



# THE CHINESE TRAVELLER BEFORE, DURING & AFTER

19TH OF JANUARY 2018  
PREPARED BY



DAVE RUMSEY  
CEO, ASAP+



daverumsey

# LIFE IN CHINA

24/7-365  
DIGITAL  
WITHOUT  
COMPROMISE





Google



Baidu 百度



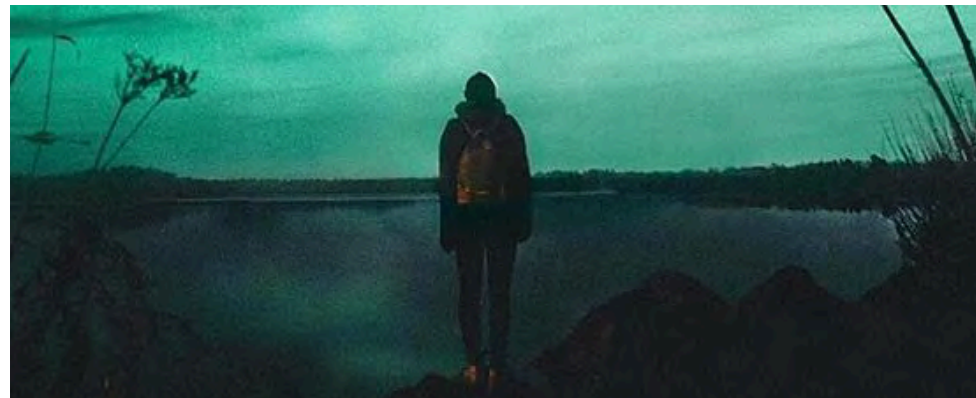
# SUPERNODES\* OF THE EAST

"[...] So we're in mainframe 2.0 and these servers grew, coalesced and became the Googles and the Facebooks. We're connected to computers we don't own. Our activity has given them extraordinary power."  
- WIRED UK, December 2017

