

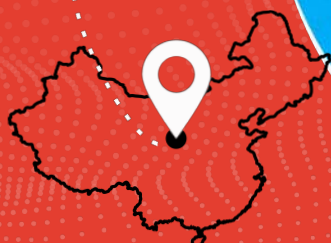
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Report n.6 | March 2023

Re-Discovering Europe:

THE RETURN OF CHINESE TOURISTS



MAR 23

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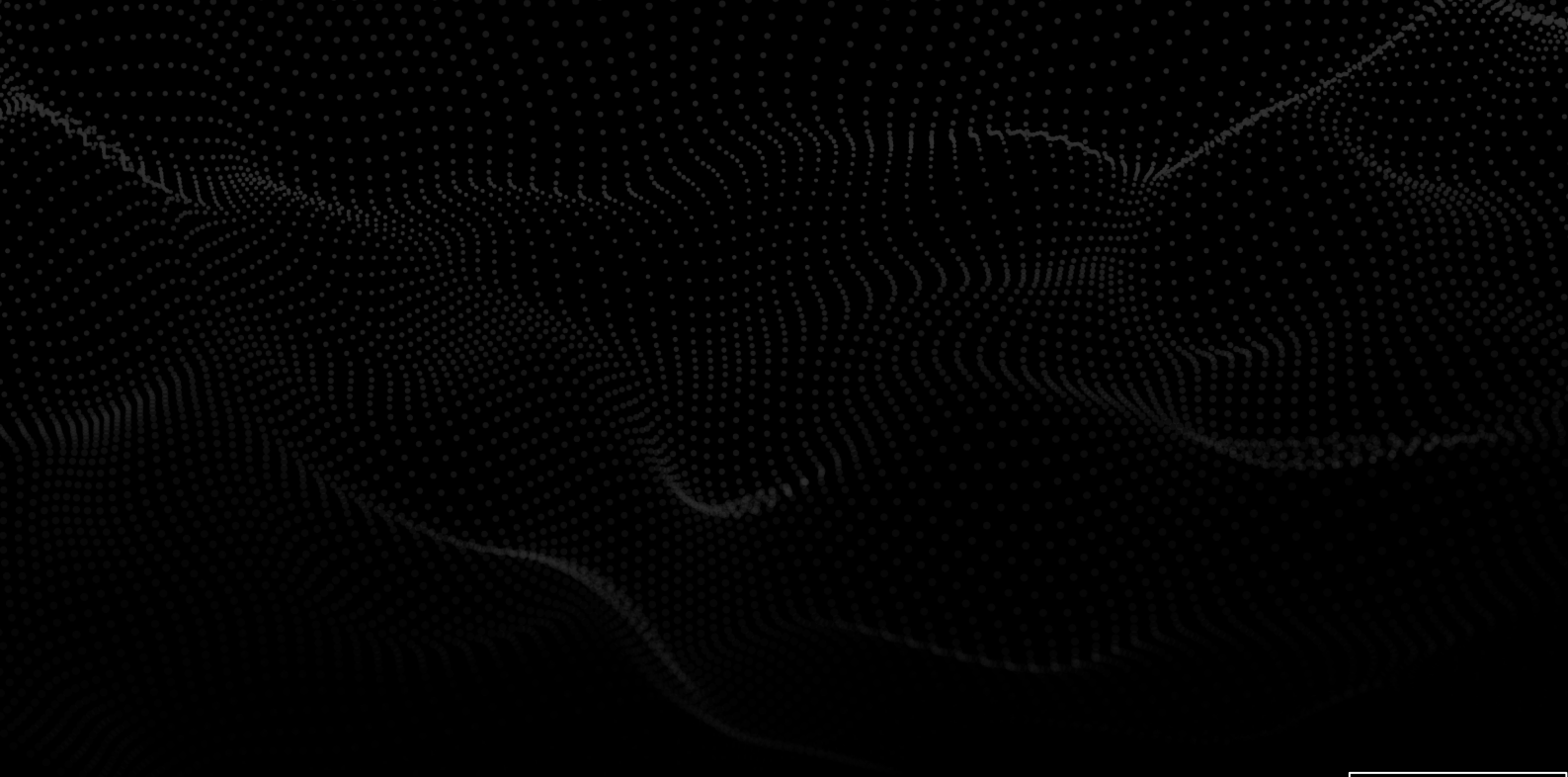
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NON OFF THE ZONE

Introduction

“After years of blocks in international travel, 2023 begins under the banner of an important novelty that will certainly have an impact on the global tourism system: the reopening of travel abroad for Chinese citizens.

Given the strong impact that Chinese tourism has had in the years prior to Covid, this novelty represents an indispensable opportunity for all those countries with a touristic vocation that have suffered an unprecedented limitation on tourism in the last three years.

Therefore, this report aims to explore the situation of Chinese tourism today, starting from the many innovations that have emerged in the last three years through which domestic travel has exploded in China.

How have the habits of Chinese travellers and their travel arrangements changed? What are the new expectations of these travellers? The report tries to answer these questions by offering both an overview of new trends and interests as well as a broader reflection on the actions and projects put in place by some important tourism promotion agencies in European countries to understand the success cases in China. Through the words of leading authorities, it also offers an overview of how tourism promotion in China has changed, especially thanks to new technologies and the decisive role of digital platforms dedicated to tourism.

The report is the result of constant analysis and research carried out by Intarget analysts with the aim of supporting all European tour operators who want to catch the wave of tourism recovery. To do this, it is essential to get to know the new Chinese travellers, be prepared to respond to their expectations and, finally, be able to innovate the tourism sector's offering. ”



Introduction

Stefano Generali

Managing Director intarget Shanghai

In charge of operations at intarget's Shanghai office and business development in Asia. His professional career in the communication sector and his passion for innovation and digital technology led him to Shanghai, where he has lived for over 10 years. He holds the role of Brand Manager in the fashion-luxury sector, and operates as Marketing manager for international companies in various industries. Today his goal is to support the expansion of intarget throughout China and Asia.



.01

Is This The Return *of The* Chinese Traveller?



China Dropped Restrictions On Overseas Travel In January 2023

Chinese tourism was the largest demographic of international travellers prior to 2020, with 155 million tourists spending over \$250 billion globally in 2019. In early January, after three years of stringent prevention and control measures, China removed certain COVID-19 restrictions, immediately triggering a renewed enthusiasm for travel among the population.

8th JANUARY, 2023

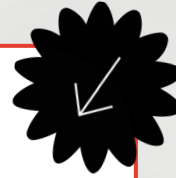
China eased the restrictions on inbound and outbound travel, resuming passport and visa issuance.



China's "14th five-year plan" for civil aviation development states that **international flights will resume gradually between 2023 and 2025**. The first phase will focus on enhancing the local market, while the second phase from 2023 to 2025 will be a period of growth, its efforts aimed at restoring the international market and improving levels of openness, as reported by the aviation industry media.

Chinese tourists firstly travelled to **nearby outbound destinations** such as Thailand and Indonesia, as they still face long delays in getting visas for more distant countries, and high prices for international flights.





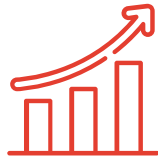
Travel platform Ctrip's data showed that within half an hour of news of the government's plans to ease travel restrictions, **searches for popular cross-border destinations had increased tenfold.**

- Singapore
 - South Korea
 - Hong Kong
 - Japan
 - Thailand
 - Macau
- led the surge as the most popular destinations for air travellers.

Data from Trip.com



A Joyful Return: The Growth of Chinese Travel During CNY



+12.4%

Retail sales
revenue

(vs 2019, National Tax Administration data)



+640%

YoY outbound travel
bookings

(data from [Ctrip](#))

China's travel rebound started with consumption and most of the growth came from travel-related activities. From mid January 2023, Chinese outbound travel has returned to **62% of pre-pandemic levels**. According to Chinese Immigration, approximately 250,000 Chinese people are now travelling out of China on a daily basis, equating to about 7.5 million outbound travellers per month. Additionally, hotel and **cross-border flight bookings overseas surged by over four times**. According to the National Immigration Administration, there was a **117.8% increase in the number of Chinese people traveling overseas**.



Chinese New Year 2023 Travel Review Highlights

Domestic airlines and major hotel chains reported sold-out bookings for the holiday period from January 22 to January 29. According to the National Tax Administration, hotel sales revenue increased by around 20% compared to 2022. Although this data reflects short-haul travel consumption, it also suggests the pent-up demand of travellers and their desire to explore the world and restore their global lifestyle. About **308 million trips** were made in China, up 23.1 percent year-on-year, according to the Ministry of Culture and Tourism. **Domestic tourism revenue increased by 30 percent year-on-year, reaching 375.84 billion yuan (53.3 billion euros).**



+80.16%
Tourism revenue in
top skiing resorts

(vs 2022, National Tax
Administration data)



+130%
Travel agencies &
tourism services
sales revenue

(vs 2022, National Tax
Administration data)



+30.6%
Hotel chains
sales revenue

(vs 2022, National Tax
Administration data)

From Asia to Europe: The Next Destinations in Demand



Hong Kong & Macau

Top visited destinations

(Based on the number of flight bookings on Trip.com
on the first 4 days of CNY holiday period)



COVID-19 Restrictions soon to be lifted in EU

From March 2023

(news from Reuters)

Chinese travellers chose to stay within Asia for the Lunar New Year holiday. According to Trip.com, flight bookings on the platform for the first four days of the seven-day holiday indicated that Hong Kong and Macau were the preferred destinations. The other most popular destinations were Thailand and Singapore. Since February 6th, Chinese travel agencies and online tourism service providers have been allowed to organise group tours to 20 countries, and relevant services such as booking airline tickets and hotels have also resumed. Among the approved destinations is **Switzerland**, as well as other popular locations for Chinese travellers such as **Thailand, Indonesia, the Maldives, New Zealand, Russia, and Singapore.**

On February 16th, Reuters reported that the **European Union (EU) member countries have decided to gradually lift the COVID-19 restrictions on travellers from China** that were implemented to prevent the spread of potential new coronavirus variants after China's reopening resulted in a surge in cases there.

According to the Swedish presidency of the EU, the health experts from the 27 member countries have agreed to end the requirement of negative COVID tests before departure by the end of February, and they will also **stop the random testing of Chinese travellers by mid-March.** These measures were also agreed upon by the non-EU members of the Schengen free travel zone, including **Iceland, Liechtenstein, Norway, and Switzerland.**

OUTBOUND TRAVEL PREDICTIONS

Forecasts on China's International Travel Growth

Avolon, the world's second-largest aircraft leasing company, predicts that the recent reopening of China to international travel will **boost global air traffic and help it reach pre-pandemic levels by mid-year**, despite the industry's ongoing shortage of new planes. After a 70% recovery in passenger traffic in 2022 led by Europe and North America, the company **expects Asia to lead growth in 2023**.



