

Naïvex

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# A NEW JOURNEY BEGINS Travel Marketing in China 2022



# UPDATES TO CHINA'S TOURISM MARKET



New Ecology



New Demand



New Solutions



## TOURISM RECOVERY

# Challenges & Opportunities

Although the pandemic heavily impacted the tourism industry, its recovery is gaining momentum due to easing policies, upgraded medical technologies, and increasing consumer demand.

YoY Increase in Global  
Tourists in 2021

**+56.3%**

Numbr of Chinese  
Tourists in 2021

**3.25B**

YoY Increase in Chinese  
Tourists in 2021

**+12.7%**

China's Domestic  
Tourism Revenue in 2021

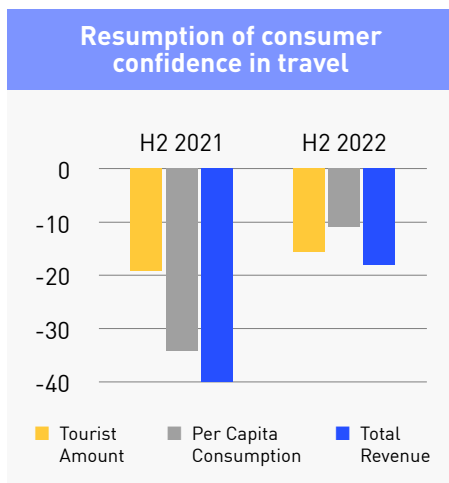
**¥2.92T**



# New Ecology

# Post-Covid: Regained Confidence Boosts Resurgence of Tourism

China's tourism sector is witnessing a healthy recovery. Since high-income groups were less affected by the pandemic, their per capita spending power grew, thus contributing to the recovery of travel and tourism.



# South-North Disparity Remains the Same in the Wake of Tourism Recovery

With the economy picking up and people eager to resume traveling, many regions will likely witness a sharp rebound in travel activity. Tourist hotspots such as Pearl River and Yangtze River Delta remain the most popular for outbound travel.



# Growing Demand for Holiday Travel Boosts Market Recovery

Demand for holiday travel continues to pick up in China as more tourists display a strong intention to travel.

### 2021 Holiday Tourist Flow

**103.2%**  
Recovery YoY

Source: China Tourism Academy

### Desire to Traveling

**85.32%**  
Q1 2022

### Traveling Overseas

**78%**  
Willing to

Source: China Tourism Academy

### Overseas Destinations

**55%**  
Have Planned

### Travelling Overseas

**56%**  
Planned to Increase

Source: Oliver Wyman

## New Ecology

# Easing Covid Travel Restrictions Enables Outbound Travel

Recently, China has eased its restrictions on outbound travel. The State Council has announced several decisions to resume domestic and overseas exchanges. Policies on departure management, international flight quota, and entry have eased considerably, lowering international travel barriers.

Eased departure policies have enabled smooth travel

### Guarantee Necessary Outbound Needs



Medical



Business



Academic



Emergency

Green Channels Provided

### International Flights Increased



海南航空  
Hainan Airlines



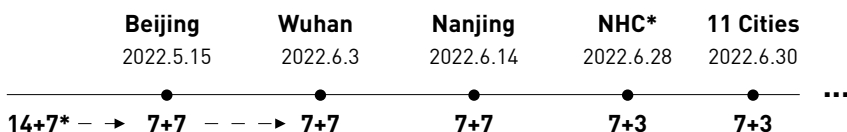
中国南方航空  
CHINA SOUTHERN



AIR CHINA  
中国国际航空公司

Eased entry policies have reduced quarantine periods

### Mandatory Quarantine Time Has Been Reduced



\*: NHC stands for National Health Commission of China

14+7 stands for 14 days of centralized quarantine & 7 days of at-home medical observation



## New Ecology

# Growing Demand for Holiday Travel Boosts Market Recovery

Chinese tourists are keen to travel again.

