

China Travel Market Monitor

November 2021 Survey Results

Despite limitations around outbound travel and safety concerns around COVID, Chinese travelers' desire for travel persists. Preferences for destinations remain strong despite relatively low safety perceptions.

According to Dragon Trail's sentiment survey, over 81% of Chinese travelers react favorably when they see information about outbound destinations. At the same time, safety perceptions for outbound destinations remain underwhelming.

As 2021 is coming to an end, the travel industry has battled through almost two years of COVID-19. How have travelers' destination preferences changed? What are their priorities for post-pandemic outbound travel?

Dragon Trail's China Travel Market Monitor collects insights from over 1,000 Chinese outbound travelers. In November, we surveyed 1,027 travelers about their priorities and preferences. Check with us about how to run a survey with your own questions via Market Monitor!

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First Post-COVID Travel Destination: Interest Spreads Across Regions

Despite persistent safety concerns around COVID cases, Japan, US and Australia are highly preferred for post-pandemic travel. Japan and the US were notably identified by survey respondents as the least "safe" destinations in previous research, but safety perceptions might not influence travel decisions in the long run.

Travelers' top 10 preferred outbound destinations are widely spread across regions, with 4 destinations in Asia, 4 in Europe, 1 in the Pacific, and 1 in North America.

Top 3 Destinations Preferred

#1 Japan

231 travelers interested
62% are repeat visitors

Travelers also selected:



#2 France

180 travelers interested
27% are repeat visitors

Travelers also selected:



#3 US

168 travelers interested
69% are repeat visitors

Travelers also selected:



Other Destinations Preferred

#4 Australia

of travelers
155

#5 Thailand

of travelers
125

#6 South Korea

of travelers
103

#7 Singapore

of travelers
68

#8 Italy

of travelers
68

#9 Germany

of travelers
68

#10 UK

of travelers
59

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First Outbound Trip Purpose: More Than Nature And Culture

From an overall perspective, post-pandemic travel purposes will center on nature and culture tourism. This rings true for all three destinations most preferred by Chinese outbound travelers.

For each destination, we see a clearer picture of different trip purposes from travelers interested to visit.

Purpose of First Outbound Trip

Overall France Japan US

Visit mountains or sea

Visit cities and learn about cultures

Duty-free shopping

Attend large entertainment events

Business travel

Study abroad

Visit friends and family

0% 20% 40% 60% 80% 100%

81% of outbound Chinese travelers said their trip purpose will be nature-related, and 76% will focus on cities and culture.

Travelers to France are most likely to go there for the culture.

Travelers to Japan are more likely to go there for duty-free shopping, and less likely to go for business.

Travelers to the US are more likely to go for business and to study abroad.

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Outbound Traveler Profile: Young, New Tier 1 City Travelers

Travelers from New Tier 1 Cities

NT1, 82%
T1, 79%
T2, 73%



*Travelers from new tier 1 cities are also more likely to travel for business and look into additional membership benefits in products

Post 80s and 90s

21-30, 79%
31-40, 77%
41 and above, 72%



*Post 80s and 90s are more likely to travel outbound for large events

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Product Preferences: Safety > Convenience > Pricing