+5.2%

China's expected GDP growth according to the International Monetary Fund (IMF)



75%

The air traffic rebound in 2023 will hit 75% of pre-pandemic levels. (Civil Aviation Administration of China)



110K+

Outbound flights out of China expected for 2023 (China Outbound Tourism Research Institute)



2019

180 million border crossings from Mainland China in 2024, overtaking the 2019 level (China Outbound Tourism Research Institute)



1 in 2

One in two passengers will be Asian in 2023, as a result of the Chinese travel rebound. (Avolon Report)



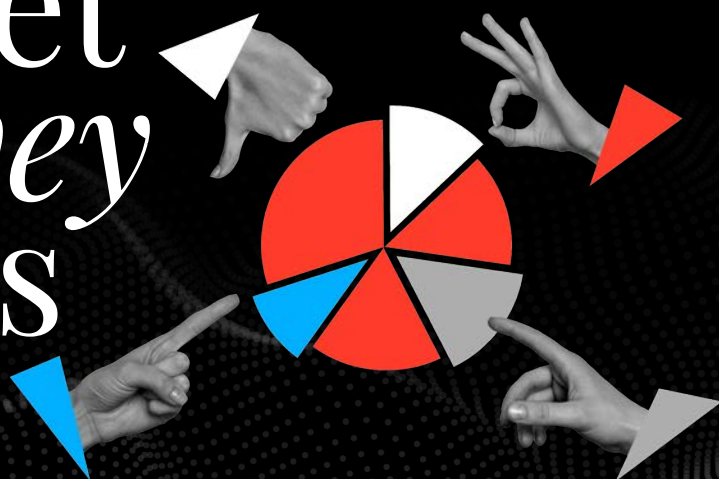
Q2

First important wave of Chinese outbound travellers in July and August; the peak expected in autumn for the Golden Week getaway. (Digital Economy and Financial Innovation Research Center at International Business School of Zhejiang University)

.02

THE NEW CHINESE TOURIST:

Intarget
New Survey
Results



High-spending Travellers From China: a survey by Intarget

1. What they look like

2. How they decide where to go

3. What they expect

4. How they usually buy



The New Chinese Outbound Traveller At A Glance

YOUR EYES ON CHINA

China has the world's second-largest number of ultra rich, after the U.S., with more than 32,000 people holding wealth exceeding \$50 million, according to Credit Suisse Group.

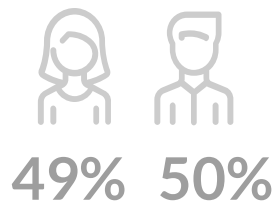
Surveyed pool:

Wealthy chinese citizens who are passionate about travel and belong to the Global Web Index socio-economic quintiles 1 + 2 *.

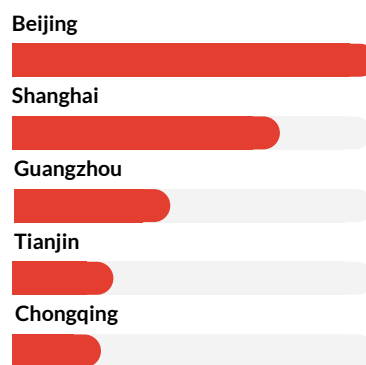
SURVEYED POOL

Wealthy Chinese travellers who are also travel enthusiasts. 1 in 2 is a regular traveller who goes abroad at least once every 6 months and is an enthusiastic user of technology. The audience consists of **108.1m** people and covers the year 2022.

GENDER



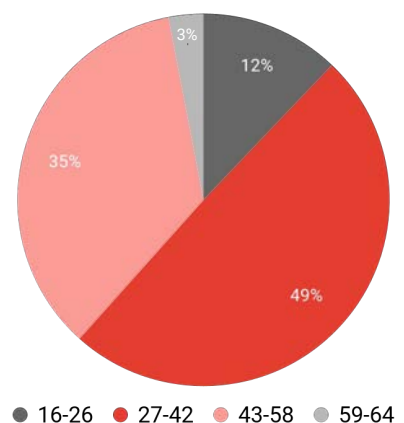
CITY OF RESIDENCE



GENERATION

Millennials and Gen X make up nearly 84% of wealthy outbound travellers in China

Age groups:



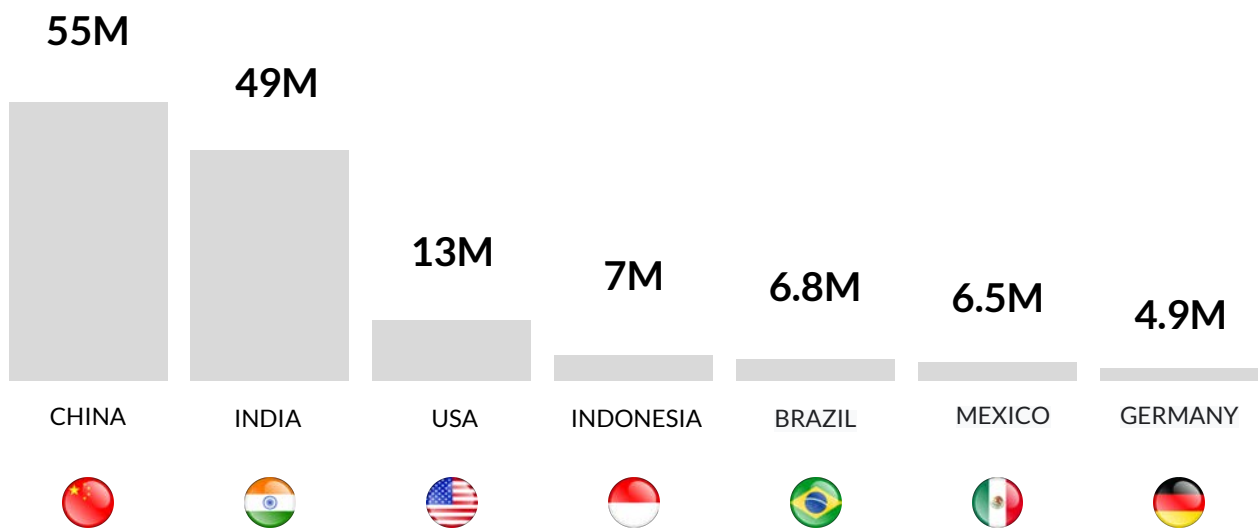
*GWI Core respondents are asked a range of questions relating to their lifestyle, professional life and economic circumstances. Based on answers to these questions, respondents are grouped into five clusters, with the 1st quintile containing those from the highest socio-economic conditions. The following analysis is based on Indexes and Audience metrics. Comparing audience segments to total digital Population in the country (from 16 to 64 y.o.) creates a clear picture of their profiles. **Audience (%)** shows how many people in the analysed audience segment matches with the data point analyzed (eg. Career-focused). **Indexes** shows the likelihood that the audience segment analyzed is close to a certain data point analyzed. Indexes are used to compare any given group against the average (1.00) which refers to the Chinese online Population average. For example, an index of "1.20" means that Wealthy Chinese travellers is 20% above the Chinese online population average for that certain attribute analyzed.

Chinese Visitors Drive Global Tourism

Wealthy Chinese tourists are the largest demographic in the world

Chinese tourism is still the largest source of international travellers. As China restarts the visa issuance program, there are hopes for a rebound in the global hospitality industry. Long-haul, outbound travel in particular is seeing major increases in recent weeks, thanks to the lifting of COVID-19 restrictions, including the removal of the quarantine requirement in several countries.

COUNTRY OF RESIDENCE OF WEALTHY INTERNATIONAL TRAVELLERS



Source: Intarget elaboration of GWI survey results



MINDSET

New Profiles Emerged in The Post-Covid Era

Wealthy Chinese travellers describe themselves in most cases as **career focused**, **confident** and **creative**. Regular and passionate travellers, they go abroad at least once every 6 months. They value education and cultural experiences and seek to expose themselves to new environments and ways of life. They are enthusiastic users of technology and **mobile dependent**, using their phones to research destinations, book travel, and share their experiences on social media.

CAREER FOCUSED

64% of affluent travellers regularly travel abroad on medium- to long-range journeys, mainly for business reasons.



CREATIVE

59% of respondents describe themselves as creative minds who love getting inspiration from being exposed to different cultural environments.



FASHION CONSCIOUS

54% of respondents define themselves as passionate about fashion, and interested in the latest fashions and wearing fashionable clothes.



HEALTH CONSCIOUS

71% of the wealthy travellers interviewed declared that they are concerned about how healthy their lifestyle is.



**POSITIVE THINKERS:**

They have a positive outlook towards the near future.

70%

believe that in the next 6 months the country's economy, the environment, and personal financial resources will improve.

Source: Intarget elaboration on GWI survey



PERSONAS

Predominant Characteristics of Wealthy Chinese Outbound Travellers

02. THE NEW CHINESE TOURIST: Intarget New Survey Results

Their passion for travel is matched by their enthusiasm for technology, and they rely heavily on mobile devices for their travel needs. They use their phones to research destinations, book travel, and share their experiences on social media. These affluent Chinese travellers are also parenting-focused workers, balancing their careers and family life. Their love for travel is shared with their families.

MOBILE RELIANT

55% of affluent travellers are reliant on their smartphones: their mobile is their most important device, and they use it for at least 6 different tasks each week (e.g. chatting, shopping, watching videos, etc.)

FAMILY FOCUSED

53% of respondents are focused on home life, have at least 1 child, and are full time workers who spend time with family.

PARENTAL INVESTORS

47% of surveyed audience declared to be parents of at least one child and own at least 2 investments for the future of the family.

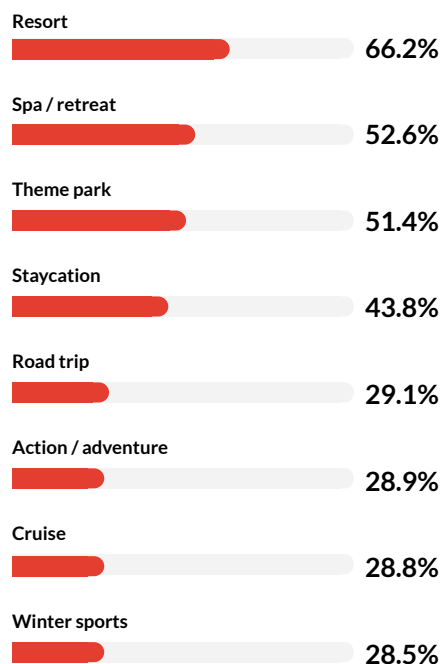
TECH ENTHUSIASTS

28% of surveyed audience are confident and enthusiastic tech users, who use new technology and are interested in technology, gadgets, computers or science.

