



Dragon Trail
INTERNATIONAL



China Outbound Travel & Tourism Market
cottm
2024

How to Work with China's Travel Trade

Dragon Trail International and COTTM | July 2024

Webinar Speakers



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



Janice Meng
Market Research Analyst
Dragon Trail International



Jane Carter
Sales Manager
COTTM



Agenda

- China Travel Update
- COTTM 2024 + Trade Insights
- Chinese Outbound Travel Trade Survey 2024
- 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 Galeria Canalejas, English Heritage, Turespaña, VisitBritain, Tourism New Zealand, Air France, Small Luxury Hotels of the World, and COTTM.
- **Learn more about our work and access free resources at www.dragontrail.com**

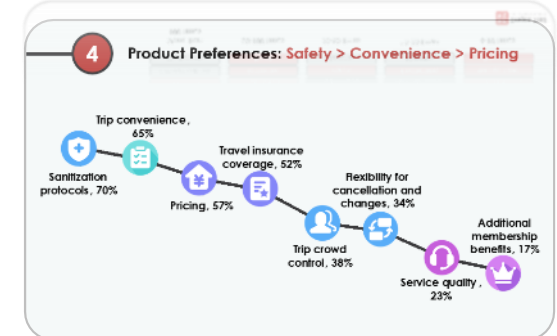
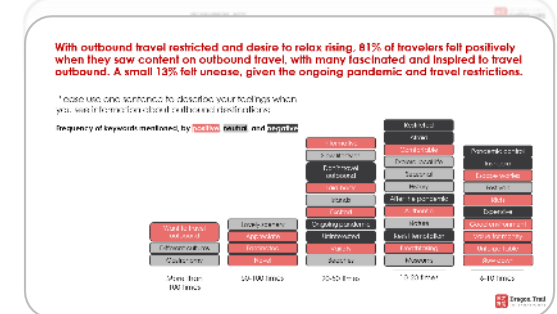
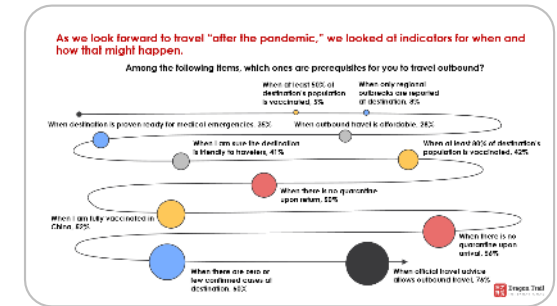


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Research & Strategy

Founded in 2019, **Dragon Trail Research** uses quantitative and qualitative methods to provide up-to-date insights on Chinese traveler attitudes, sentiment, and brand awareness in an ever-changing market.

- Bespoke consumer surveys
- Omnibus survey: *China Travel Market Monitor* – the only specialized travel market survey that gains insights directly from China’s outbound travelers
- Travel Trade Intelligence: access insights from our database of +60,000 Chinese travel advisors
- Focus groups & In-depth Interviews
- Customized research & strategy consulting



China Travel Update



China Travel Update

- **Summer outbound travel** +93% year on year (TravelSky).
- International flight bookings 150% of last year's volume on Qunar by late June. Qunar predicts **recovery to 2019 levels** this summer.
- **Northeast Asia:** Surge in travel to Japan thanks to weak yen. South Korea also popular.
- **Middle East:** +100% Chinese visitors to Dubai in the first four months of 2024. Saudi Arabia granted ADS in July.
- **Visa waivers** driving tourism recovery in 2024. New visa-free policies introduced by Laos, extended by Malaysia, in the works for Indonesia. Australia introduced a new five-year, multi-entry visa.



HOME OF
UNIQUE GLOBAL
TRAVEL PRODUCTS

17TH EDITION

100%

BUSINESS TO
BUSINESS

100%

OUTBOUND
TRAVEL

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CHINA OUTBOUND TRAVEL & TOURISM MARKET

16 -18 OCTOBER 2024

HALL 11, NATIONAL AGRICULTURAL EXHIBITION CENTER
BEIJING

EVENT SUPPORTERS



Trip.com



CTC
CORPORATE TRAVEL
COMMUNITY

WWW.COTTM.COM

WWW.COTTM.CN

TARSUS informa markets

CURRENT STATUS OF THE CHINA TOURISM MARKET

The China Tourism Academy predicts that the number of trips made by Chinese outbound travellers will reach 130 million in 2024.

China's national strategy of jointly building the "One Belt, One Road" has laid the foundation for the outbound tourism industry

Chinese tourists prefer small group tours and customised tours

People born in the 80s and 90s have become the main source of travel

Tourists have higher requirements for tourism quality

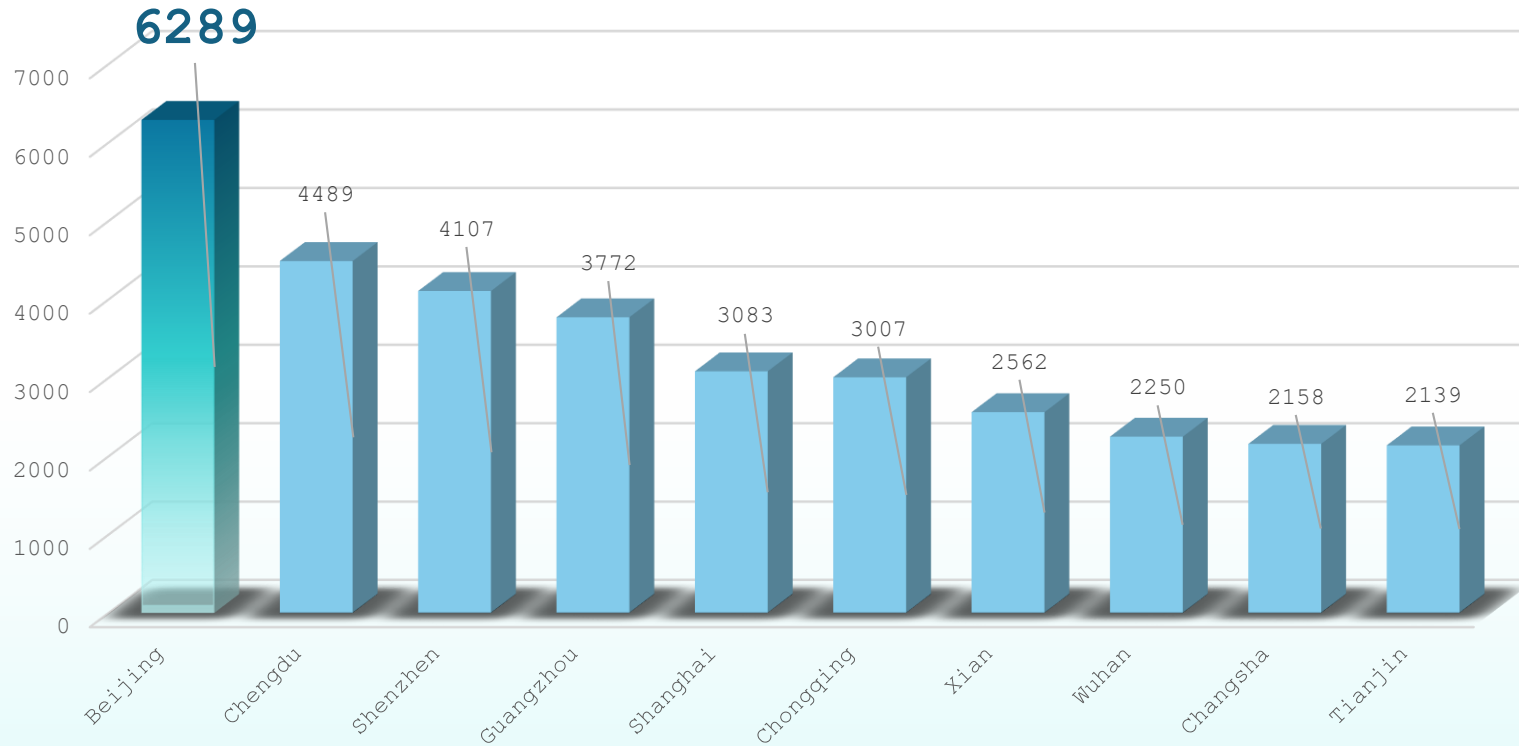
The demand for customised services is increasing

Travel reasons are more diversified, concerts, music festivals, events, hiking, art tours, etc

