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ForwardKeys
PREDICTING TRAVELLERS' IMPACT

What's New in Chinese Outbound Travel?

Dragon Trail International & ForwardKeys | April 2023

Webinar Speakers



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Agenda

- China Travel Update
- ForwardKeys: Latest Chinese Flight Data
- Dragon Trail: April 2023 Sentiment Survey
- 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**

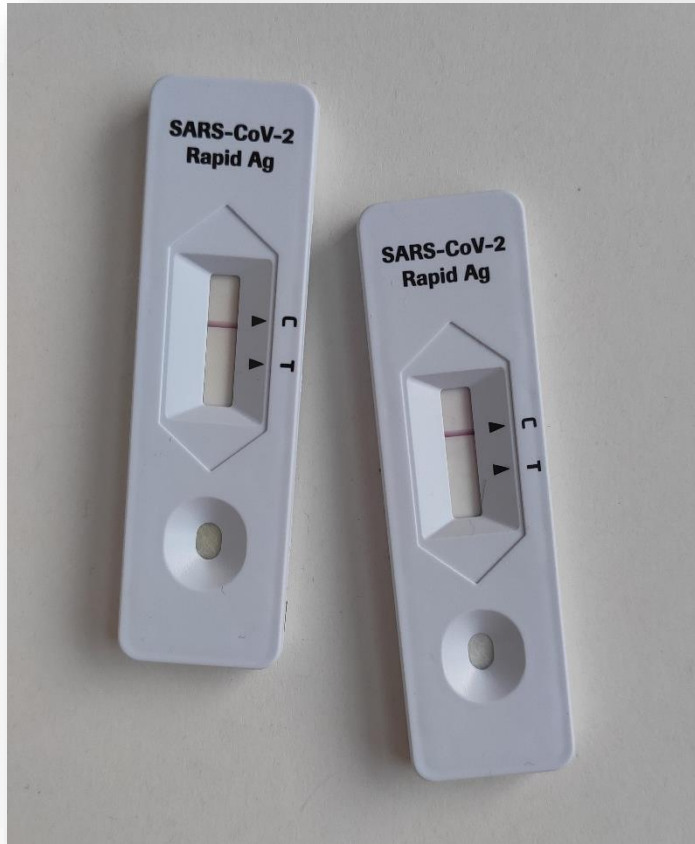


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China Travel News



Testing Requirement Update for Travel to China



From 29 April, all travelers to China from any point of departure will be able to take an antigen test, rather than a PCR test.

Tests should be taken within 48 hours of departure, but airlines will no longer be required to check test results before allowing passengers to check in or board.

Chinese Inbound Travel Policy – March 2023 Update

From 15 March 2023

- Foreigners can apply for any kind of visa - including tourism visas - to China.
- Visas to enter China which were issued before 23 March 2020 and have not yet expired, are now valid once again.
- Visa-free travel has resumed to Hainan; for Shanghai cruises; for groups from Hong Kong and Macau to Guangdong Province; and for ASEAN tour groups to Guilin, Guangxi autonomous region.

From 31 March 2023

- Group and package tourism for foreigners traveling to/in China can officially resume.

Chinese Outbound Travel Policy – Group Tours

From 6 February 2023, outbound group and package travel is allowed for travel to 20 countries. A second list of 40 additional countries for group and package travel was released on 10 March, and went into effect from 15 March.

Asia:

Thailand, Indonesia, Cambodia, Maldives, Sri Lanka, Philippines, Malaysia, Singapore, Laos, Nepal, Brunei, Vietnam,

Americas:

Cuba, Argentina, Brazil, Chile, Uruguay, Panama, Dominica, El Salvador, Dominican Republic, and the Bahamas

Oceania:

New Zealand, Fiji, Vanuatu, Tonga, Samoa

Central Asia/Middle East:

UAE, Iran, Jordan, Azerbaijan, Armenia, Georgia, Kazakhstan, Uzbekistan, Mongolia

Europe:

Russia, Switzerland, Hungary, Serbia, Croatia, Albania, Slovenia, France, Greece, Spain, Iceland, Italy, Denmark, Portugal

Africa:

Egypt, Kenya, South Africa, Tanzania, Namibia, Mauritius, Zimbabwe, Uganda, Zambia, Senegal

Recent Changes to Policies for Travelers from China



India: Testing requirement ended 13 February.



South Korea: Short-term visa services resumed mid-February. COVID testing on arrival ended 1 March, with pre-departure COVID testing scrapped from 11 March.



Europe: Testing requirement ended from the end of February for EU and Schengen member states.



Israel: Testing requirement ended 28 February.



