



**Dragon Trail**  
INTERNATIONAL



# Chinese Travel Sentiment & Plans for 2025

Dragon Trail International | April 2025

# Webinar Speakers



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# Agenda

- China Travel Update: May Labor Day holiday preview
- April 2025 Chinese Traveler Sentiment Survey
  - Outbound travel in 2025
  - Traveler journey
  - Destination perception
  - Sustainable travel
- Q&A

# Dragon Trail International

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**Dragon Trail International is a marketing solutions company with roots in China and extensive experience in the global travel and MICE industries.** Our full suite of marketing services includes B2C and B2B digital marketing and content creation; offline, virtual, and hybrid events; research and strategy consulting; and market representation in China.

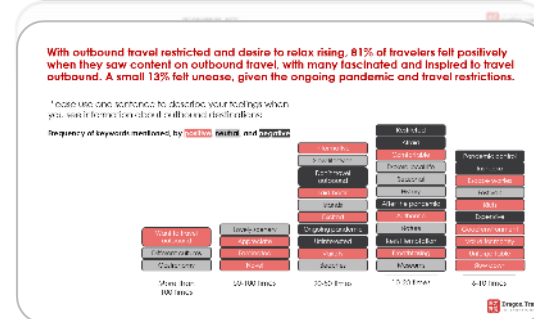


**Dragon Trail**  
INTERNATIONAL

- 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 VisitBritain, Singapore Tourism Board, the Royal Commission for AlUla, Air Canada, Cambodia Airports, Avis Budget Group, Small Luxury Hotels of the World, Disneyland Resort California, English Heritage, and Galería Canalejas.
- **Learn more about our work and access free resources at [www.dragontrail.com](http://www.dragontrail.com)**

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# China Travel News





# Labor Day Holiday 2025: 1-5 May

**Beijing Business Today:** As of 13 April, Japan and South Korea are the outbound travel hotspots for the May holiday. Based on flight bookings, the top three destinations will be Osaka, Seoul, and Tokyo. Some travelers are also extending their holidays to visit long-haul destinations, with Europe the most popular region.

**Tongcheng:** As of 15 April, the top 10 outbound destinations are Seoul, Osaka, Tokyo, Singapore, Bangkok, Kuala Lumpur, Hong Kong, Jeju, Ho Chi Minh City, and Hanoi.

**Tuniu:** Outbound trips account for 28% of May holiday bookings, and 60% of these travelers have booked group travel products. Apart from Hong Kong and Macau, the most popular outbound destinations are Japan, the Maldives, Indonesia, Thailand, Malaysia, Singapore, South Korea, Sri Lanka, Russia, and New Zealand.

**Airbnb:** Searches for the Labor Day period are twice as high as last year. The top 10 countries are Japan, Italy, France, New Zealand, Spain, South Korea, Thailand, USA, UK, and Indonesia. Cultural events in Japan, and nature/outdoors activities in Europe are particularly popular.



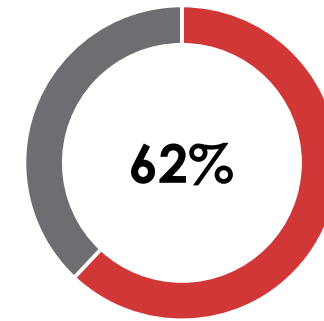
# Dragon Trail Research: April 2025 Chinese Traveler Sentiment Report





# April 2025 Chinese Traveler Sentiment Report

- 1,022 survey responses from mainland China; 53% female/47% male
- Survey conducted via Tencent from 12–18 March, 2025
- All survey respondents have an interest in traveling; 62% have outbound travel experience



62% of the 1,022 survey respondents have traveled outside mainland China before

## Age



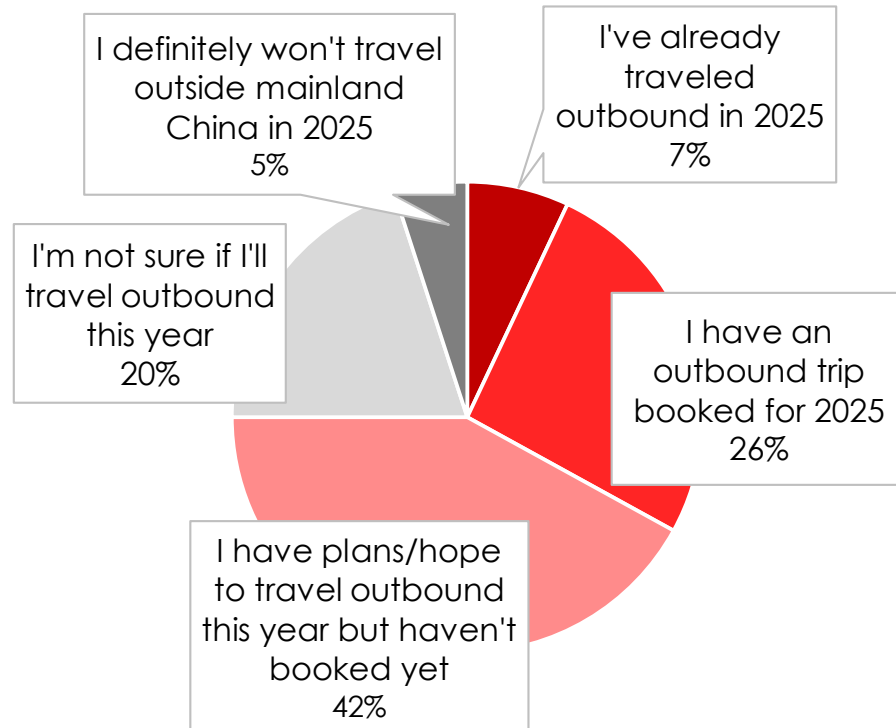
## City of residence



# Outbound Travel Experience and Plans for 2025

## What are your 2025 outbound travel plans?













N=1022














- 75% have either traveled or plan to travel outbound in 2025, compared to 63% in March 2024 and 41% in April 2023
- 7% had already taken trips outside of mainland China as of March, vs 5% in March 2024
- 68% were planning outbound travel for the rest of the year, vs 58% in March 2024
- 93% of the 73 respondents who had already traveled outbound this year still intended to travel more



