



Mainland China Tourists

What do they look for when planning their travel?

Introduction

TNS Hong Kong recently conducted a study on Mainland Chinese Travel and Tourism to understand the attitudes and preferences of China tourists regarding destinations, hotels, airlines and expenditure during travel.

The study targets Mainland China travellers aged 18 to 64 years old who plan to travel outside the Mainland for leisure in the near future.

Overview of Methodology

Objective	To study the attitudes and preferences of mainland China tourists regarding destinations, hotels, airlines and expenditure during travel
Target respondents	Mainland China travellers aged 18 to 64 who plan to travel outside the Mainland (including Hong Kong, Macau and Taiwan) for leisure in the next 12 months
Sample size	n=300 online interviews
Interviewing method	Online Computer Assisted Web Interviewing (CAWI)
Sample source	TNS 6 th dimension Access Panel in China Tier 1, 2 and 3 cities
Fieldwork period	18 th January 2007 – 23 rd January 2007

Executive summary

- There are **more male travellers** who plan to travel outside of mainland China in the next 12 months than females.
- **Hong Kong is the top destination** that mainland China travellers are interested in visiting in the next 12 months, followed by Macau, Singapore, Thailand and Korea.
- More than half of mainland China travellers have **aspirations to visit Europe**.
- Besides sightseeing and relaxing, **shopping is the top secondary activity** for mainland China travellers.
- **More choices, lower prices and better quality** are the top reasons for shopping while travelling.
- Mainland China travellers are interested in **purchasing electronic items, clothes and cosmetics**. **Sony, Christian Dior, and Nokia** are among their favoured brands.

Recommendations

Seek opportunities to form partnerships with travel websites in China to extend advertising and promotions reach

- Most travellers are not only seeking information, but also **purchasing travel tickets / package tour through websites**.
- **Traditional media and word-of-mouth** are also considered important sources of information.
- Other than word-of-mouth, **travel websites and articles** in newspapers and magazines play important roles in influencing the purchasing choices of travellers.



At a glance ...

Report Content	Overall	Age	Major Cities	Household Income	Type of travel	Gender
Destination preferences <ul style="list-style-type: none"> Destinations mainland Chinese tourists plan to travel to Destinations mainland Chinese tourists consider travelling to Destinations mainland Chinese tourists like to travel to regardless of cost 	✓ ✓ ✓	✓	✓			
Motivations for travelling <ul style="list-style-type: none"> Preference on type of travel Key Motivators for travelling Other Motivators for travelling 	✓ ✓ ✓	✓ ✓	✓ ✓ ✓	✓ ✓	✓	
Shopping behaviour <ul style="list-style-type: none"> Reasons for shopping during travel Budget during travel Products interested in purchasing during travel Influencers of what to purchase during travel Top 11 brands that Chinese tourists plan to buy 	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓		✓
Hotel preferences <ul style="list-style-type: none"> Places mainland Chinese tourists likely to stay during travel Category of hotel mainland Chinese tourists likely to stay Influencers of which hotel to stay in Hotel brands mainland Chinese tourists are considering 	✓ ✓ ✓ ✓	✓	✓	✓		
Airline preferences <ul style="list-style-type: none"> Means of travel Influencers of which airline to use Airline brands mainland Chinese tourists are considering 	✓ ✓ ✓	✓	✓			
Decision on travelling <ul style="list-style-type: none"> Importance of making own choices The decision-maker for the next trip 	✓ ✓	✓	✓			
Others <ul style="list-style-type: none"> Different ways of obtaining information Different ways of purchasing travel tickets / tour packages Destinations within different countries 	✓ ✓ ✓	✓ ✓		✓ ✓	✓	

Note: additional demographic reports are available on request



Ways to order a report:

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