Japan: Testing requirement ended 1 March.



USA: Testing requirement ended 10 March.



Australia: Testing requirement ended 11 March.



Canada: Testing requirement ended 17 March.



UK: Testing requirement ended 5 April.

National Immigration Authority Q1 Data



65 million border crossings

+116.2% increase

(32.3 million were mainland residents)

5.12 million passports issued

+1,102% increase

19.1 million Hong Kong/Macau
entry permits issued

May Holiday 2023

29 April-3 May Labor Day national holiday

First long holiday period since Chinese New Year in January

Ctrip: Domestic hotel searches double 2019's volume, flight searches 110%

Fliggy: Flight, hotel, group tours, attraction bookings all surpassing 2019 numbers

Dragon Trail Research: April 2023 Chinese Traveler Sentiment Report



April 2023 Chinese Traveler Sentiment Report

- 1,012 survey responses from mainland China; 51% female/49% male
- Survey conducted via Tencent from 3-7 April, 2023
- All survey respondents have an interest in traveling; 40.7% have outbound travel experience
- Respondents come from 49 first-tier, new first-tier, and second-tier cities

Age

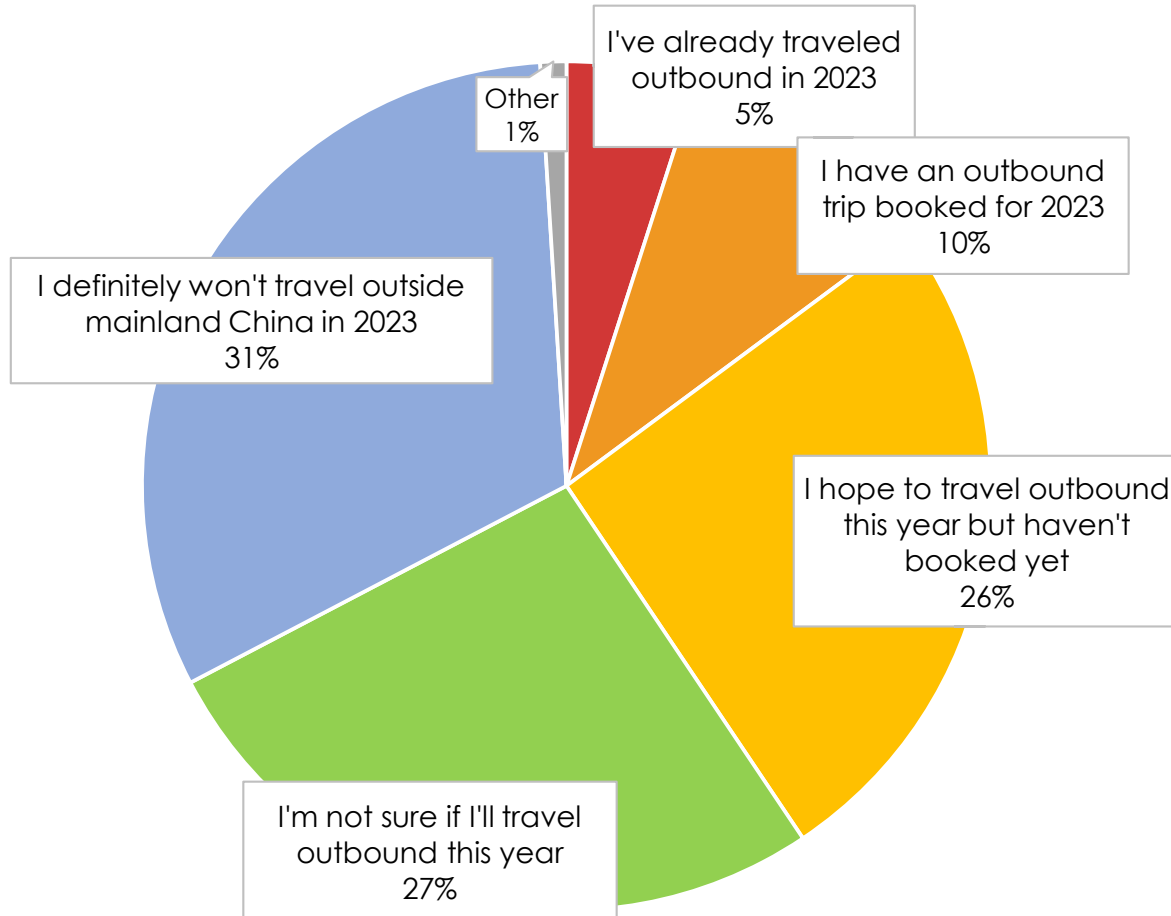


City of residence

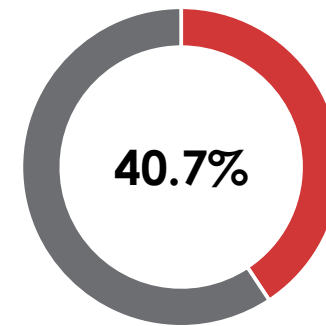


Intention to Travel Outbound in 2023

Do you plan to travel outside mainland China in 2023?