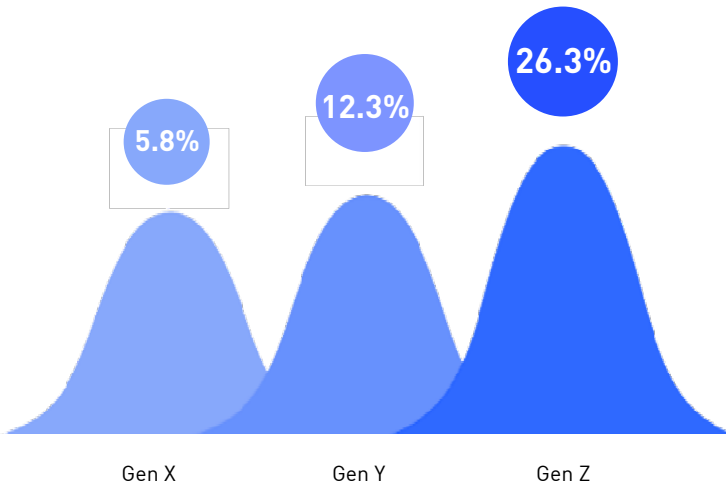
Online buzz around  
**outbound travel**



# Gen Zs Are Expected To Be Heavy Travelers

Gen Zs have emerged as a key demographic for travel marketers as they have been enthusiastic about making travel plans and have a strong purchasing power. Therefore, winning over Gen Zs is critical for travel marketing.

### 2021 Online Tourism Consumption Growth YoY



### Online Tourism Order

**105%**  
Growth in Gen Z

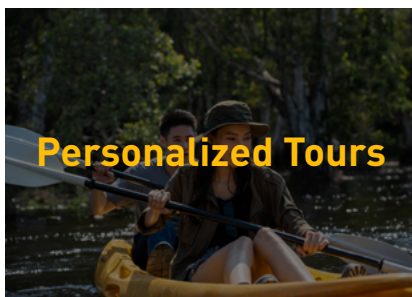
Source: Fastdata



# New Demand

# Four Travel Trends that Emerged in the Post-Covid Era

Recently, Chinese tourists have been highly valuing companionship while traveling, increasing the demand for group tours. More tourists are also looking for immersive and leisure tours, which saw a 66.9% increase in demand. In addition, more people favor off-the-grid destinations, resulting in a growth in demand for personalized tours.





# Group Tours

The pandemic has intensified feelings of loneliness, leading more Chinese tourists to prefer traveling with their friends or families. There has been stronger preferences for destinations suitable for group tours with a focus on strengthening their emotional bonds.

## 66%

Prefer to Travel with Family/Friends

*Source: mafengwo*



# Leisure Tours

Epitomized by camping, embarking on leisure tours has grown in popularity. Travelers are eager to escape from the city life's hustle and bustle by enjoying a nature getaway.

## 81%

Prefer Nature-related Trips

*Source: Dragontrail*



# Immersive Tours

When it comes to younger travelers, they prefer to fully immerse themselves in local scenery and customs as opposed to going on 'daka' (打卡) trips, which involve visiting as many destinations as possible.

## 76%

Focus on City & Culture

*Source: Dragontrail*

# Personalized Tours

As a stress reliever, more people are turning to sports, such as rafting, snorkeling, surfing, and skydiving.

**+235%**

Increase in "Travel + Sports" Keywords

*Source: ctrip*

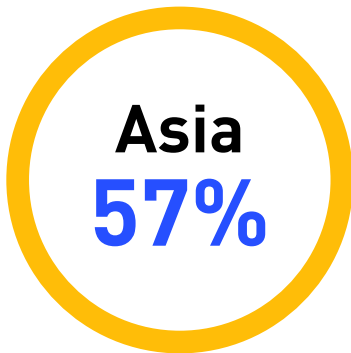




## New Demand

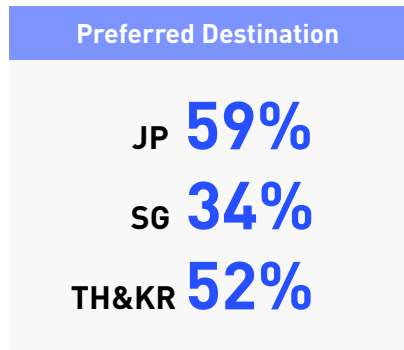
# Chinese Tourists Are Cautious on Selecting Destinations Due to Safety Concerns

Asian countries such as Japan, South Korea, and Thailand are among the top three most popular countries for Chinese tourists.