# Travel in 2025: Destinations

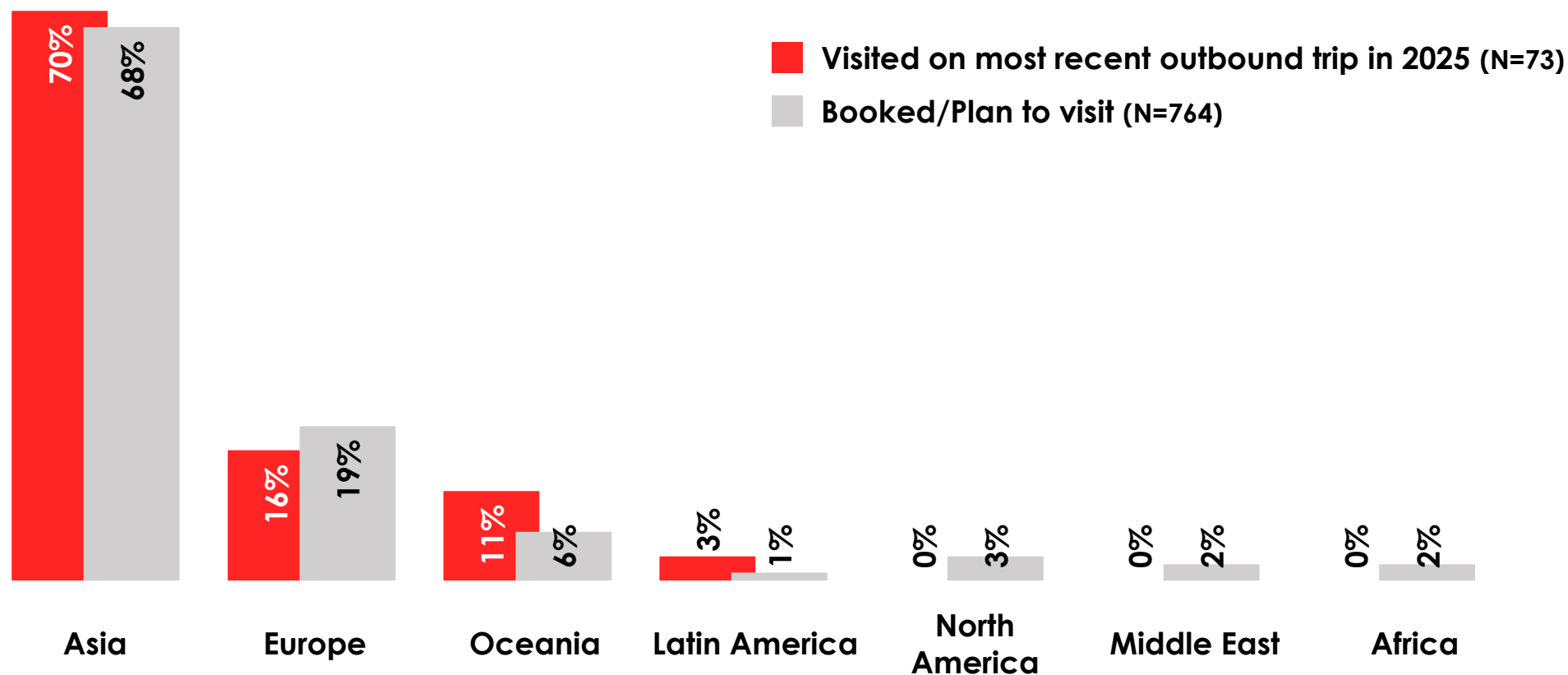
	(N=73)		% Visited <sup>1</sup>	% repeat visit
#1	 Macau		17.8%	76.9%
#2	 Hong Kong		15.1%	72.7%
#3	 Japan		13.7%	80.0%
#4	 South Korea		9.6%	57.1%
#5	 Thailand		8.2%	100.0%
#6	 Australia		6.8%	40.0%
#7	 New Zealand		4.1%	100.0%
= #8	 Ireland		2.7%	0.0%
= #8	 Austria		2.7%	0.0%
= #8	 Denmark		2.7%	0.0%
= #8	 Russia		2.7%	50.0%
= #8	 Singapore		2.7%	0.0%

<sup>1</sup>Destination visited on respondent's most recent outbound trip in 2025

	(N=764)		% booked /plan to <sup>2</sup>	% repeat visit
#1	 Japan		15.7%	26.7%
#2	 South Korea		12.2%	23.7%
#3	 Hong Kong		10.3%	41.8%
#4	 Macau		8.4%	39.1%
#5	 Singapore		5.4%	14.6%
= #6	 Australia		4.1%	19.4%
= #6	 Thailand		4.1%	35.5%
#8	 France		3.8%	3.4%
#9	 Maldives		3.1%	8.3%
= #10	 Iceland		2.9%	9.1%
= #10	 Malaysia		2.9%	22.7%

<sup>2</sup> Destination booked or planned to visit on respondent's next outbound trip in the next 12 months

