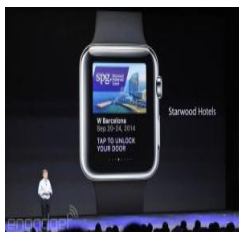


Chinese overseas arrivals and spending reached new heights in 2014, making China one of the biggest driving force in the global travel market. China's travel sector however is undergoing some changes, which may be deemed either as challenges or opportunities for players in the market—highly interconnected information, rising demand for personalized travel, and the fragmentation of travelers' data.

GfK teamed up with travel magazine *Travel + Leisure* to conduct an online study amongst 335 luxury travelers in the first-tier and second-tier cities in China. A luxury traveller is defined by GfK as high income and high consumption individual (household income above 300,000 RMB in first-tier cities and 180,000 RMB in second-tier cities) who loves travelling and have overseas travel experiences in the past two years.

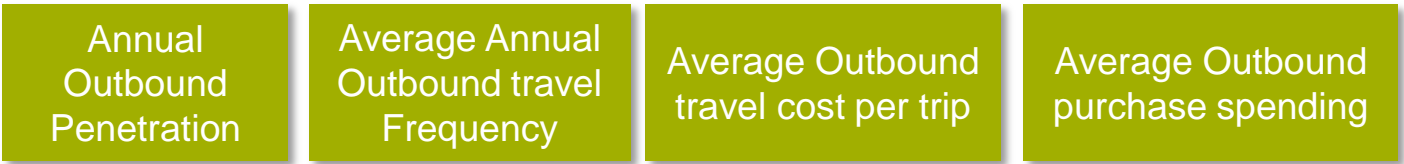
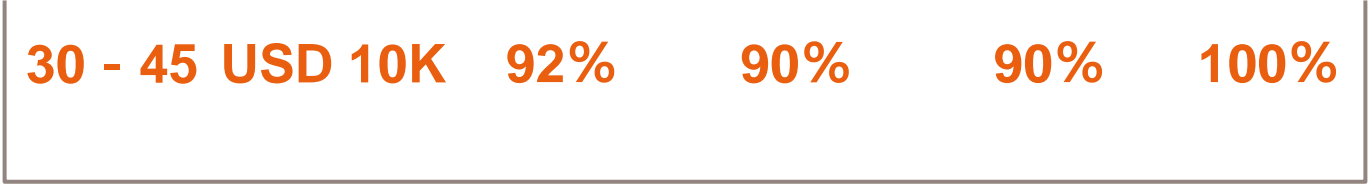
The China luxury travelers report provide valuable insights on:

- China luxury travelers' behaviors and attitudes;
- Demand for cruise, airline and accommodation;
- What kind of overseas purchases they made;
- Purchase Journey Analysis, or details of the processes they go through when planning a trip;
- What to expect in China's luxury travel market in 2015.



