



## Canada surges in popularity for Chinese travellers

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**Latest Hotels.com research reveals Chinese travellers want more of everything - more time travelling, more locations and more exotic experiences**

**Toronto, July 18:** The latest *Chinese International Travel Monitor* research from Hotels.com™ reveals that Chinese travellers are expanding their horizons. As they become more educated and increasingly sophisticated in their tastes and expectations, they want more of everything - more time travelling, more locations and more exotic experiences.

The rise of the 'more generation' in Chinese travellers is a key finding in Hotels.com's sixth annual *Chinese International Travel Monitor report*, which identified:

- **Chinese travellers of all age groups are travelling internationally more often and for longer;** the number of trips and number of days per trip increased in the past year from 3 to 4 and from 5 to 7 days, respectively.
- **Chinese travellers visit multiple cities per trip,** with over 80 per cent saying they would not just stay in a single city.
- **Chinese travellers spent an average of 28 per cent of their income on international travel in 2016,** up 3 per cent on the year before. 90s millennials being the biggest spenders, allocating 35 per cent of their income to travel.

The research also identified Chinese travellers' desire to travel even further than before, with countries such as France, the USA, Canada and Germany leaping in popularity, in comparison to their rankings in 2016.

Chinese travellers are keen on Canada as the country ranks among top destinations Chinese travellers intend to visit in the next 12 months—making the top 10 list for the first time—with Vancouver and Toronto as top 2 Canadian cities to visit amongst the North American Region, and the Rocky Mountains as top Canadian landmark to visit.

**Top ten countries Chinese travellers are intending to visit in the next 12 months, according to CITM:**

Ranking	Destination	Percentage of Chinese travellers	Ranking in 2016
1	France	18%	9
1	USA	18%	12
3	Australia	16%	1
3	Canada	16%	17
5	Germany	12%	17
6	Maldives	11%	5
7	Japan	10%	2
7	New Zealand	10%	12
7	Singapore	10%	6
7	Thailand	10%	6

**Abhiram Chowdhry**, Vice President and Managing Director Asia Pacific and Latin America for the Hotels.com brand says the potential for growth in both the number of Chinese travellers and their spending power is enormous.

“In 2016 there were 122 million outbound Chinese tourists<sup>[1]</sup> – 4 per cent more than in 2015 and a massive 74 per cent more than in 2011, when we published the first CITM. China is already the largest source of international travellers for many countries – despite the fact only 10 per cent of the population had passports in 2016<sup>[2]</sup>!”

“As the number of Chinese travellers grows, so does their expectations of new, more adventurous and diverse travel offerings. Hotels.com is proud to be right there along beside this ‘more generation’ of Chinese travellers, by fulfilling their travel desires with hundreds of thousands of quality accommodations at the touch of a mobile button or click of a mouse.”

Shopping no longer holds the attraction it once did for Chinese travellers, taking a whopping 35% drop from last year. Dining (55%), sightseeing (53%) and leisure activities (41%) took out the top spots in terms of daily expenditure by Chinese travellers. Leisure beat out business as the key motivation, with 94 per cent saying this is the prime reason for their travel.

As Chinese travellers grow in affluence and sophistication, it will be more important than ever for hotels and destinations to tailor their marketing and diversify their offerings. The 2017 CITM report identified gaps in the service offerings and travel desires from Chinese travellers:

- Chinese payment facilities at hotels, such as Union Pay, rank second for consumers in importance, yet only 18 per cent of hotels currently offer these facilities. Indeed, only 18 per cent intend to offer them in the next 12 months.
- In-house Mandarin speaking staff was ranked number one by travellers but was low on the list for hoteliers, with only 17 per cent currently offering the service and 17 per cent planning to in the next 12 months.

- On-site Chinese restaurants were ranked fifth by travellers however only 7 per cent of hoteliers currently offer this service. Only 13 per cent intend to provide it in the next 12 months.
- Translated travel guides were ranked number four by travellers but are a low in priority for hoteliers; 18 per cent currently offering this and only 21 per cent planning to in future.

The research combines data from more than 3,000 Chinese international travellers and over 3,800 Hotels.com accommodation partners globally with Hotels.com's own data and other third-party research.

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### **Notes to editor**

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### **About the research**

The Hotels.com Chinese International Travel Monitor (CITM) analyses research taken directly from both Chinese international travellers and hoteliers worldwide, combined with Hotels.com own proprietary data and other research.

For the travellers' survey, Hotels.com used Ipsos, a world leader in market research, which in April and May 2017 conducted interviews with 3,000 Chinese residents, aged 18-57 years, who had travelled overseas in the past 12 months. A Computer-assisted Web Interviewing technology was used. The representative sample consisted of men and women from a number of cities in all tiers.

The travellers were asked about travel behaviour, booking methods, accommodation choices and many other aspects of their travel.

**[1]** [China National Tourism Administration](#)

**[2]** [China National Tourism Administration](#)