



iCLICK
INTERACTIVE

The Key to Winning over Chinese Travelers as China's Border Reopens



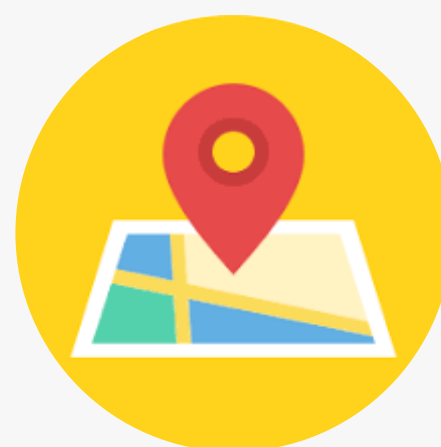
The Key to Engage Chinese Travelers: Tailor-made Strategy at Different Travel Stages



Pre-trip



Pre-trip:
Departing
soon



In-Market



Post trip

STAGE

1

STAGE

2

STAGE

3

STAGE

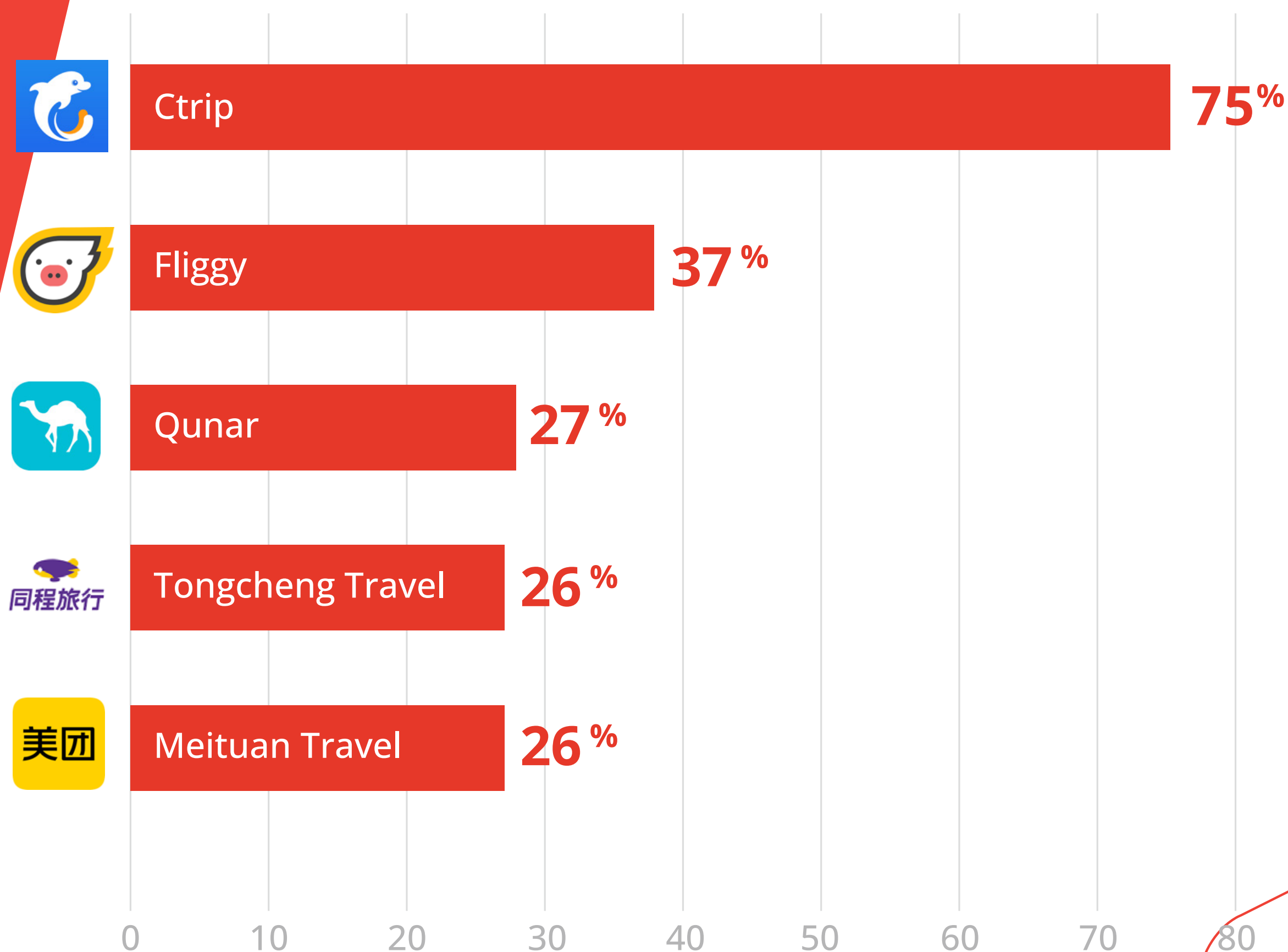
4

Top 5 Tourist Destinations for Chinese Travelers :