Self-guided travel

Cost effective travel

BEIJING, NO. 1 CITY FOR CHINESE TOUR OPERATORS



COTTM ACTIVE IN CHINA FOR 19 YEARS

China Outbound Travel & Tourism Market
COTTM
2024
16-18 OCTOBER

- COTTM is an annual event, launched **19** years ago
- Located in **Beijing**
- **5,000** Chinese tour operators attend COTTM.
- Home of new, unique and tailor-made global travel product
- 2024's COTTM Conference will run the **Outbound Tourism Investment and Development Forum**.
- COTTM has gained respect and strong support from the top key Chinese outbound tour operators.
- Informa – Largest exhibition organisation, globally



100% B2B, 100% OUTBOUND – CHINA'S TRADE FOCUSSED EVENT FOR OUTBOUND TRAVEL



“COTTm has always focused on the growing China outbound tourism and travel market, to promote the development of China’s outbound tourism”


DAI BIN
PRESIDENT OF CHINA TOURISM ACADEMY

WHO YOU'LL MEET AT COTTM 2024

- ✓ Large comprehensive tour operators/ agencies
- ✓ Theme tour operators
- ✓ MICE buyers
- ✓ Government agencies/Travel associations
- ✓ Culture and tourism investment organisations
- ✓ Online travel platforms
- ✓ Cultural tourism operators and business consulting
- ✓ Special interest operators
- ✓ Press



WHO CHINESE BUYERS WANT TO MEET




MINISTRIES OF TOURISM,
TOURISM BOARDS,
EMBASSIES & CONSULATES




HOTELS AND
ACCOMMODATION
PROVIDER



AIRLINES AND
AVIATION
TICKETING



DESTINATION
MANAGEMENT
COMPANIES AND
INBOUND TOUR OPERATORS



THEME TOUR AND
TAILOR-MADE TRAVEL
COMPANIES



TOURIST ATTRACTIONS



GOLF RESORTS



GOLF RESORTS



MICE SUPPLIERS



TRANSPORTATION
SERVICE PROVIDERS



ONLINE PLATFORM
SERVICE SUPPLIERS



WHOLESALE SERVICES



HEALTH RESORTS
AND SPAS



SKI RESORTS




CRUISE LINES



INVESTMENT
MANAGEMENT



VISA SERVICE
COMPANY



FINANCE/PAYMENT/INSURANCE

DO BUSINESS WITH AN UNRIVALLED AUDIENCE OF B2B CHINESE BUYERS

Trip.com

u-tour
众信旅游

HCG TRAVEL GROUP
华程国旅集团

ETI HOLIDAYS
翔龙万里行

新境界
NICE TOUR 美好·旅行

中青旅 | AoYou 傲游

6人游定制旅行
Friends & Family

耀悦
SparkleTour

同程旅行

途牛
tuniu.com

caissa 凯撒旅游

旅游百事通
TRAVELING BESTONE

CCT
康辉旅游

飞猪
Fliggy

春秋旅游
SPRING TOUR

Jin Jiang
Travel 锦江旅游

广之旅
C G Z L

Q穷游

马蜂窝

bravolinks
中青博联

众信旅游

优耐德旅游
UNITED TRAVEL

GCM
GRAND CHINA MICE
大新华会展控股

HHtravel
鸿鹄逸游

指南猫
旅行订票 一键定制

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COTTM WORK CLOSELY WITH CHINESE TRAVEL TRADE MEDIA PARTNERS



VIP BUYER PROGRAMME

We will invite **400** hand-selected VIP buyers from the most core tourist source markets in China, such as:

Metropolitan area centered in **Beijing**

The Yangtze River Delta Metropolitan area centered in **Shanghai**

The Pearl River Delta Metropolitan area centered in **Guangzhou** and **Shenzhen**

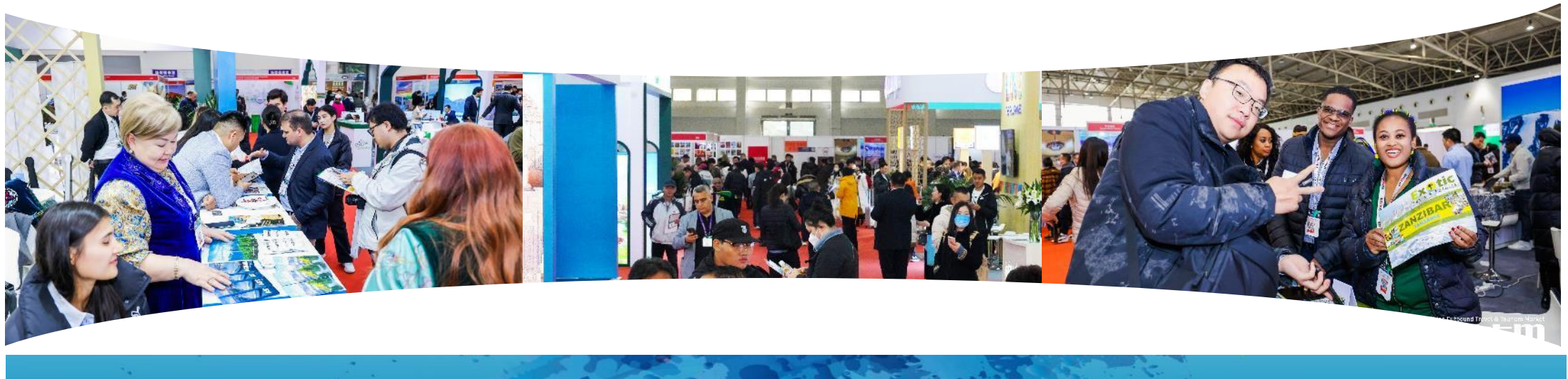
The **Chengdu-Chongqing City** cluster in the southwest.

The 400 VIP buyers will come from segments including high-end customised travel agencies, group sightseeing travel, leisure travel, MICE, travel technology, themed program travel, etc.



APPOINTMENT SYSTEM TO MEET WITH VIP BUYERS

- Pre-scheduled business meetings with VIP buyers will be arranged for exhibitors during the 3-day show.
- There are 26 time slots available in 3 days in the COTTM appointment system.
- Every exhibitor will be will receive their own account to access the online appointment system.



COTTM CONFERENCE

闻旅
wenlvpai.com

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TOPICS OF COTTM 2024

- New demands, new trends, new channels and new opportunities in the China outbound travel industry
- Through the economic cycle, explore the emerging momentum of tourism driven by innovation
- The new geopolitical landscape presents fresh opportunities for tourism development along the "One Belt, One Road".
- Under the involution of outbound tourism supply chain, the technique of new integration of destination and channel business
- What kind of new overseas regulatory and business environment will Chinese enterprises face if they invest overseas?
- How can China Hotel Group enhance its brand competitiveness on the road to "going global" ?
- Exploring the T&E Landscape: Navigating the Future of Corporate Travel



NEW

OUTBOUND TOURISM INVESTMENT AND DEVELOPMENT FORUM

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The Forum will invite several embassies, tourism boards and destination projects to present their investment opportunities and to showcase their high-quality projects. Meanwhile, tourism investment management, hotel investors, brand management organisations, tour operators, tourism and amusement facilities and operational system providers will also be invited to participate.

Date: 17th October 2024

Time: 13:30-17:00

Venue: COTTM Conference Room



CTC Co-locates with COTTM 2024



COTTM will expand its business travel sector in conjunction with Corporate Travel Community (CTC), a brand of the Informa Group that focuses on the business travel market. Bringing together suppliers such as hotels, airlines, payment solutions and DMCs with business travel buyers from the automotive, chemical, finance, IT/Internet, and energy sectors.