More than half of travelers either want to go abroad in 2023 but haven't booked yet, or are unsure if they will travel outbound.

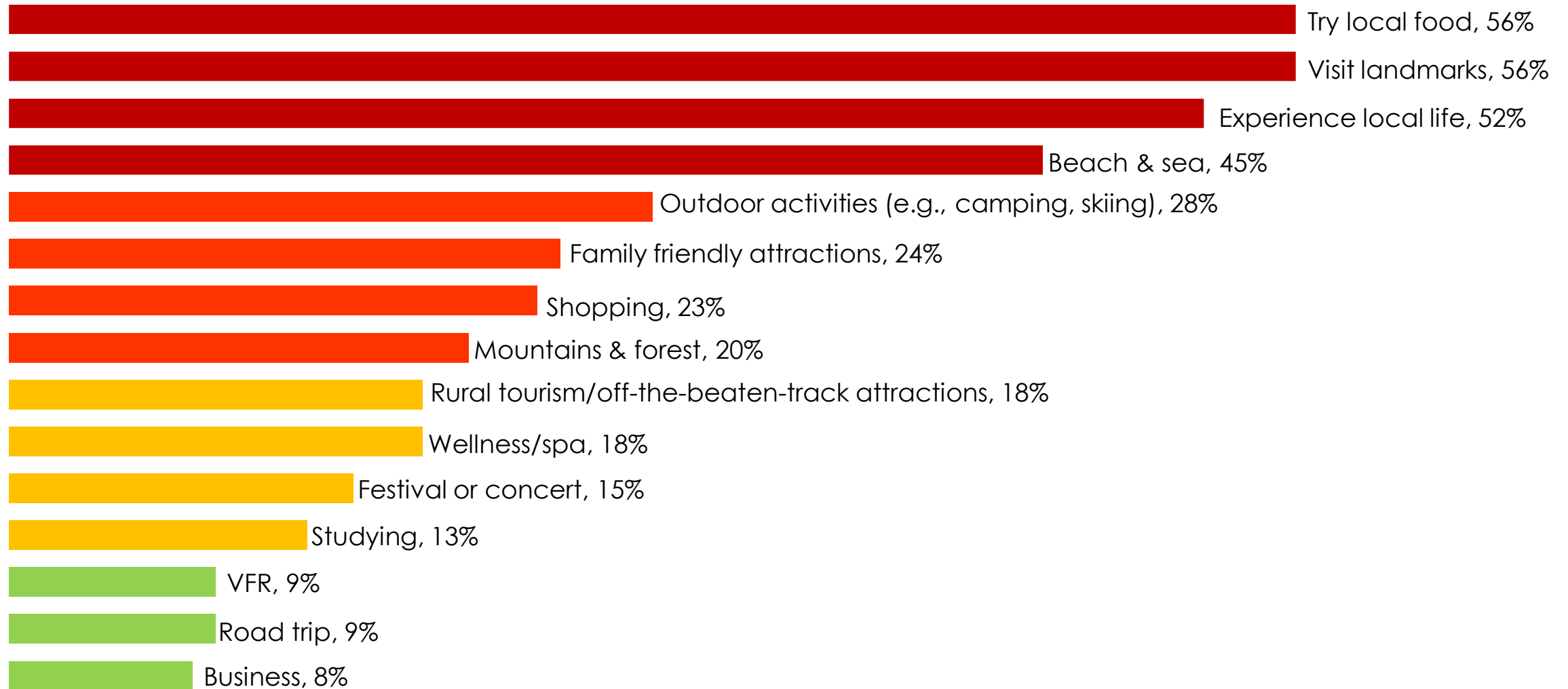


40.7% of the 1,012 survey respondents have traveled outside mainland China before