Tencent 腾讯



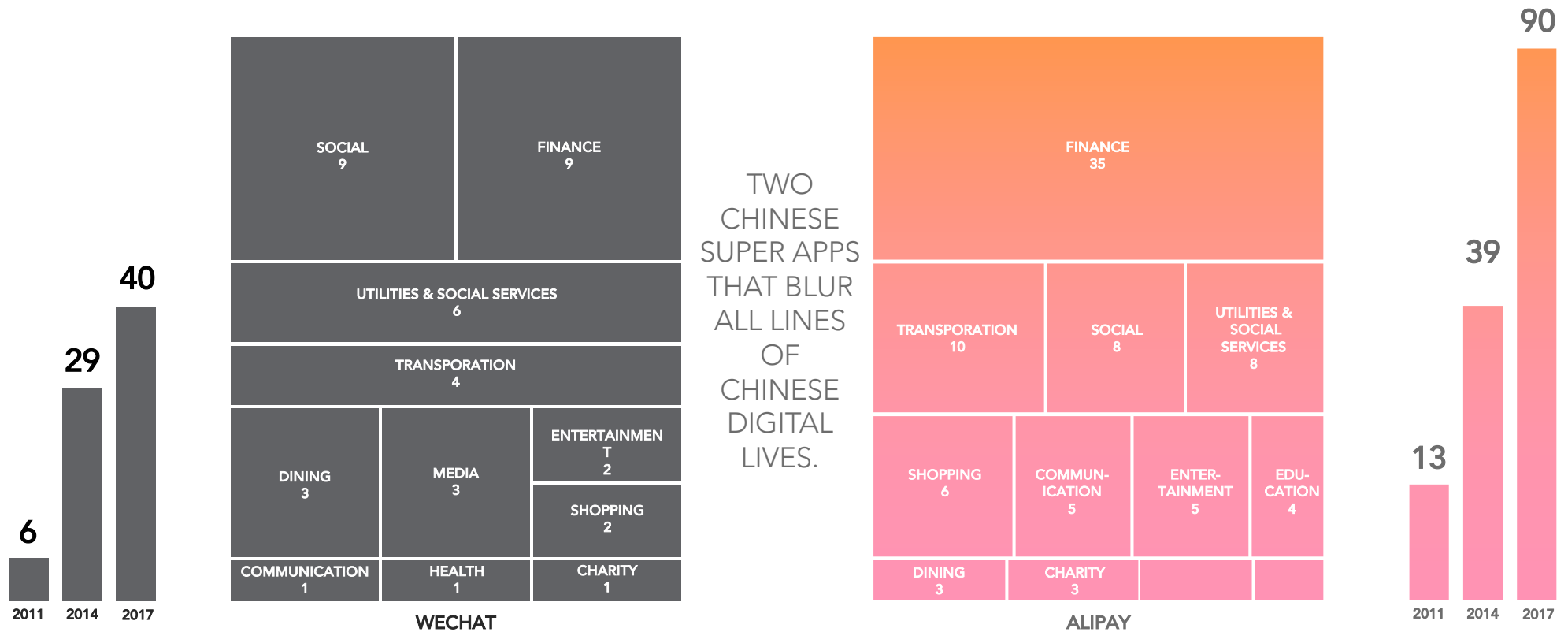
amazon.com®



Alibaba Group  
阿里巴巴集团

 TMALL 天猫

# WECHAT & ALIPAY ECOSYSTEMS



Source: MGI, China's economy a leading digital force, 2017



## 牙叔！正经的办公室就该做点不正经的事儿！

Original 2017-08-25 和奇趣一起工作  
叔式生活

我有两个美女拍档，这是众人皆知的秘密，在之前的步履维艰中她们俩曾成为被调侃的对象，这只能说明一点，敢于调侃她们说明我们关系够铁。然而，和叔同一屋檐下的还有另外一帮人，他们就是我亲爱的同事，今天的事儿就从他们说起。

经常有人问我：你们公司怎样？其实，这个问题很复杂。大多数时候我会欣慰的说：还不错，我有一帮特别棒的员工，他们听话，有能力的，跟我一起打拼了很多年，可就在说出这番话的同时，内心深处另一个我却在说：我有一公司的奇葩同事，他们是让人又爱又恨的同事。

不知道当年决定开公司是不是个错误，或许是被自己双鱼座天马行空的理想主义所蒙蔽，于是就有了这家没有老板概念的公司。什么是没有老板概念呢？就是我也是一员中的一份子，有活儿一起做，有饭一起吃，有款一起报，有事儿一起扛，有坑一起跳...

大概是这样的管理太过亲和，导致我已在公司失去了老板的威信，以至于员工们的各种奇葩想法下公司里莫名的很多奇葩的物件！同事们都称之为工作解压利器，今儿个就放给各位围观一下。

当办公室里有人吵着颈椎不舒服的时候，就多买个这款玩意儿...同事都说不买别人都忙，自己就能给自己做按摩...



开心的办公室下午茶时间



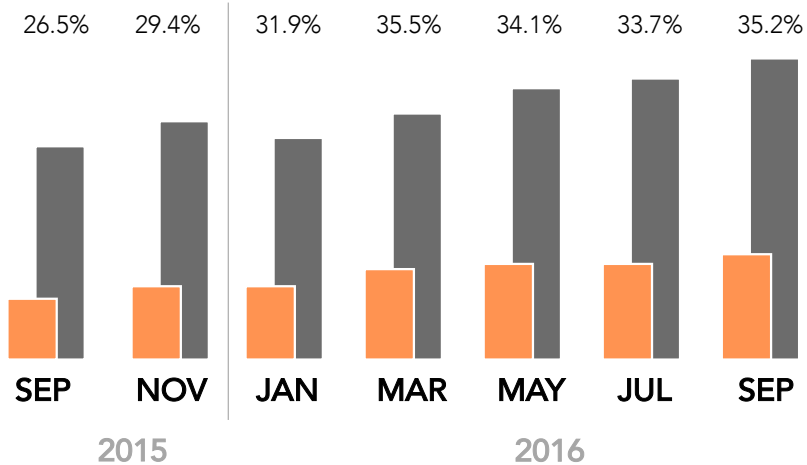
瓶装星冰乐全新茶饮。此次推出抹茶与红茶两种口味。坚持奉行建国后不能成精的宗旨，拒绝奶精、香精。仅严选高品质茶原料，搭配进口奶源，带给你自然顺滑，清新口感！一口妙想心开，一瓶格调自然



