

Impact of the COVID-19 pandemic on intentions to travel among Chinese consumers

May 2020 (fieldwork period: 25 May – 06 June 2020)

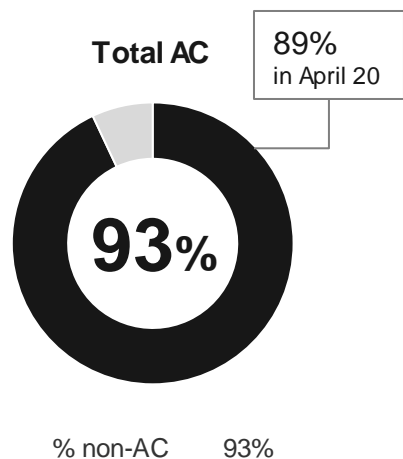


The majority of ACs in China are still concerned about the risk of contracting COVID-19; younger ACs remain more concerned compared to older generations

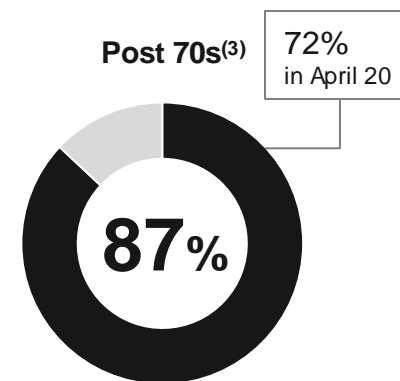
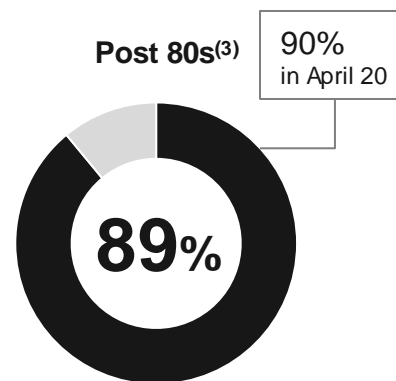
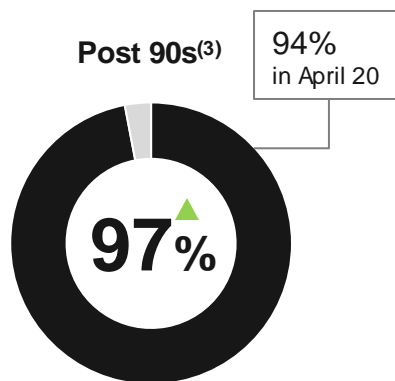
% Consumers concerned about the risk of contracting COVID-19

May 20

Overall



By age



■ Concerned + Highly concerned ■ Not concerned

Notes:

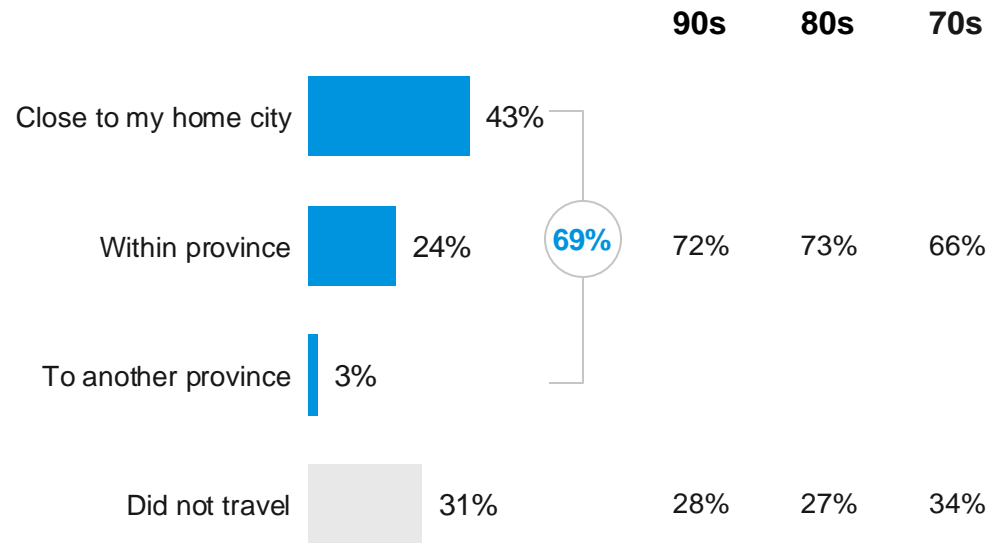
1. Sample: Active Considerers (AC) April n = 410, May n = 410 | Posts 90s n = 108 | Posts 80s n = 150 | Posts 70s n = 137
2. Sample: non Active Considerers (non-AC) n = 298
3. Active Considerers born in the 1990s, 1980s and 1970s respectively

