



# CHINA TRAVEL APPS IN THE SPOTLIGHT: EXPLORE THE MODERN TREND OF TRAVELING IN CHINA

The travel market in China is beginning to show signs of recovery with regular epidemic control measures in place. According to the Ministry of Culture and Tourism, China saw a total of 230 million domestic tourist trips during the five-day Labour Day holiday in 2021, marking a year-on-year rise of 119.7 percent which illustrated a robust recovery in China's tourism market.

Based on iAudience data, we have tracked and profiled Chinese netizens who browsed different China travel apps, highlighting their audience profiles, preference and online behaviors as to generate insightful information for marketers to tap into the massive Chinese tourism market.

## AUDIENCE DEMOGRAPHICS

### BRAND SCALE



15.75M

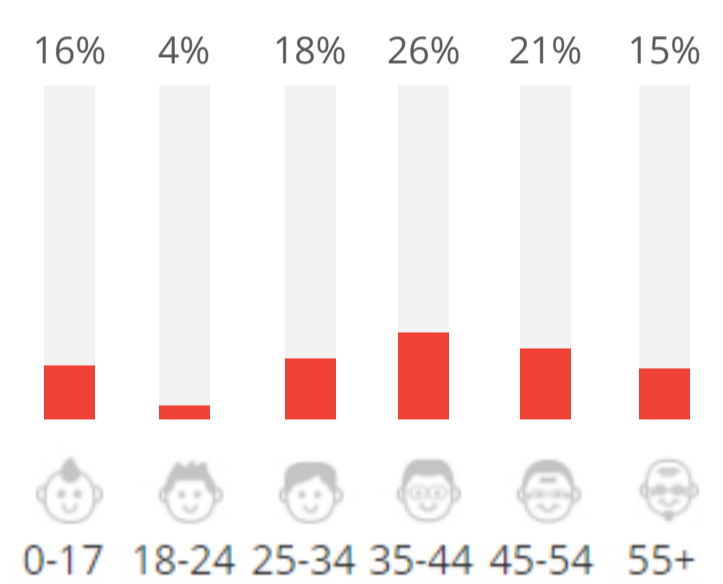