Europe  
**14%**

Oceania  
**3%**

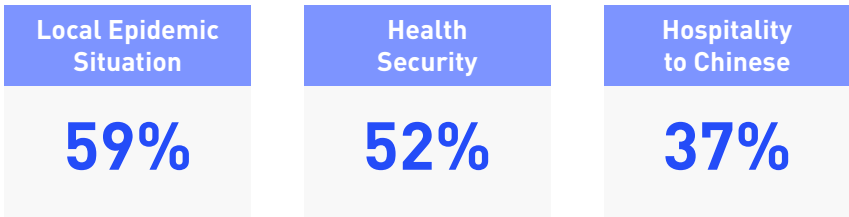


Source: Oliver Wyman, Dragontrail

## New Demand

# Chinese Tourists Are Cautious on Selecting Destinations Due to Safety Concerns

With safety as their biggest concern, consumer confidence in traveling is supported by policies among these numbers.



Source: Dragontrail

## New Demand

# Chinese Tourists Are Prioritizing Dining, Entertainment, and Shopping Experiences

China's tourists are setting aside more budget for dining, entertainment, and shopping experiences.

Budget Increased in...



Food

**82%**



Shopping

**62%**



Entertainment

**70%**



Hotel

**55%**



Source: Oliver Wyman



## New Demand

# Gen Zs Are Expected To Be Heavy Travelers

Social media and digital marketing are effective marketing tools for the tourism industry to reach Gen Zs. Many of them turn to social media for information regarding traveling and can be influenced through that medium.



Source: Fastdata, Tencent



93.4%

Usage in **Gen Z** Online Tourism Users

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**Tencent**  
100M+

Users Follow **Outbound Tourism**  
Contents Monthly

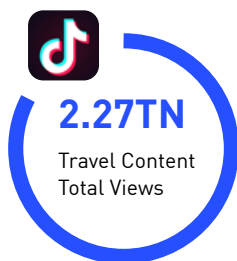


# New Solutions

## New Solution

# Omnichannel Approach to Tourism Marketing

The epidemic has altered lifestyles and accelerated the development of online communication, interaction, and consumption. With online media platforms gaining popularity, advertisers can leverage these platforms to conduct precise marketing and reach their audience.

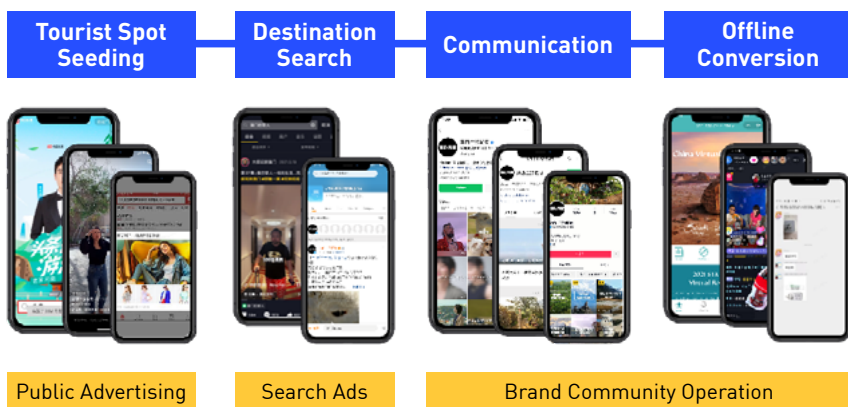


## New Strategy

# Cover User Touchpoints to Maximize Brand Awareness

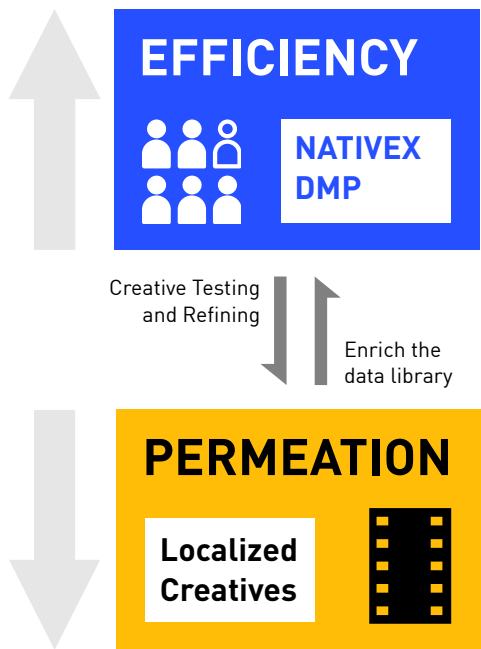
## FULL CAMPAIGN FUNNEL COVERAGE

Brands can deliver ads on different placements with content ranging from travel seeding to itinerary making. Providing users with a variety of related content can gradually build their trust in brands and increase offline visits.