▲ ▼ significantly higher / lower than other age segments

Over two-thirds of ACs travelled for the May Day holiday; this is indicatively higher than the proportion who travelled for the Qingming holiday in April; most of the trips were close to home cities

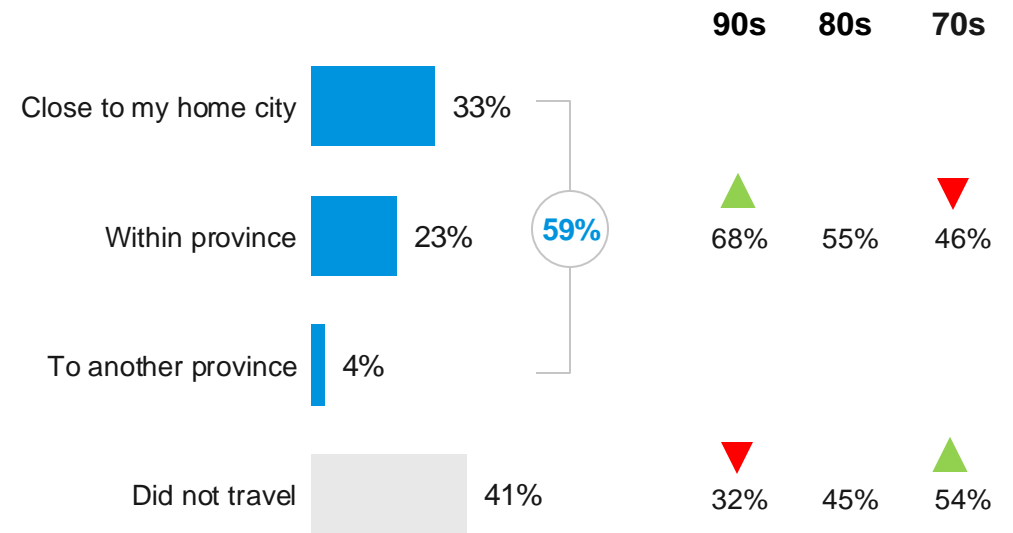
Travelled for the May Day holiday

% AC | May 20



Travelled for the Qingming holiday

% AC | April 20



Notes:

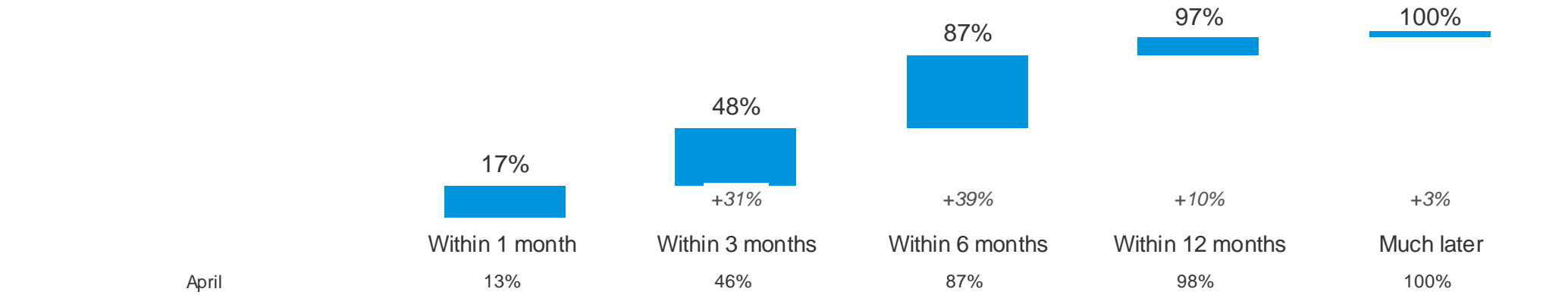
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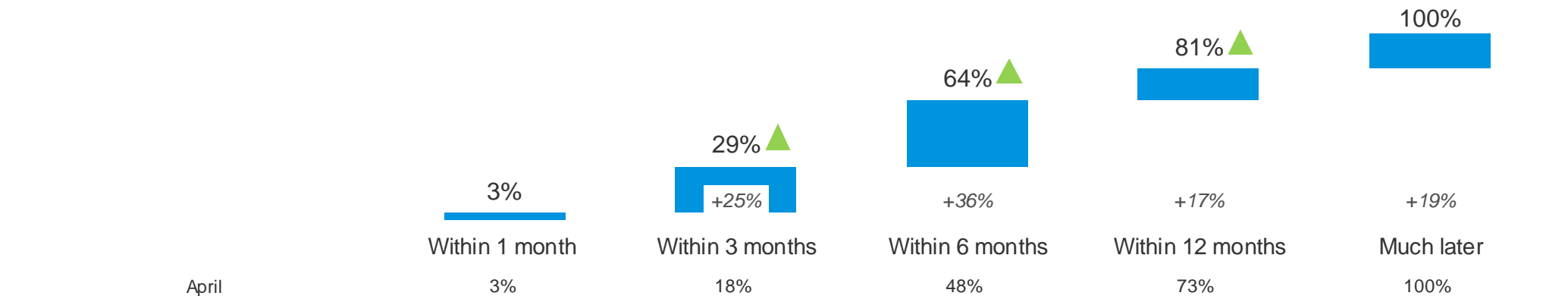
The level of pent up demand for international holiday remains high and unchanged compared to April: 87% of ACs are ready to travel abroad within six months of restrictions being lifted

Speed of **international holiday** demand recovery after restrictions are lifted

% AC | May vs April 20



% non-AC | May vs April 20



Notes:

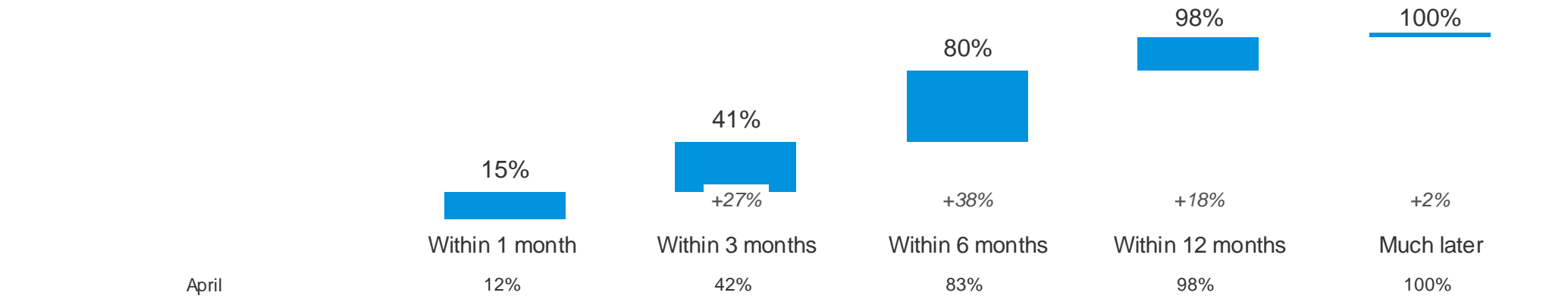
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▲ ▼ significantly higher / lower than April 20