Travel Sentiment: Expectations for Outbound Trips

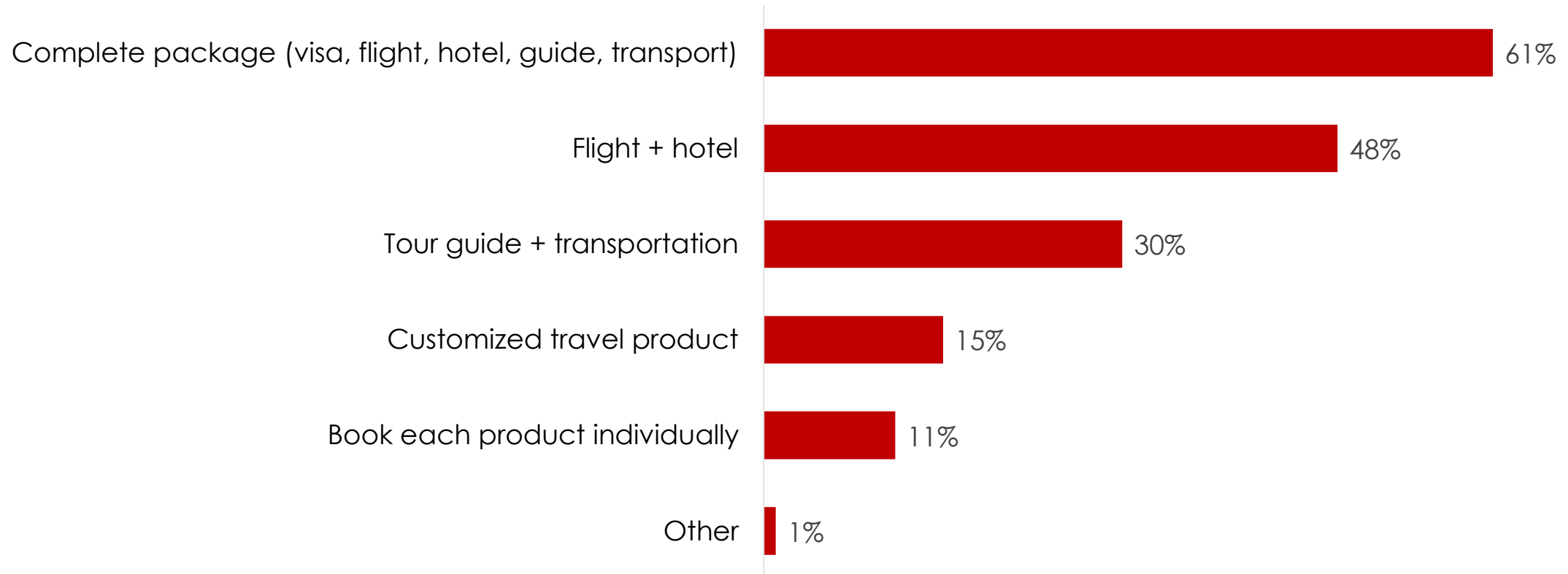


Reasons for Traveling Abroad













Product Preferences: Travel Packages

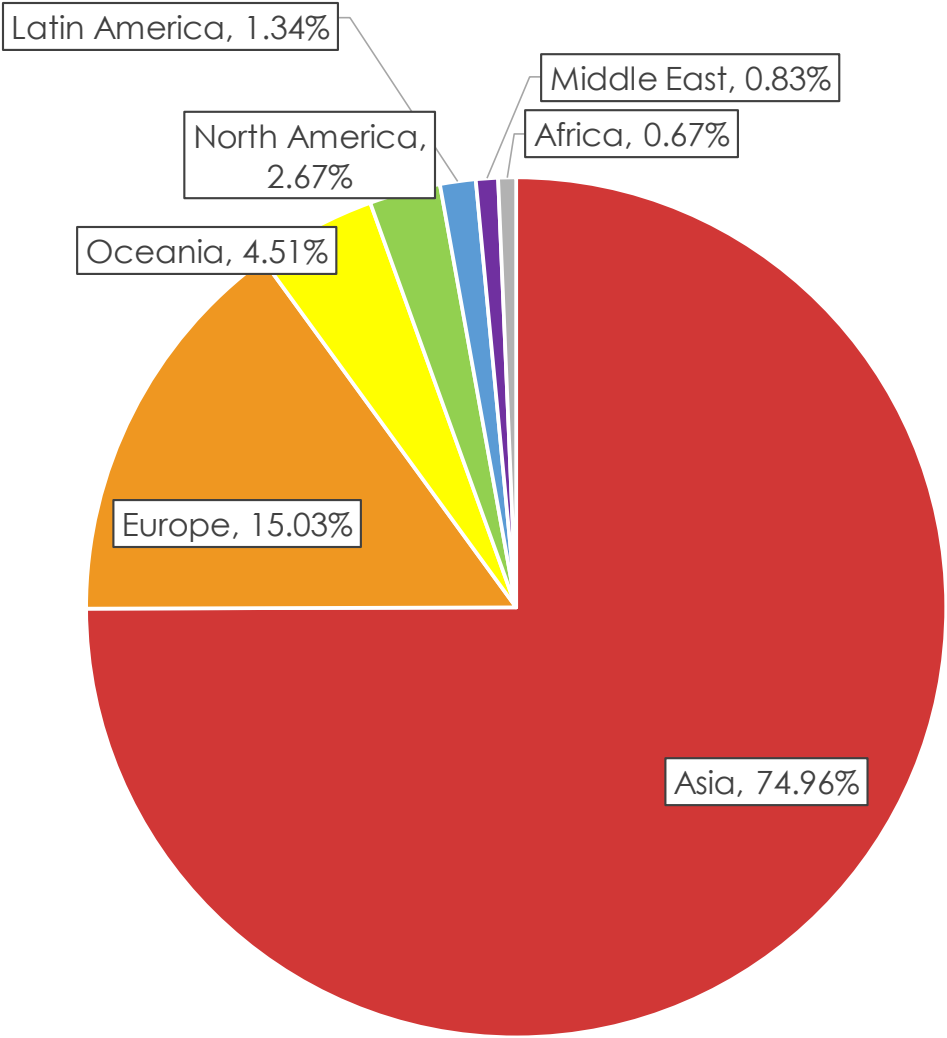
If you had the opportunity to travel abroad, what type of travel product would you book?