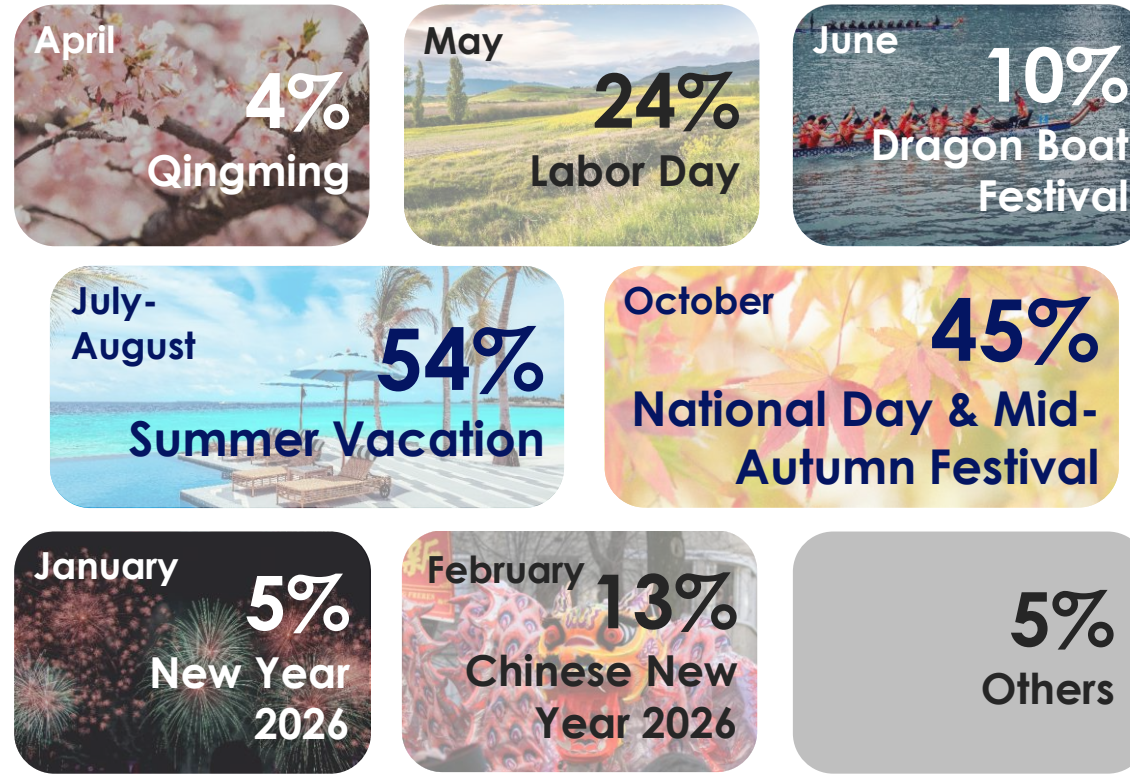
# Travel in 2025: World Regions





# Travel in 2025: Seasonality

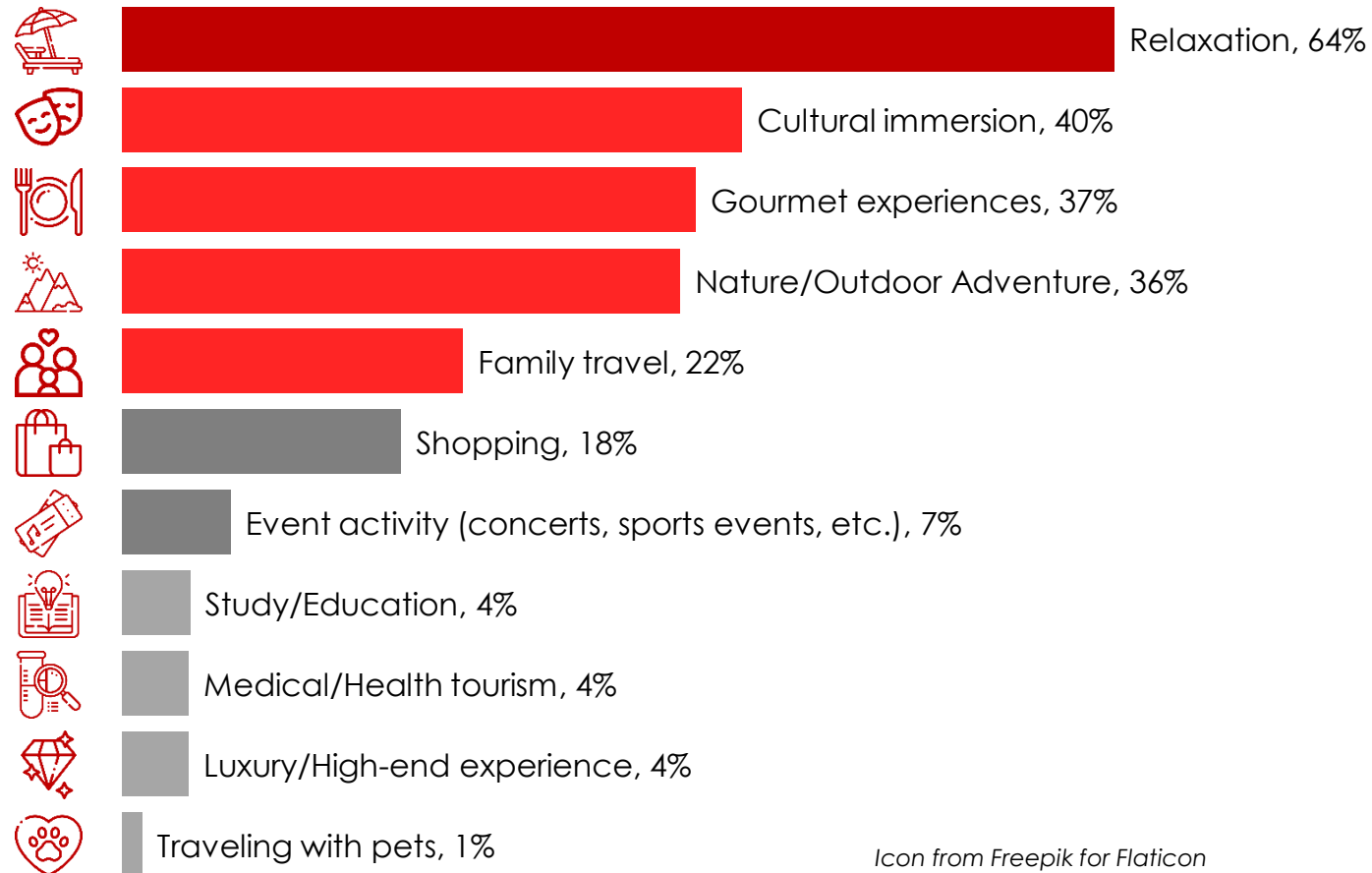
**When do you plan to travel outbound  
in the next 12 months? (N=764)**



*Photos from Unsplash*

# Outbound Travel Purposes

**What are your main purposes for traveling  
outbound in 2025? (N=769)**



*Icon from Freepik for Flaticon*



# Digital Travel Journey of Chinese Outbound Travelers



**Inspire**



**Search**



**Book**



**Share**

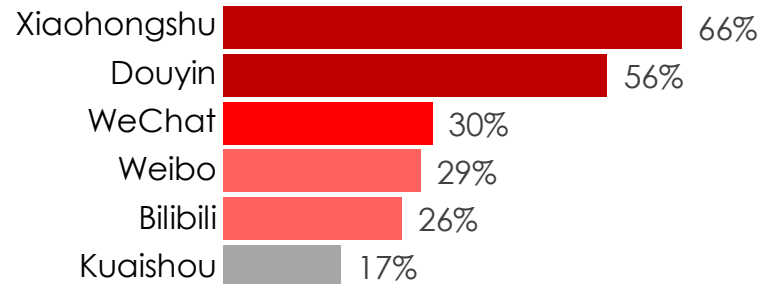
# Travel Journey: Channels for Destination Inspiration

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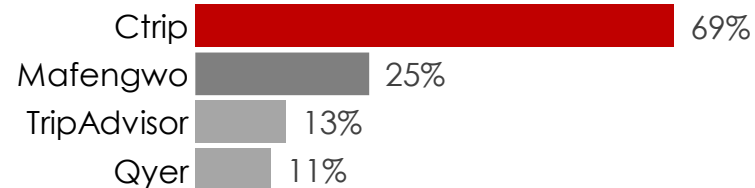