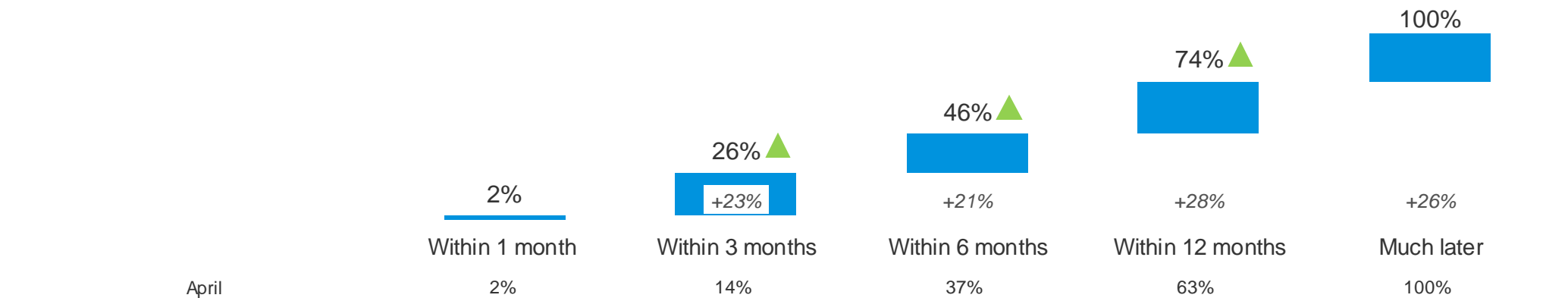
Pent up demand for a New Zealand holiday also remains stable in May: 80% of ACs are ready to travel to New Zealand within six months of restrictions being lifted

Speed of **New Zealand holiday** demand recovery after restrictions are lifted

% AC | May vs April 20



% non-AC | May vs April 20



Notes:

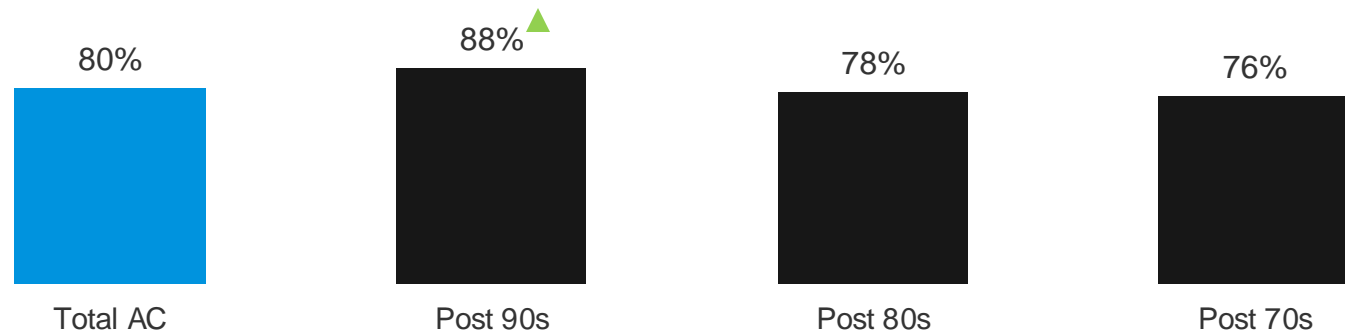
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▲ significantly higher / lower than April 20

More ACs in the Post 90s generation than in the older generations wish to travel to New Zealand for a holiday within the first six months after borders are open

Level of **New Zealand holiday** demand recovery within 6 months across generations

% AC | May 20





Level of **international holiday** demand recovery within 6 months across generations



Notes:

1. Sample: Active Considerers (AC) n = 410 | Posts 90s n = 108 | Posts 80s n = 150 | Posts 70s n = 137

  significantly higher / lower than other age segments

About a third of ACs are likely to travel to destinations in Asia more after the threat of COVID-19 passes than previously, especially the Post 90s ACs

Expected change to overseas holiday travel to destinations in Asia after COVID-19

% AC | May 20

Net%
(more often - less often)

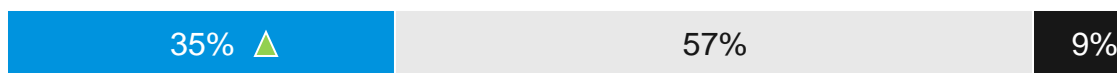
■ Would take overseas holidays **more often**
■ Would take as often as I used to
 ■ Would take overseas holidays **less often**