Where? Outbound Destinations for 2023

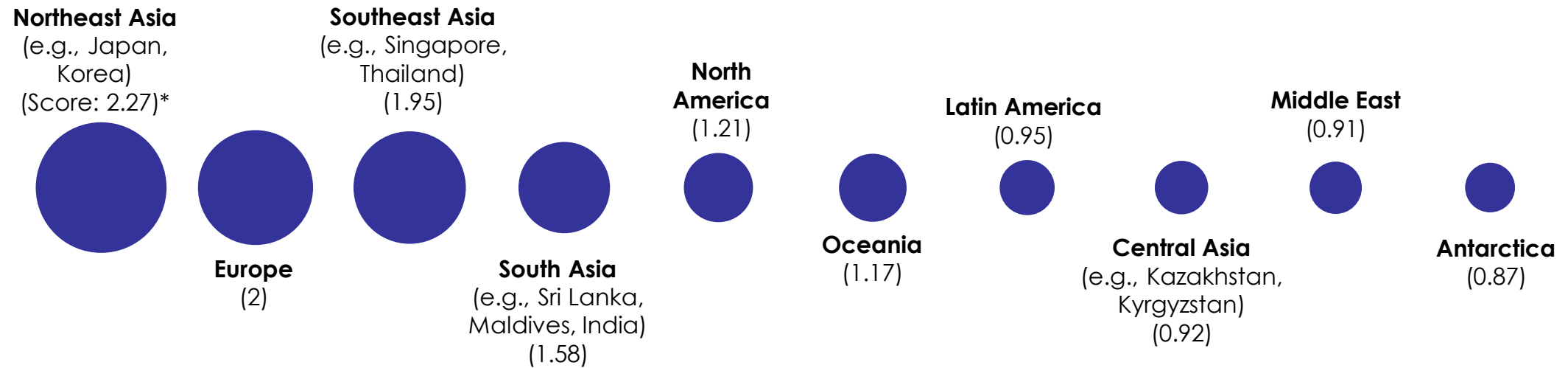
-  1. Hong Kong (22.1%)
-  2. Macau (9.9%)
-  3. Thailand (9.6%)
-  4. Japan (6.7%)
-  5. South Korea (4.4%)
-  6. Taiwan (3.3%)
-  7. France (3.2%)
-  7. Singapore (3.2%)
-  8. Australia (3.0%)
-  9. Russia (2.2%)