# Travel Journey: Channels for Destination Information

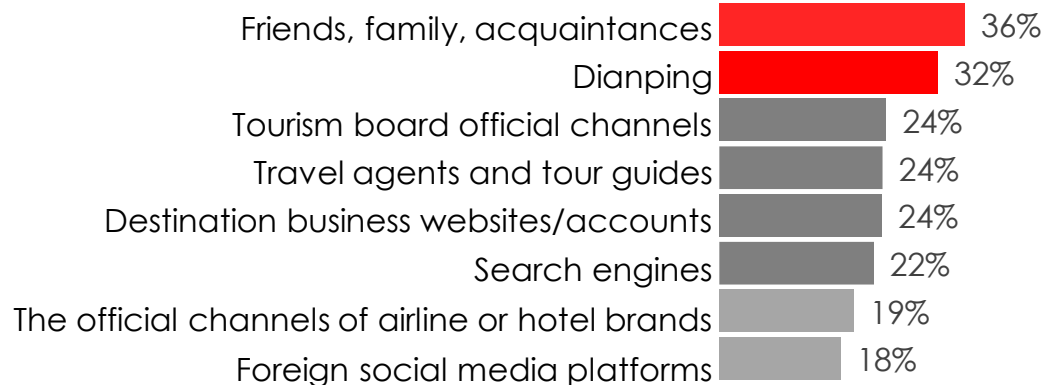
## Chinese social media platforms



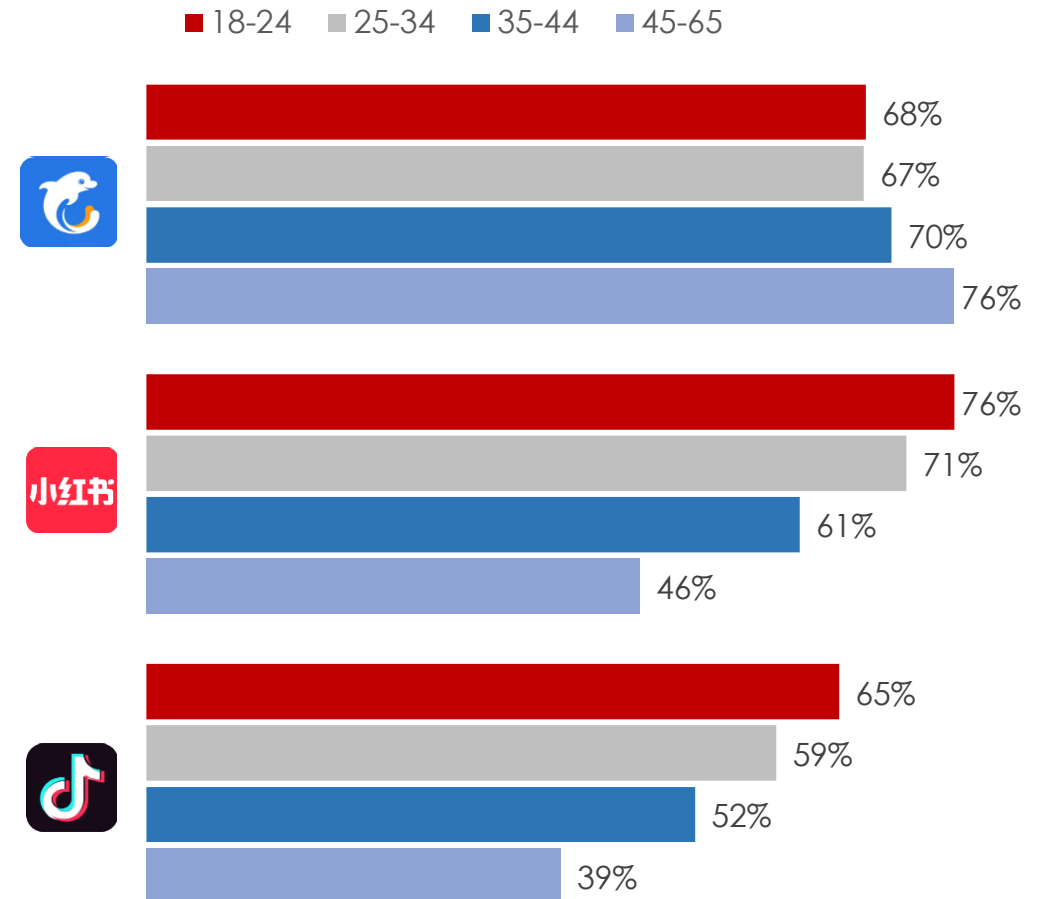
## Online travel agencies/communities



## Others



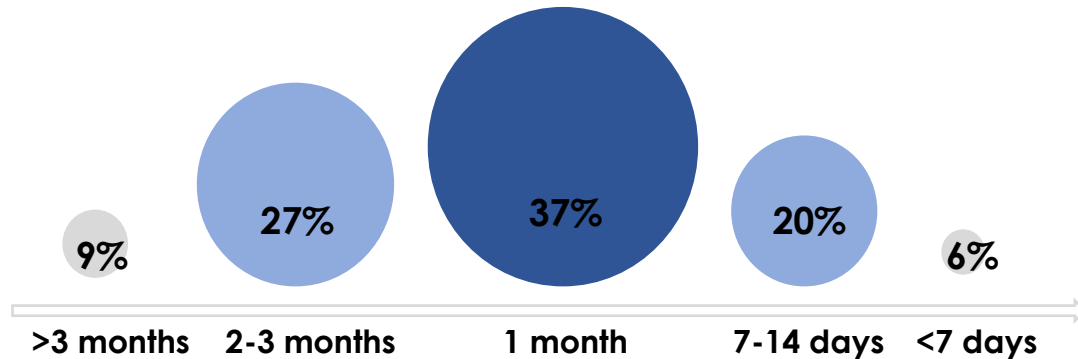
## Top 3 destination information channels for Chinese outbound travelers in different age groups