WHO ARE CTC SUPPLIERS

- Airlines/Aviation Ticketing
- Hotels
- National/Regional Tourism boards
- Attractions/Destination resource suppliers
- Transportation/Car rental
- Destination Management Companies
- MICE suppliers
- Finance/Payment/Insurance
- Online Platforms & Technology

WHO ARE CTC BUYERS

- Auto
- Chemical/Industrial
- Finance/Banking/Insurance
- Transportation/Logistics
- Agriculture/Food
- IT/ Internet/Technology
- Medical/Pharmaceutical
- Construction
- Communications/Software
- Energy/Mining
- Sports
- Retail/Trading
- Tour operators/agencies/agents
- Association/Government organisation
- Ground Handler/Catering/Service industry

CONTACT COTTM TEAM



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COTTM – China Outbound
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COTTM WeChat ID: COTTM_China

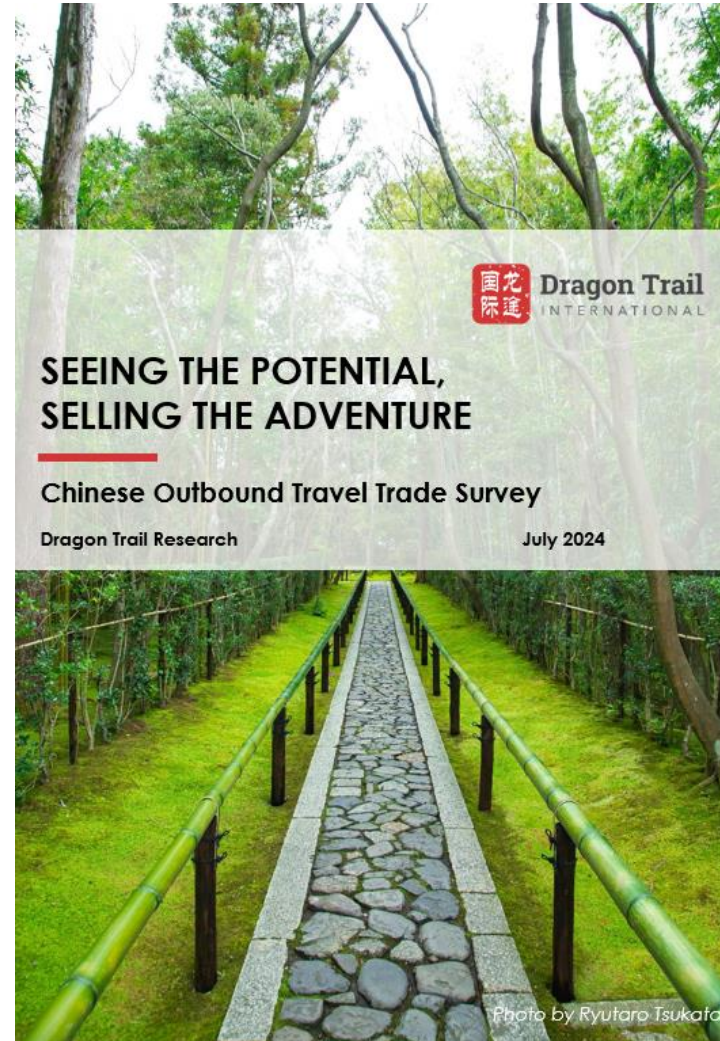
Dragon Trail Research: Chinese Outbound Travel Trade Survey 2024



Chinese Outbound Travel Trade Survey 2024

- Conducted 24 June-7 July 2024
- 295 total respondents
- Strict verification process: All respondents are actively selling outbound travel for mainland Chinese travel agencies

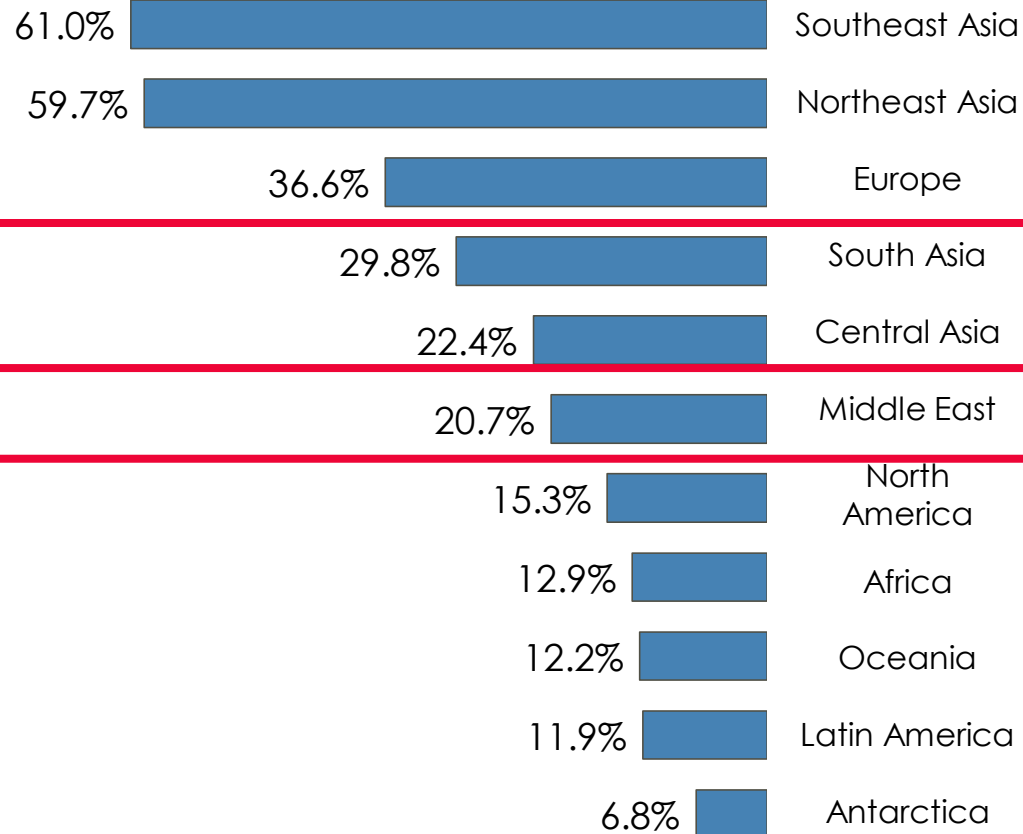
Download the full report for free:
www.dragontrail.com/resources



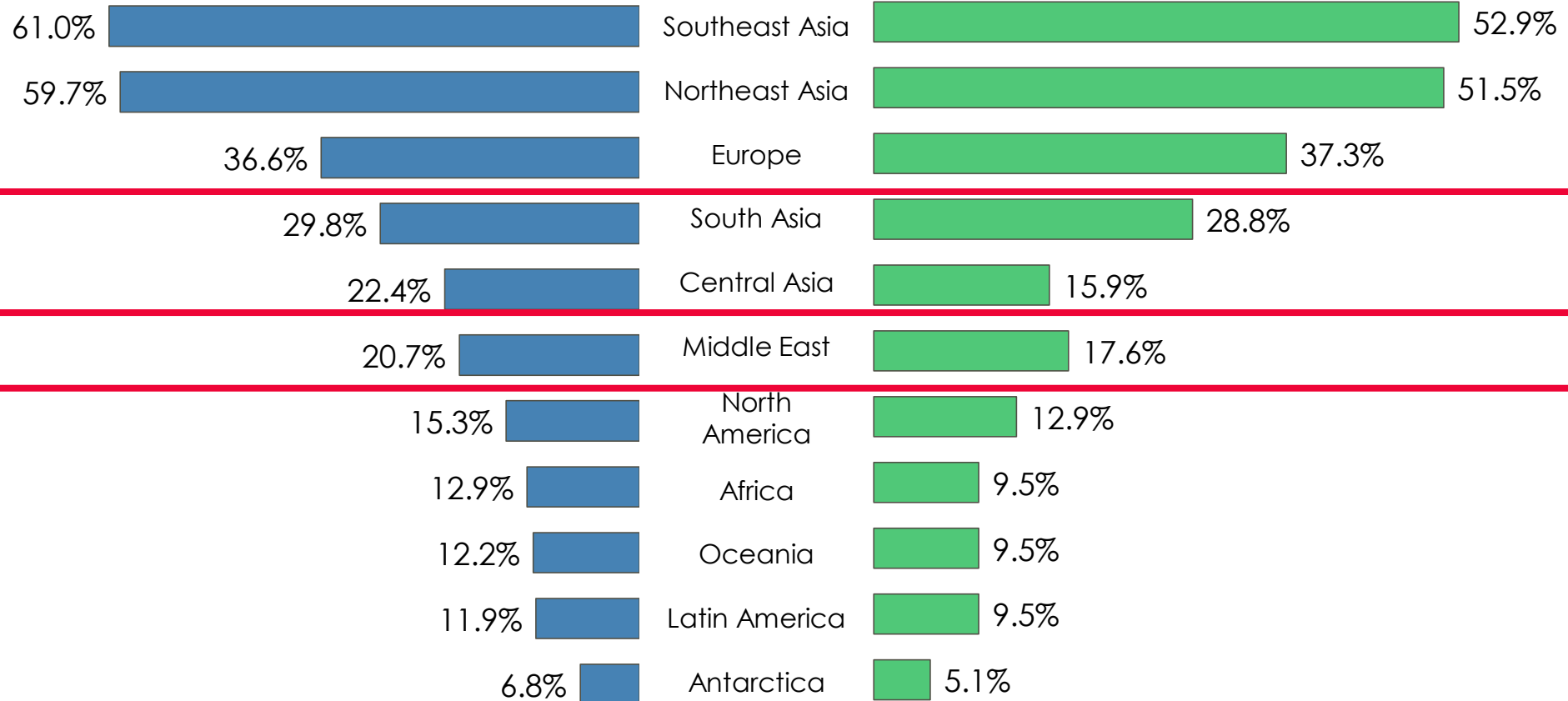
World Regions

Which world regions do you sell travel to?