Source: Intarget elaboration of GWI survey results



PREFERRED VACATION TYPES OF WEALTHY CHINESE TRAVELLERS



Source: Intarget elaboration of GWI survey results

Relax and Outdoor Sports

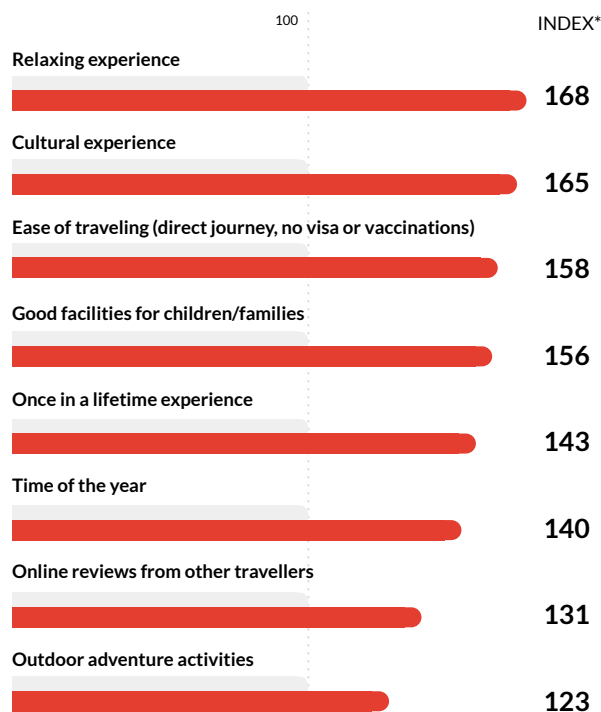
Resorts, spas, staycations, and winter sports have become increasingly popular among wealthy Chinese travellers.

The shift in preferences towards these vacation types could be attributed to a renewed focus on fitness, wellness, and quality time with loved ones, which have become more important than ever in the wake of the pandemic.





DRIVING FORCES IN CHOOSING A DESTINATION



* **Index metric** shows the likelihood that the audience segment relates to a certain statement. Indexes are used to compare the above given group against the Chinese online Population average. Index above 100 means a strong level of identification with the statement.

Source: Intarget elaboration of GWI survey results

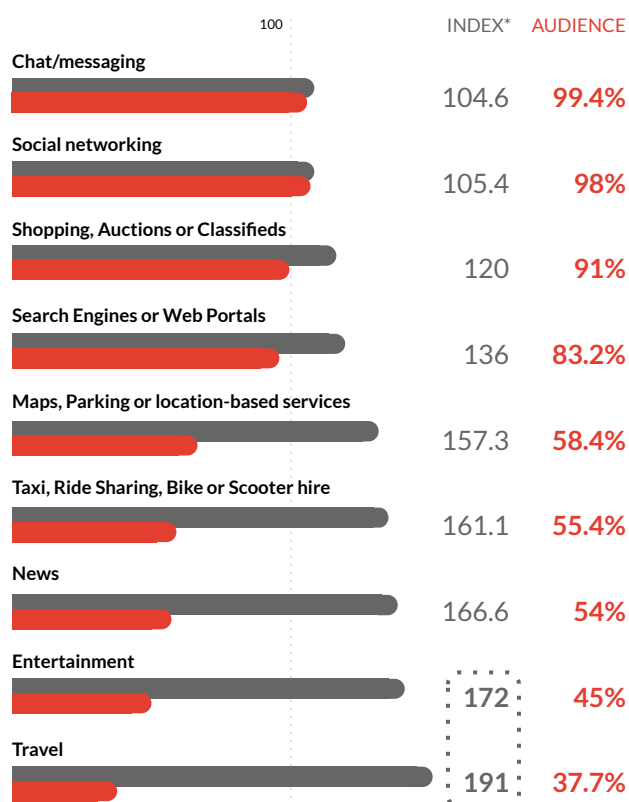


A mix of **comfort** and **exclusiveness**

Wealthy Chinese travellers prioritise destinations that offer relaxation, cultural experiences, easy travel logistics, good facilities for children, once-in-a-lifetime experiences, positive online reputations, and good prices around Chinese holidays. Utilising the best user-generated content, such as online reviews, can further enhance a destination's appeal, creating opportunities for repeat visits.



ONLINE HABITS OF WEALTHY CHINESE TRAVELLERS



* **Index metric** shows the likelihood that the audience segment relates to a certain statement. Indexes are used to compare the above given group against the Chinese online Population average. Index above 100 means a strong level of identification with the statement.

Source: Intarget elaboration of GWI survey results

The Journey starts online, from a smartphone

In China, smartphones are ubiquitous and have become an integral part of daily life. Online information is an important source of knowledge, both in general and in the travel sector. Social media super apps, such as WeChat and Douyin, are widely used by Chinese consumers to research, plan, and book travel experiences.



PREFERENCES OF FREE, INDEPENDENT, CHINESE TRAVELLERS



**Using social media
and OTAs for
planning before and
during the trip**



**Having inspiring
travel experiences**



**Enjoying the hotel
experience**



**Combining
business and
leisure**



**Trying local food
specialties and
street food**



**Knowing how to get
help and seek medical
assistance in case of
emergency at the
destination**

Source: Intarget elaboration of China
i2i Group survey results and [Journal of
Tourism Futures](#)

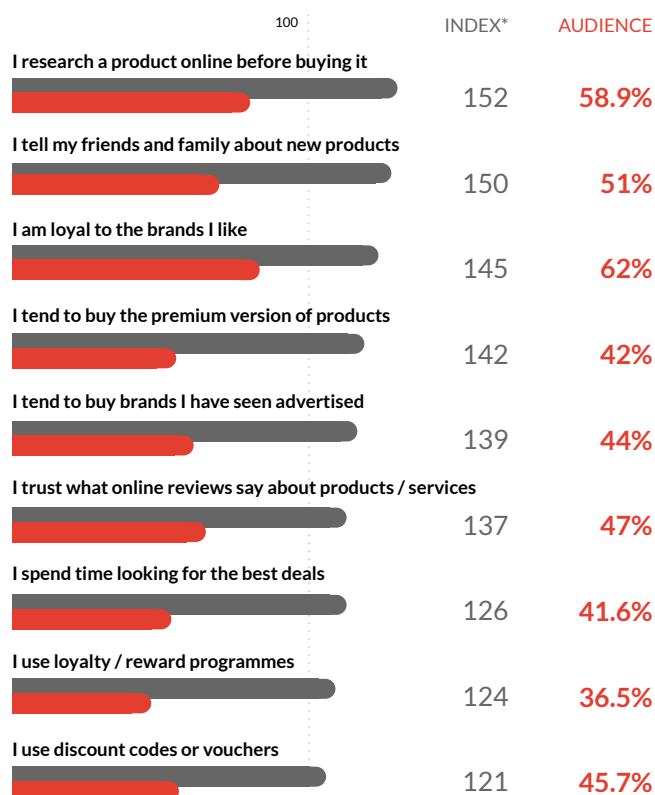


Planning online in advance

The use of social media has stimulated the development of both information and communication technology around tourism. Chinese solo travellers showed a greater preference for planning trips from multi-functional social media platforms. A survey and in-depth interviews revealed that Online Travel Agencies (OTAs) were primarily utilised during the travel planning process, specifically for identifying products and searching for information in the pre-trip stage. Users tend to favour an application that integrates social networking functions.



SHOPPING HABITS OF WEALTHY CHINESE TRAVELLERS



* **Index metric** shows the likelihood that the audience segment relates to a certain statement. Indexes are used to compare the above given group against the Chinese online Population average. Index above 100 means a strong level of identification with the statement.

Source: Intarget elaboration of GWI survey results



Searching for products is done online

Wealthy Chinese travellers are savvy consumers who rely on online research to inform their purchasing decisions. They are loyal to the brands they trust and are willing to pay a premium for high-quality products and services. As such, they trust online reviews of products and services and they spend time looking for deals.



EXPECTATIONS OF WEALTHY CHINESE TRAVELLERS TOWARDS BRANDS



* **Index metric** shows the likelihood that the audience segment relates to a certain statement. Indexes are used to compare the above given group against the Chinese online Population average. Index above 100 means a strong level of identification with the statement.

Source: Intarget elaboration of GWI survey results



Personalised brand experiences

Wealthy Chinese travellers place a large emphasis on personalised service and customised products. They expect brands to cater to their specific preferences and needs, such as providing tailored travel itineraries, unique cultural experiences, and personalized attention. To gain their loyalty, brands need to understand their customers' individual tastes and offer exclusive services that align with their values and interests. In short, personalisation is a key factor in attracting and retaining Wealthy Chinese travellers.

NEW TRAVEL TRENDS

Styles of Travel Emerged in the Covid Era

Chinese travellers have shown a growing preference for travelling in small groups of family and friends, seeking companionship while exploring new places. In domestic tourism, there has also been an increasing demand for leisure tours that offer immersive experiences. Moreover, personalised tours to destinations off the beaten path have gained popularity among tourists. This has resulted in a significant increase in demand for customised travel experiences.

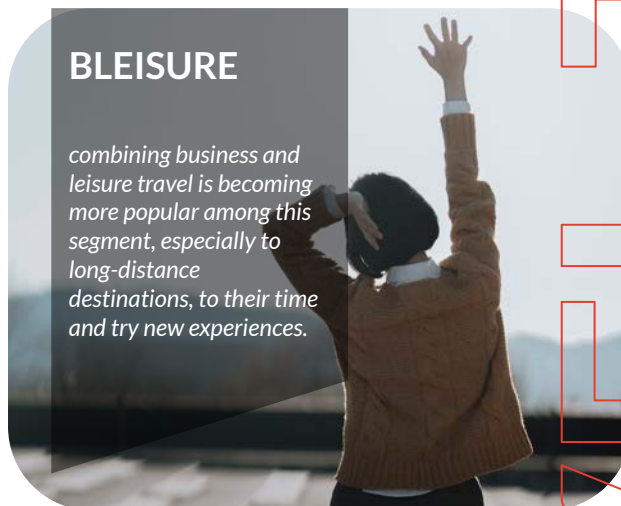
SMALL GROUPS

they prioritise safety and privacy while seeking to create meaningful connections with their loved ones.



BLEISURE

combining business and leisure travel is becoming more popular among this segment, especially to long-distance destinations, to their time and try new experiences.



OUTDOOR CAMPING

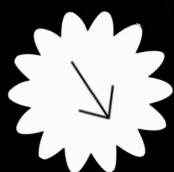
in domestic touristic areas, glamping and camping allows maintaining social distancing, connecting with nature, and escaping the crowds of urban areas.



SOLO TRAVEL

younger travellers have a more flexible and individualised itinerary and seek a sense of independence and freedom. They intend traveling as a growth opportunity.





.03

HOW TO MEET THE CHINESE TOURISTS' EXPECTATIONS?

*The Experts'
View*



The expert view: Franka Gulin

Director of the Croatian National Tourism Board
(Shanghai Representative Office)

What are the relevant lessons and insights from the past three years of travel restrictions?

“ I think for us the key was for sure communication and regular follow-up on the business side. **We never stopped.** [...] Our **curiosity helped us understand some new trends** that emerged in the market, both related to the Chinese social media world and travel patterns. I think this knowledge is very useful when it comes to preparations for reopening outbound travel. [...] Our idea was to use this time to **always remind Chinese netizens** how new and cool Croatia is and that **we are eagerly waiting them to come back.** [...]”