# PRECISE TARGETING TECHNOLOGY

We can improve target marketing by upgrading advertising technologies to reach our core audience directly and effectively. Our intelligent system can also optimize localized creatives through rigorous data analysis to attract local users.





## New Strategy

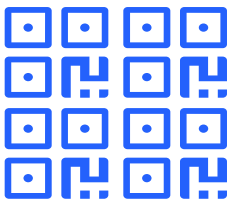
# Flexible Use of a DMP to Improve Campaign Efficiency

## NATIVEX DMP DATABASE

We aim to drive traffic to brand private pools by maximizing official website visits and leading new followers to the official account. By using the DMP database, we can effectively save campaign costs, and empower the brand to prepare for peak travel seasons within a limited budget.

### NATIVEX DMP database

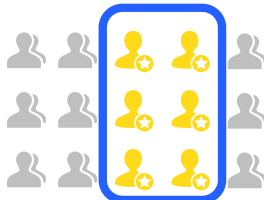
1



Generate targeting packages with labels

### Database

2



Connect with media database to realize label mapping

### Advertising

3

Core Tourists

Potential Audience



Deliver the targeting package

### Brand Community

4



Accumulate brand followers

## OUR CAPABILITIES

Our database covers China's population and can precisely target potential tourists in China by using basic, interest and scenario tags.



**200+**  
interest tags

Education,  
Entertainment, Work,  
Film, Shopping, Life,  
Travel, Idol, Music, etc.



**500+**  
scenario tags

Tourist attraction, Popular  
restaurant, Star hotel,  
Duty-free shop, Airport,  
Commercial exhibition, etc.



**50+**  
basic tags

Gender, Age,  
Consumption habit,  
Occupation, Location,  
Marital status, etc.



Daily Devices

**600M**

Covered App

**1.2M**

Daily Active Users

**1.4B**

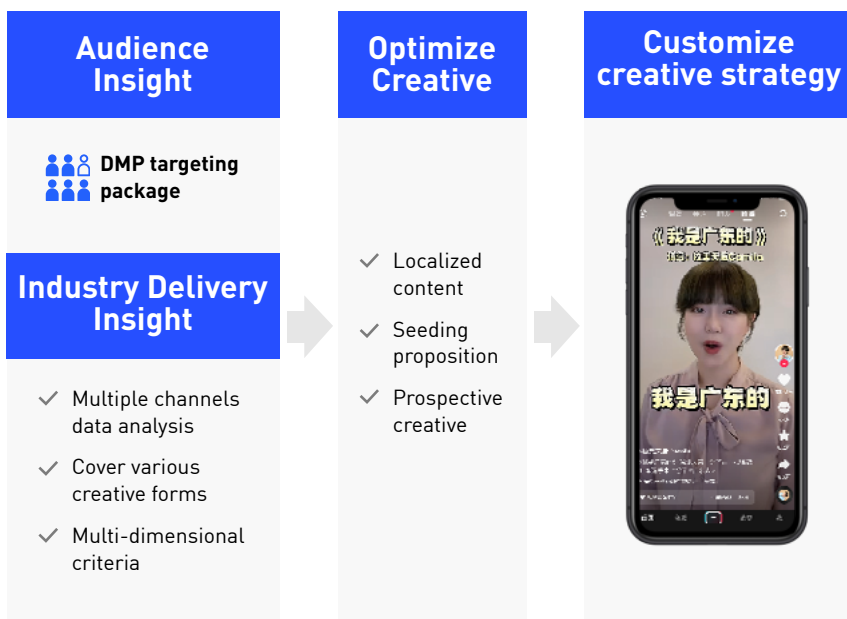
Connected Channels

**1000+**

## New Strategy

# Localized Delivery Creatives Based on Data Insight

Optimizing advertising creatives based on DMP data & industrial insights can help brands match advertising strategies with local markets & ignite users' travel passion.



Produce & iterate highly localized creatives from various aspects to guarantee ads are time-sensitive and trendy.

## Creative Design

### CONTENT

- Camping
- Food exploration
- Lesser-known activity
- ...