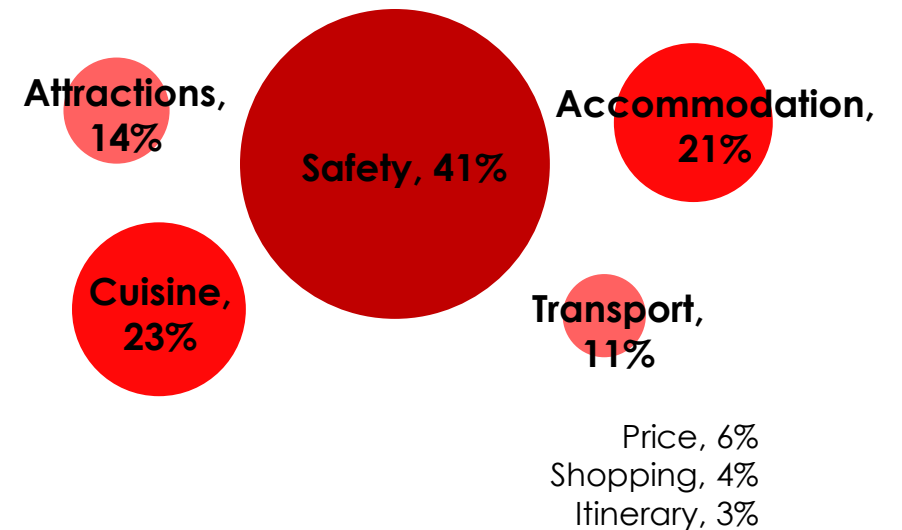


# Travel Journey: Timing and Concerns for Trip Planning

**How far in advance do you generally start searching for destination-related travel information? (N=681)**



**Concerns for Chinese outbound tourists when planning their trips**

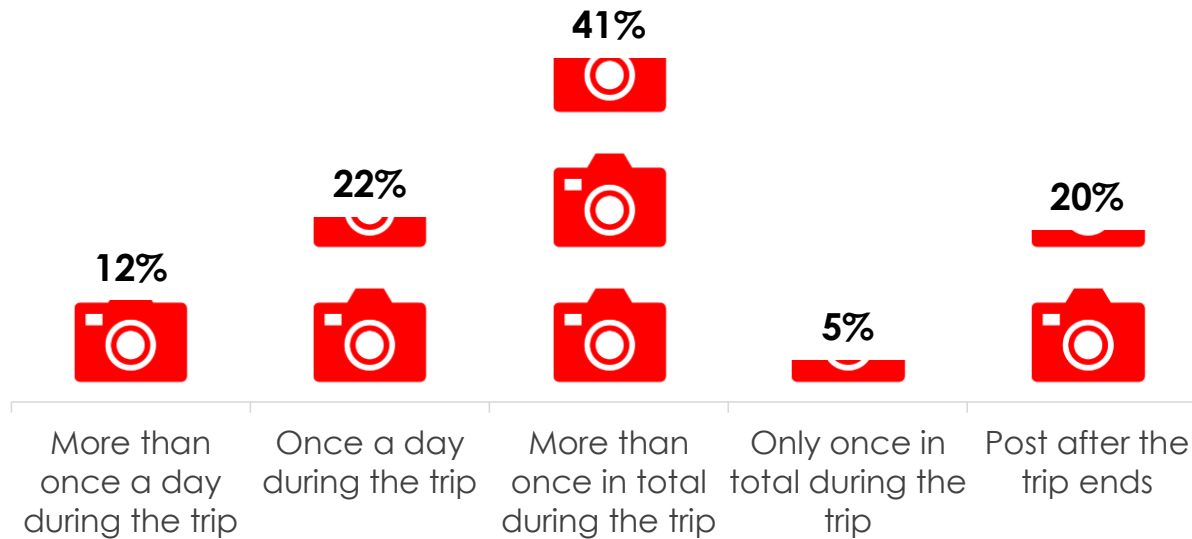


# Travel Journey: Booking Channels

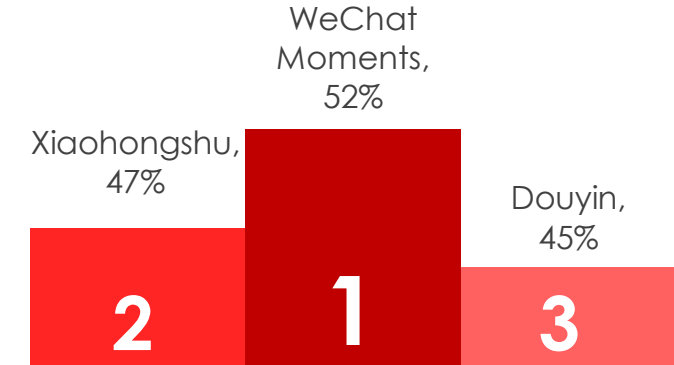
	Travel package	Air & hotel	Other individual travel product
<b>Chinese OTAs</b>			
Ctrip	71%	66%	55%
Qunar	45%	39%	33%
Meituan	39%	33%	37%
Fliggy	35%	31%	28%
Tongcheng	32%	33%	24%
Tuniu	17%	13%	11%
<b>Social Media Platforms</b>	35%	21%	22%
<b>Foreign OTAs</b>			
Booking.com	-	27%	-
Airbnb	-	22%	-
Agoda	-	16%	-
Klook	-	-	12%
Expedia	-	9%	9%
<b>Online Travel Communities</b>			
Mafengwo	31%	27%	25%
Qyer	14%	10%	12%
Official channels of airlines and hotels	-	24%	-
Official channels of attractions and car rental services, etc.	-	-	22%
Online traditional travel agencies	15%	13%	13%
Offline traditional travel agencies	13%	13%	13%

# Travel Journey: Sharing Platforms and Frequency

## Frequency of sharing outbound travel experiences (N=599)



## Journey of Chinese outbound travelers: Sharing platforms (N=635)





# Travel Destinations: Preferred World Regions

How interested are you in traveling to these areas of the world?

N=1022

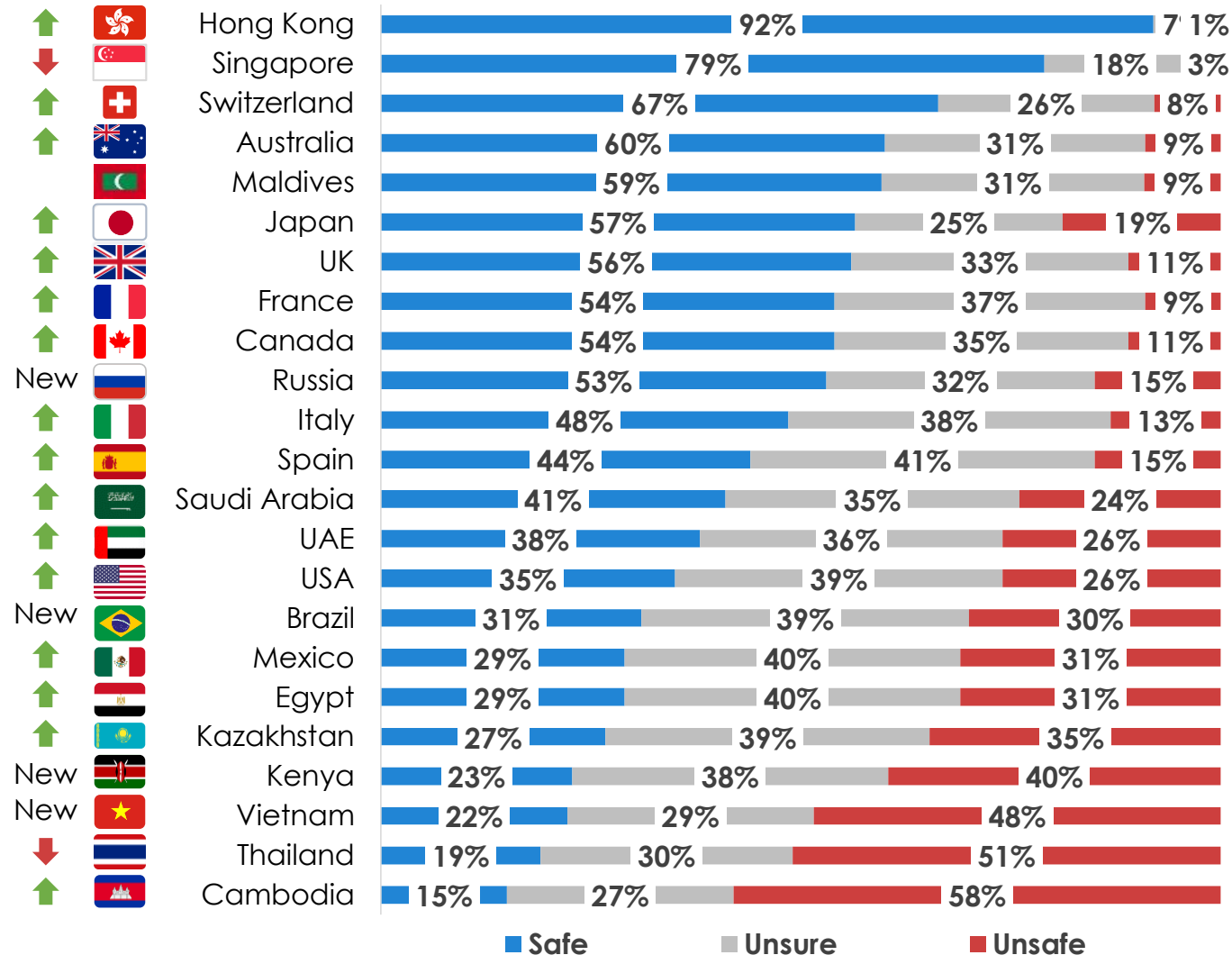


↑ vs. 2024 spring

\*Average score between 1-5, with 5 being extremely interested

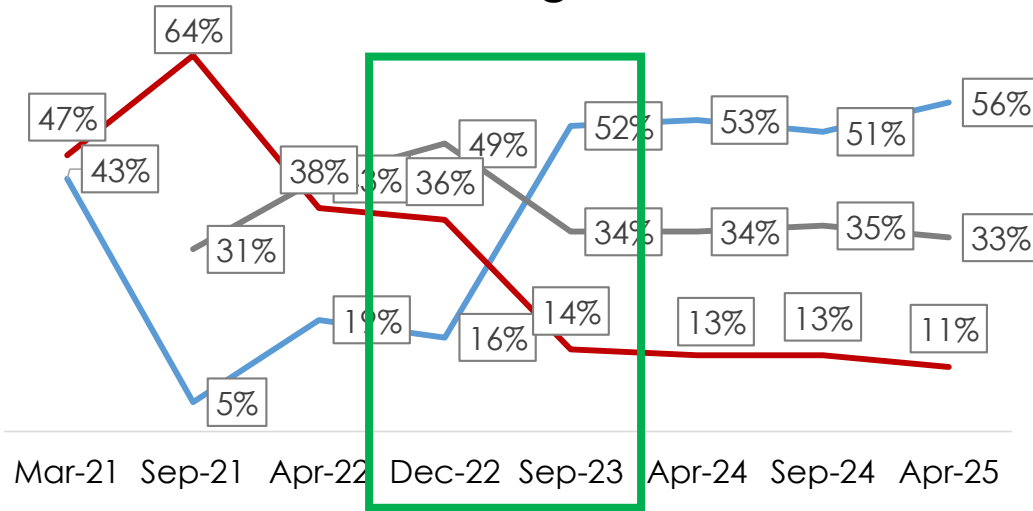
# Travel Destinations: Safety Perceptions