N=295

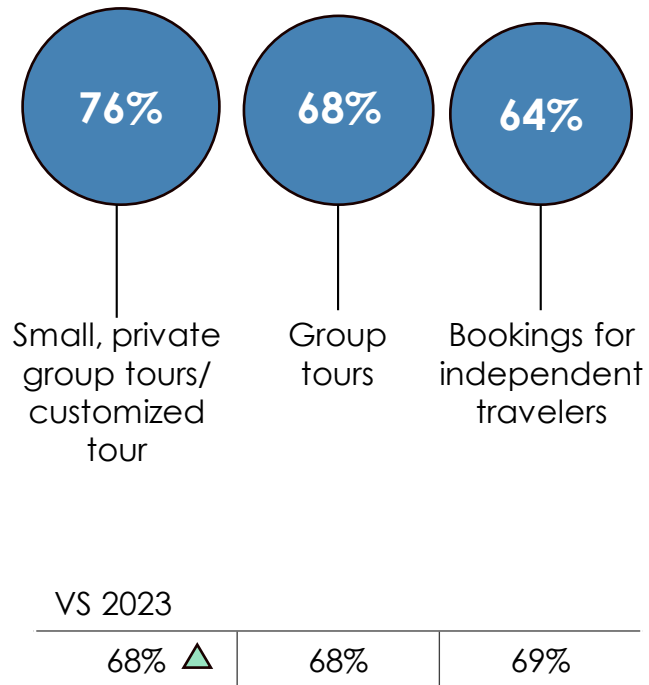


Which regions have the most potential for outbound travel in 2024? N=295

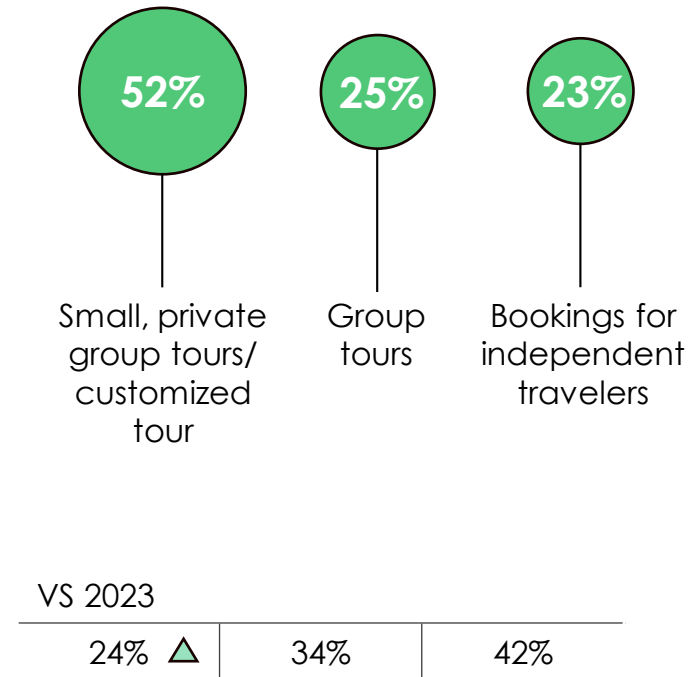


Type of Travel

Which kind of travel products do you sell?

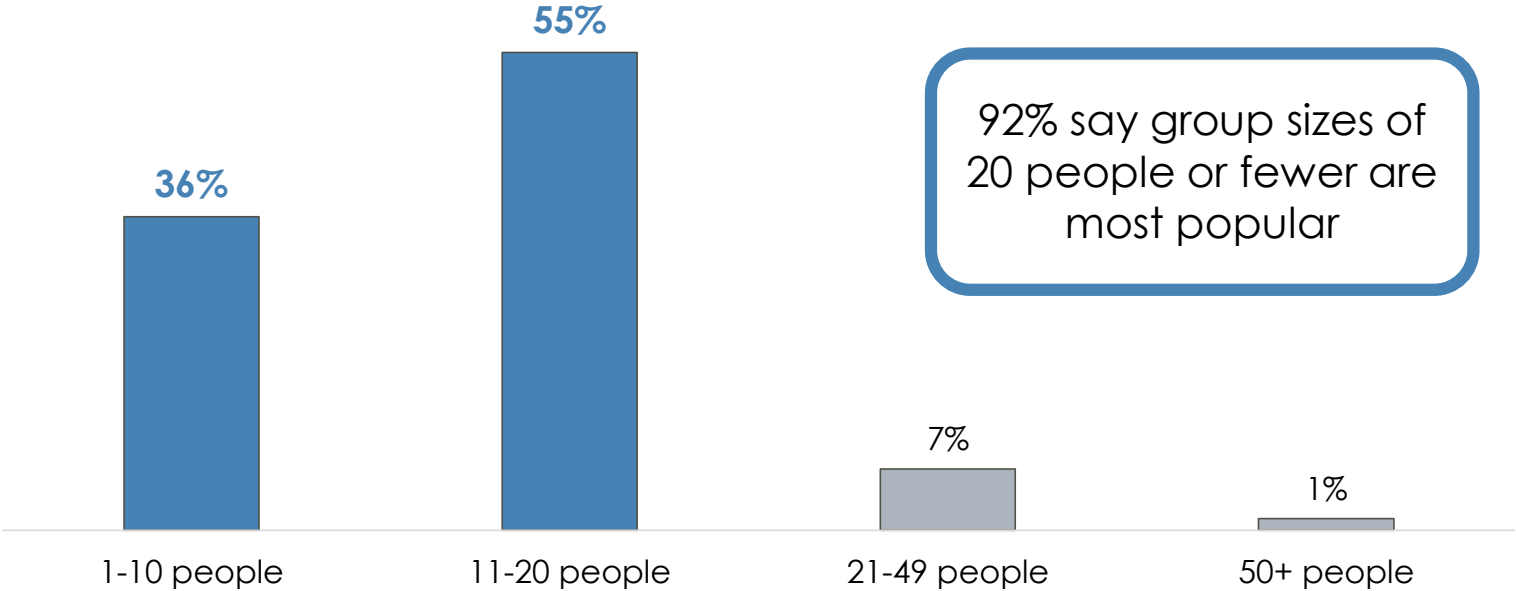


In your experience, which kind of travel products are the most popular in 2024?



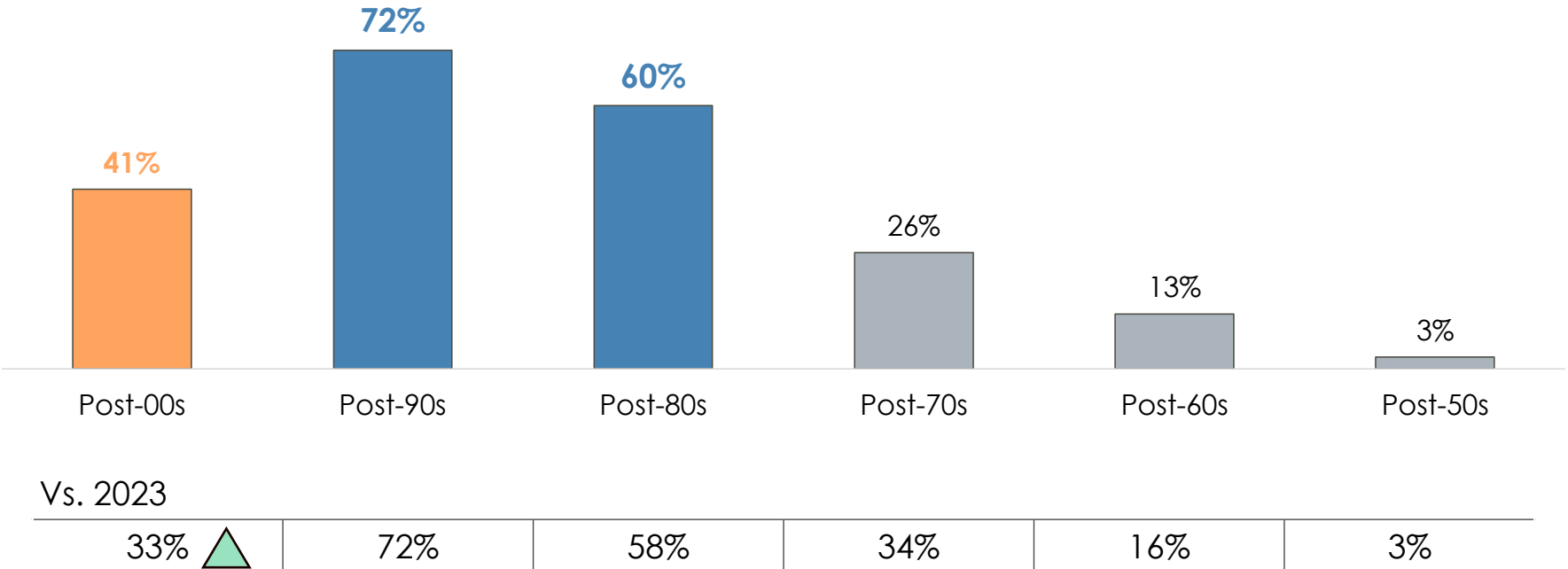
Type of Travel: Group Size

What size of group tours are most popular now for outbound travel?