Total AC



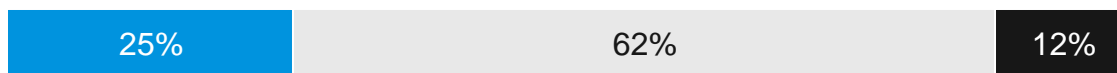
18%

Post 90s



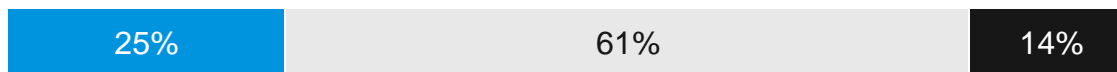
26%

Post 80s



13%

Post 70s



10%

Notes:

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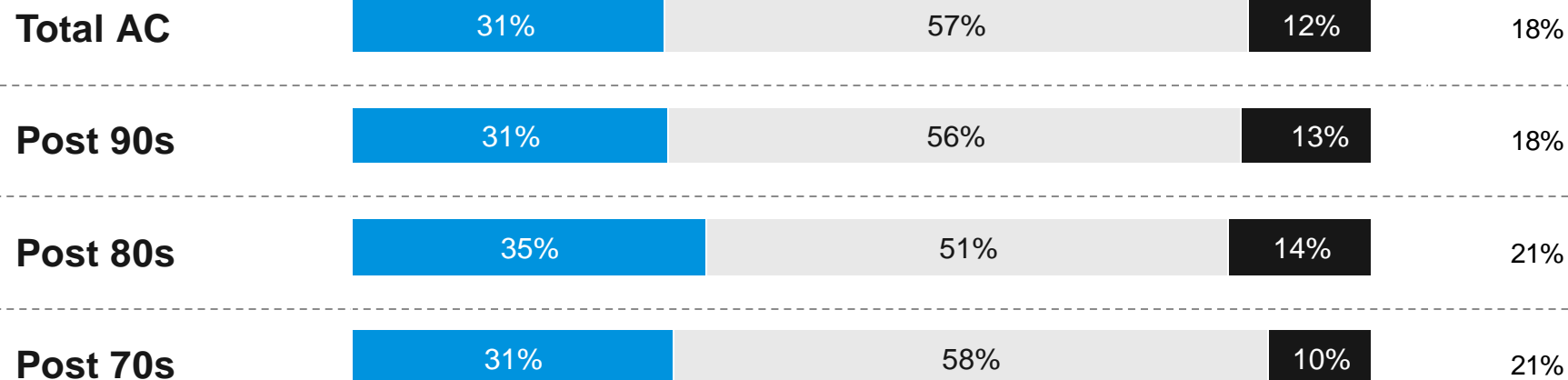
Holiday travel outside of Asia is also likely to see an increase after the COVID-19 outbreak passes

Expected change to overseas holiday travel to destinations outside Asia after COVID-19

% AC | May 20

Net%
(more often - less often)

■ Would take overseas holidays **more often**
■ Would take as often as I used to
 ■ Would take overseas holidays **less often**



Notes:

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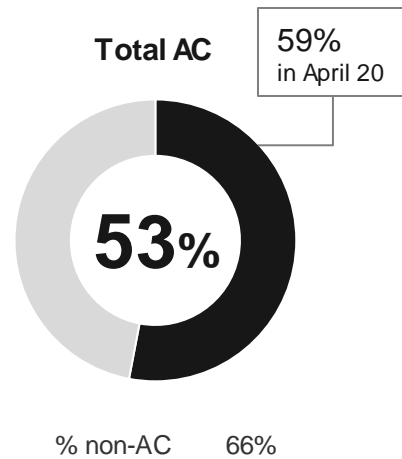
▲ ▼ significantly higher / lower than other age segments

Just over half of ACs say that they have reassessed what they look for in an overseas holiday destination due to COVID-19; less so among Post 90s compared to other age groups