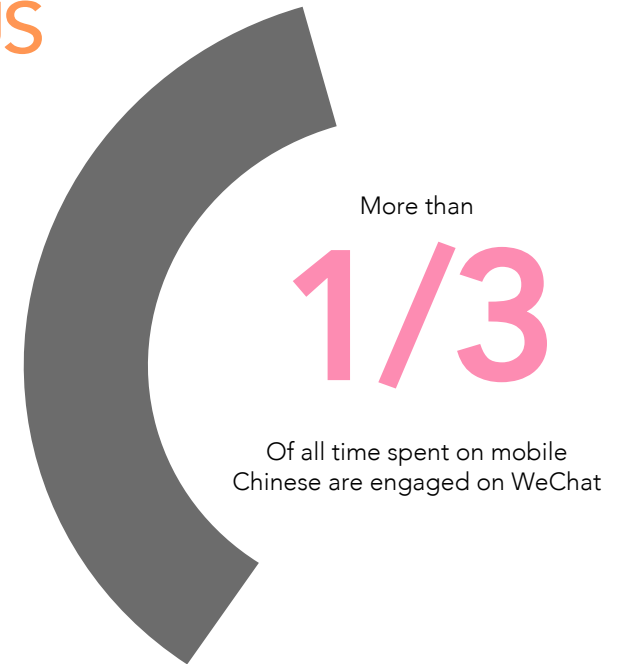
当你约上三五好友享受绿星悠悠，蓝天白云的户外Tea Party之时，不用在意骄阳的灼热，攀谈之间不妨拿出一瓶星巴克红茶星冰乐，顺滑的口感与浓郁的茶香，何必拘泥于传统形式？让我们来一场全新的户外凉爽Tea Party！

# WECHAT IS BECOMING SYNONYMOUS WITH MOBILE IN CHINA

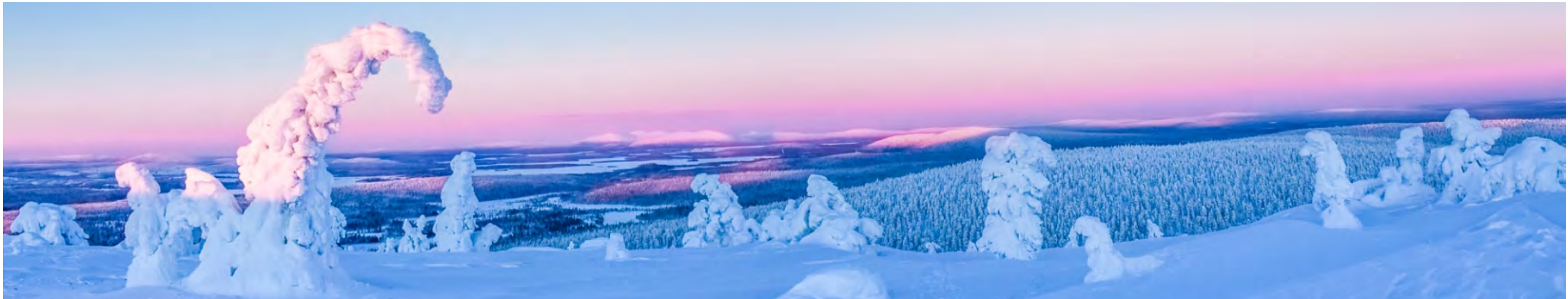
TIME SPENT ON WECHAT VS TIME SPENT ON MOBILE IN %



Out of all mobile activities WeChat is the number one app for people to engage with on their phone and with additional functions of every day living being integrated each step along the way, the time spent on WeChat increases constantly.



Data source: Questmobile, 2016





BUT DESPITE THE SIZE OF 'BAT',  
NAVIGATING WITHIN A  
FRAGMENTED LANDSCAPE OF  
SECONDARY SOCIALS\* IS  
ESSENTIAL FOR TARGETED  
SUCCESS