KEY INSIGHTS 

China Luxury Travelers' Profile



Data source : Outbound data indicates leisure travel

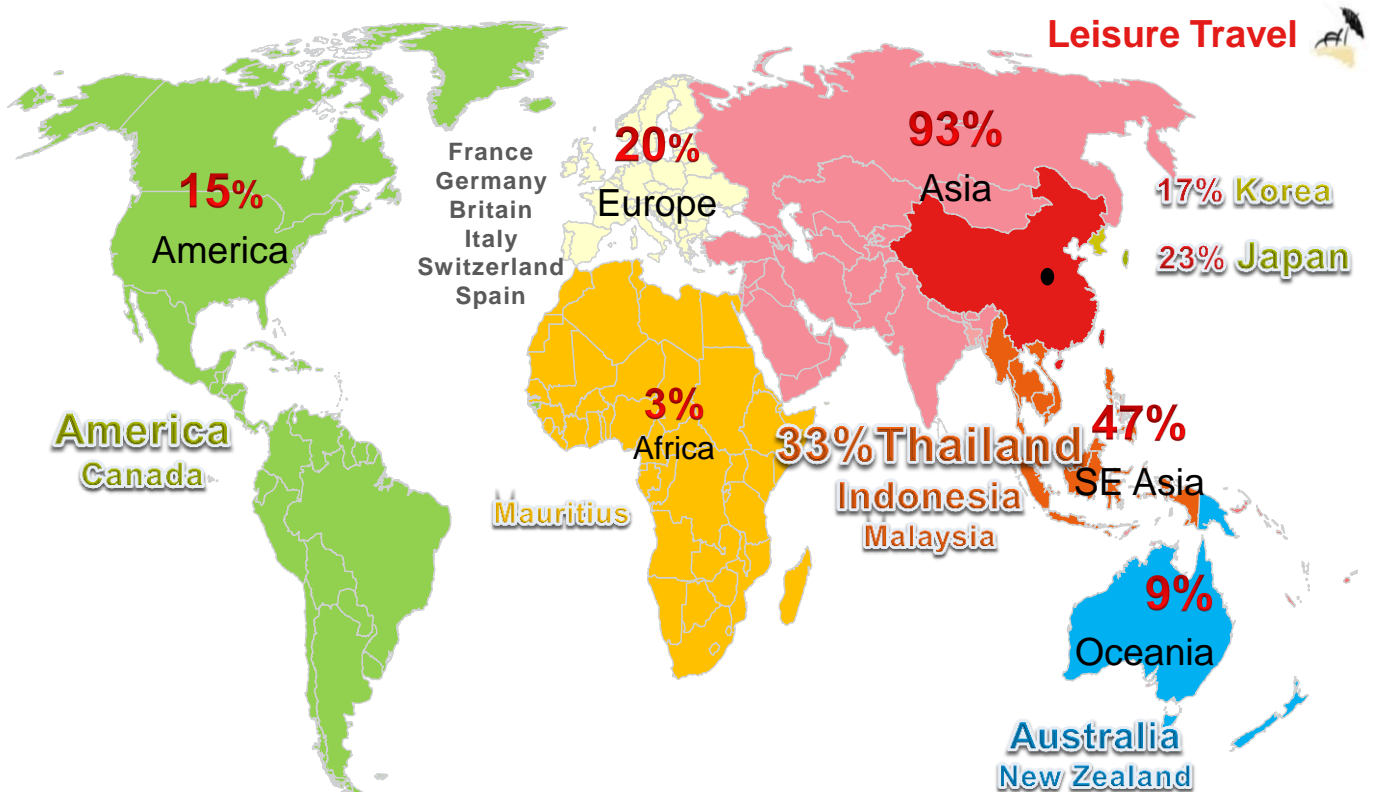
KEY INSIGHTS 

Key Destinations Luxury Travelers Overseas

From the study, nine in ten luxury travelers who travelled overseas preferred to travel within Asia; 47% of whom chose Southeast Asia.

Outside the region, Europe is the second most preferred region(20%).

Besides Hong Kong, Macao and Taiwan, Thailand (33%), Japan (23%) and Korea (17%) emerged as the 3 top destinations.



The study contains leisure and business travel, all of domestic and overseas destination