Now it's time to watch all the emerging trends to see if some new patterns that we witnessed in the past few years on the domestic market now also apply to the outbound travelling sector. [...] We will also probably witness **new types of free independent Chinese travellers that might travel in smaller groups** and **demand very creative and refined travel plans and solutions.**

From January 1st 2023 Croatia became a member of the Eurozone and Schengen Area. This is fantastic perk when it comes to the Chinese market. [...] We will stay focused on the promotion of segments that include **culture, nature, sports** and **gastronomy.** We will also take part in different **B2B events and fairs** scheduled this year. I must admit, I am bit worried when I check our schedule – it is really full. ”



Franka Gulin
Director of the Croatian National
Tourism Board
(Shanghai Representative Office)



The expert view: Catherine Oden

Director for Mainland China Hong Kong Taiwan markets
Atout France - France Tourism Development Agency

How will the transformation of the tourist mindset impact the Chinese outbound travel offering?

“ We all witnessed an amplification of trends that already existed before the pandemic such as a **deeper connection with nature** and the great outdoors, **travelling more independently** and opting for **self-drive holidays** or **glamping**. Meeting and bonding with others in **smaller groups** became more of a necessity, as did the importance of **reaching out to others**. I strongly believe that our destination is perfectly capable of catering for these new trends and aspirations, and is calling out for an in-depth discovery. This is our true mission at Atout France.

After having carefully studied the expectations of the Chinese traveller and also understanding our partners' new strategy of establishing a **more sustainable travel business**, I am convinced that we can find common grounds as sustainability has become a trend in China and a must in most countries in the world. **Slow tourism** must be encouraged.

The idea is to try to amplify our presence by continuing our **multi-platform strategy towards strategic targets with the help of key partners**. France has an incredible rendez-vous with the world in **2024** as we are going to host the **Olympic Games**. It gives us some great opportunities to display our destinations in a **sportive, cultural, and festive** way.

During the past three years, one of my favourite things in my capacity was being able to **plant a seed in the minds of people so that it can bloom at a later date** and I must thank one particular region that is not necessarily at the top of the list of travel destinations but has fully understood how useful communication can be: the Hauts-de-France region with destinations such as Lille, Amiens, Touquet-Paris-Plage, Asterix Park... This is not to say that our competitors were not active, but the communication space gave us an open playing field. ”



Catherine Oden
Director for Mainland China Hong
Kong Taiwan markets
Atout France - France Tourism
Development Agency



The expert view: Daniela Chiani

Director for Greater China for Switzerland Tourism

Based on your experience, what strategies are still valid in appealing to Chinese travellers and what new elements should be studied and planned for 2023?

“ In line with most other source markets, Chinese travellers have developed a **renewed appreciation for the great outdoors**, mindfulness and the value of **physical activity in nature**. Many have taken up hiking, cycling, yoga, or ventured out into nature for camping and glamping. Despite the closed borders, **the number of Chinese skiers on the slopes has increased by 12% YOY, according to industry data**. All of these trends are of great value for a nature destination like Switzerland. Switzerland Tourism is not fundamentally changing its strategy towards the Chinese market. **Our long-standing strategy to focus on a community-based marketing approach is still very much relevant today.**



Daniela Chiani
Director Greater China for
Switzerland Tourism



As a destination famous for its nature, outdoor activities, cleanliness and comfort, **Switzerland is the ideal post-pandemic destination**. In Hong Kong, Taiwan and Mainland China we will **collaborate with local OTAs** to push our products and attract free independent travellers in Q1 and Q2. Our Summer campaign will feature the Grand Train tour of Switzerland – one of the most **sustainable ways to discover Switzerland** – promoted with the help of our **brand ambassador** Roger Federer. Equally, we use the opportunity of the reopening to reconnect with the travel trade. ”

The expert view: Cristiano Varotti

China Country Manager of ENIT - Italian National Tourism Board

How is Italy preparing to attract Chinese tourists in 2023?

“ We are obviously **enthusiastic** about the reopening of the Chinese borders and at the same time realistic about the slow recovery of tourism flows. Now it's time to **rebuild a network of connections** that has been largely lost over the last three years. **Digital platforms have a more dominant role** in how we find information about potential tourist destinations. User-generated content is also more prominent now. **Small-group travel**, whether with family or friends, **strongly prevails** over the traditional model of group travel with strangers in the Chinese market of today. ENIT - Italian National Tourism Board is conducting **research to have evidence of the evolution of the perception of the Italia brand** among the target of its promotional actions, i.e. the approximately 7% of the Chinese population who have the possibility, today, to travel in Europe.

The next new **communication actions will be built around the research results**. At the same time, activities dedicated to the world of **trade** are being carried out, and **B2B initiatives** are being planned to **rebuild relationships with those Chinese operators offering their travel products linked to Italy**. In this context, we are planning training programs for tour operators. Last but not least, the **omnichannel communication** on all the main Chinese social media continues – and has never stopped. **Localisation** will still be at the core of our strategy for online communication, tailored to the audience's language, culture, and preferences. ”



Cristiano Varotti
China Country Manager of ENIT -
Italian National Tourism Board



The expert view: Sofia Canali

Head of Partnerships, Destination Marketing at Trip.com Group

How is long-haul travel from China performing?

“ Since mainland China removed most travel restrictions early this year, Trip.com Group has seen a significant pick-up in domestic and outbound travel, **indicating a high pent-up demand from the Chinese market.**

During the 2023 Lunar New Year holiday, outbound travel bookings increased by 640% year-over-year (YoY), while outbound flights and overseas hotel bookings increased by over 400% YoY. Additionally, overseas and domestic attraction ticketing increased 60% and 320% YoY, respectively. Although most of this outbound travel has been limited to Asia, there is promising evidence of an increasing trend in long-haul travel, **particularly to Europe**, during the spring and summer holidays.

Destinations are encouraged to leverage digital platforms to communicate the market offering and build closer relationships with Chinese travellers. Travel service providers like Ctrip, part of the Trip.com Group, can help support this effort by providing a comprehensive content marketing ecosystem, from inspiring and facilitating travel planning to post-trip experience-sharing, while providing an extensive product offering. ”



Sofia Canali

Head of Partnerships, Destination
Marketing at Trip.com Group

Trip.com Group

The expert view: Global Blue

The Tourism Shopping Tax Refund Company

What is expected in terms of demand from Chinese travellers?

“

On 8 January 2023, China reopened its borders, ending a three-year pause on outbound tourism. Before the outbreak of the pandemic, Chinese tourists were among the top spending nationalities in Italy. Chinese visitors were also confirmed as the most active nationality for Tax Free Shopping. **In 2019, fashion was their top business category: 76% of the total sales were from clothing.** Global Blue believes these preferences will be upheld by Chinese tourists in the near future.

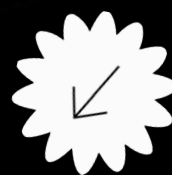
The post-pandemic period has been strongly marked by the “**revenge shopping**” phenomenon pushing up sales, partly due to savings resulting from more than two years of disruption to travelling. Indeed Global Blue has experienced a positive trend in recent months with a high recovery rate: **the second half of 2022 reached 98% of the same period of 2019.**

SEA (South East Asian) tourists' dynamics when traveling to Italy are extremely similar to the Chinese ones. Therefore, looking forward to the next few months, **Global Blue believes these preferences will be upheld by Chinese tourists in the near future.** Indeed, the SEA sales trend showed a full recovery from 2019 between May and July 2022, and the recovery has been exceeded from July 2022 (122%) with a peak during October 2022 (157%). Compared to 2019, SEA showed an almost 30% increase in the average spending. With the return of Chinese tourism, a full recovery could be expected in the coming months. ”



Global Blue

.04



Navigating Chinese *Digital* *Platforms* for *Travel*



intarget view

Raffaella Pierpaoli

Head of Content and Social

Can we say that the journey of a Chinese traveller begins on their phone?

If you look at the data, you discover a Chinese tourist who is very different from what is commonly imagined.

They are **technology savvy** and **advanced tourist** who seeks **independent**, **exclusive** and **authentic** experiences.

Their discovery phase happens online: they get inspired by the travel KOLs (Chinese influencers) and look for ideas on **Douyin** and **XiaoHongShu** but then use **WeChat** and **OTAs** to plan and organise their trips. On the **content** side, there are three keywords: **videos**, **QR codes** and **mobile-friendly**.

In the **information search** phase, they look for **videos** and images **to see the accommodation facilities** and the people who will take care of the reception. People read little but watch a lot. Both online and inside the buildings, the use of **QR codes** is expected.

Chinese tourists **use their phones both during the preparation of the trip and during the trip**, so it is essential that all the contents are designed for mobile use.

Paying attention to the **aesthetics** is equally important. To simplify reading, **infographics** are common, while **virtual hosts** in videos, i.e. cartoon avatars, are considered an entertaining solution to accompany the tourist in discovering new places.



Raffaella Pierpaoli

Head of Content and Social

Raffaella has been studying Chinese users' behaviour, digital attitude and the social media landscape for a few years at Intarget, working cross-country with Italian and Chinese social media experts to create localised social media experiences for Western clients that want to connect with Chinese consumers without losing their brand values. She is also passionate about younger Chinese content creators and KOLs. She believes that what is happening on Chinese social media will sooner or later influence Western countries.

OTAs

Ctrip: The Online Booking App

Seamless integration with the Chinese OTAs



Ctrip is one of the largest OTA companies in China, offering a community for sharing content on top of its travel-related services, such as booking accommodation and transport, vacation packages, and business-travel management services.

Over the years, Ctrip has **acquired more than 20 companies** such as Tongcheng.com, Tufeng.com, Tuniu.com, Qunar.com, and even Indian OTA giant Make My Trip, Travix and **Skyscanner** to achieve scale expansion and strengthen their supply chain to provide consumers with **more comprehensive products and services**.

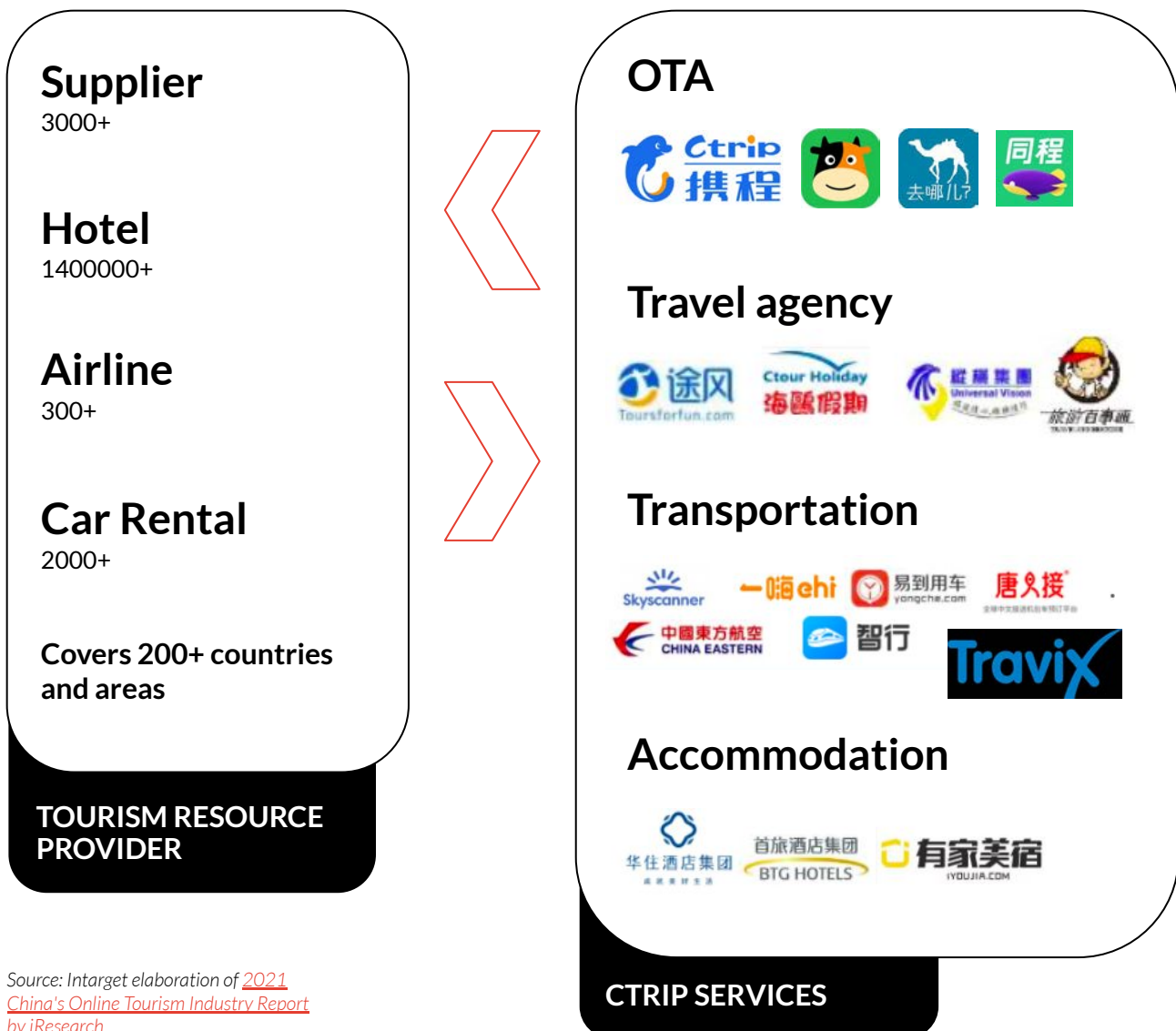
Ctrip launched various marketing activities and posted social media content on platforms such **WeChat, Weibo, Douyin**, and Kuaishou. It also streamed live broadcasts, and carried out community management and engagement activities, such as a ranking list. The social media function of the app allows users to upload travel notes as well as informative posts to inspire other travellers about where to go to eat, and what to do in certain destinations. This function improves brand awareness and user stickiness, and fulfills the **independent travellers' needs**. This is even more relevant for younger users. Ctrip is part of the Trip.com Group.



OTAs

Ctrip Super APP ecosystem for the travel industry

Ctrip is an all-in-one platform that connects a traveller, and their set of needs when planning a trip to a destination, with the various services that are on offer. From booking flights and hotels to arranging tours and activities, Ctrip offers a range of options to help travellers customise their itinerary based on their preferences and budget. Moreover, the platform's extensive network and partnerships with other travel providers allow for a seamless and hassle-free travel experience.



Source: Intarget elaboration of [2021 China's Online Tourism Industry Report](#) by iResearch

OTAs

Fliggy APP

The Alibaba platform for Travel



阿里巴巴集团旗下旅行品牌

Fliggy is a comprehensive travel service platform under Alibaba. Different from an OTA (Online Travel Agency), Fliggy is an OTP, or **Online Travel Platform**: hotels and transportation service partners can apply to sell their products on the platform. Fliggy uses big data and artificial intelligence technology to analyse and mine **users' behavior, preferences and historical data** and present the users with intelligent recommendations for personalised travel product and services.

During e-commerce festivals, like the 618 or Double 11 events, Fliggy hosted promotions from Tmall and Taobao to attract more customers to convert to their app. Retailers can use customer services to communicate with consumers for **better after sales services**.

To respond to new demands from a younger generation, Fliggy has taken new actions in creating new travel products and marketing innovations. It has launched new **trendy packages** such as blind box tickets (at jaw-dropping prices), music-festival themed tours and Live Action Role Playing (**LARP**) **games combined with travel destinations** to attract young people, and give them different reasons to want to hit the road.



OTAs

Meituan APP

The Chinese OTA specialised in restaurants and accomodation



The difference from other OTAs (Online Travel Agency) is that Meituan owns Meituan Hotel and Meituan Food Delivery, in two different business sectors, but Meituan Dianping combines them through the integration on its own platform. For example, the user-traffic exchange and cooperative promotion between Meituan Hotel and Meituan Delivery have synergistic effects, which have improved the overall market competitiveness and user stickiness of Meituan Dianping.

Meituan Hotel has made a lot of efforts in sinking the market into tier 3 and tier 4 cities to meet the needs of more consumers and improve its own market competitiveness. In response particularly to the needs of consumers in the sinking market, **Meituan Hotel** has launched a variety of preferential policies and services, such as providing more vouchers and commission ratios, etc., to attract more consumers to use the platform. Mobile products such as mobile apps and small programs increase the convenience and experience of consumers in sinking markets, so as to increase user loyalty and market share of the platform.



XiaoHongShu (RED)

THE INSPIRATION SOCIAL MEDIA



XiaoHongShu (RED)

THE INSPIRATION SOCIAL MEDIA



This social media is mostly used by Millennials and Gen Z women from top-tier cities in China. RED's main purpose is for reviews and recommendations, including for travel.

Apps like RED allow KOLs and users to not only generate good quality content, but also pin the location they talk about. Followers can easily find information about tourist destinations.



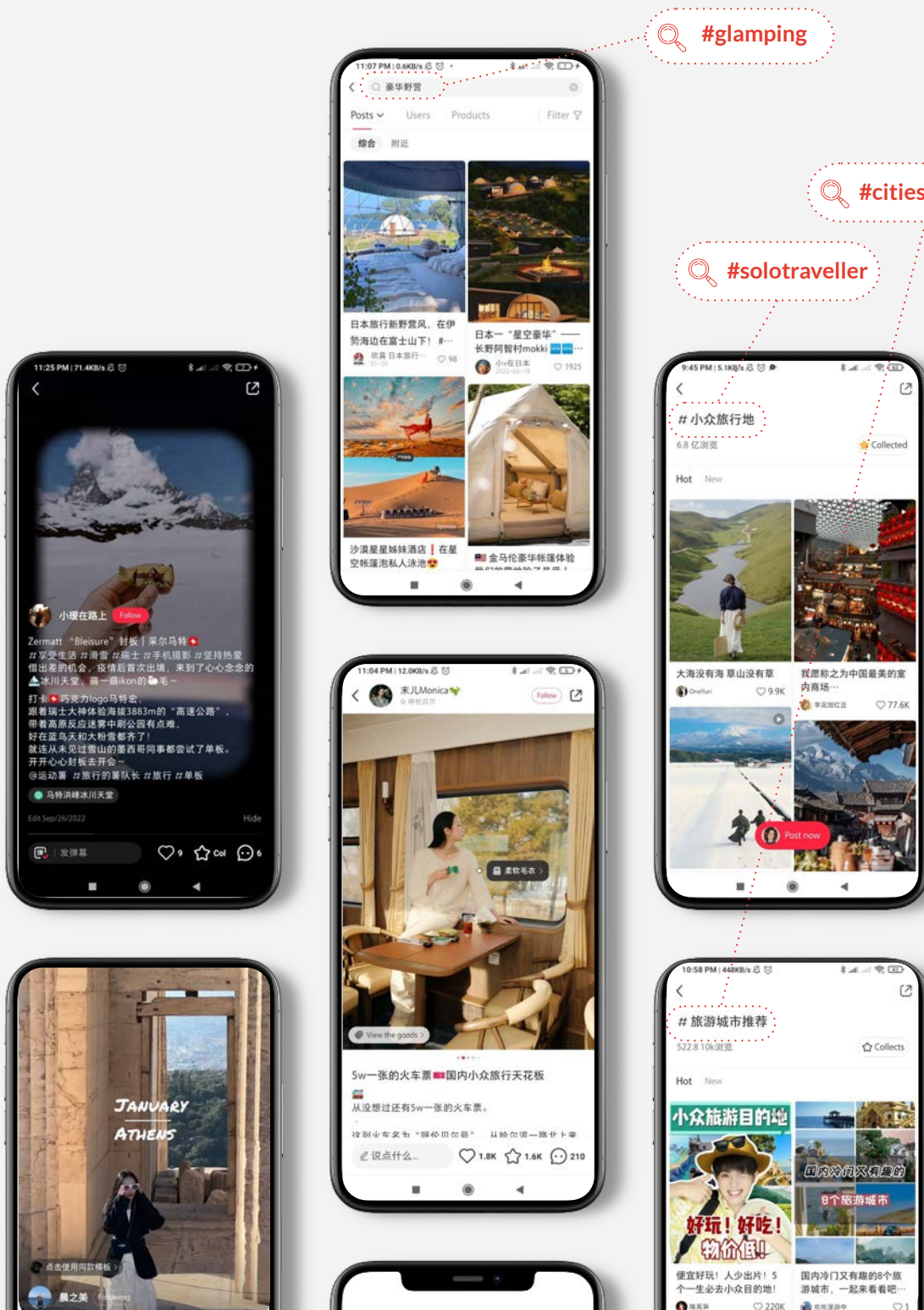
USER GENERATED CONTENT

Micro-influencers

use this platform to write recommendations and tricks for travelling abroad: what apps to use, what to pack, how to move around in the destination, etc. Users on RED find inspiration on new places to visit and new experiences to try.

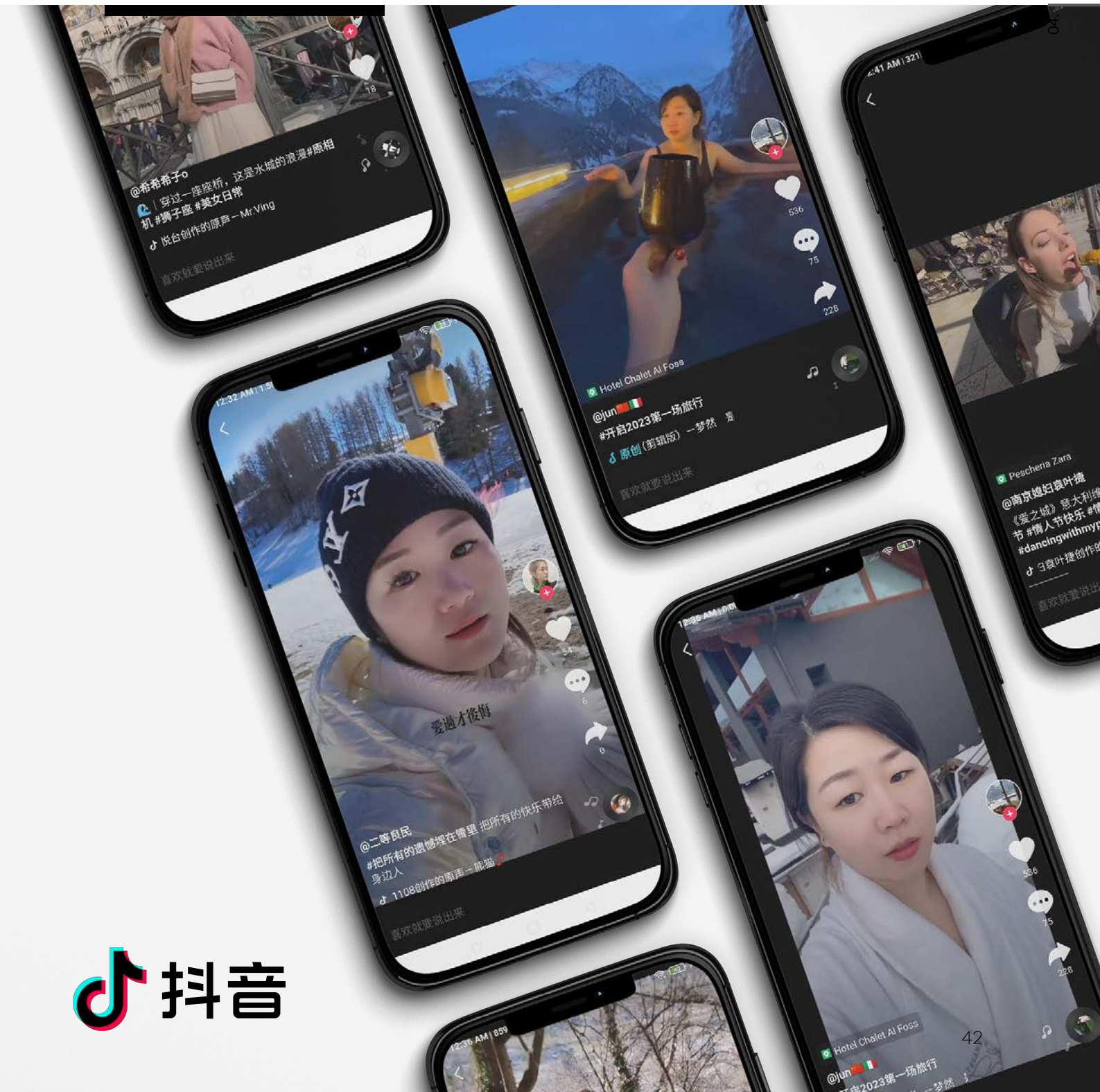
XiaoHongShu (RED)

THE INSPIRATION SOCIAL MEDIA



Douyin (Chinese TikTok)

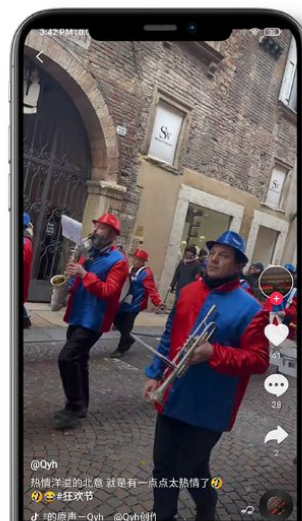
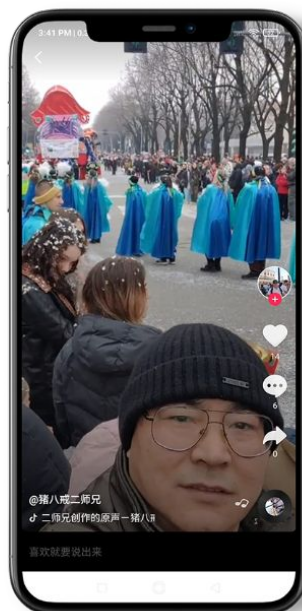
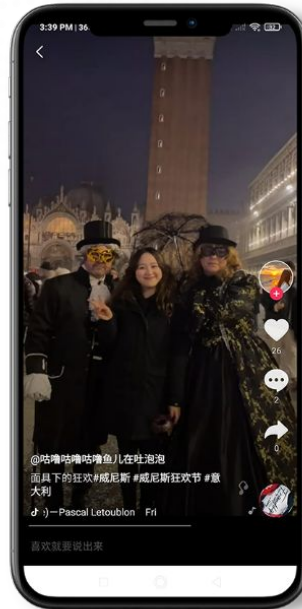
THE SOCIAL MEDIA
FOR TRAVEL INFLUENCERS AND VLOGGERS



Douyin (Chinese TikTok)

THE VIDEO PLATFORM FOR TRAVELLERS

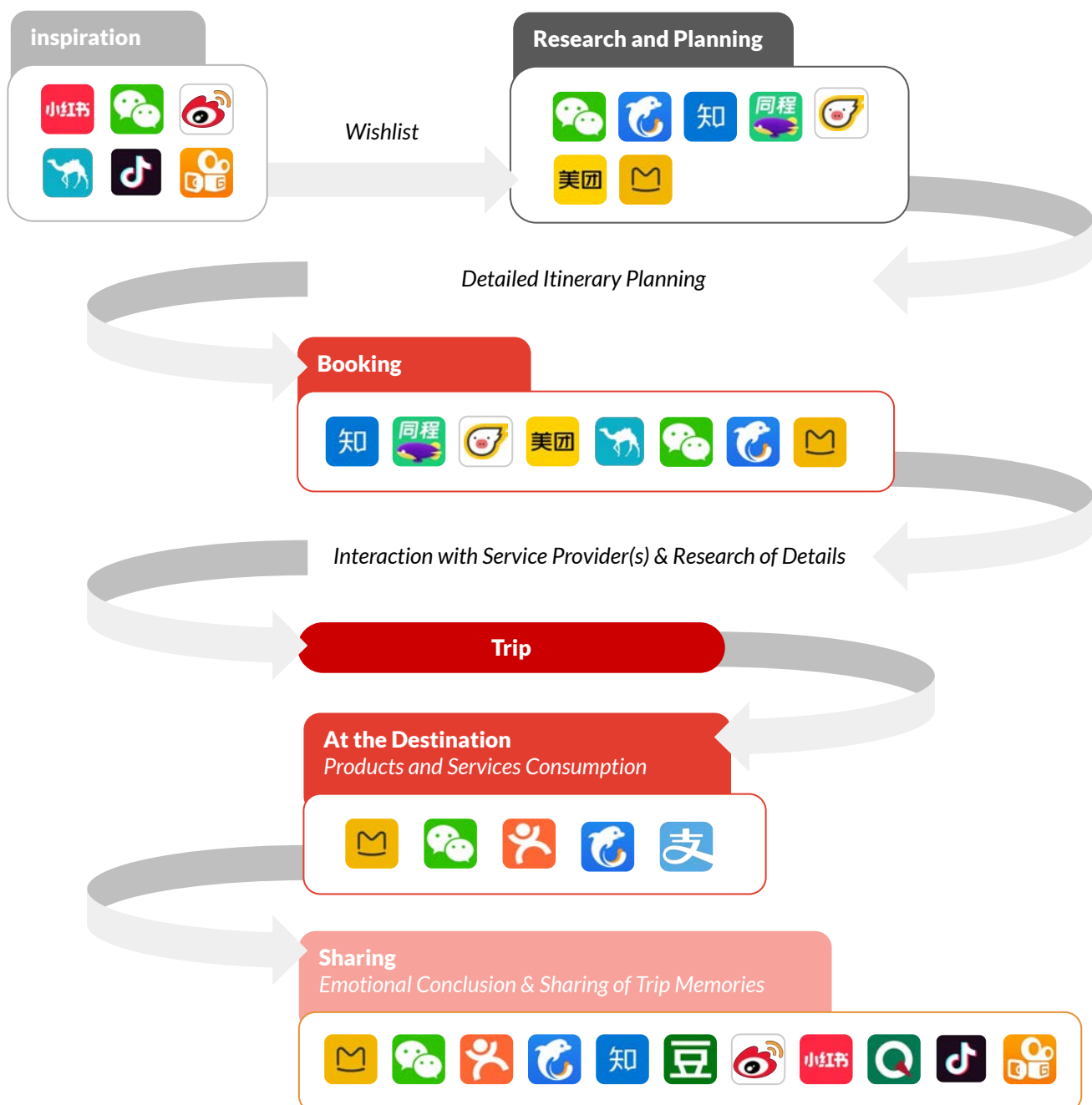
Douyin is the visual storytelling platform par excellence. During the past three years, its content extended to the tourism sector, especially to describe the leisure and cultural experiences of domestic travellers. The platform also advocates DMOs to produce engaging content based on tourist needs, and to collaborate with KOLs to create demand. In February 2023 the platform launched its own e-commerce service called Douyin Shopping.



SOCIAL MEDIA AND MOBILE APPS FOR TOURISM AND TRAVELLERS

The traveller's digital journey

How the different apps are used before, during, and after the outbound trip.





.05

Most Loved
By Chinese
Tourists:
*Our Selection
of Case
Studies*



CASE STUDY

CROATIA
Winter Wonderland

Press Release during the Beijing Winter Olympics

Author:
Croatian National Tourist Board
Shanghai Representative Office

Activity:
Press Release and social media
communication

Date: 2022

CONTEXT:

Although 2022 was a challenging year for tourism, Croatia National Tourist Board invested in a series of promotional activities to show the different opportunities that the country can offer to Chinese tourists while waiting for international travelling to resume. Most international tourists think of Croatia as a summer destination. The local Chinese branch of Croatia Tourism board wanted to shed a new light on the diversity of Croatian tourism and travel offer.

ACTIVITY:

A Press Release named "[Croatia-Winter Wonderland](#)" was launched right during the Beijing Olympics, on 300 lifestyle, travel news and tourism industry media. With this campaign, the CNTB gave a new idea of some different experiences this very diverse country can offer, covering interesting facts on Croatian winter sport athletes, and introducing lesser known places and recommendations related to winter tourism in Croatia.

KEY INSIGHTS:

Croatian Tourism board is exploring the new interest of Chinese tourists towards winter sports.

The Board targeted a key national event like the Beijing Winter Olympics, showing participation and interest towards the Chinese local culture.

The focus on lesser known parts of the country and Croatian winter sport athletes was a winning combination for the curious and sporty Chinese readers.



CASE STUDY

SWITZERLAND

Virtual tour

Alibaba partnered with Switzerland for a virtual reality tour during COVID times

Author:
Switzerland Tourism Board
Activity:
Live Broadcast
Date: 2020

CONTEXT:

In autumn 2020 Switzerland Tourism designed a live streaming experience to entertain the Chinese netizens and create demand.

The event was intended to present the different possibilities that the country would offer to Chinese tourists while waiting for international travelling to resume.