As of 19<sup>th</sup> August 2021

### GENDER

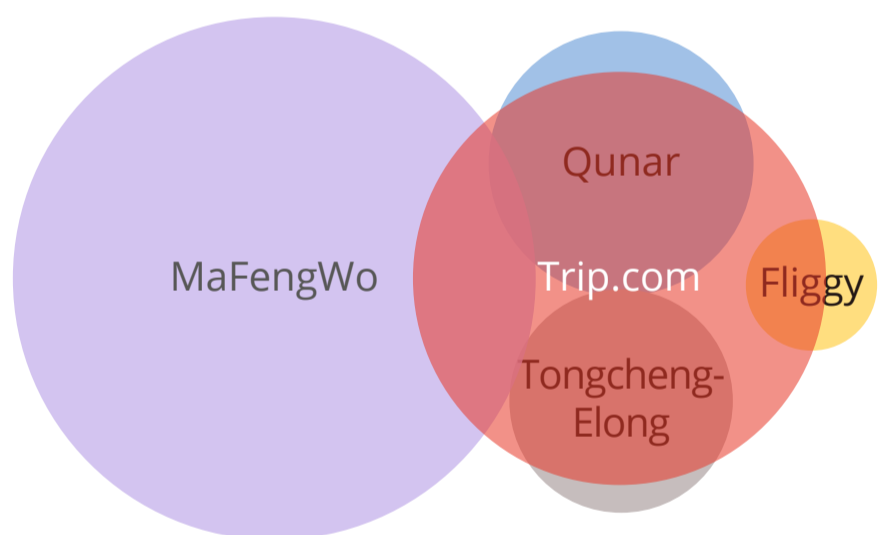


56% 44%

### AGE<sup>1</sup>

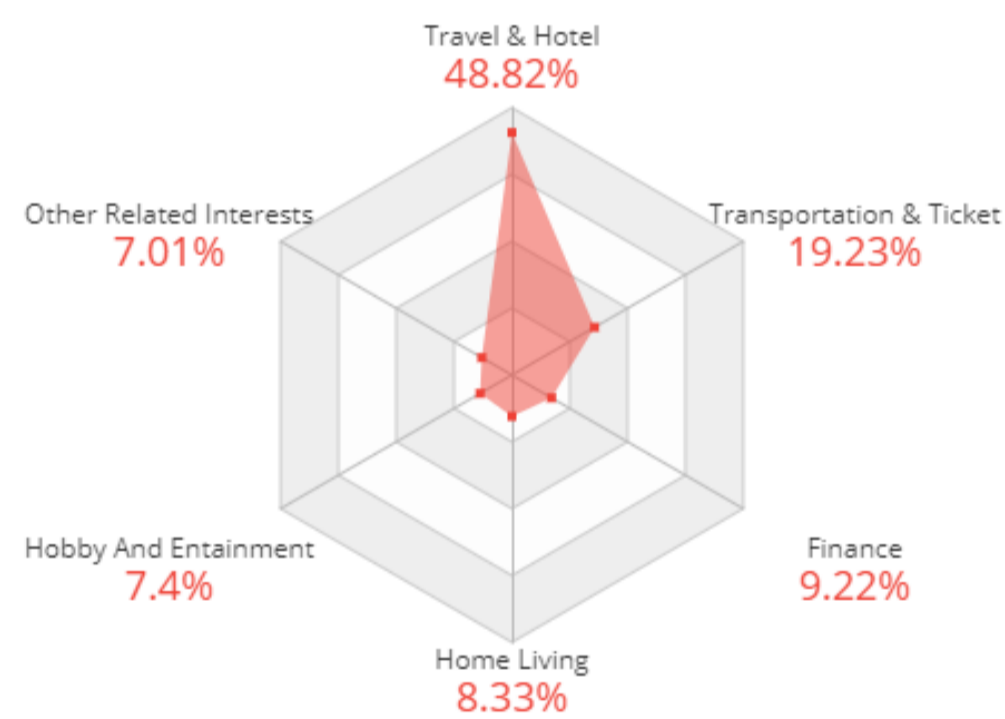


## MARKET LANDSCAPE OF TOP TRAVEL APPS IN CHINA



MaFengWo	7.49M
Trip.com	4.40M
Qunar	1.97M
Tongcheng-Elong	1.45M
Fliggy	437.09K

## AUDIENCE INTERESTED CATEGORIES<sup>2</sup>



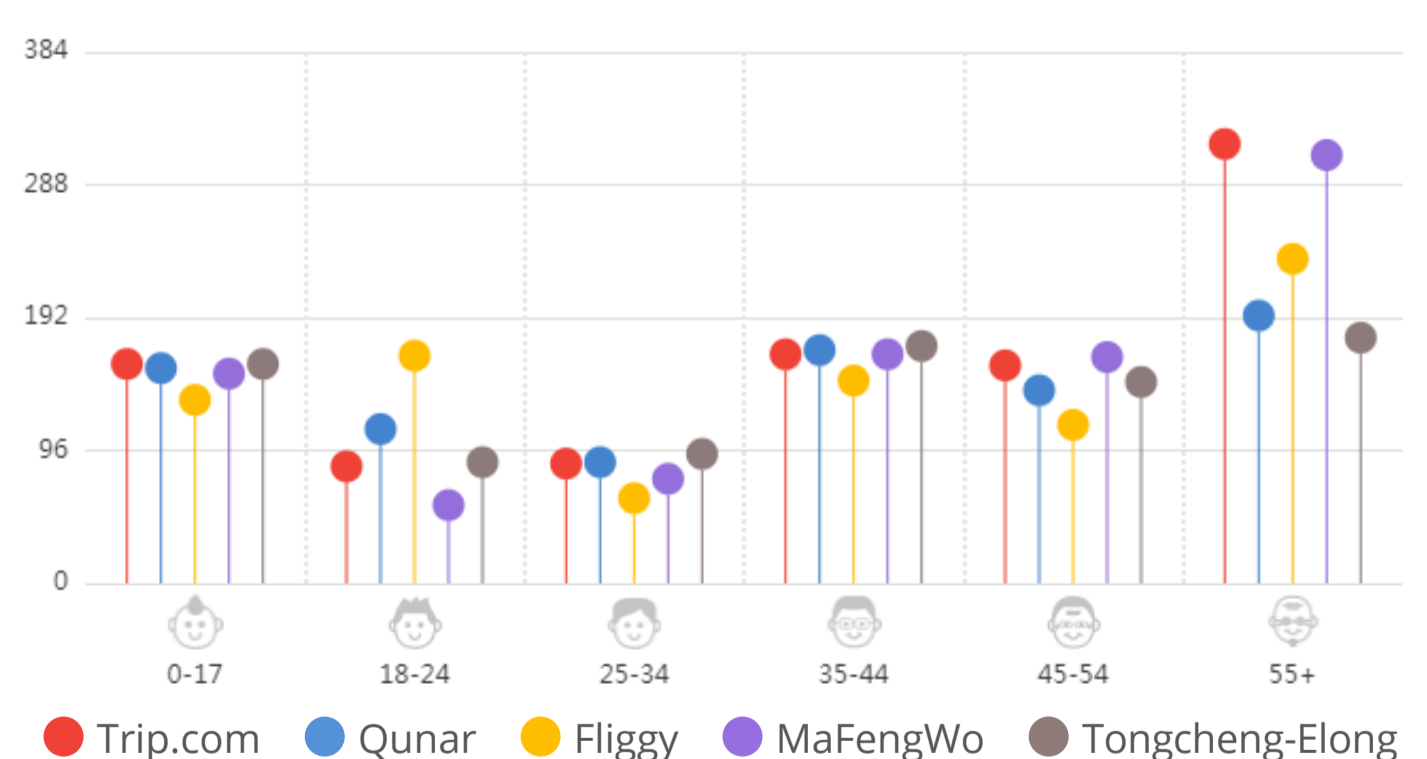
<b>Travel &amp; Hotel</b> 1. Tourism 2. Preference in Tourist Des... 3. Hotel 4. Europe Tourism 5. Domestic Tourism	<b>Transportation &amp; Ticket</b> 1. Travel 2. Ticketing 3. Other Travel Transportati... 4. Plane 5. High-Speed Railway	<b>Finance</b> 1. Investment and Financial 2. Real Estate 3. Insurance 4. Trust 5. Overseas Real Estate Inv...
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## AUDIENCE INTERESTED KEYWORDS<sup>3-4</sup>