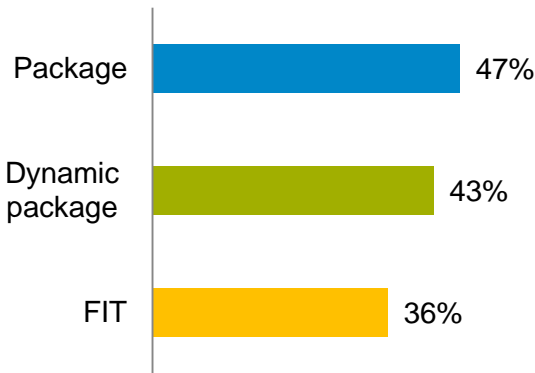
KEY INSIGHTS 

Favorite travel styles of China's Luxury Travelers



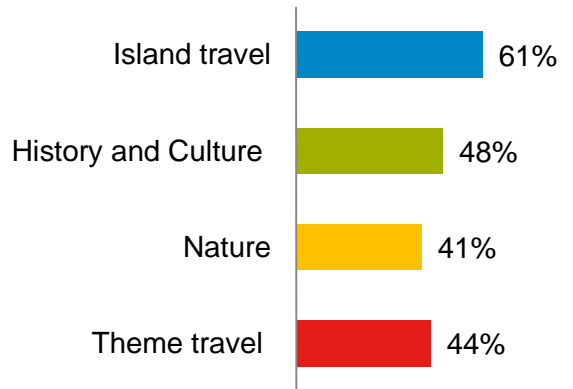
70%

FIT/Dynamic package



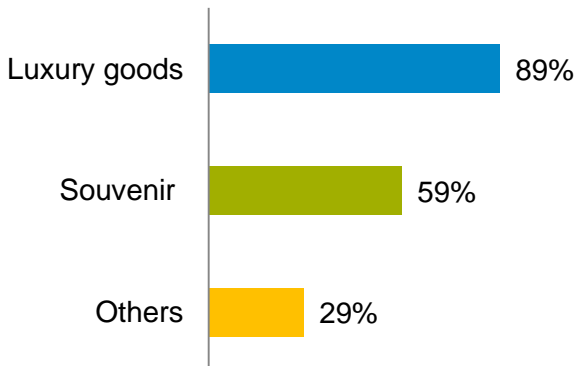
61%

Island Travel



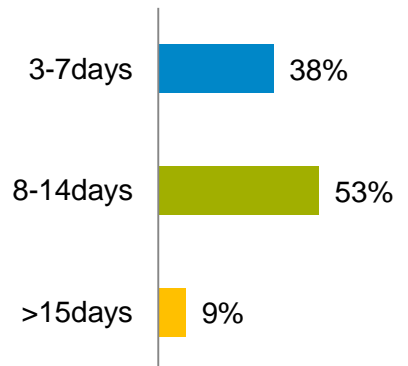
89%

Purchased Luxury Goods



9 days

Average overseas travel days



KEY INSIGHTS 

Cruise

- 10% of respondents have gone on a cruise and this is likely to rise to 15% next year
- Short cruises are the most popular; namely cruises that take the Japan and Korea routes (54%), Southeast routes (29%), Hong Kong, Macau and Taiwan routes (29%)
- The cruise's route design is the most important factor that affects the travelers' decision (75%), followed by the cruise's configurations and the services provided



Airline

- Considerations when choosing airlines: safety (50%), brand awareness, past experiences and frequent-flyer program
- The most popular domestic and international airline brands: China International Airline and Singapore Airline (Options included over 30 major domestic and international airlines)



Accommodation

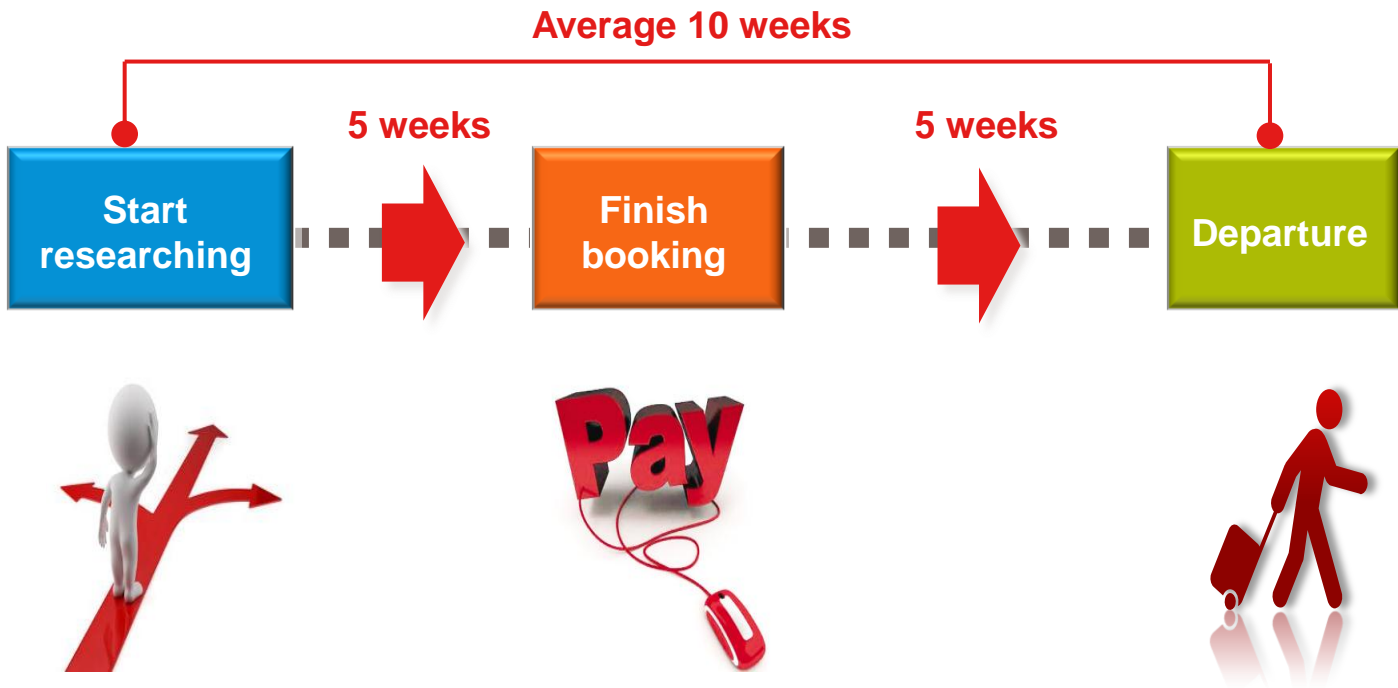
The survey covered 47 major domestic and international four-star and above hotel accommodations.