### FORM

#### Brand TVC

- Trending clips
- Fit reading habits

#### Real-person Drama

- Heated topic
- Localized plots

### TEXT

- Fit into local contexts
- Follow local trends
- Follow local buzzwords

## Creative Make

### LANGUAGE

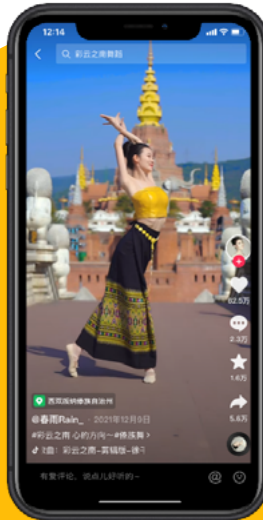
- Regional dialects
- Local contexts

### DESIGN

- Fit into Chinese aesthetics
- Avoid cultural differences

### MATERIAL

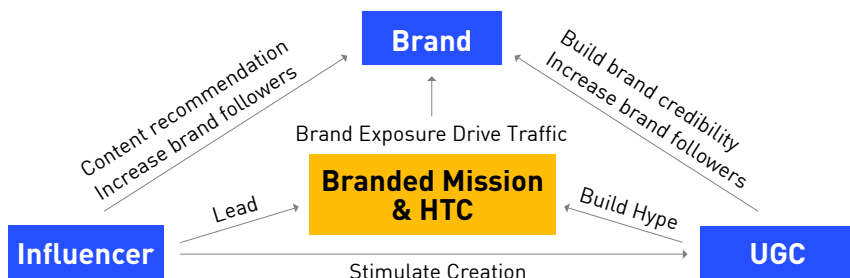
- Local models
- Local scene shooting



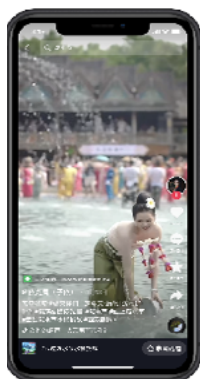
## New Strategy

# Immersive Online Branding Events via Douyin's Diverse Campaign Tools

To reach and engage more potential users, TikTok's branding events can be leveraged to advertise digital travelling. Brands can collect leads of active participants through these events to inform their next precise advertising strategy, and get inspiration from UGCs to produce more appealing content to attract users.

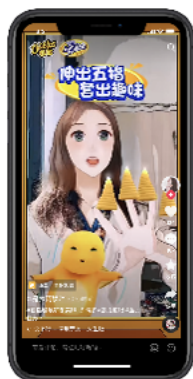


## CREATIVE DIRECTION



### Fond of playing?

Come and experience exotic activities



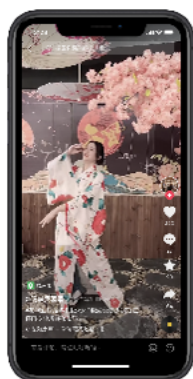
### Fond of eating?

Come and enjoy the gourmet feast



### Fond of viewing?

Come and appreciate splendid scenery



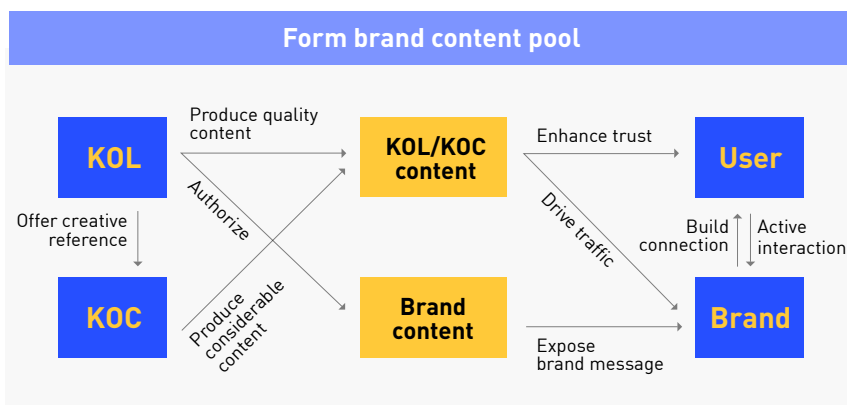
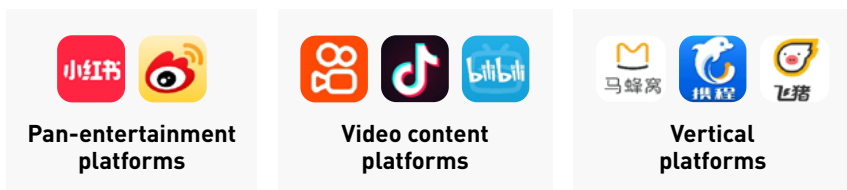
### Fond of experiencing?