Where? Preferred Outbound Destinations for 2023



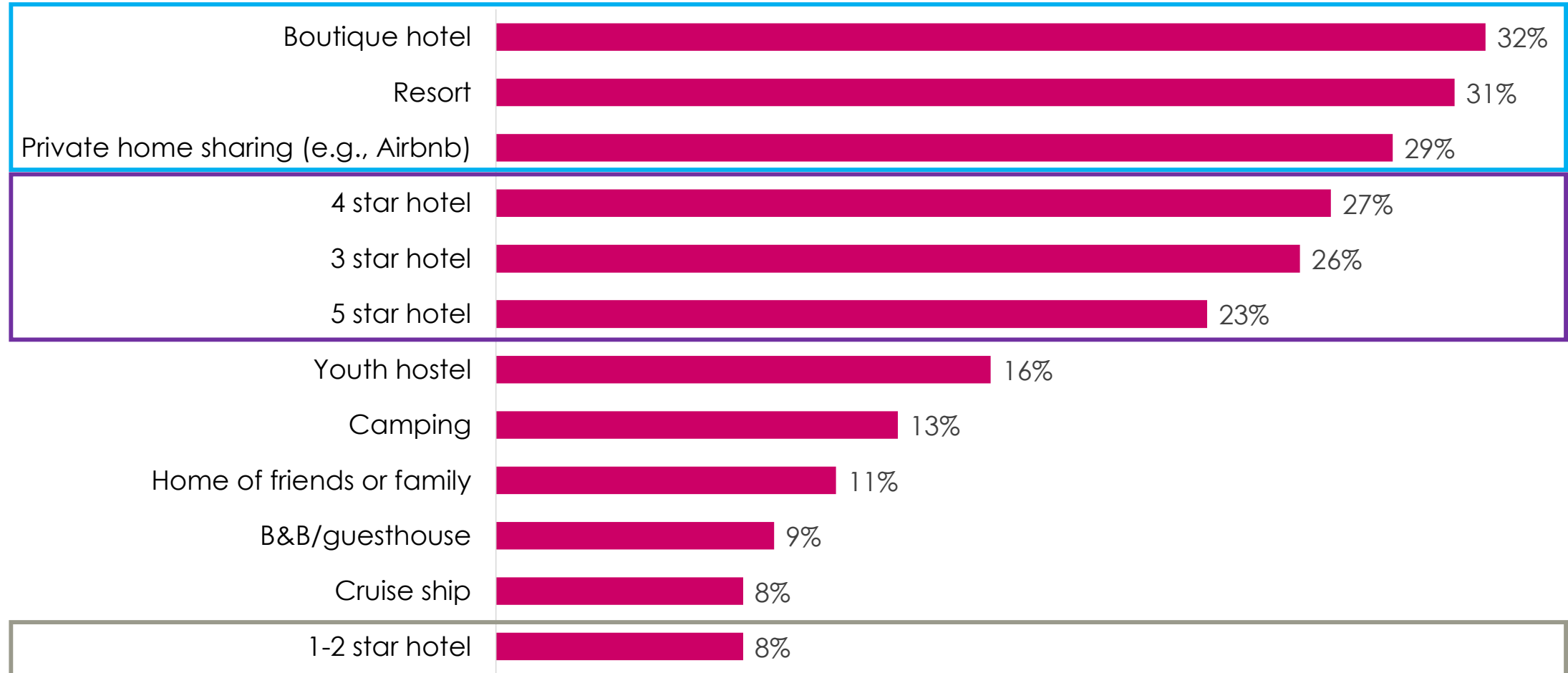
Future Outbound Travel Plans: Destinations

How likely are you to travel to the following world regions?