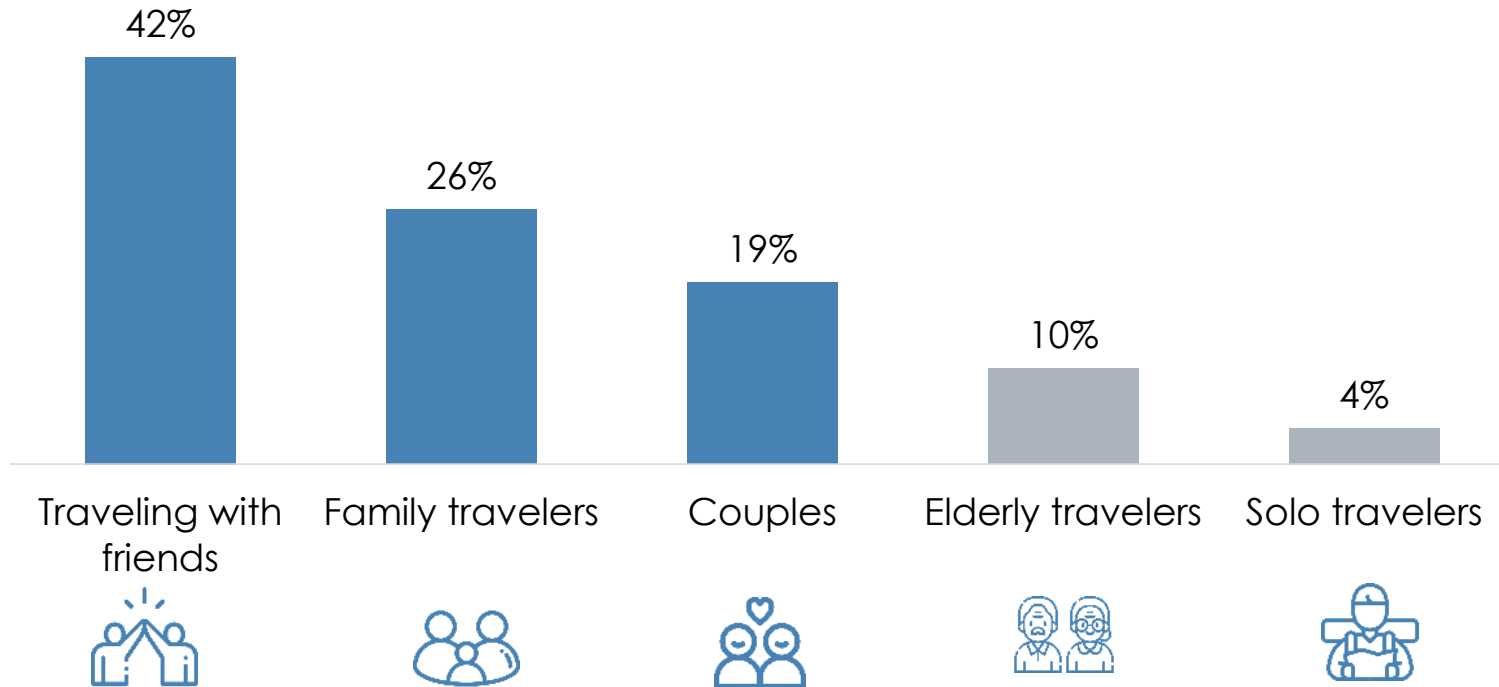
Traveler Demographics: Increase in Younger Travelers

What age group are your current outbound travel customers mainly from?



Traveler Demographics: Most Promising Segments

Which segment has the most potential for outbound travel?



Customer age group

Post-90s: 80%

Post-80s: 79%
Post-70s: 45%

Post-90s: 73%
Post-00s: 49%

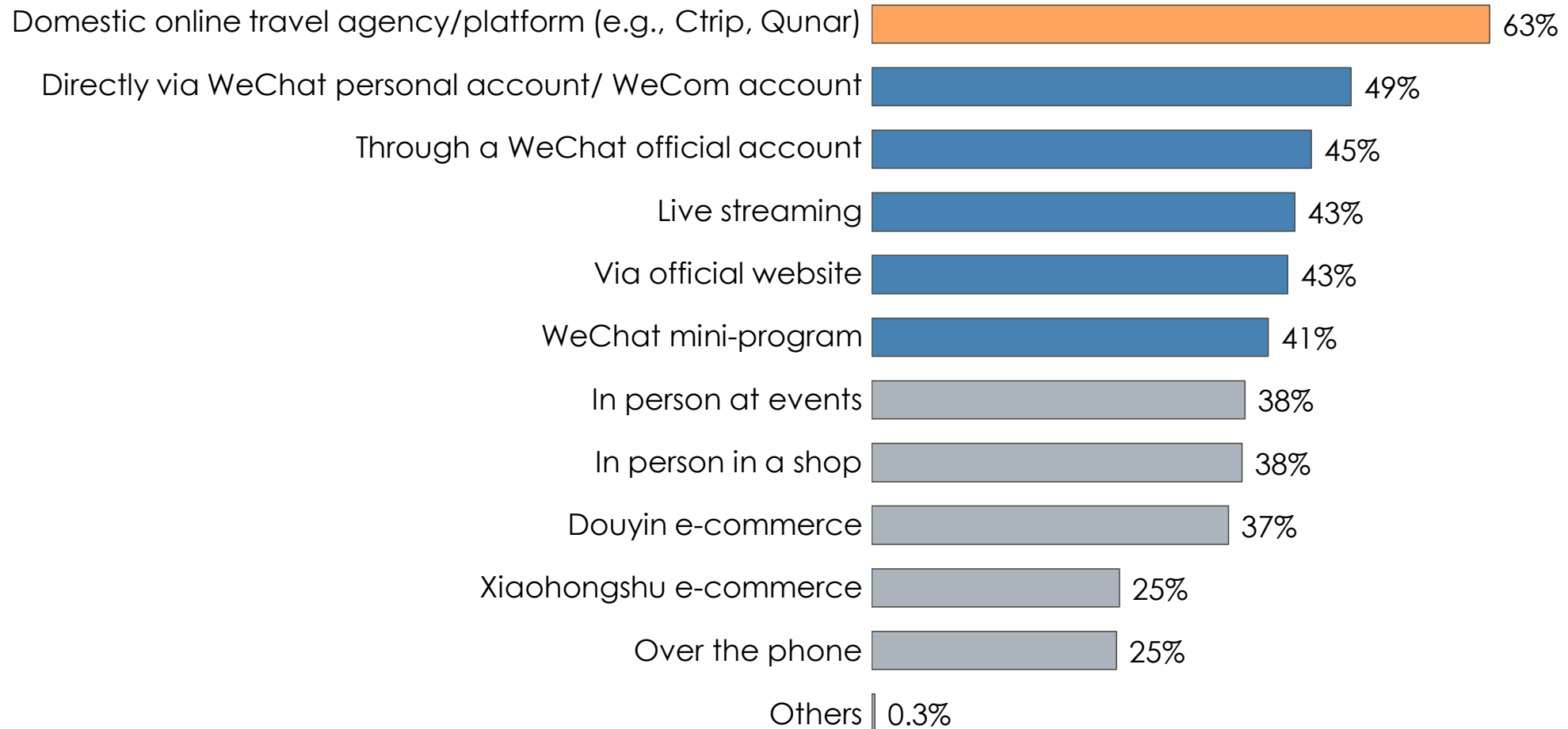
Post-70s: 48%
Post-60s: 48%

Post-90s: 91%

Icons from Freepik - Flaticon

Sales Channels: Online Sales Dominate

How do you sell outbound travel products to your clients?