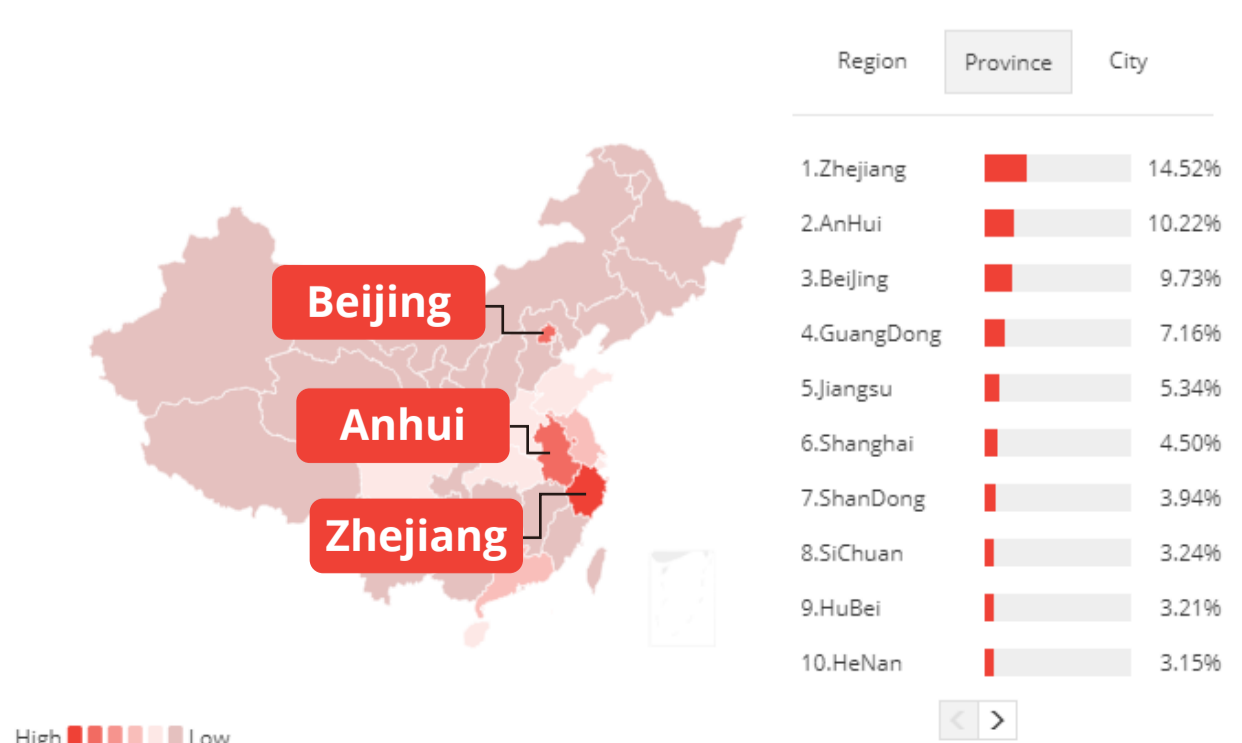
- Travel Style:** A-Level Scenic Spot<sup>1</sup>, Experience<sup>2</sup>, Shopping<sup>3</sup>, Scenic Area<sup>4</sup>
- Destination:** Sanya<sup>5</sup>, Dujiangyan<sup>6</sup>, Xiamen<sup>7</sup>, Zhangjiajie<sup>8</sup>
- Holiday:** Ching Ming Festival Mini Vacation<sup>9</sup>, Mini Vacation<sup>10</sup>, Golden Week<sup>11</sup>



## BRAND PREFERENCE INDEX BY AGE



## AUDIENCE GEOGRAPHIC LOCATIONS



<sup>1-4</sup>Indicates the corresponding key takeaways derived from the related insights using iAudience

Source: iAudience Data as of Aug 2021

# KEY INSIGHTS ON CHINESE AUDIENCE BROWSING TRAVELING AND RELATED TOPICS



01

The majority audience of China travel apps is **Male Adult** (25-54).

02

Audiences are interested in areas related to **"Travel & Hotel"** and **"Transportation & Ticket"**.



03

Audiences are tending towards spending their holidays on **scenic spots** with **historical & cultural values** and **natural scenery**.

04

In light of the ongoing COVID-19 pandemic situation, audiences prefer **domestic travel, Dujiangyan** and **Sanya** are their popular destinations.



## iAudience

iAudience is a market-intelligence platform to provide real-time insights of the target audiences in China.

 **COMPETITORS ANALYSIS**

 **AUDIENCE UNDERSTANDING**

 **ACTIONABLE INSIGHTS**



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