This study has found out that the most popular hotel brands are Marriott, InterContinental, and Hilton Hotel chains.



KEY INSIGHTS 

Booking Process of China's Luxury Travelers

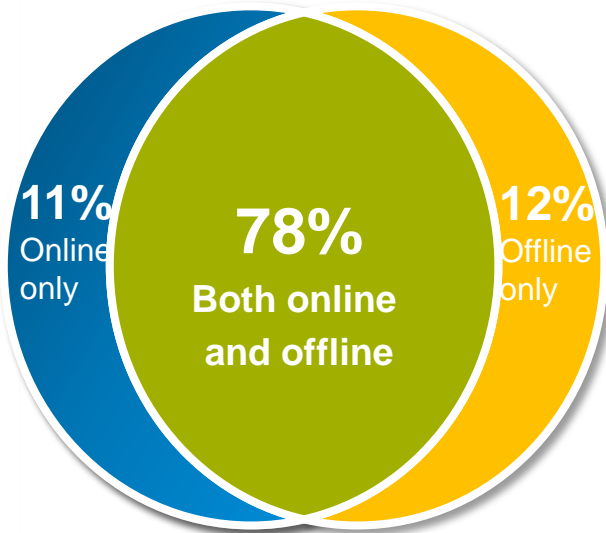


This study revealed that luxury travelers start planning for their overseas leisure trips 10 weeks before departure

- 55% luxury travelers start to research 1 to 3 months in advance when they are planning an overseas trip;
- Luxury travelers spend an average of five weeks to complete travel bookings (from planning to actual booking)

KEY INSIGHTS

Strong Omni-channel Research Behavior



With the diversified information/sales channels available today, consumers' purchasing decision process has become more complicated:

- 78% of travelers use both online and offline channels for travel research to ensure that the content on both online and offline channels are consistent;
- The online channel is the most popular (88%), followed by travel books/magazines (74%) and word of mouth (53%).

Usage of Booking Device



76%
Computer

24%
Smartphone
or tablet



Study has found that 83% of the luxury travelers book travel trips through online channels, and amongst them:

- 76% booked via their personal computer
- 24% booked via smart phone or tablet, with hotel bookings from mobile devices having the most significant difference in booking methods used

Summary

Key take-away for luxury travel in China



Marketing

Media Choice:
Focus on printed media containing cultural insights, such as travel magazines of high quality to better cater the luxury travelers

Marketing schedule plan:
Understand the difficulties faced by consumers in their ticket-booking process, and begin intensive marketing at least 3 months beforehand

Sales

Multi-channel:
Take advantage of the increased usage of Internet and mobile devices. Focus on improving user experience, convenience and Internet transaction security.

Personalization:
Identify the main sales channel of the respective travel destinations and enhance booking experience by allowing consumers to book tickets more efficiently.

During the journey

Travel products:
Provide offerings that are related to the travelers' chosen destination

Airlines and Accommodations:
Ensure security, good service and attention to customer needs at all times. WOM and recommendation is key in these aspects.

Shopping:
Convenience and variety of offerings to cater to all is key.

2014 China Luxury Travel Report Content

1. **Introduction and Overview**
2. **Background**
 - a. Scope of the survey
 - b. Survey demographics
3. **China Luxury Travel Insights**
 - a. Travelers' decisions and attitudes
 - b. Domestic and foreign travel destinations
 - c. Domestic and foreign travel behavior
(Includes Leisure and Business travel frequency, number of travel days and type, etc)
4. **Market Insights by Segments**
 - a. Accommodation - penetration rate, NPS values, leisure and business travel occupancy rate analysis etc.
 - b. Airlines
 - c. Cruise
 - d. Overseas Travel Shopping – expenditures, purchase items, shopping channels and tax services, etc)
5. **Purchase Journey Analysis: How a trip is planned**
 - a. Social Media
 - b. Booking Channels – Grouped by mode of travel, segment market and Destinations, etc)
 - c. Booking Period – Grouped by travel destination and the 3 booking sections)
6. **2015 Travel Plan**
7. **Summary and Recommendations**

Note: **Analyses and evaluation include segmentation by Gender, Age Groups, Household income, City Level and Regions**

2014 China Luxury Travel Research Report Quotation

Fees (excl. taxes)

Product	Price	Delivery frequency	Format
2014 China Luxury Travel Research Full Report	SGD10,000	One off	PPT(Chinese and English Version)

Special discounted price of SGD6,000 excluding taxes applies, if above report is purchased before 31st December 2014

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