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# Updates on COVID-19 Outbreak

— from the Chinese Tourism  
Industry Partners





- **Survey 1** - Chinese travelers are also showing signs of confidence to travel internationally and they are starting to search for travel for Chinese New Year on February 12-13, 2021. There are also a growing number of searches and bookings for China's National Day happening from October 1-3, 2020 later this year.
- **Survey 2** - Chinese expect tourism recovery after June: More than 70% of Chinese consumers expect the tourism sector to recover after June, while 20% are more optimistic in picking a May revival, China Tourism News reported. The expectations come from data in a newly released tourism consumer confidence index established by the newspaper, Chinese Academy of Social Sciences and Alibaba Group. The composite tourism consumer confidence index stood at 41.3, with the reading for the current situation sitting at the bottom on 13.8. The index for future expectations is 63.4, indicating a medium to low level. Outbound tourism is likely to resume gradually in the second half of the year, but the recovery of inbound tourism may take longer, the report said. Among the polled consumers who planned to travel for the first time after the epidemic, 43.5% chose suburban outing, 20% opted for distant tours and 6.9% for overseas tours. About 30% of respondents had no travel plans.
- **Survey 3** - Tourism rebound expected in May: A joint survey by China Tourism Academy and Trip.com revealed that 43% of interviewees said they would travel in the first half of this year if the Covid-19 situation was totally under control. A slim majority (16%) would go in May followed by June, July, and August (15% each). Safety measures adopted by travel operators would be the biggest impetus (20%), followed by holiday arrangements (19%) and discounts on tour prices (18%). Over 90% said they would choose domestic tours, with short and medium distances the most favored (43%); 44% would choose independent travel. The survey covered nearly 15,000 people from over 100 cities; over 85% were aged between 18 and 45 years.
- Digital fuels cultural, tourism industries: China's cultural and tourism industries have turned to digital delivery to deflect the blow of Covid-19. They are adapting quickly and boosting business with the likes of virtual tours. Online music, livestreaming, cloud exhibitions, smart tourism and others based on 5G and artificial intelligence have been growing, said China Tourism Daily, citing a report.
- Riding the Douyin & TikTok Wave: The Douyin Challenge feature is a great way for cultural destinations to generate positive word-of-mouth recommendations via user-generated content. Providing a hashtag essentially gamifies the post for users to compete to see who can get the most post views. Where TikTok campaigns connect solely to internal hashtags, Douyin hashtags cross over to other platforms such as Weibo, thereby greatly expanding the potential reach of trends.