- ✈ Singapore
- ✈ South Korea
- ✈ Hong Kong (China)
- ✈ Japan
- ✈ Thailand

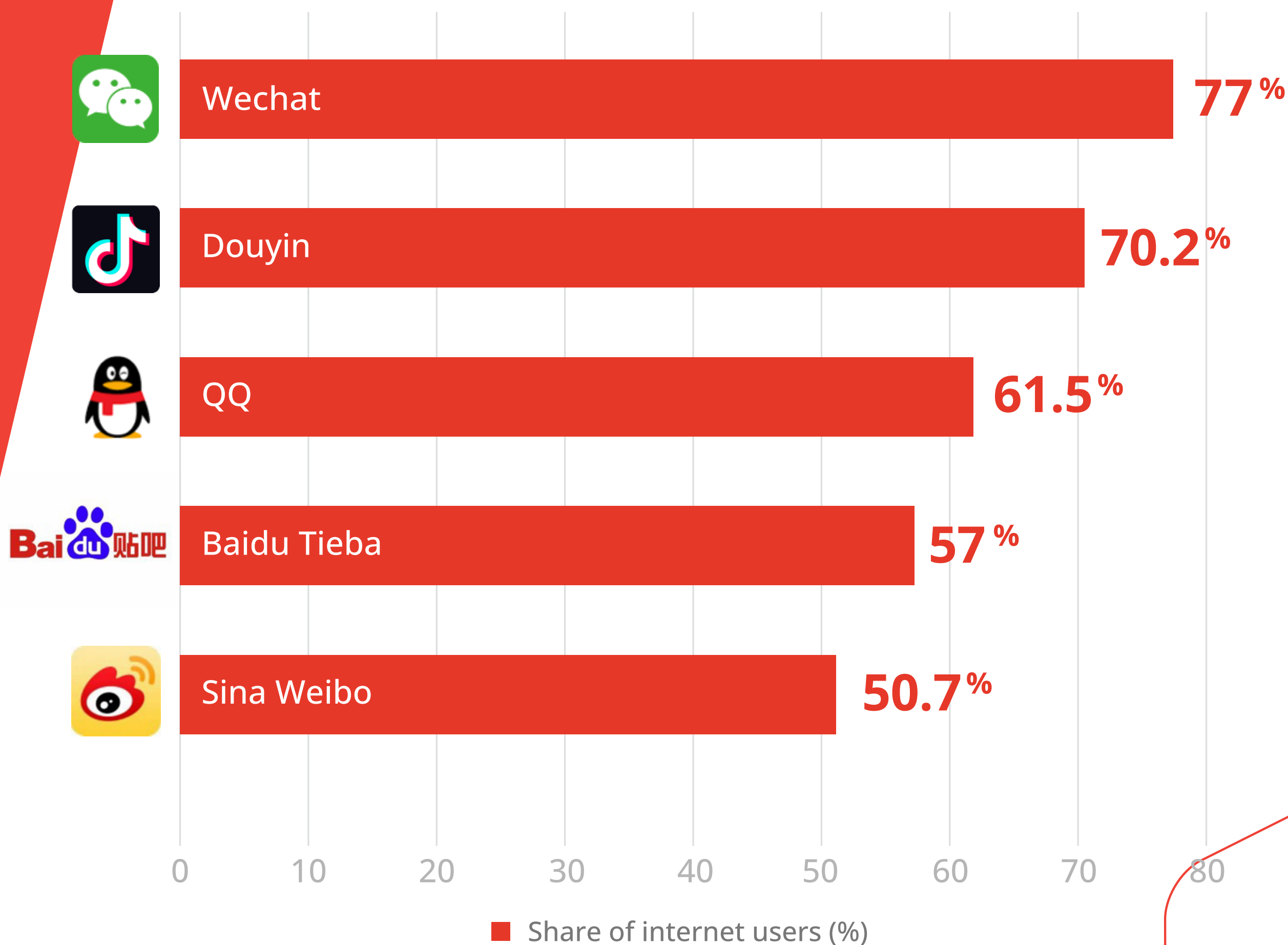


Top 5 Most Used OTA in China as of Dec 2022



Source: Statista (Dec 2022)

