

2017 CHINA i2i GROUP WECHAT SURVEY



88%

88% Are
Millennials Age
18 – 39

3 Million

More than 3 Million
Annual International
Travelers

\$3.4 Billion

\$3.4 Billion In
Annual Shopping
Spend

690,000

690,000 Guests
in 4 and 5 Star
Hotels

875,000

875,000
Car
Renters

94%

94% Use
Wechat When
They Travel

WECHAT SURVEY



China i2i Group produces and manages the largest collection of China WeChat platforms in China specifically focused on Chinese global travelers and shoppers.

Our 9 platforms combined have a registered following of 1,232,783 followers as of June 4, 2017.

The WeChat platforms used in our survey research included:



China Premium Traveler



Galerie – North America



Shop NYC



Travel USA



Galerie – France



Shop Dubai



Totally Germany



Galerie – Europe



Cruise China

All of our WeChat followers are drawn from our related print magazines with a combined annual readership of more than 9 million Chinese travel shoppers. These publications are distributed to global Chinese travelers and shoppers when they apply for their travel visas at numerous consulates and visa service centers throughout China. More than 99% of these readers will travel to the destination for the visa for which they are applying.



The survey was conducted from May 19 to June 1, 2017. A total of 11,528 followers responded.

This survey was overseen and the data compiled in conjunction with the National Survey Research Center at Renmin University of China in Beijing. They completed the tabulation and concluded the data assumptions.



As many global travel destinations and luxury brands are challenged by the changes and ongoing development of global inbound Chinese travelers and travel shoppers, the focus of the China i2i Wechat survey is to focus on the growing importance of the Chinese millennial travel shoppers as the fast growing segment of outbound tourism and how they act, behave, choose brands, spend and select travel purchases.



- 88% are millennial's or singletons (unmarried) between the ages of 18 and 39. This is the fastest growing segment of outbound Chinese travel and global shoppers comprising as much as 50% of total Chinese international shoppers.
- 60% have a doctorate, graduate or undergraduate university degree.
- 29% reported an annual income in excess of 180,000 Rmb or \$26,459.
- 62% traveled internationally more than two times in the past year resulting in 1,528,650 annual trips by i2i WeChat travel shoppers.
- 32% have traveled internationally more than three times in the past year.
- 75% book their travel independently,

not through a group tour operator or travel agency.

- 71% rented a car in the past year, resulting in 875,275 annual car rentals by i2i Wechat followers.
- 56% stayed in four or five star hotels during their international travel in the past year, resulting in 690,358 hotel guests.
- 60% are members of airline frequent flyer programs.
- 69% considered being a member of an airline frequent flyer program as extremely or very important in their choice of airline carrier.
- 71% are members of hotel frequent guest loyalty programs.

- 71% considered being a member of a hotel frequent guest program as extremely or very important in their choice of hotel.
- 53% use their China Union Pay card when they travel abroad.
- 90% shop while they travel internationally.

29% spend at least 10,000 Rmb or \$1469 shopping per trip, equaling \$1.312 billion in annual spend by China i2i Wechat followers.

- 23% spend at least 20,000 Rmb or \$2939 shopping per trip, equaling \$2.083 billion in annual spend by China i2i Wechat followers.
- 22% will travel on a international business trip in the next year.
- 78% will travel individually, not in a group, when they travel internationally in the next year.





The survey raw data results are listed as follows (Total: 11,528)

1. WHAT IS YOUR GENDER?		
Male	5842	51.55%
Female	5491	48.45%
2. WHAT IS YOUR AGE?		
18 – 29	4688	41.37%
30 – 39	5366	47.35%
40 – 49	1112	9.81%
50 – 59	139	1.23%
60 – and older	28	0.25%
3. WHAT IS YOUR EDUCATIONAL LEVEL? PLEASE CHECK ALL THAT APPLY.		
High School	1129	9.96%
Special or Technical University	3374	29.77%
Undergraduate University	5327	47.00%
Graduate University	1240	10.94%
Doctorate University	263	2.32%
4. WHAT IS YOUR MONTHLY INCOME?		
Less than 5000 RMB	3083	27.20%
5000 – 15000	4949	43.67%
15000 – 25000	2158	19.04%
25000 – 50000	768	6.78%
more than 50000	375	3.31%

5. HOW MANY TIMES IN THE PAST MONTH HAVE YOU TRAVELED INTERNATIONALLY?		
1 time	4361	38.48%
2 times	3223	28.44%
3 times	2212	19.52%
4 times	801	7.07%
5 times	342	3.02%
more than 5 times	394	3.48%
6. TO WHICH COUNTRY DID YOU TRAVEL IN THE PAST YEAR, PLEASE CHECK ALL THAT APPLY		
France	3326	29.35%
Italy	2749	24.26%
Germany	2473	21.82%
UK	2145	18.93%
USA	1985	17.52%
Korea	1818	16.04%
Switzerland	1570	13.85%
Thailand	1479	13.05%
Japan	1474	13.01%
Canada	1094	9.65%
Singapore	1033	9.11%
Malaysia	868	7.66%
Australia	572	5.05%
Dubai	557	4.91%
New Zealand	492	4.34%
Spain	372	3.28%
Greece	342	3.02%
Finland	342	3.02%
Scandinavia	319	2.81%
Others	288	2.54%



7. HOW DO YOU BUY YOUR TRAVEL?

Group tour at a travel agency – retail store or office	2843	25.09%
Online travel agency	5071	44.75%
Online from airlines	2690	23.74%
Online from hotel	729	6.43%