Changes

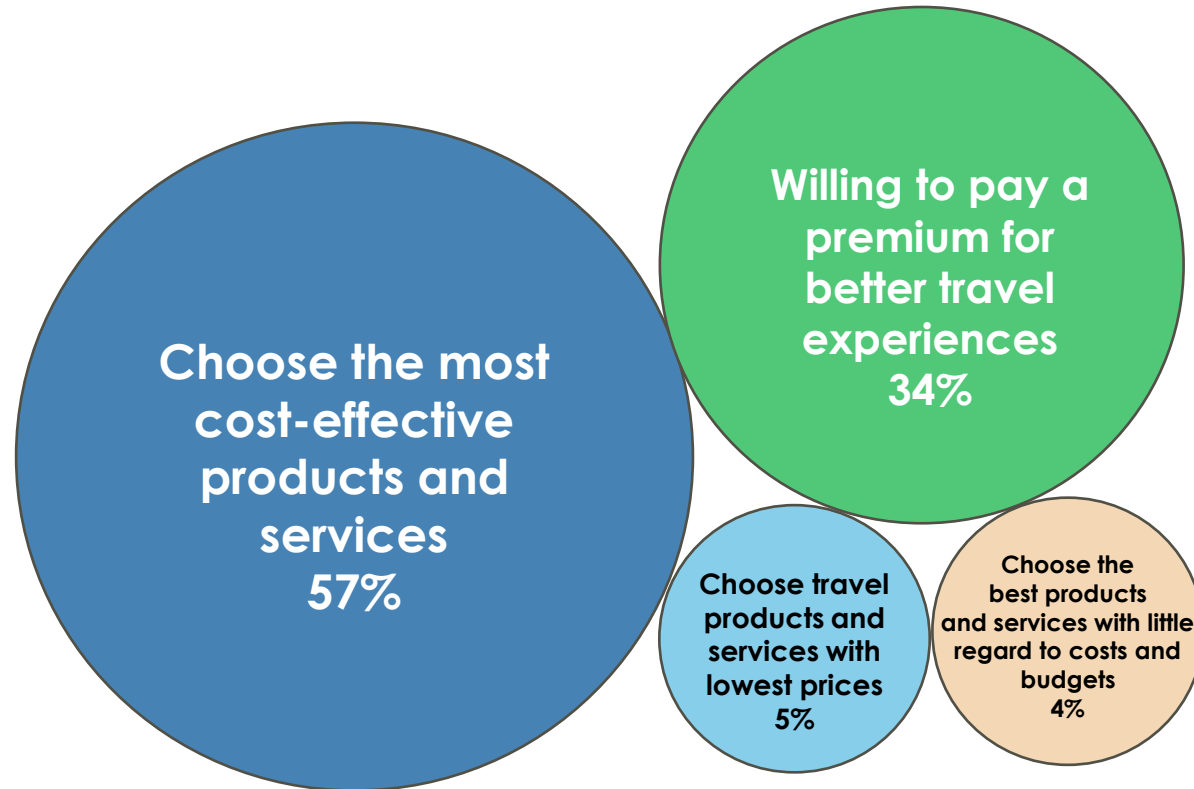
What is the biggest change in customer demand for outbound travel products compared with 2019?



- Safety and security
- Experiences, customization, personalization
- Affordability/ value for money

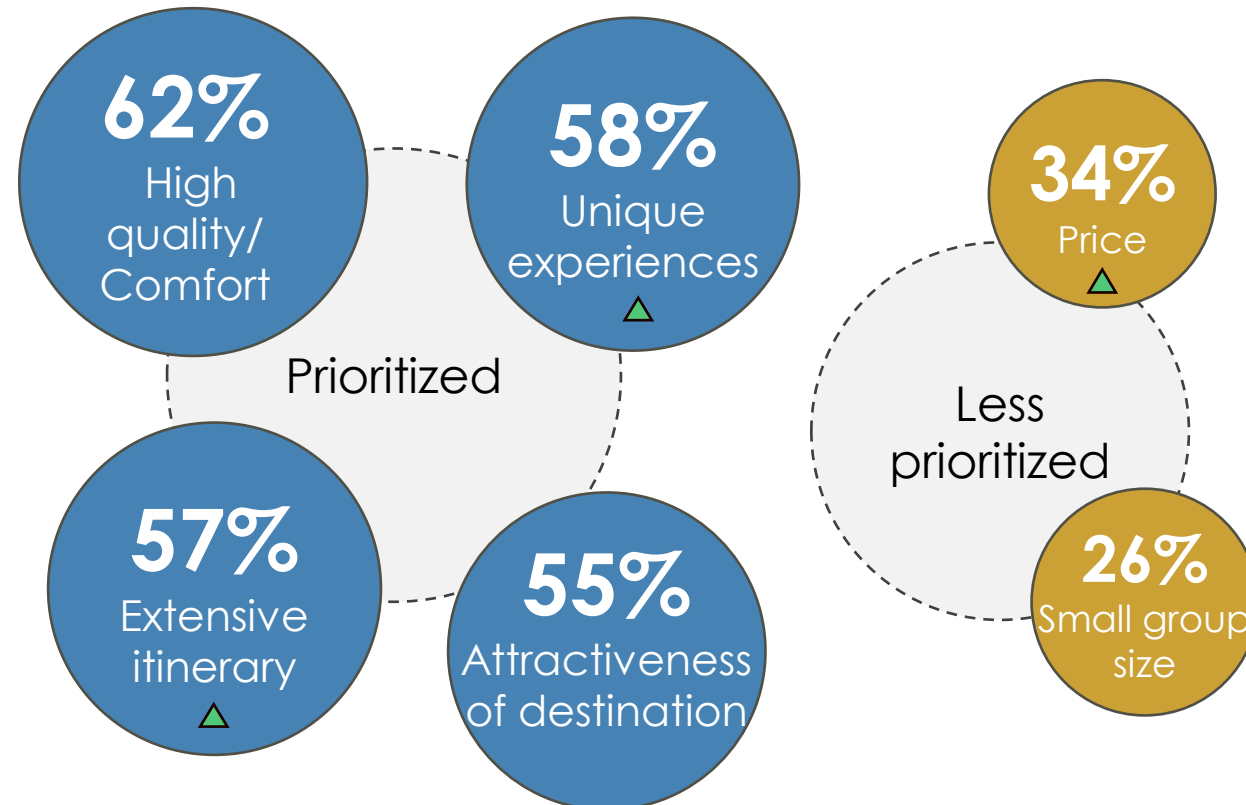
Priorities for Travel Spending

Which approach to spending characterizes the largest share of your outbound travel customers in 2024?