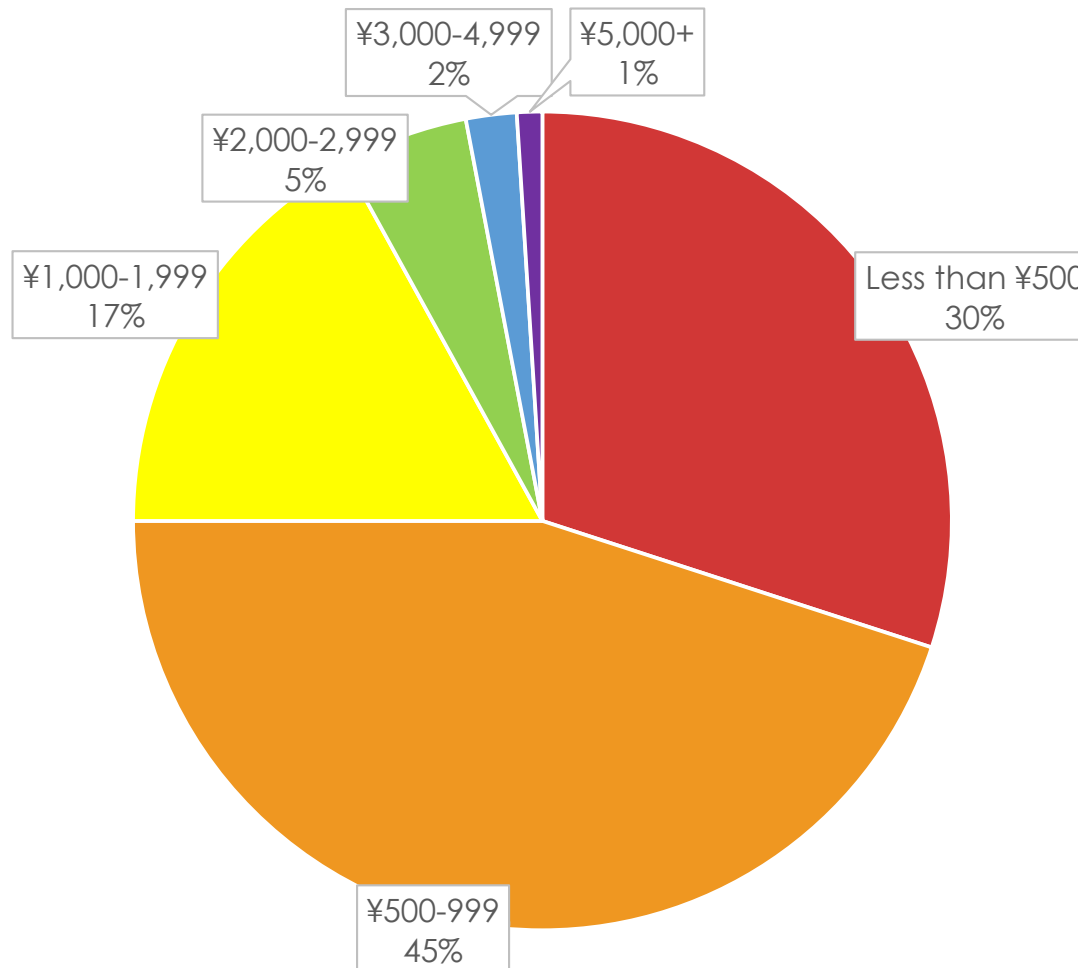
Accommodation Deep Dive: Type

Where do you plan to stay on your next outbound trip?



Accommodation Deep Dive: Price

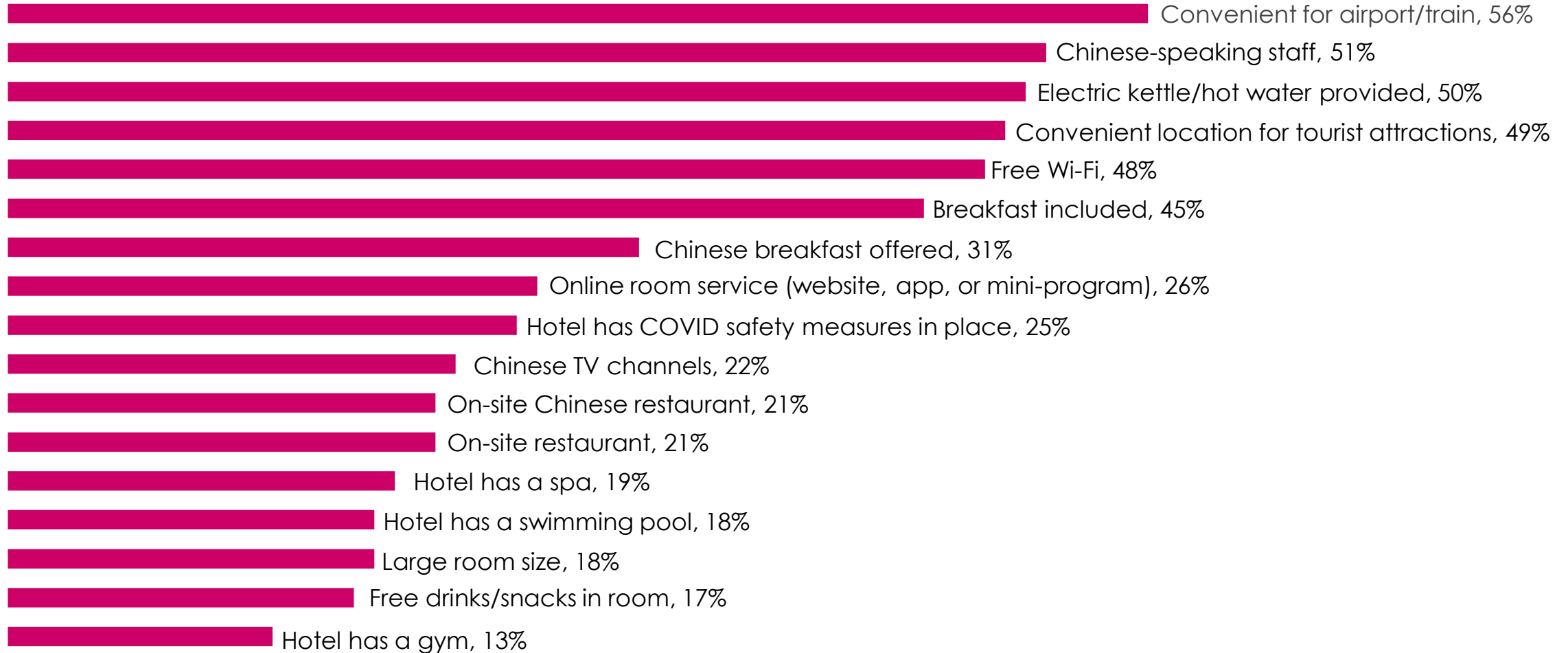
What is your accommodation budget (per night) for your next outbound trip?