vs. August 2024 **How safe is it to travel to the following destinations?**

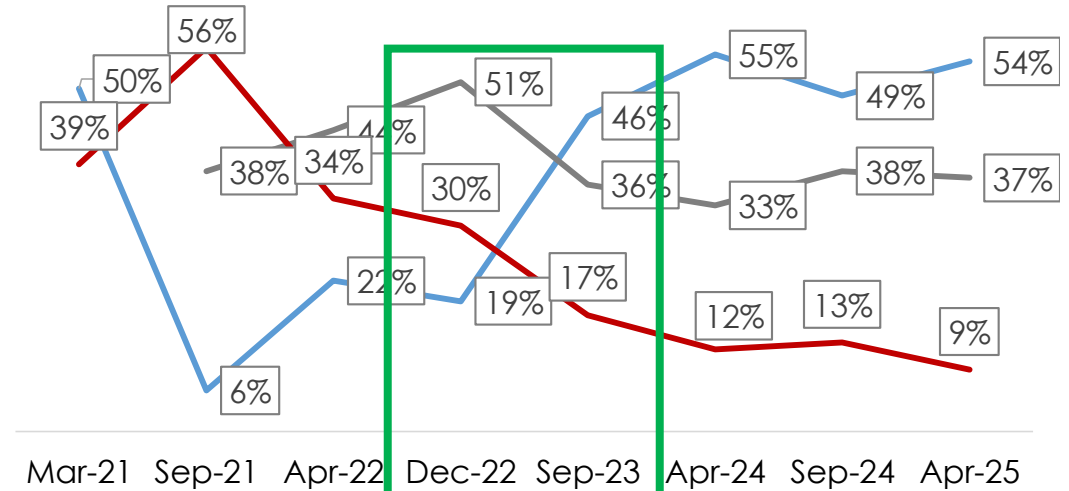


# Travel Destinations: Safety Perceptions 2021-Present

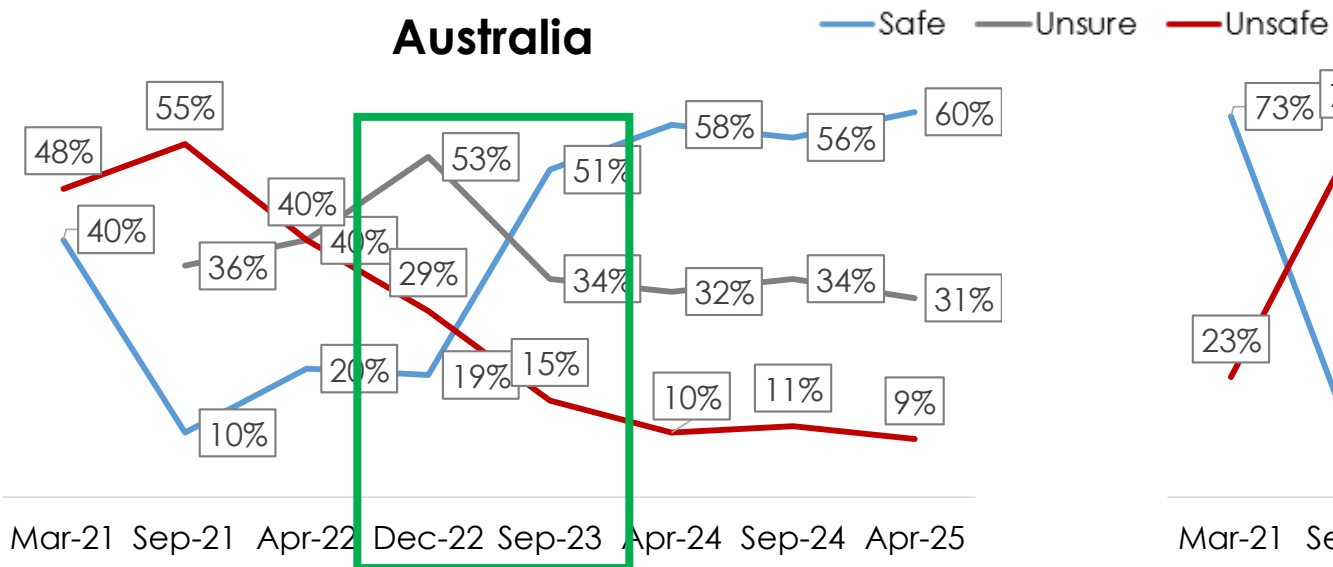
## United Kingdom



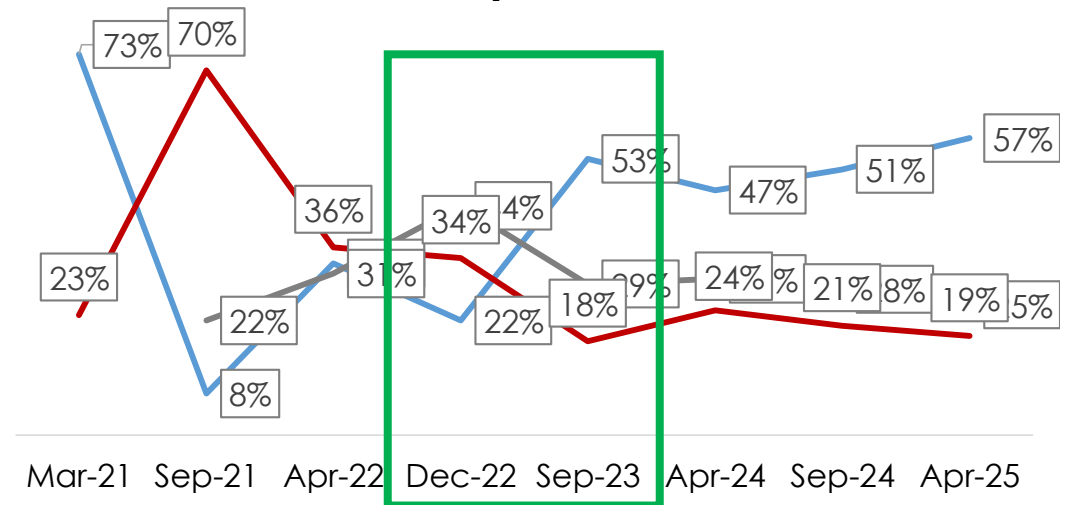
## France



## Australia



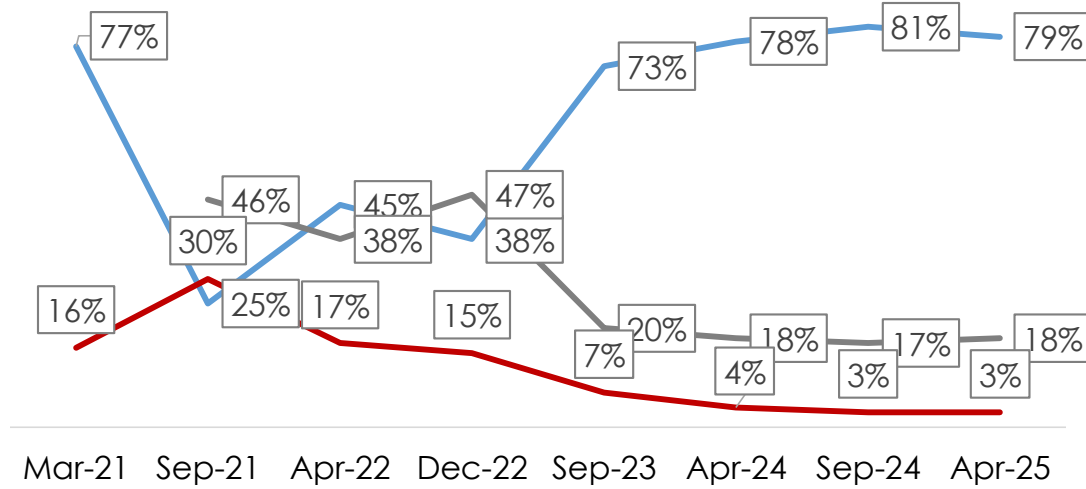
## Japan



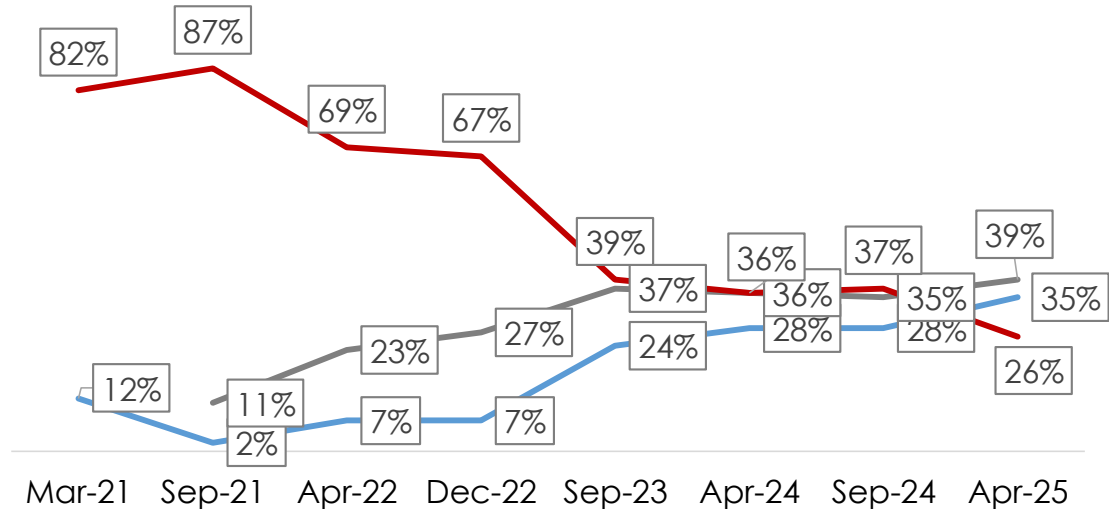


# Travel Destinations: Safety Perceptions 2021-Present

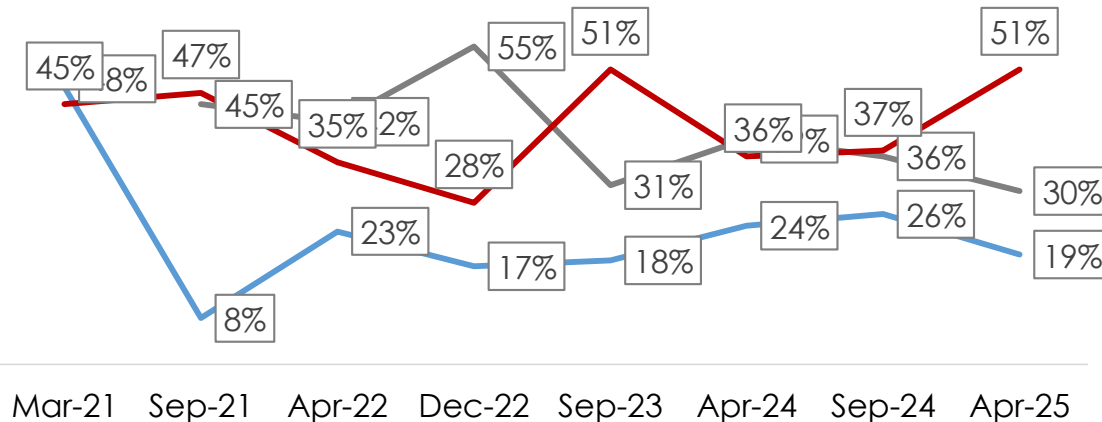
## Singapore



## United States



## Thailand



— Safe — Unsure — Unsafe

# What Makes a Destination Feel Safe?

**What makes you feel safe about an outbound travel destination? (N=1022)**

**Travel safety assessments issued by Chinese authorities, 54%**

**Initiatives to improve safety by destination authorities, 51%**

**The destination has good medical and public health services, 28%**

**Other travelers sharing on social media that the destination is safe, 26%**

**Positive media reports on the safety of the destination, 25%**

**The destination has low risk of natural disaster, 22%**

**Purchase travel insurance, 20%**