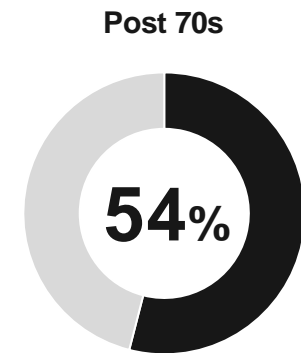
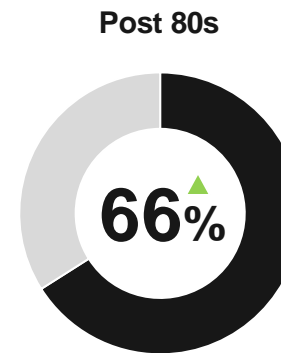
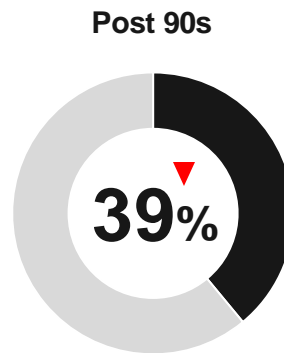
ACs who say that COVID-19 has changed what they look for in overseas destinations

% AC | May 20

Overall



By age



■ Concerned + Highly concerned ■ Not concerned

Notes:

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Specifically, ACs are more focused on destinations with robust health measures and destinations where locals are welcoming toward tourists

Changes in what they look for in overseas destinations as a result of COVID-19

Verbatim – AC & non-AC | May 20

Reduce overseas travels

“Delayed travel to overseas countries”

“Lower travel frequency”

“Reduced the number of trips abroad”

“Postponed travel plans”

Prefer domestic travels

“Less travel to countries outside Asia”

“Fewer outing decisions, try to stay in or around the country”

“Temporarily not travel to countries outside Asia”

“More travel to Asia”

Choose safer destinations

“Do not go to popular tourist attractions”

“Choose a country where the epidemic is well controlled to travel”

“Countries with milder outbreaks”

“Choose countries with good anti-epidemic effects and low population density”

“Choose a place with fewer people to travel”

Less US and Europe travels

“Do not want to go to Europe”

“Won't go to America and Europe”

“Will not consider the US and Italy”

“I will not consider traveling to the United States for the time being”

“I originally planned to go to the US, but now I changed my destination”

“Hold a wait-and-see attitude towards Europe and America”

Concerns about health, safety

“Focus on travel safety”

“Pay more attention to health environment and safety”

“A little worried, pay more attention to safety”

“There are more concerns about self physical safety and health”

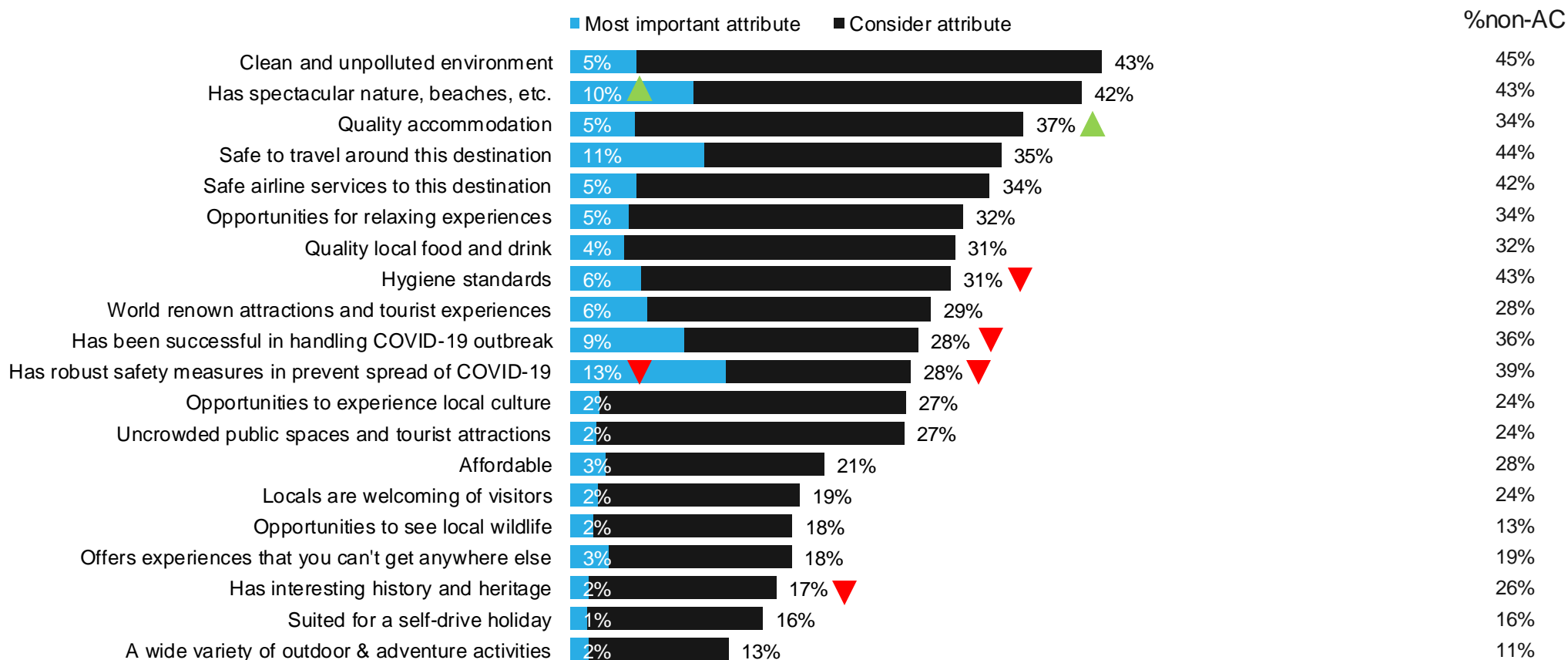
“Worry more about safety issues and worry about the chaos outside”