Three-quarters of travelers budget RMB1,000 (US\$145) or less per night

Accommodation Deep Dive: Services & Amenities

When choosing a hotel, which of the following are important to you?



Top Takeaways for Marketers

1. Outbound travel plans for 2023 are still largely undecided

2. Safety is the biggest concern holding back Chinese travelers

3. Food, landmarks, and local experiences are top reasons for travel

4. Full-service products are in demand

5. Asia is the leading destination, but travelers want to see the world

6. Tried-and-tested advice for hotels remains relevant today

April 2023 Chinese Traveler Sentiment Report

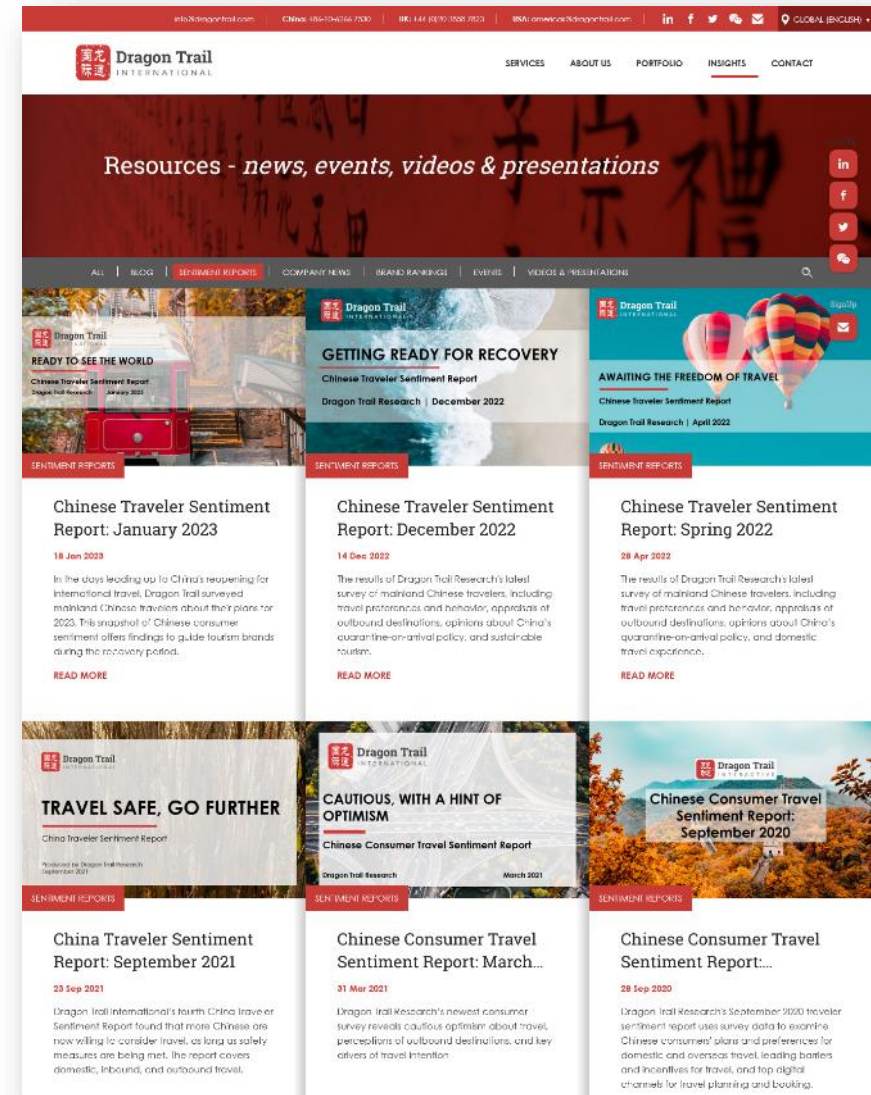


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Q&A

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