Priorities for Product Selection

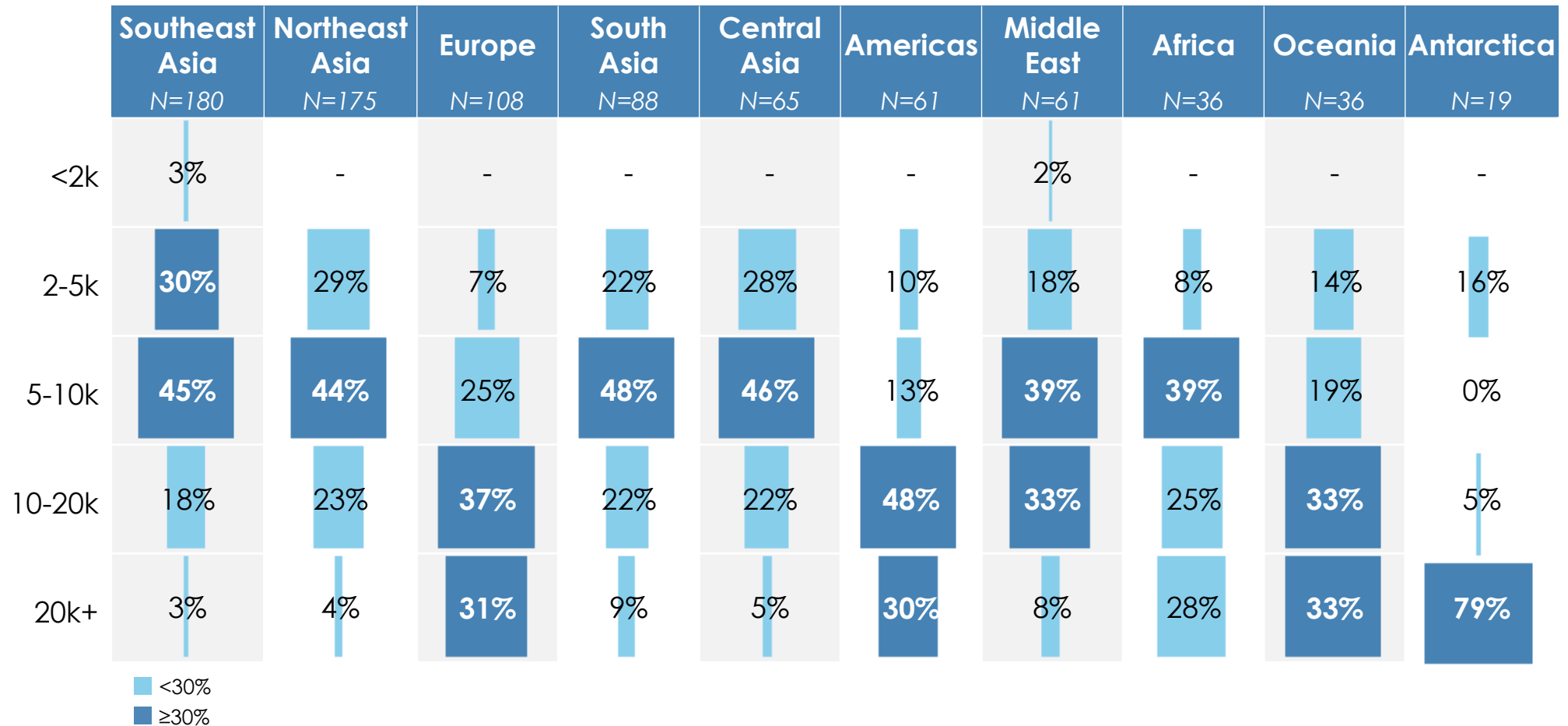
What do you think are the most important factors your customers are looking for when choosing outbound travel products?



▲ Factors ranking higher than in 2023

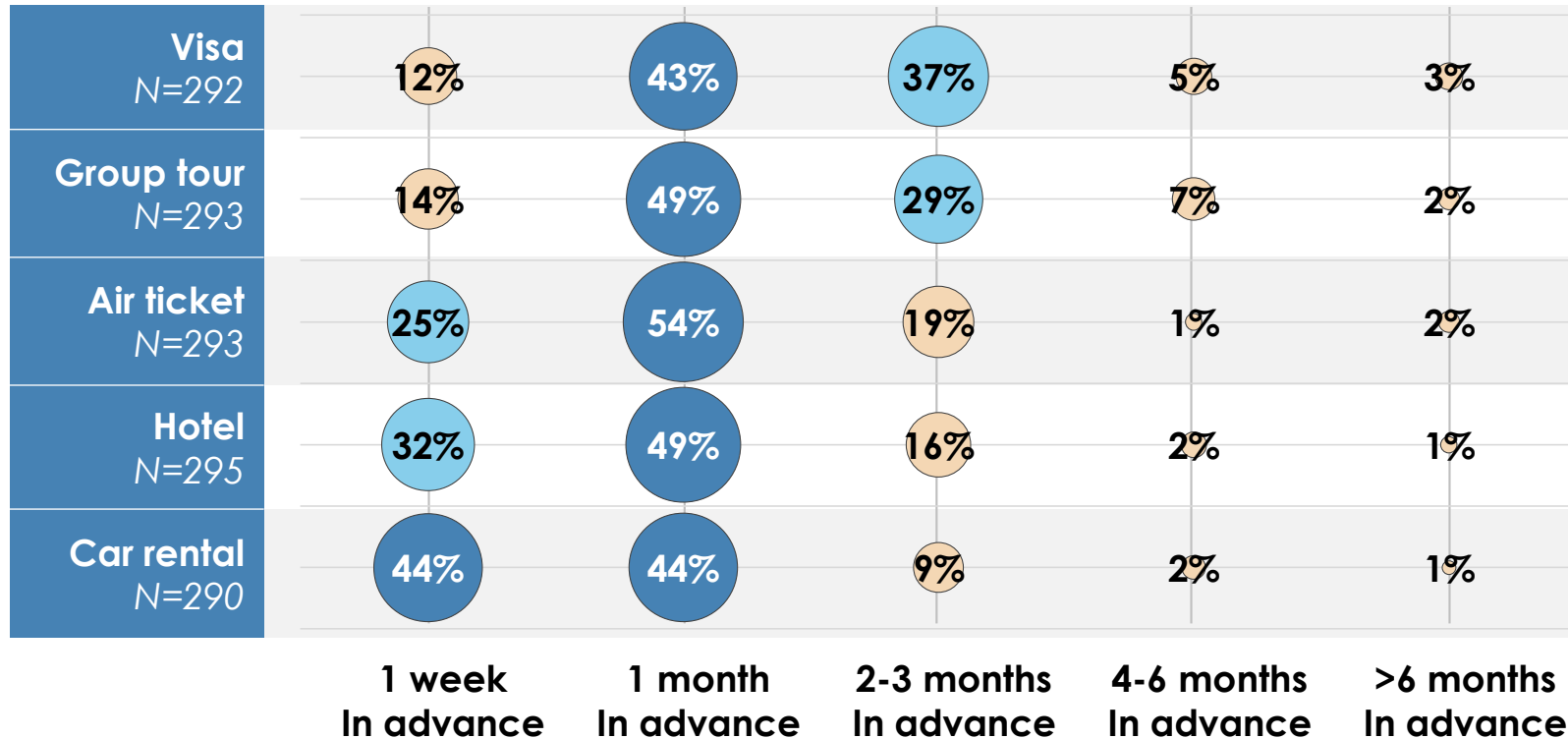
Pricing for Outbound Travel

What is the average price per person for a trip to the following destinations that you are selling now (RMB)?



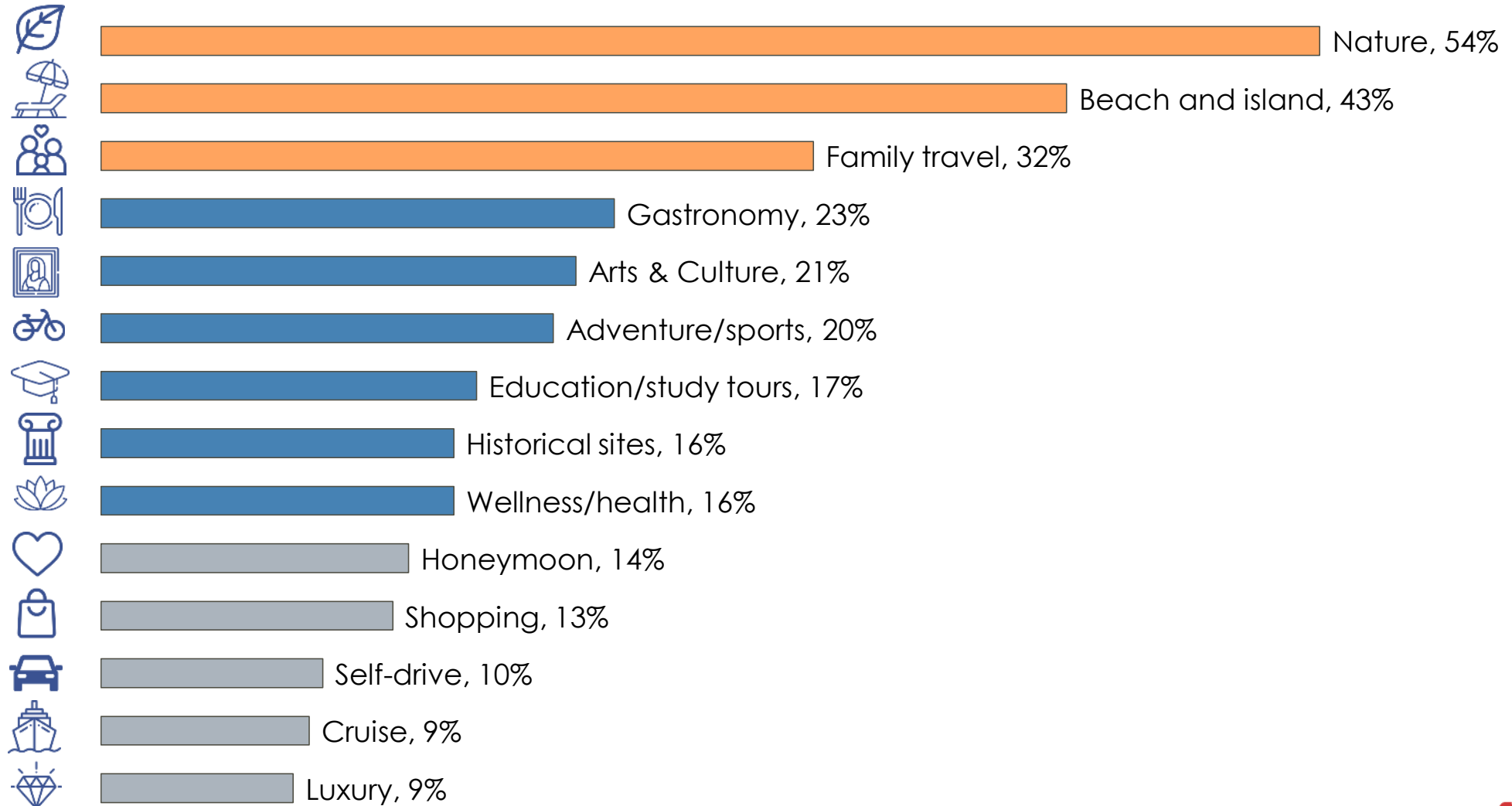
Booking Lead Times for Outbound Travel

When do your customers usually book for the following outbound travel services?