ACTIVITY:

Alibaba partnered with the Swiss Tourist Board and the Sino-Swiss Economic and Cultural Center for a virtual reality tour of Switzerland. The Alibaba Taobao Live platform offered a live broadcast featuring scenic attractions such as the Alps, as well as renowned Swiss brands such as Tissot and Carma Chocolate.

KEY INSIGHTS:

The broadcast attracted more than 1.25 million viewers.

It is regarded as one of the most successful campaigns in a travel industry severely impacted by COVID-19 travel restrictions. The activity focus was mostly on mood-making and making sure that Switzerland stayed top-of-mind in the general public and its key target segments.



CASE STUDY

LUFTHANSA Bilibili Virtual Idol

First virtual idol live streaming by
a Western airline

Author: Lufthansa
Activity: Virtual idol live streaming
Date: 2022

CONTEXT:

Bilibili is one of the most used video and live streaming platforms in China. Most of the users of Bilibili are Gen Z with propensity to spend money online for gaming. These younger individuals tend to allocate a larger portion of their income towards entertainment and content creation. Bilibili provides a platform for virtual idols' live streaming and marketing campaigns.

KEY INSIGHTS:

Lufthansa is exploring the recent interest of Chinese netizens towards Virtual IP and AI. The German airline company invested its marketing budget in an emerging innovative sector like Chinese AI and digital platforms, showing interest towards the Chinese technology industry. The campaign focused on both the desire to travel and the virtual idols format, and was a winning combination that helped the company to reach younger Chinese users.

ACTIVITY:

To celebrate its recent anniversary and present its most advanced fleet of aircrafts, Lufthansa created a Bilibili live streaming event with a branded virtual idol called Xing Tong (Star Pupil). Virtual idols have been mostly used for fashion and luxury brands in China so far. Lufthansa is the first Western airline company to arrange an awareness activity in the virtual idol marketing sector in China with a live streaming session on Bilibili.



WATCH THE VIDEO

CASE STUDY

SWEDEN

Live Streaming of The Northern Lights

The beauty of nature, shared live

Author: Visit Sweden
Activity: Live streaming
Date: 2021

CONTEXT:

Due to the COVID-19 pandemic, travel restrictions had limited travel to Sweden to witness the Northern Lights in person. In response, the Swedish Tourist Office decided to organise a live stream dedicated to the Northern Lights to engage and entertain users who could not travel to Sweden.

KEY INSIGHTS:

By leveraging Chinese social media, the Swedish Tourist Office effectively engaged and stayed connected with potential Chinese tourists who were unable to travel due to COVID-19 restrictions. The immersive and entertaining experience highlighted the beauty and cultural significance of the Northern Lights in Sweden. The live streaming generated interest among Chinese tourists to visit Sweden and witness the Northern Lights in person.

ACTIVITY:

A 13-hour long live stream of the Northern Lights was held on WeChat's video platform, and included multimedia content such as accompanying music and stories about the phenomenon. Users could connect to the streaming at any time and enjoy the mesmerising views of the Northern Lights. To further enhance the experience, the Swedish Tourist Office prepared a 20-page notebook in advance that included special thoughts, music, and interactive content. The notebook detailed which music to play during different periods of the Northern Lights, which helped users to enjoy the experience during dead times.



CASE STUDY

AUSTRIA

Online & Offline Immersive Experience Activities

Sharing the love for winter sports

Author:
Austrian National
Tourist Office

Activity:
Online to offline campaign
Date: 2022

CONTEXT:

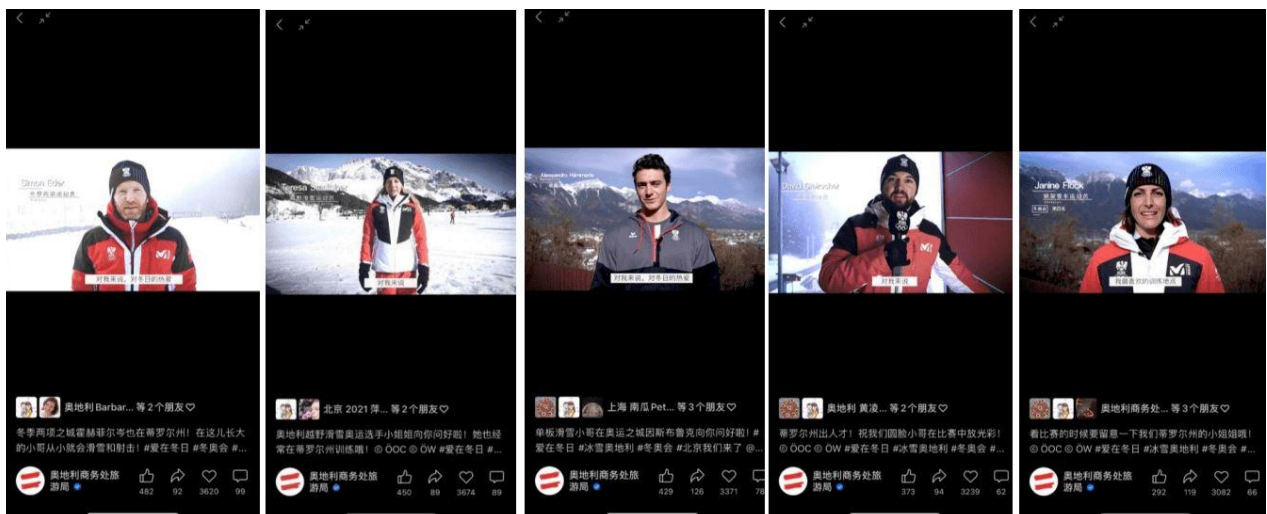
During the Beijing Winter Olympics (4 February 2022–20 February 2022), the Austrian National Tourism Administration, the Austrian Embassy in China and the Commercial Office of the Austrian Embassy in China designed a series of engaging on- and offline activities, in line with the national event, to show the culture of winter sports of Austria.

KEY INSIGHTS:

Through this multichannel awareness project, the Austrian National Tourist Office presented the economic opportunities related to winter sports in Austria and its cultural heritage in ski. This was regarded as an inspiring business model from the emerging winter sports industry players of China while also attracting curiosity around the Austrian lifestyle in the Alps.

ACTIVITY:

The activities organised ranged from the creation of exclusive Winter Olympics content with the Austrian Olympic Committee, to cooperation with the Schönbrunn Palace and Zoo in Vienna to celebrate the Year of the Tiger, to a greeting video for the six athletes before the opening of Winter Olympics, greeting everyone in Chinese and mentioning their favourite places to train in Austria.



CASE STUDY

ENIT WeChat Miniprogram

WeChat B2C Miniprogram development

Author: ENIT
Activity: Miniprogram
development
Date: 2021

CONTEXT

To promote the Italian Regions, cities and UNESCO World Heritage Sites as tourist destinations to Chinese netizens, the Italian National Tourism Board worked with Intarget Shanghai to develop an interactive tool for both discovering and planning itineraries in Italy.

ACTIVITY

Designed and developed a WeChat Miniprogram in Chinese, divided in map section and itineraries sections by interests (art, shopping, nature, outdoor, food).

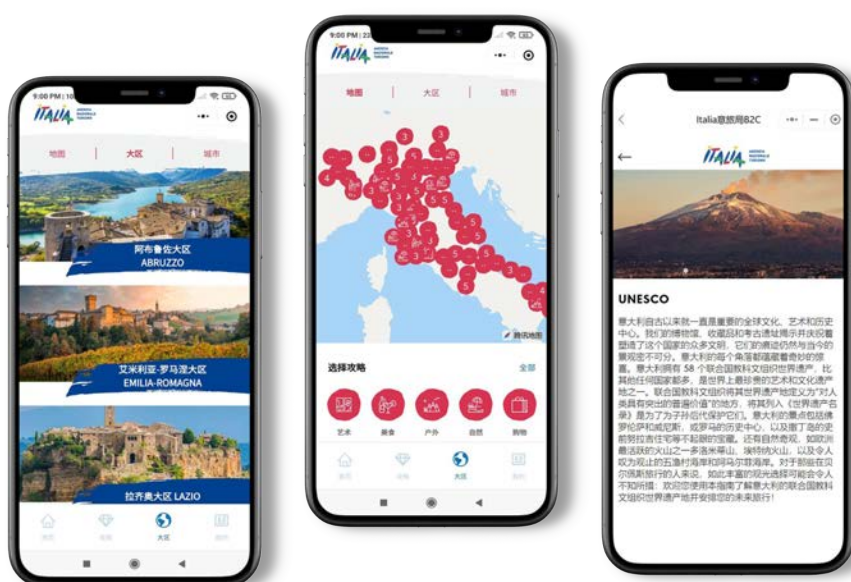
Created an interactive map of Italy's less famous regional destinations for Chinese tourists, helping the regional and city tourism offices in Italy to gain a presence on the most used app of China. Set up an information section dedicated to travelling safely to Italy.

KEY INSIGHTS:

The Miniprogram solution is regarded as very convenient from user perspective as it doesn't require downloading or installing any apps to a phone.

Regional and city tourist offices in Italy can become more familiar with Chinese digital outlets with the help of ENIT and intarget's cross-cultural team to successfully increase their awareness online in China.

The miniprogram is designed to both inspire the user by showing them lesser known destinations and to help them plan their itineraries once in the country.



Scan the QR
code from your
WeChat profile
and browse the
Miniprogram

CASE STUDY

ENIT WeChat Hongbao campaign

ADV Campaign for launching the Miniprogram

Author: ENIT
Activity: Miniprogram promotion
Date: 2022

CAMPAIGN GOALS:

- Promote the new miniprogram from the Italian National Tourism Board
- Gain new Miniprogram followers among selected audiences

KEY INSIGHTS:

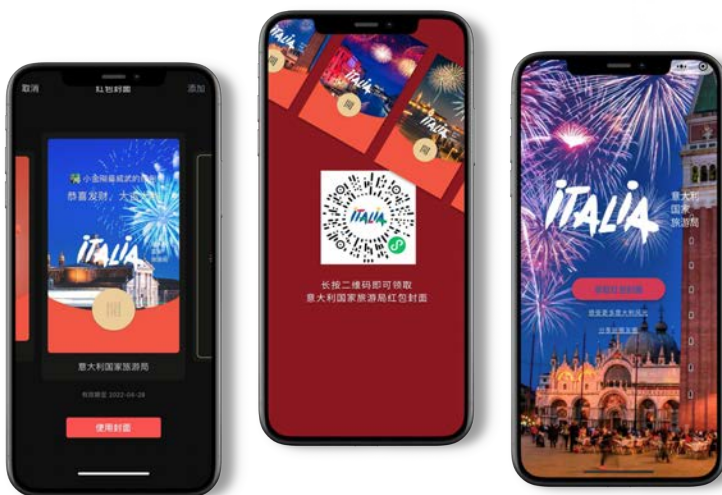
Thank to the targeting options of WeChat advertising, total Campaign impressions were 1,005,500 and the miniprogram gained 7700 new users in the first two days of campaign.

ACTIVITY:

The launch campaign took place during the Chinese New Year 2022. The WeChat Moment Ad campaign included a gift of a small amount of money upon subscribing to the miniprogram (following the Chinese new year tradition of hongbao).

A PR collaboration with top travel media and news media was also carried out. The launch was also promoted on the Italian National Tourism Board Chinese Official Accounts.

The campaign was planned during a key moment in the Chinese traveller agenda: the Chinese New Year holiday break. This resonated with all those users who were waiting to travel again.



CASE STUDY

VISIT TUSCANY Live Streaming

Joint projects with the Chinese OTAs:
Ctrip, Mafengwo and Fliggy

Author: Toscana Promozione
Turistica
Activity: Live Streaming with
Chinese OTA
Date: 2021

CONTEXT:

In 2021, while waiting for international travelling to resume, Tuscany Regional Agency for Tourism Promotion created a multichannel collaboration with Ctrip, leader in the sector of tourist package bookings in China, and pioneer in live streaming marketing for tour package sales and the support of Digitalretex. The collaboration integrated promotional activities on the official VisitTuscany account on WeChat and ranged from a variety of online activities from dedicated pages on the travel agency website to collaborations with Chinese national TV.

ACTIVITY:

On May 21, 2021, a live streaming session dedicated to Tuscany was held on the Ctrip Group Wechat channel. The protagonists of the initiative were two well-known influencers in China: the Chinese blogger Sunny and the Italian actor Alex, who presented all the main Tuscan cities, lifestyle, crafts, and food and wine of the region. The video of the new "Tuscany Renaissance without end" campaign was also broadcasted during the show.

KEY INSIGHTS:

177K users followed the live streaming.

Chinese speaking Italian influencers are very appreciated by the Chinese audience and are regarded with admiration for their language and cultural competence around China.

A multichannel promotional activity is recommended in the Chinese digital and social media environment and is in line with the target users expectations.





06

Quick Wins on How To *Re-Engage* with *Chinese* *Travellers*



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Responding to the Changing Chinese Tourist

YOUR EYES ON CHINA

01. *Solo travel is booming*

The trend of solo travel is rapidly growing and becoming increasingly popular among Chinese travellers. In fact, a significant number of Millennial travellers are opting to embark on solo trips, both for short and long distances, which is a phenomenon that can be attributed to the growing economy of singles in China.

Readily available, good quality information online is also contributing to the trend, making it easier for solo travellers to plan their trips in detail, with the help of fellow travellers' profiles and reviews. As a result, the solo travel trend is gaining momentum and is expected to continue to be an important aspect of the Chinese travel industry for the foreseeable future.



Responding to the Changing Chinese Tourist

YOUR EYES ON CHINA

02.

Travellers are looking for immersive experiences in unexpected destinations

Chinese tourism is undergoing a significant transformation, no longer limited to traditional mass tourism organised in groups in the world's major tourist destinations. The new Chinese traveller, especially the high-spending one, is increasingly interested in seeking immersive, original, and unique experiences associated with the idea of exploring niche destinations. In other words, they no longer settle for standardised tourist experiences, but desire personalised, authentic, and unconventional moments that can enrich their cultural knowledge and travel experience. This trend represents a great opportunity for the Chinese tourism industry, which can create new personalised tourism offerings, adapted to the needs and tastes of the new Chinese tourist who aims to discover the beauty of the world in an increasingly original and exclusive way.



Responding to the Changing Chinese Tourist

YOUR EYES ON CHINA

03.

Outdoor activities, winter sports, and comfort are an indispensable mix

In China, the trend for outdoor activities and winter sports has led to a new concept of leisure and travel, which combines comfort and nature in an innovative way. This has given rise to the increasing popularity of glamping, a form of camping that allows travellers to enjoy the natural surroundings without sacrificing the comfort and luxury of a hotel stay. Glamping has become an increasingly popular travel trend among Chinese travellers, as it allows them to enjoy a range of outdoor activities, such as hiking, fishing, or skiing, while still enjoying the amenities and convenience of a hotel. This trend has been embraced by the Chinese travel industry, which has responded with a growing number of glamping options, from eco-friendly tents and treehouses to luxury yurts and cabins. As such, glamping is now an indispensable mix of outdoor activities, winter sports, and comfort, and is expected to continue to grow in popularity among Chinese travellers.



Responding to the Changing Chinese Tourist

YOUR EYES ON CHINA

04. *Get familiar with Bleisure and Bluxury concepts*

It is important for travel operators and professionals to get familiar with the concepts of Bleisure and Bluxury as they become increasingly relevant to the travel industry. Bleisure refers to travellers who combine business travel with leisure travel, and it is becoming more common as more people seek to combine work and pleasure during their trips. Luxury travellers, on the other hand, may have greater autonomy in extending their travel for leisure time, especially those in senior positions. This trend highlights the importance of creating tailored travel experiences that cater for the unique needs and desires of these luxury travellers. In order to convert business travellers into luxury consumers, tourism operators must identify and satisfy the travellers' leisure needs and create bespoke itineraries that can be adapted to their needs, whether they need to relax and unwind after a long day of meetings or engage in stimulating activities that cater to their interests.

This shift towards personalised and tailored experiences reflects a growing demand for more customised and unique travel options, and those in the travel industry who are able to offer such experiences are likely to succeed in the highly competitive travel market.



Design the Right Experiences for Chinese Tourists

PT. 1 BEFORE THE TRIP

Awareness phase

When catering for Chinese tourists, it is important to incorporate **storytelling** and **localisation** into content with the help of a local Chinese-speaking marketing team working side-by-side with the tourism marketing experts of the destination, to draw **connections between the destination and collective Chinese values and beliefs**. This helps to establish a closer relationship between the tourists.

When suggesting itineraries, it is important to **consider the experience level of Chinese target travellers**. Inexperienced travellers tend to appreciate a sample of experiences, while more experienced travellers prefer authentic adventures that are off the beaten track. **Themed tours**, such as **ski tours** and **food tourism**, are also gaining popularity among Chinese tourists.

Chinese travellers **enjoy deal hunting** and are often more concerned with prices than experiences. To stand out, consider offering cheaper add-ons, discounts, or free gifts in addition to regular tour price. **Seasonal offers** and discounts during Chinese New Year and National Day can also be effective in attracting Chinese tourists.

Chinese **customer service** is characterised by being fast and diligent, which is also expected when providing tourism information online to Chinese visitors. To accommodate this mentality, it is recommended to be clear about the booking process and offered facilities, and respond quickly to inquiries. Additionally, businesses should be prepared to communicate outside of regular office hours and could consider implementing call-center services.

Design the Right Experiences for Chinese Tourists

PT. 2 WHILE ON THE MOVE

During the stay

Accepting Chinese credit cards and **mobile online payments**, and being informative about tax-refund processes, can make shopping more appealing to Chinese customers. **Chinese-speaking staff** is a mindful decision to provide a warmer welcome to incoming Chinese travellers. **High-quality Chinese translations of content** can help to effectively communicate the highlights of a location, particularly for historical and abstract explanations. **Displaying QR codes** that lead to extra information available on digital channels is another great way to engage with Chinese tourists. Learning a few Chinese words can also help break the ice. Offering high-quality Chinese tea along with local products is also much appreciated, as several travel KOLs on Chinese social media have said. Providing free WiFi in attractions, buses, and other locations is critical to put Chinese tourists at ease. **Free internet access** at the destination allows them to **share their experiences with family and friends** and potentially become destination ambassadors.

Photos and **videos** are an essential element of the travel experience for Chinese tourists. **Influencers would always point out the best photo spots**. Providing tailored experiences with local guides plays a crucial role, especially for newcomers. **Chinese tourists want to feel secure** and learn about the typical life of a local, and this can be accomplished by providing **clear information on what to do in the case of a medical emergency** when traveling abroad, and by **training tour guides with Chinese cultural knowledge**.

In Chinese culture, eating is a way of sharing good times. Providing brief introductions of the dishes and **being creative in plating** is a great way to engage with Chinese tourists. **Individual travellers are often foodies** and may ask for recommendations from the staff or their friends back home. They might take photos of the menu and ask their contacts for advice before deciding what to eat. To give customers a **sense of enjoyment and learning while eating**, share the cultural significance of the dishes. Having the name of a good authentic Chinese restaurant on hand is also a good idea.

Design the Right Experiences for Chinese Tourists

PT. 3 BACK HOME

Once Back: *online sharing of trip memories*

Building long-term relationships with Chinese tourists is crucial to ensure their return in the future. By **providing excellent service, catering for their needs, and making them feel welcome**, it is possible to establish a lasting bond that will encourage them to recommend their travel destinations to friends and family. This is especially important given that **Chinese outbound tourism is the biggest in the world**.

To further foster these relationships, **it's important to stay connected with them even after their trip is over**. China is a highly digital environment, so creating strategies for hashtags and mentions that allow travellers to tag memories of their trip on official Chinese social media is a great way to stay connected and show gratitude. This allows overseas tourist destinations to easily connect with travellers online when they are back, as well as share their experiences and recommend places through official accounts.

By nurturing these online relationships and staying in touch with creative digital tourists, it's possible to build a loyal customer base and increase the chances of attracting more Chinese tourists to outbound destinations in the future. **Online word of mouth** is a highly effective way to attract new customers and **boost reputation** in the Chinese market.

About us

intarget is the partner for strategic **consulting in the customer journey**.

Founded in Pisa in 2001, it now has four additional offices in Milan, Rome, Lugano and Shanghai. For **twenty** years it has supported companies operating in the business and consumer markets by building effective and measurable **brand strategies for brand positioning and optimal coverage of the customer's journey**.

intarget supports national and international brands on a path towards full digital maturity and the achievement of set business objectives.

Thanks to an international team of over 180 professionals, it aims to **enhance and improve the interaction between people and brands**, making the most of the potential offered by digital technologies and platforms and creating innovative solutions.

[Find out more](#) →

Authors



Stefano Generali

Managing Director
intarget Shanghai

In charge of operations at intarget's Shanghai office and business development in Asia. His professional career in the communication sector and his passion for innovation and digital technology led him to Shanghai, where he has lived for over 10 years. He holds the role of Brand Manager in the fashion-luxury sector, and operates as Marketing manager for international companies in various industries. Today his goal is to support the expansion of intarget throughout China and Asia.



Anna Pupi

Analyst, Sinologist
intarget Shanghai

Anna Pupi is a sinologist and marketing professional for the Chinese market. She joined the intarget family in 2017, and since 2019, she has been responsible for developing intarget's operations in Shanghai. As a cultural mediator and specialist in the Chinese market, Anna provides support to Western international brands as they seek to expand into China. Her expertise ranges from market analysis and localisation strategies to branding within China's digital ecosystem.

Contributors



Huiyu Ruan

Associate Director
intarget Shanghai

Hui Yu Ruan is a seasoned cross-border e-commerce and Chinese market consultant with over 8 years of experience in helping foreign companies and brands operate in the Chinese market. With a deep understanding of China's unique business and culture environment, she has advised many companies on their Chinese market strategies, including market research, product positioning, e-commerce platform operations and digital marketing.



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