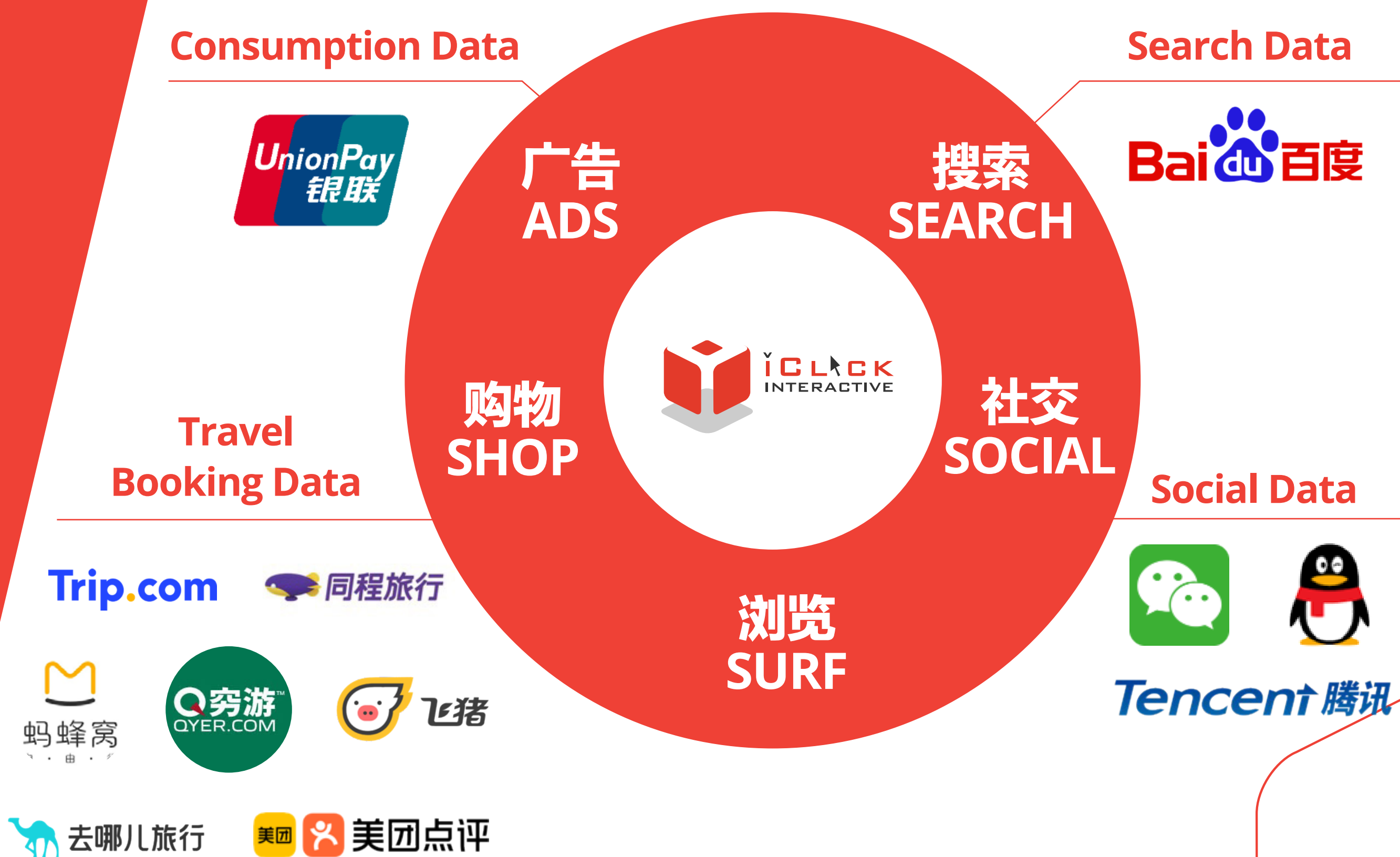
Top 5 Social Media Channels in China



Source: Statista (2021 Q3)

iClick Travel+ Solution

Leverage **Unique Data Source** to Identify Chinese with Overseas Travel Intentions.





iCLICK
INTERACTIVE

**Contact us today to
learn more about the
strategies to engage
Chinese travelers!**



sales_hk@i-click.com



www.i-click.com