“Looking forward to stricter health management”

Clean environment and spectacular nature remain the top attributes considered; health and hygiene measures are considered by around a third of ACs

Attributes considered when choosing destination after COVID-19

% AC | May 20



Notes:

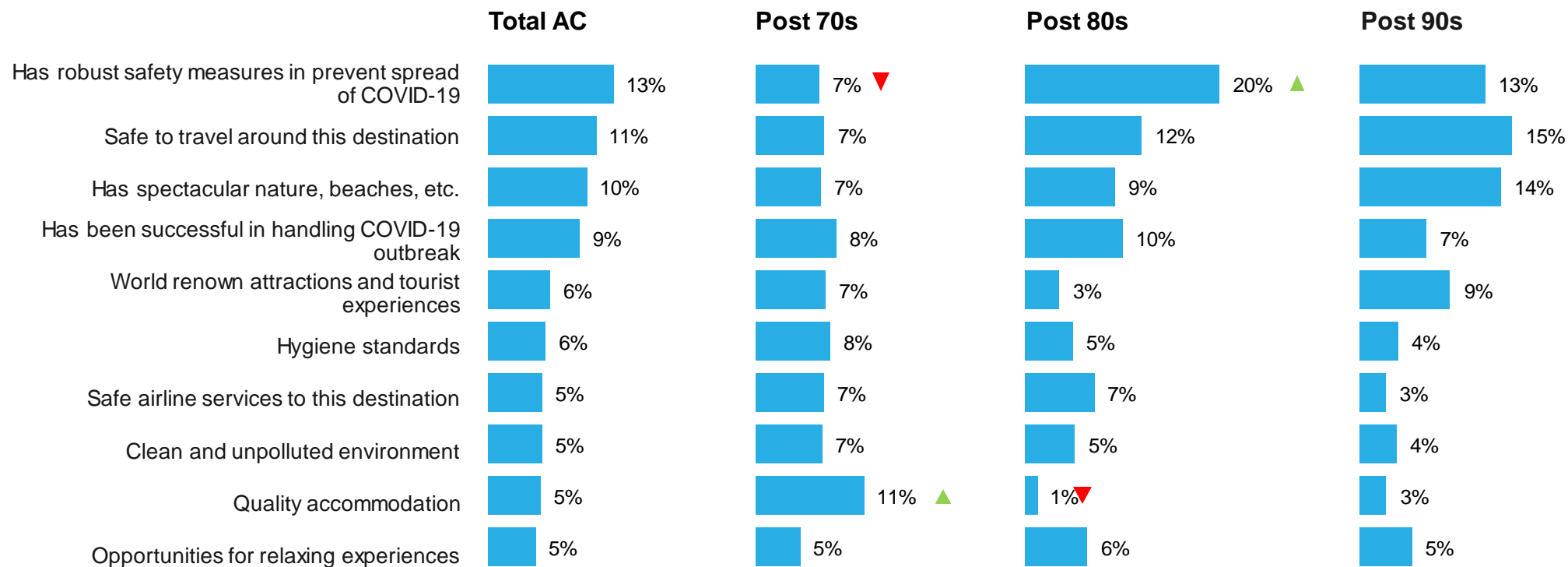
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Older ACs say they will give the highest priority to robust safety measures, while Post 90s ACs pay more attention to quality accommodation when choosing an overseas holiday destination

The most important attribute considered when choosing destination after COVID-19 (top 10)

% AC | May 20



Notes:

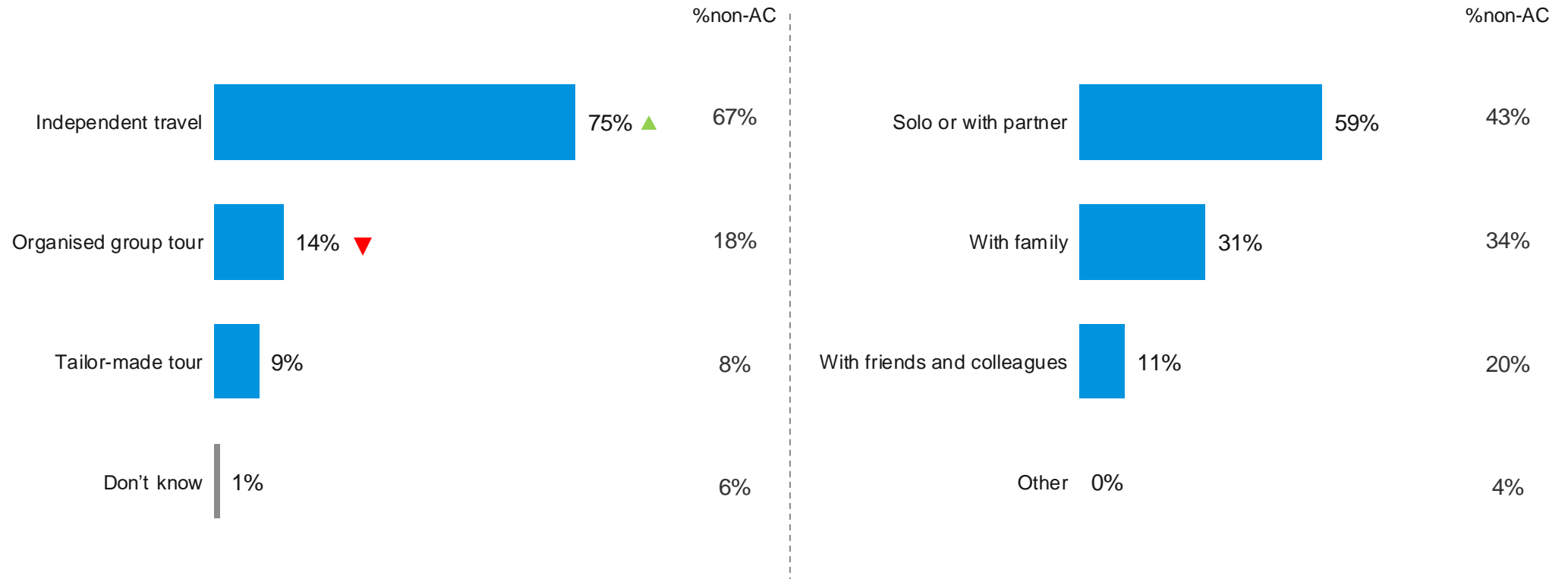
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Most ACs plan to travel independently and solo or with their partner

Style of travel for the next overseas holiday trip

% AC | May 20



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