasons Bali promotion (redirect to WeChat)



Ctrip: Thailand promotion



Offline Events



FAM Trips: Offline and Hybrid



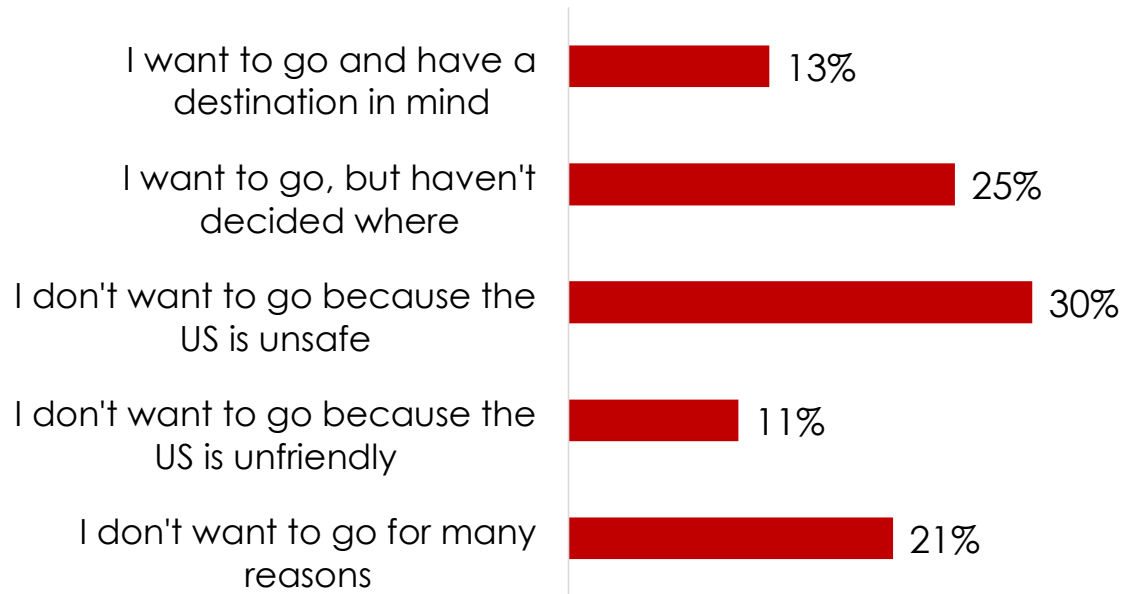
Pre-pandemic FAM trips to Peru for travel trade and KOLs



Virtual FAM trips to South Africa, 2021 and 2022

In-Depth Research

Chinese Outbound Travelers: Are You Interested in Visiting the US?



Chinese Outbound Travelers: Top US Destinations



Source: Dragon Trail – China Travel Market Monitor, December 2021

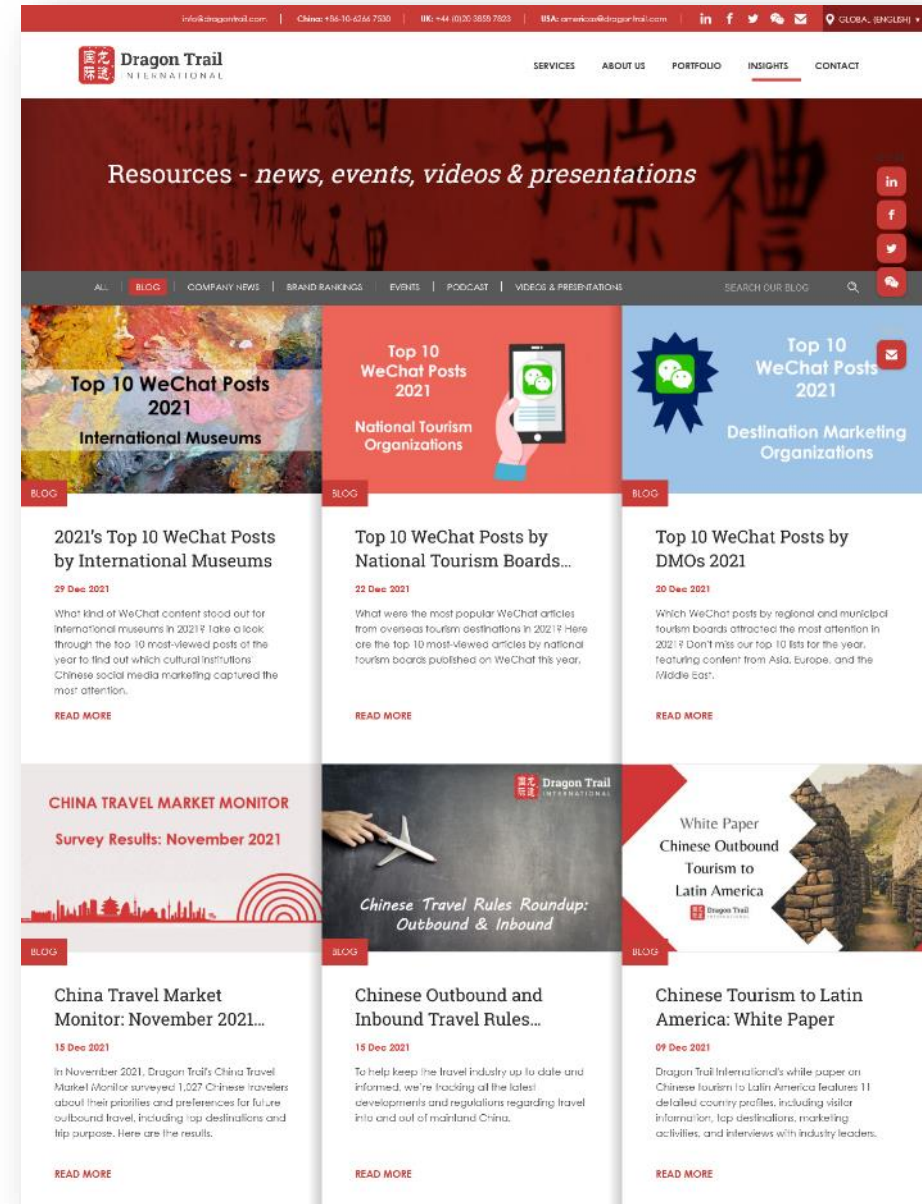
Additional Resources



Online Resources

Visit www.dragontrail.com for consumer sentiment reports and more information on the latest trends in Chinese outbound travel and digital marketing, catch up on past webinars, sign up for our monthly newsletter, follow our weekly WeChat and Weibo rankings, and more.

You can also follow us on LinkedIn, Twitter, and Facebook.



Q&A

For business enquiries
please contact
info@dragontrail.com



Dragon Trail
INTERNATIONAL

Ms Sienna Parulis-Cook

Director of Marketing and Communications

Tel: +44 (0)7472 335524

Email: sienna.pc@dragontrail.com

Website: www.dragontrail.com



www.linkedin.com/company/dragon-trail



www.twitter.com/dragontrail



HelloDragonTrail

