

COTRI IN THE NEWS



New habits of Chinese travelers worth noting, industry insiders suggest

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This article concerns that due to the fact that the COVID-19 pandemic has largely limited China's outbound travel, strong demand in the domestic market has presented new trends among Chinese tourists over the past two years. There is a growing demand for special, authentic and unique travel experiences to explore personal interests. It is shown that Chinese travelers are gravitating toward premium, integrated experiences that go beyond the typical packaged tour.

"Smaller groups, more family travel, more 'meaningful tourism' in the sense of doing and experiencing and learning instead of passive observation, going to smaller and new destinations, a stronger focus on hobbies and special interests — all this will stay and the international service provider has to prepare for that now"

"Just opening the door and offering all Chinese visitors what you offer to everybody else will not work anymore,"

"Helping the Chinese to meet interesting local people, participate in local activities are key elements which service providers can offer and which visitors cannot easily organize themselves."

Wolfgang Arlt, director of the China Outbound Tourism Research Institute

Link to the full article

<https://www.chinadaily.com.cn/a/202201/14/WS61e0d78ba310cdd39bc81015.html>