

# China Travel Market Monitor

December 2021

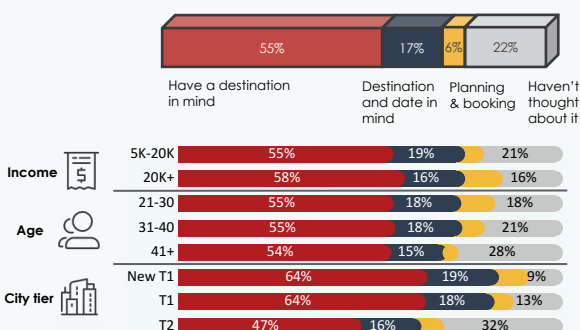
2021 has come to an end. For those who are still waiting to travel outside of China, the future seems to be paved with obstacles – expensive flight tickets, limited visa options, new cases, vaccine acceptance, etc. Chinese outbound travelers are constantly weighing the benefit of seeing the world and the risk of time, money and health.

The reality is that Chinese outbound travelers' willingness to travel remains high, but risks weigh everything down. Let's follow 1,045 outbound travelers who have traveled outside of Greater China since 2015 to see how ready people are regarding outbound travel.

1

## First of all, let's see how many are willing to travel outbound

Dragon Trail Research found 72% of Chinese outbound travelers have thought about outbound travel. A small percentage have started planning and booking. When we look into demographic differences, it's not hard to notice that experienced travelers are more willing to travel outbound – post 80s and 90s generations, those from T1 and new T1 cities, and higher income groups.



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## Which destination is most preferred? Spoiler alert: it's not correlated with safety perceptions!

Travelers were asked to choose their first-choice travel destination in the December Market Monitor survey. Not surprisingly, Japan is still the most preferred destination. What's interesting about it is that Japan, along with the US, were notably identified as the least "safe" destinations in previous surveys. This means safety perceptions shift with development of COVID, but do not influence destination preferences in the long run.

More than half of travelers interested in Japan, Thailand, South Korea, the US, and Macau are repeat visitors. The US is the only long-haul destination with a high repeat visitor interest, meaning there is still a close tie between Chinese outbound travelers and the US.

### Top 3 Destinations Preferred



#1 Japan

17% travelers interested  
59% are repeat visitors



#2 Thailand

8% travelers interested  
52% are repeat visitors



#3 Australia

8% travelers interested  
20% are repeat visitors

### Other Destinations Preferred

#4 France

7% interested  
19% repeat visitors

#5 South Korea

6% interested  
52% repeat visitors

#6 US

4% interested  
57% repeat visitors

#7 Germany

3% interested  
32% repeat visitors

#8 Russia

3% interested  
9% repeat visitors

#9 Singapore

3% interested  
34% repeat visitors

#10 Macau (China)

3% interested  
58% repeat visitors

## Other Insights

Readiness to travel outbound depends on a range of policy-related measures such as quarantine, and Chinese travelers are aligned with current policy to maintain strict quarantine-on-arrival in China.

At which stage of outbound tourism recovery are you more likely to travel outbound?

60% When international travel has resumed safely for a few months

58% End of quarantine requirements both ways

41% China lifts restrictions for outbound group tours

40% Destinations resume visa issuance

36% Replacement of quarantine in government facility with home isolation

36% Proper pricing of international flights

25% International flights increase frequency

16% All of the above

Which of the following safety precautions are "must-haves" when you are traveling?

1. Mask mandate
2. Crowd control
3. Sanitisation
4. Vaccination

In your opinion, quarantine-on-arrival in China should be:

