



This project is funded by
the European Union

FLASHCARDS





This project is funded by
the European Union

Chinese are discovering new destinations around the globe





This project is funded by
the European Union

Spending habits have shifted to investing in self-recreation





This project is funded by
the European Union

**A mass amount
of tourists
travelling in
organized groups
and there are
rising independent
travelers**





This project is funded by
the European Union

Digital usage

is the top choice to
plan and manage their
experience of a new
destination





This project is funded by
the European Union



**Travel affordability, easier
visa application and
increasing direct flights**
are the attractive points for
Chinese tourists



This project is funded by
the European Union

Chinese millennials

demand their products and services be more
personalized, mobile, convenient and efficient





This project is funded by
the European Union

Online platforms

are the China
outbound travel
purchasing and
selection channels of
the future





This project is funded by
the European Union

The tailor-made itinerary trend

is a major opportunity for lesser-known destinations
or smaller attractions





This project is funded by
the European Union

Family travel soaring:

Chinese millennials
enjoy travelling with their
parents and children by
“Fly & Drive”





This project is funded by
the European Union

Middle upper class
is seeking luxury and exclusive travel experience