8. DID YOU RENT A CAR INTERNATIONALLY IN THE PAST YEAR?

Yes	8106	71.53%
No	3227	28.47%

9. WHEN YOU TRAVELED INTERNATIONALLY, WHAT CLASS OF HOTEL DID YOU STAY IN?

Five star	2649	23.37%
Four star	3783	33.38%
Three star	2915	25.72%
Two star	748	6.60%
One star	264	2.33%
Youth Hostel	974	8.59%

10. WHEN YOU TRAVELED INTERNATIONALLY IN THE PAST YEAR DID YOU TAKE?

A bus?	4707	25.68%
A train?	6773	36.95%
A Recreational Vehicle (RV)?	4758	25.96%
Borrowed a friend or family car?	2092	11.41%

11. ARE YOU A MEMBER OF AN AIRLINE FREQUENT FLIER OR LOYALTY CLUB?

Yes	6849	60.43%
No	4484	39.57%

12. HOW IMPORTANT IS BEING A MEMBER OF THAT CLUB IN YOUR CHOICE OF AIRLINE?

Extremely Important	4231	37.33%
Very important	3631	32.04%
Somewhat important	2181	19.24%
A little bit important	911	8.04%
Not important	379	3.34%

13. ARE YOU A MEMBER OF A HOTEL CLUB PROGRAM?

Yes	8071	71.22%
No	3262	28.78%

14. HOW IMPORTANT IS BEING A MEMBER OF THAT CLUB IN YOUR CHOICE OF A HOTEL?

Extremely Important	4225	37.28%
Very important	3924	34.62%
Somewhat important	1892	16.69%
A little bit important	835	7.37%
Not important	457	4.03%



15. WHEN YOU TRAVEL ABROAD WHAT CREDIT CARD DO YOU USE THE MOST?

Union Pay	6074	53.60%
Visa	2688	23.72%
MasterCard	1684	14.86%
American Express	612	5.40%
Other	275	2.43%

16. WHEN YOU TRAVEL ABROAD DO YOU SHOP?

Yes	10226	90.23%
No	1107	9.77%

17. IF YOU SHOP, ON AVERAGE HOW MUCH DO YOU SPEND JUST ON SHOPPING?

Less than 5000	3179	28.05%
5000 to 10,000	4819	42.52%
10,000 to 20,000	2293	20.23%
20,000 to 30,000	690	6.09%
more than 30,000	352	3.11%

18. IN THE NEXT YEAR, WILL YOU TRAVEL

In a group?	4183	22.97%
With business colleagues	3991	21.91%
With family	5835	32.04%
With friends	3420	18.78%
Alone	783	4.30%

19. WHAT ARE YOU MOST DESIRED BRANDS?

Dior	4543	40.09%
Prada	3723	32.85%
Gucci	3501	30.89%
Coach	2579	22.76%
Hermès	2556	22.55%
Chanel	2328	20.54%
Burberry	1741	15.36%
BOSS	1370	12.09%
Tiffany	1335	11.78%
Louis Vuitton	1186	10.47%
YSL	1078	9.51%
Cartier	972	8.58%
Omega	880	7.76%
Leica	645	5.69%
Rimowa	590	5.21%
WMF	569	5.02%
Others	66	0.58%

20. WHEN YOU TRAVEL DO YOU USE WECHAT?

Yes	10680	94.24%
No	653	5.76%



21. IN THE NEXT YEAR, TO WHICH COUNTRY ARE YOU PLANNING TO TRAVEL TO, PLEASE CHECK ALL THAT APPLY

France	3735	32.96%
Italy	3208	28.31%
Germany	2813	24.82%
UK	2363	20.85%
Switzerland	2205	19.46%
USA	1932	17.05%
Canada	1361	12.01%
Japan	1054	9.30%
Korea	930	8.21%
Singapore	926	8.17%
Dubai	925	8.16%
Malaysia	889	7.84%
Thailand	872	7.69%
Australia	832	7.34%
New Zealand	658	5.81%
Greece	530	4.68%
Spain	496	4.38%
Finland	433	3.82%
Scandinavia	382	3.37%
Others	64	0.56%

22. IN THE PAST YEAR, WHEN YOU TRAVELED INTERNATIONALLY, HOW MUCH DID YOU SPEND PER PERSON, PER TRIP, ON AVERAGE FOR ALL TRAVEL EXPENSES AND SHOPPING COMBINED?

Less than 10,000	3210	28.32%
10,000 to 20,000	5390	47.56%
20,000 to 30,000	1958	17.28%
more than 30,000	775	6.84%

23. SPECIAL QUESTION FOR TOTALLY GERMANY: WHAT DESTINATIONS ARE YOU PLANNING TO TRAVEL TO IN THE NEXT 12 MONTHS?

Berlin	1240	16.45%
Hamburg	1215	16.12%
Dusseldorf	1022	13.56%
Frankfurt	886	11.76%
Hannover	849	11.26%
Koln	750	9.95%
Munich	670	8.89%
Stuttgart	530	7.03%
Leipzig	220	2.92%
Nuremburg	155	2.06%

24. SPECIAL QUESTION FOR TRAVEL USA: WHAT DESTINATIONS ARE YOU PLANNING TO TRAVEL TO IN THE USA? PLEASE CHOOSE ALL THAT APPLY.

New York City	284	12.74%
Los Angeles – South California	244	10.95%
Seattle – Washington State	201	9.02%
Washington	189	8.48%
San Francisco – Northern California	168	7.54%
Hawaii	159	7.13%
Boston	157	7.04%
Arizona – Grand Canyon	147	6.59%
Florida – Miami - Orlando	121	5.43%
Nevada – Las Vegas	103	4.62%
Utah	79	3.54%
Texas – Houston - Dallas	74	3.32%
Chicago – Illinois	69	3.10%
Alaska	68	3.05%
Guam	59	2.65%
Wyoming	55	2.47%
Colorado	34	1.53%
Minneapolis	18	0.81%

CHINA i2i GROUP

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