



Indian & Chinese Adventure Travellers

- Who are they?
- Where do they go?
- What do they care about?



BANNIKIN

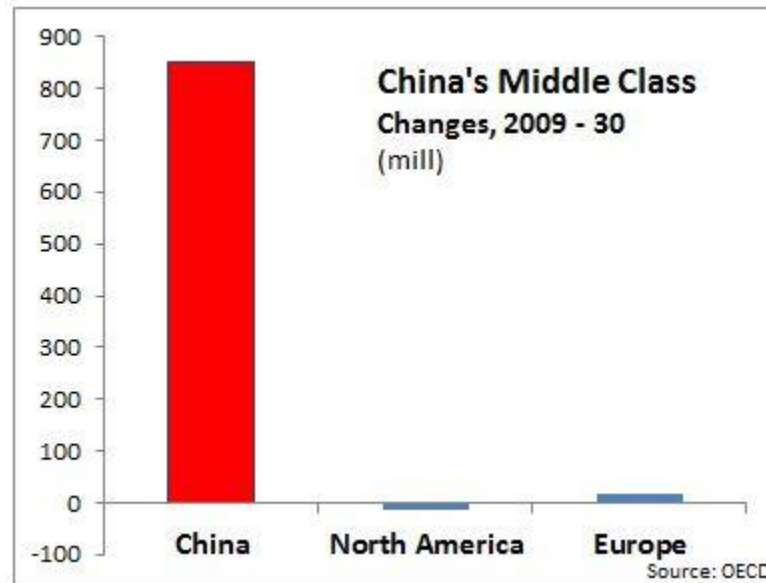
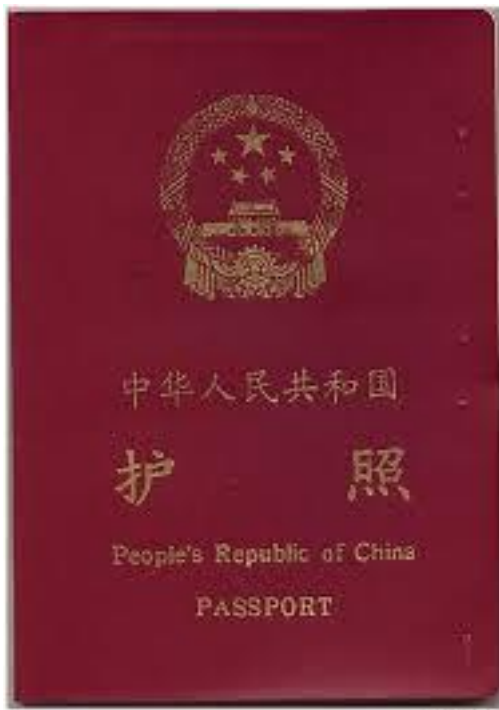
travel & tourism

145M

outbound departures
from China in 2017



BANNIKIN
travel & tourism



VISA FREE

China +17pts on
Henley Index

MIDDLE CLASS

700M Chinese in
Middle Class by
2020

INTERNET

Easy to plan and
book online.

TARGETING

Easy to plan and
book online.

Top Receptive Countries for Chinese Tourists

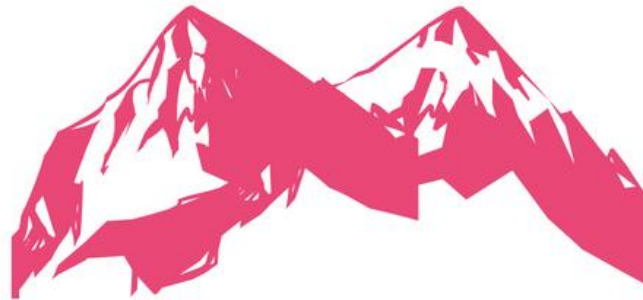
Country	Number of Chinese Tourists	Percentage of Total
Thailand	9.5M	28%
Japan	7.3M	25%
South Korea	4.1M	30%
Vietnam	4M	31%
Russia	1.5M	4%
Indonesia	2M	15%

23.49M

Adventure departures
from China in 2017

Top Countries in the ATDI

Country	Total Tourists	Number of Chinese Tourists
Iceland	2.2M	66,000
New Zealand	3.8M	437,696
Israel	3.6M	100,000
Estonia	3.5M	19,000
Chile	6.4M	30,000



51 Chinese
mountaineers
summitted Everest
(11%)



5286 Chinese
tourists
to Antarctica (12%)



Who is the Chinese Adventure Traveller?



Motivations

- Clean air
- Landscapes/
Nature
- Nice cities
- Photographic experiences

Important Factors

- Visa free/Visa waiver
- Good flight connections
- Value for money
- Safe and secure

Inspiration

- OTAs (Ctrip, Fliggy etc)
- Blogs like Mafwengwo

Peak travel times

- October
 - January/February
 - July/August
- Lead times between one and two months.

4% of Chinese people practice an adventure sport at home.

95% of China's internet users are using mobile



Jenna Chen

27 years old, Chengdu



在芽庄喝的咖啡比过去一年都多

Like Comment



相逢

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8:42 PM

< Profile Jenna Chen

2018

06 Apr 在芽庄喝的咖啡比过去一年都多
Vietnam · Van Ninh... 5 item(s)

04 Apr 小吃货再一次错过了下雪的北京
Vietnam · Ho Chi M... 4 item(s)

03 Apr 最爱的，还是这人间烟火
Vietnam · Ho Chi M... 8 item(s)
 In Vietnam with Zhang Jie. 4 item(s)

02 Apr 碎片的记忆

TAKE AWAY #1

Bucket lists and icons
still sell.



TAKE AWAY #2

Target the Millennials



“There is a large shift to wanting to ‘be first’ rather than follow the ‘been done.’ This is prevalent for the younger generation as they seek to share experiences across digital media,” said Devon Dow, global strategy director of Mailman X to Skift



TAKE AWAY #3

B2B is probably the best route for high value adventure tourists..