Traveler Priorities

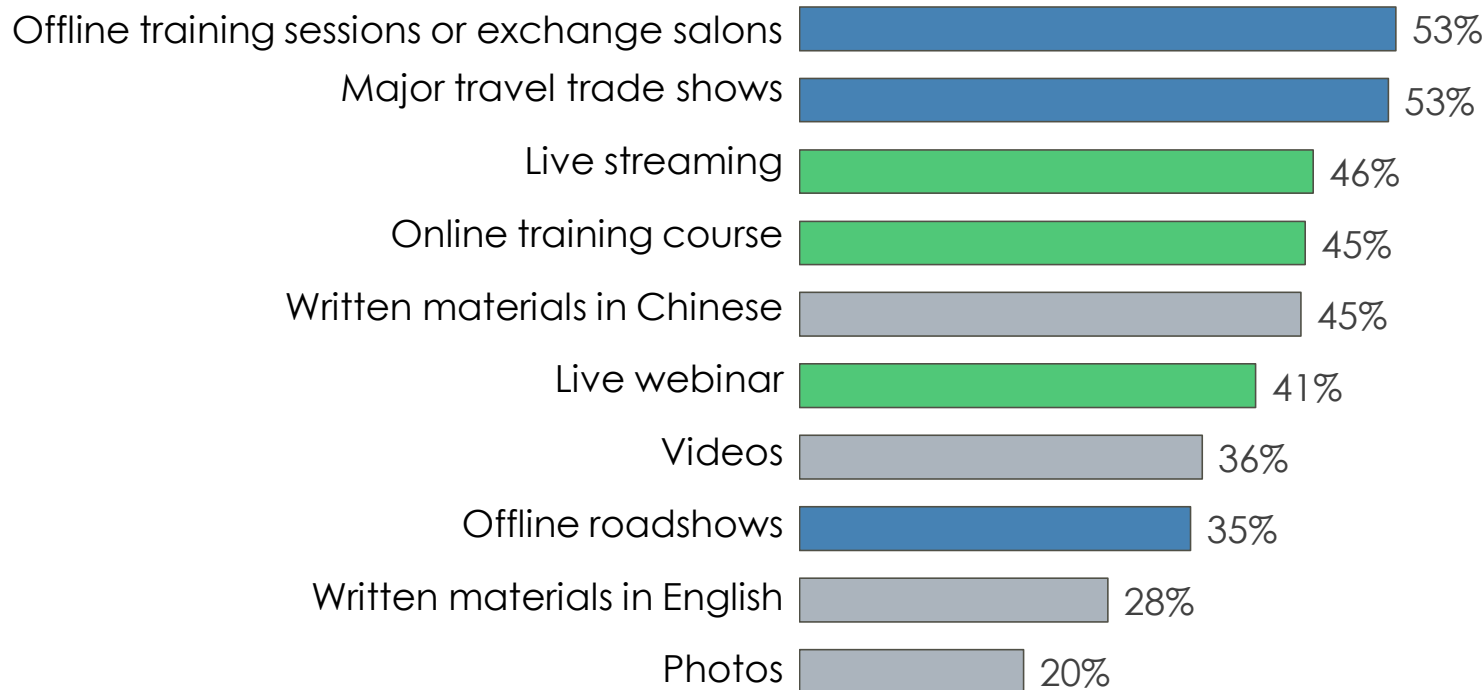
Which travel themes are most popular in 2024 for outbound trips?



Icons from Freepik - Flaticon

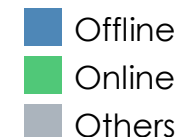
Working with the Travel Trade

If you were working with an overseas destination or travel business, what information/resources would help you the most?



Which language(s) are you comfortable using for work?

94% Mandarin
56% English
19% Cantonese



Working with the Travel Trade

What trade events for outbound travel have you attended in the past year that you found helpful?

■ Online training ■ Offline training ■ Trade show ■ Roadshow ■ Others



5 Top Takeaways

1. Price sensitivity has become a key feature of the consumer market

2. Travelers strongly prefer small groups

3. Safety is more important than ever

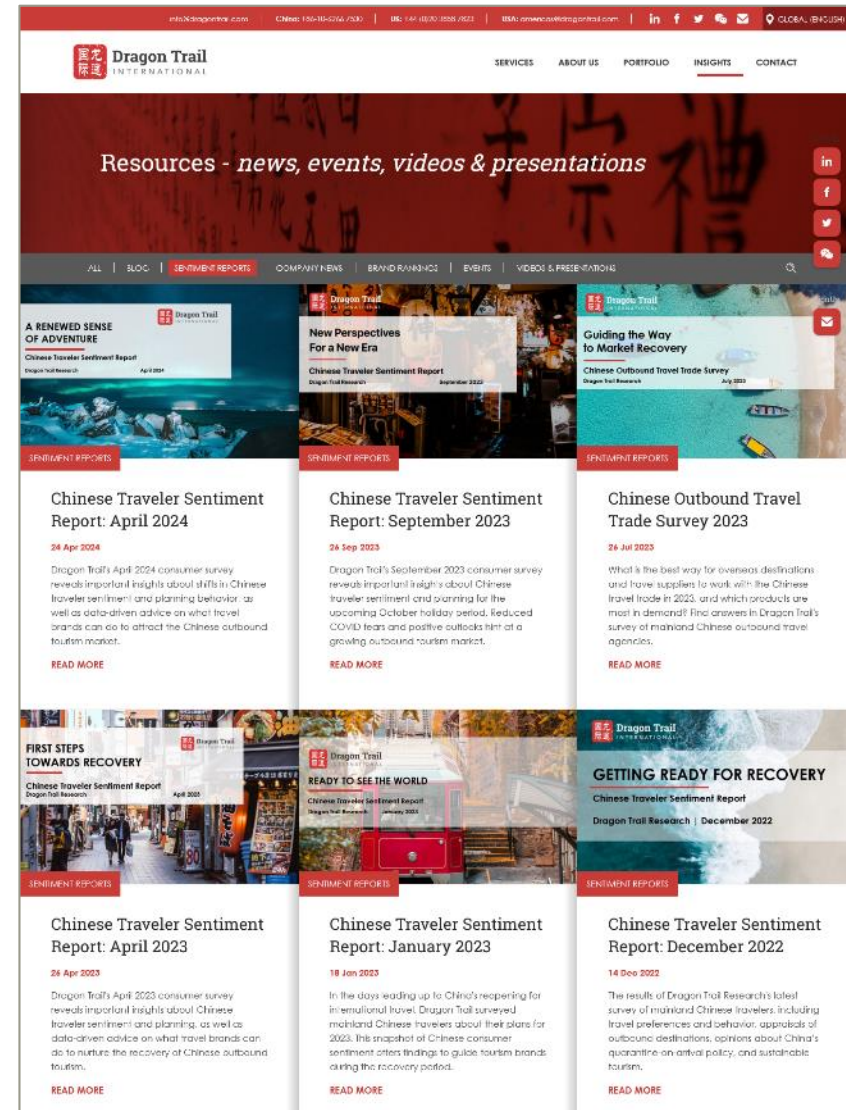
4. Nature is the leading travel theme of 2024

5. Family travel remains a top theme, but younger demographics create more opportunities for travel with friends

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 Chinese social media rankings, and more.

You can also follow us for regular updates on LinkedIn, Twitter (X), and WeChat.



Q&A

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