**Hearing from friends or family that the destination is safe, 15%**

**Traveling in a group with other travelers, 9%**

**Traveling with a local guide, 8%**

**Hearing from travel agents that the destination is safe, 8%**

# Deep Dive on Sustainable Travel

How do you understand sustainable travel? (N=1022)



**72%**

Cultural protection, respecting local lifestyle and traditions



**61%**

Boost local economy's long-term sustainability via tourism



**57%**

Reduce the negative impact of travel on local nature and ecology



**38%**

Cut travel carbon emissions' impact on the global climate

*Never heard of or do not understand the concept of sustainable travel, 4%*



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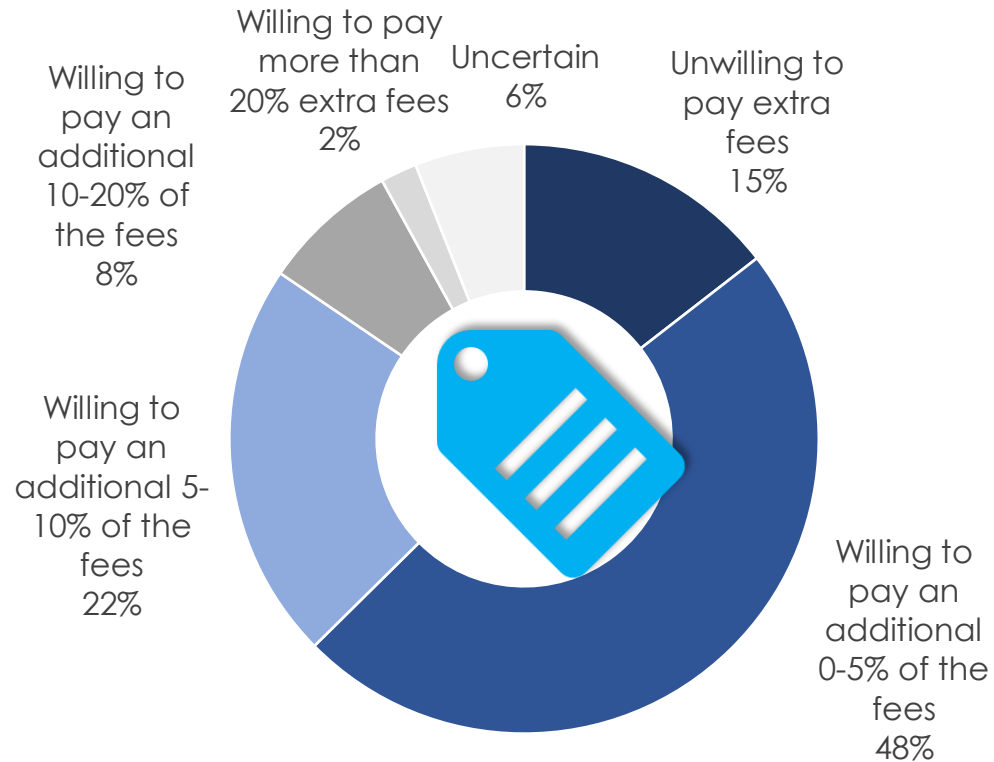
A stacked bar chart with five segments. From top to bottom: a red segment (15%), a light red segment (28%), a grey segment (40%), a light blue segment (15%), and a dark blue segment (2%). Each segment is accompanied by a text label to its right, starting with a small square of the same color. The text labels describe levels of engagement with sustainable travel.

