

China Outbound Travel Monitor 2009

Tracking the changes of Chinese travelers' behavior and expectations
 Helping you tap into Asia's largest outbound travel market

Interesting findings from the previous report

- Six percent of Chinese consumers took outbound trips.
- Chinese outbound travelers like to travel in comfort, on average USD2,909 spent per person per outbound trip.
- Travelers from the South and East of China travel more frequently than travelers from the North and West of China.
- Online travel agents challenge conventional agents with nearly seven in 10 Chinese leisure travelers accessing destination websites, and about six in 10 using online travel discussion forums to source information.
- According to Nielsen Destination Satisfaction Index, Hong Kong was the most popular leisure travel destination, but Japan is the most satisfactory destination.
- Plus much more...

What's NEW in China Outbound Travel Monitor 2009?

- Media expenditure by travel destinations, covering TV, magazines, newspapers and Internet in China
- Share of voice (SOV) in different cities and regions in China.

What can you achieve with the 2009 report?

- Identify and optimize growth opportunities in the China outbound travel market
- Develop effective marketing strategies to win Chinese consumers
- Gain insights for tactical plans to communicate with your target segment
- Track your performance against competitors
- Understand new trends in travel.



Nielsen's China Outbound Travel Monitor insights enable you to understand the savvy, confident, well-informed traveler as well as the first time experience seeker.

"We are pleased to officially endorse the China Outbound Travel Monitor, 2009. This is a must-read strategic report for all industry professionals interested in growing their China outbound travel market share."

Mr John Koldowski, Director - Strategic Intelligence Centre, PATA.

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A comprehensive picture of destination performance

Characteristics of travel experiences

- Seasonality
- Purpose
- Length
- Travel patterns
- Travel insurance
- Communications

Information sources and booking channels

- Incidence
- Advertising awareness
- Travel booking channels

Transportation

- Mode of transport
- Factors considered when choosing airlines
- Air travel experiences
- Airlines taken
- Satisfaction

Accommodation

- Type
- Satisfaction

Destination media expenditure in China

- Different media types
 - TV
 - Internet
 - Newspapers
 - Magazines
- Share of voice by each destination
- Seasonal comparison by different media types

NEW!

Travel expenditure

- Shopping expenditure
- Global branded goods
- Purpose
- Categories
- Travel retail sites
- Payment methods

For more details contact:

Dr Grace Pan at grace.pan@nielsen.com

Tel: +86 21 5385 5000 ext 330 or

Sissi Cao at sissi.cao@nielsen.com

Tel: +86 21 5385 5000 ext 858

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