

30 March 2020

TOURISM RECOVERY REPORT in CHINA (mainland) and HONG KONG

What percentages of travelers in China and Hong Kong will resume traveling when outbreak over? How soon they re-start traveling? Did they stop all traveling abroad during outbreak! Statistics below, compiled from media, indicate recovery can be early! Please note we take no liability of its usage!

A) Strong Interest among Chinese Tourists to resume Travel soon after the Outbreak!

Various surveys in China since late February on post outbreak travel have similar findings! In fact, scenic areas and attractions in China have been re-opening to welcome tourists since mid of February.



A joint survey involving a consultancy firm on China Post-outbreak travel released its findings in Beijing:

- If Covid-19 in control either late March or April,
- ✍ **On traveling in this year** - 60% will consider; 27% uncertain; and 13% no.
 - ✍ **On when to travel this year** - 32% in July and August; 41% somewhere between May and December.
 - ✍ **On where to** – 56% domestic and 45% outbound.



Media quote survey by China Tourism Academy that 70% of China's travel trade will dive into sales and marketing initiatives once the present situation clear.



A major travel group based in Guangdong, which collected online nearly 10000 replies (between 18 and 60 with ratio of male to female at 4 to 6), release its "Post Outbreak Traveler Preferences" report.

- ✍ **On when to resume travel** – 1 to 6 months after outbreak over 50%; undecided some 40%; definitely no within 6 months after outbreak under 3%.
- ✍ **On the earliest to resume travel** – 35% of aged 60 or above likely only 1 month after outbreak.
- ✍ **On lowering travel budget by Age Groups** – 20.7% with age at/under 23; and 29.8% with age between 24 to 29; and 21.7% with age between 30 and 39.
- ✍ **On similar travel budget** – 80% of those with age 60 or above.
- ✍ **Features important for selecting travel products** – 79.2% on Accommodation; 64.3% on Catering; and 54.6% on Itinerary.
- ✍ **On size of package tour group** – 65% prefer group with fewer than 20 tourists; under 10% will join group with 30 or more tourists.

B) Indications for Early Recovery in Hong Kong as traveling abroad continued during Outbreak!

We found no related survey! Instead, many in Hong Kong continued traveling abroad in February and March during outbreak which **likely strong indication of speedy recovery!** These travelers were stopped only by travel restriction / arrival quarantine. Cancellation statistics compiled from media reports.

Below statistics provide a glimpse of the whole picture as media only reported on those with major disruptions causing mass cancellation, and those went smoothly not reported and not included below.



- In **Morocco** then were 4 package tour groups and including FIT a total of around 230 travelers.



- Including those already there in **Spain & Portugal** and scheduled to depart in remaining days of March at least 34 package tour groups of around 750 travelers.



- At least 85 package tour groups involving 1600 travelers schedule to depart for **Japan** in remaining days of March.



- At least 300 tour groups and over 5200 travelers scheduled for departure to **South Korea** in remaining days of February and in March.



- On that day in **Japan** were 25 tour groups with 640 travelers.
- On that day in **South Korea** were 18 tour groups with 280 travelers