Percentage	Response
15%	Yes, I often engage in sustainable travel
28%	Yes, I occasionally engage in sustainable travel
40%	No, but I am aware of sustainable travel and would like to try it in the future
15%	No, I don't really understand what sustainable travel is
2%	No, I don't think sustainable travel is important

BRING OWN SHOPPING BAGS  
SAVE RESOURCES  
REDUCE ECOLOGICAL IMPACT  
AVOID DISPOSABLE ITEMS  
RECYCLE WASTE  
REDUCE UNNECESSARY TRAVEL  
BIKE DON'T LITTER TRAVEL CIVILLY  
TAKE BUSES/METROS  
REDUCE WASTE  
RESPECT LOCAL CUSTOMS  
PROTECT PLANTS AND FLOWERS  
REDUCE CARBON EMISSIONS  
WALK  
BRING OWN UTENSILS  
REDUCE DISPOSABLE ITEM USE  
SUPPORT LOCAL ECONOMY  
REDUCE UNNECESSARY WASTE  
REDUCE WASTE GENERATION  
PROTECT WILDLIFE  
STAY IN GUESTHOUSES/HOSTELS  
REDUCE UNNECESSARY AC USE  
REDUCE ENVIRONMENTAL DAMAGE  
DON'T DAMAGE THE ENVIRONMENT  
REDUCE DISPOSABLE PLASTIC USE  
PROTECT LOCAL ENVIRONMENT  
BUY AN AFFORDABLE CULTURAL HEIRLOOM PRODUCT  
USE NEW ENERGY VEHICLES  
RESPECT LOCAL CULTURE  
BRING OWN TOILETRIES  
USE PUBLIC TRANSPORT  
REDUCE CARBON EMISSIONS  
CHOOSE ECO-CERTIFIED ACCOMMODATION  
USE SHARED BIKES  
PROTECT NATURAL LANDSCAPES  
DON'T SPIT IN PUBLIC  
REDUCE RESOURCE WASTE  
PROTECT HISTORICAL RELICS  
REDUCE UNNECESSARY TAXI RIDES  
REDUCE DISPOSABLE CUTLERY USE  
BRING OWN WATER BOTTLE  
CARE FOR THE ENVIRONMENT  
ECO-FRIENDLY HOTEL  
AVOID ANIMAL FUR PRODUCTS  
CHOOSE LOCAL GREEN FOOD  
SORT WASTE  
BUY LOCAL PRODUCTS  
DON'T DEFACE OR SCRIBBLE  
GREEN ACCOMMODATION

# Deep Dive on Sustainable Travel

## How much extra are you willing to pay for sustainable travel products or services? (N=1022)



## Challenges and barriers to sustainable travel (N=1022)

**50%** thought sustainable travel products or services do not have clear labels

**44%** don't know how to find sustainable travel products or services

**44%** thought the choices for sustainable travel are limited

**42%** thought the costs of sustainable travel are high

## How travel agencies can help with sustainable travel (N=1022)

**62%** want more attractive sustainable travel products or services

**62%** want discounts or rewards when choosing sustainable travel options

**59%** want a richer selection of sustainable travel options

**43%** want sustainable certification labels to be introduced

# Top Takeaways for Marketers

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**1. Chinese outbound travel continues to increase**

**2. Most 2025 trips will be within Asia, but interest in traveling to all other regions has grown**

**3. Safety perceptions continue to improve, but concerns about Southeast Asia persist**

**4. There's a generational divide when it comes to destination information sources**

**5. Social connections – and social media – inspire Chinese travelers**

**6. For Chinese travelers, “sustainability” is more about communities than carbon footprints**

# April 2025 Chinese Traveler Sentiment Report

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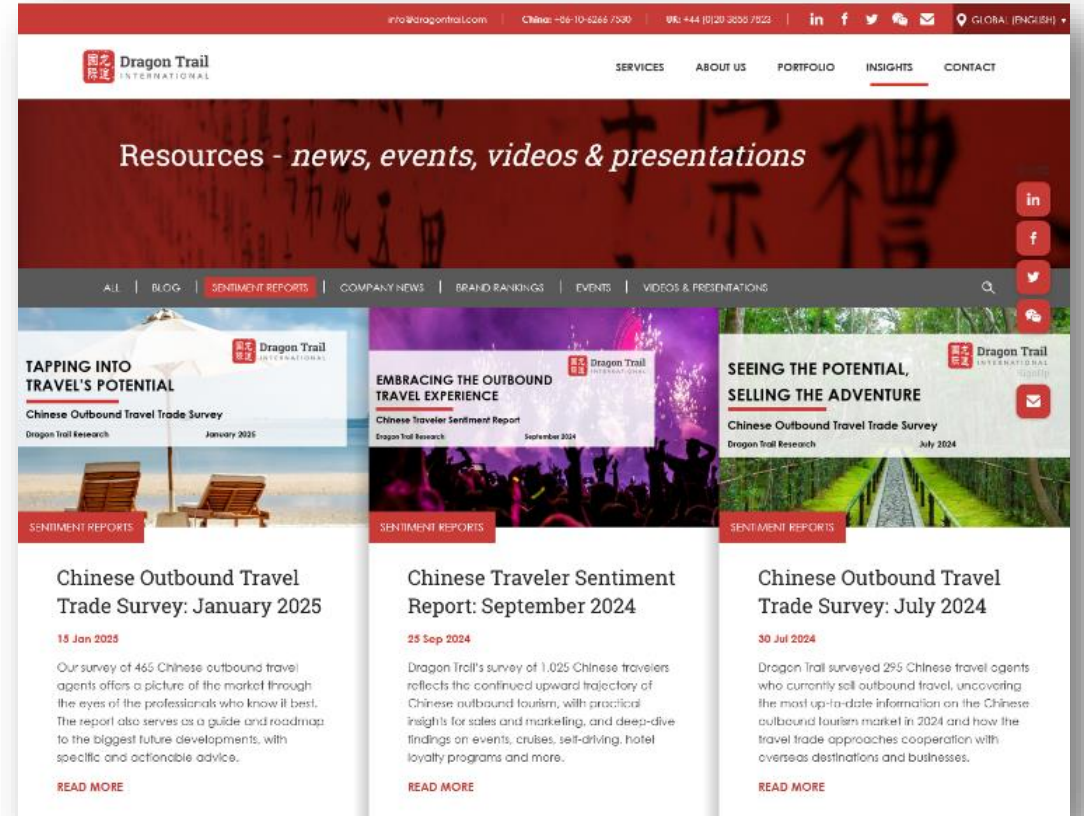
Download the full report for free:  
[www.dragontrail.com/resources](http://www.dragontrail.com/resources)



# Online Resources

Visit [www.dragontrail.com](http://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.



# Upcoming Webinar: Wednesday, 21 May

## Chinese Independent Travelers in 2025

**Date:** Wednesday, 21 May

**Time:** 9am London/4pm Beijing

Searching for more flexible itineraries and individualized travel experiences, and aided by digital tools, Chinese outbound travelers are increasingly likely to opt for independent travel. In Dragon Trail's May webinar, we're joined by guest speaker Leon Li from Fliggy, to share exclusive data on how Chinese FITs will be traveling this summer.

### Registration and details:

<https://dragontrail.com/resources/events/webinar-chinese-independent-travelers-in-2025>



# Q&A

For business enquiries  
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