Come and bath in local culture

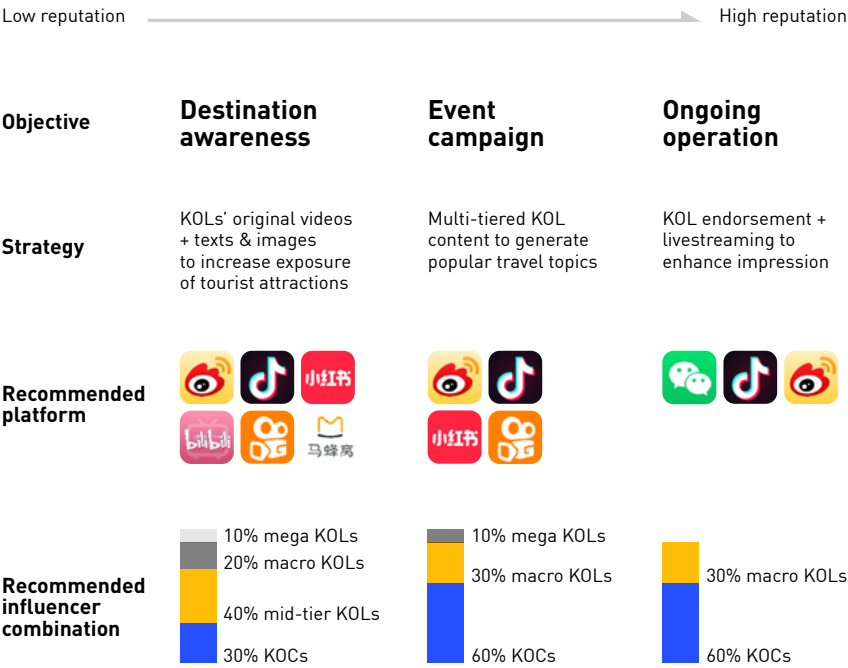
## New Strategy

# Leverage Influencer Marketing to Build Constant Buzz for Brands

Tapping on influencers can help to promote brand content on multiple platforms. Influencers can cover user interests comprehensively across different platforms, which can enhance the brand image and maximize brand credibility given the influencers' creativity & reputation.



Brands can also develop flexible influencer strategies based on platforms' distinctive features & influencer landscape to meet the campaign objective.





## New Solution

# Case Study: Cultivate Country Awareness

Live-streaming on vertical platforms has become a popular approach to entice travelers.

### Tourism Western Australia

NEXT STOP WESTERN AUSTRALIA



## Highlights

- Campaign period: 2021
- Bilingual KOL livestreaming to introduce sceneries & sharing travel tips.
- Variety of creatives to highlight destinations that are suitable for different travellers.

**2M** Exposure

**5K** New Followers



### Bilingual Host

Bring Audience Closer



### Talent Show

Attract Fans



### Travel Tips

Introduce Ways of Traveling

## New Solution

# Case Study: Increase Travel Interaction

Social media platforms were crucial in creating social buzz and boosting interaction with the core audience.

**Tourism New Zealand**

**LITTLE WISHES**



## Highlights

- Campaign period: 2021
- Kids served as cultural ambassadors to boost cultural communication via social platforms.
- Increase engagement and sharing via incentives such as free flight tickets.

**88.54M+** Exposure

**290K** Engagement



## New Solution

# Case Study: Build Connection

A combination of online branding activities and offline events enhanced consumer connection.

### Tourism Sichuan Province

**A Tour to Xiling Snow Mountain**  
#千秋西岭四季盛景



## Highlights

- Campaign period: 2021
- Extensive IP advertising on social media to present new travel scenes.
- Amplify the campaign volume by user interaction & KOL videos for wider reach.
- Promote traveling carnivals online and hold activities in corresponding cities to boost offline conversion.

**180M+** Exposure    **+10%** Tourists Growth





## GLOBAL DIGITAL MARKETING EXPERT

**NATIVEX** IS A LEADING DIGITAL MARKETING AGENCY PROVIDING ADVERTISERS ACCESS TO THE WORLD'S TOP TRAFFIC CHANNELS. NATIVEX HELPS BRANDS AND APPS WORLDWIDE THROUGH A SUITE OF AUTOMATED USER ACQUISITION TOOLS, INFLUENCER MARKETING SERVICES, AND CREATIVE CUSTOMIZATION CAPABILITIES.

**950M+**

Daily Devices  
Reached

**17**

Offices  
Globally

**200+**

Countries  
& Regions

**3000+**

Clients  
Worldwide



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