Note:  
This is just a small selection of  
travel & OTA platforms available





**ALSO FOR THEIR TRAVELS -  
ALL THINGS DIGITAL**



**INSPIRE**  
**RESEARCH &  
EVALUATE**

SOCIAL MEDIA, KOL  
& FRIENDS

SEARCH, VERTICALS,  
OTA & REVIEWS, OFFICIAL INFO

**BOOK**  
**EXPERIENCE**

OTA, HOTELS & AIRLINES

O2O, PAYMENT, QR, MINI  
PROGRAMS

**SHARE**

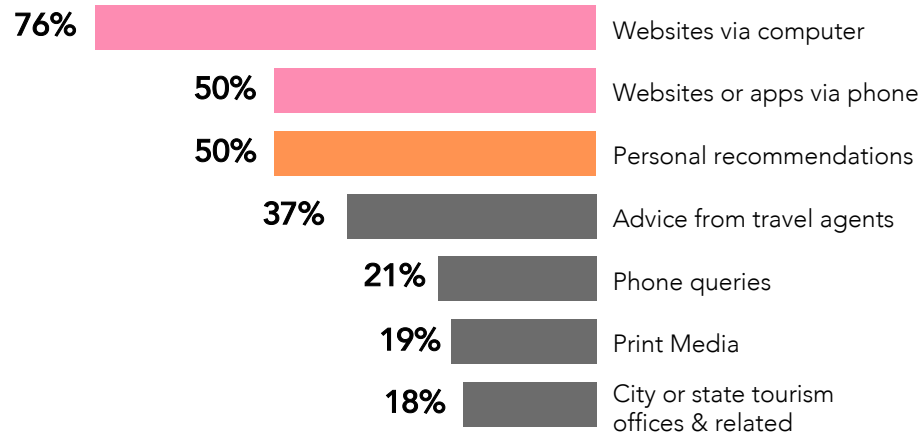
WECHAT & WEIBO  
REVIEW



# UGC, ONLINE AND PERSONAL RECOMMENDATIONS

In line with the overall media consumption behavior of Chinese, digital channels mobile and desktop bound are the top sources for inspiration, activity research and overall decision making, even outranking the direct & personal advice from friends and family. Online reviews of previous travelers and social media influencers are shaping the perception of travel destinations more so than any other factor.

## RESEARCH ON DESTINATION, TRAVEL PLANNING & BOOKING



Source: Chinese Luxury Traveler, Hurun, July 2016

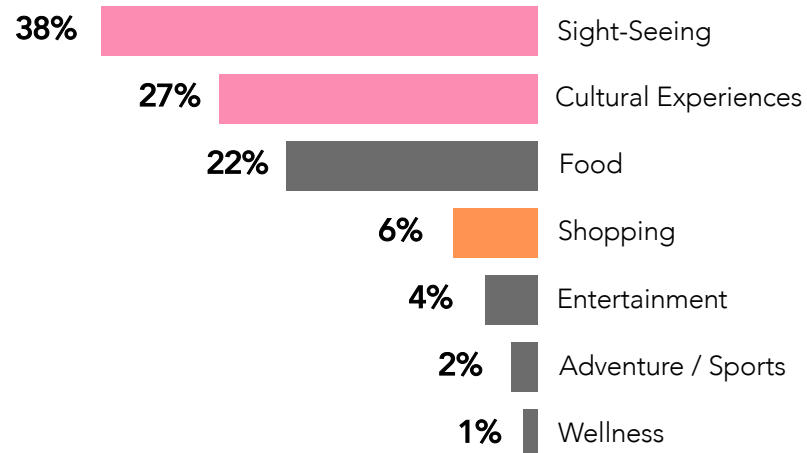


# CHINESE TRAVELLER 2018

## GOING BEYOND THE NOTORIOUS SHOPPER

OTAs are prevalent among wealthier Chinese travelers and are only second to personal contacts for inspiration. Overall all Chinese travelers are highly reliant on social validation and interaction during their planning and decision making process, regardless of OTA usage or individual booking.

### KEY MOTIVATIONS FOR INT. TRAVEL ACROSS CHINESE TRAVELLERS



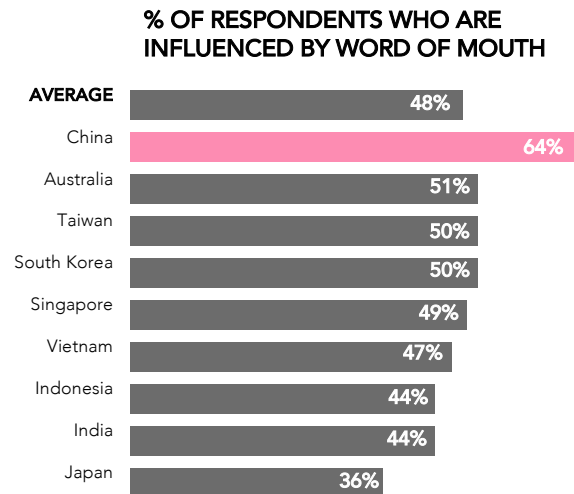
Source: Chinese Luxury Traveler, Hurun, July 2015





# SHOWCASING EXPERIENCE AT HOME THROUGH THEIR FAVORITE INFLUENCERS

iWom and careful shaping of opinions online are the most impactful way for Chinese travelers throughout their journey, making social opinion leaders even more significant throughout the marketing mix.



Source: Criterio – The new digital traveler, 2017





# NEW ZEALAND TOURISM CAMPAIGN REVIEW



Food & wine influencer Shu Qiao – 8 short film series  
available only Chinese video platforms



Tencent video av. View 500k



IQIYI av. View 500k

## #DISCOVERTHEHEARTOFTHELONGWHITECLOUD#

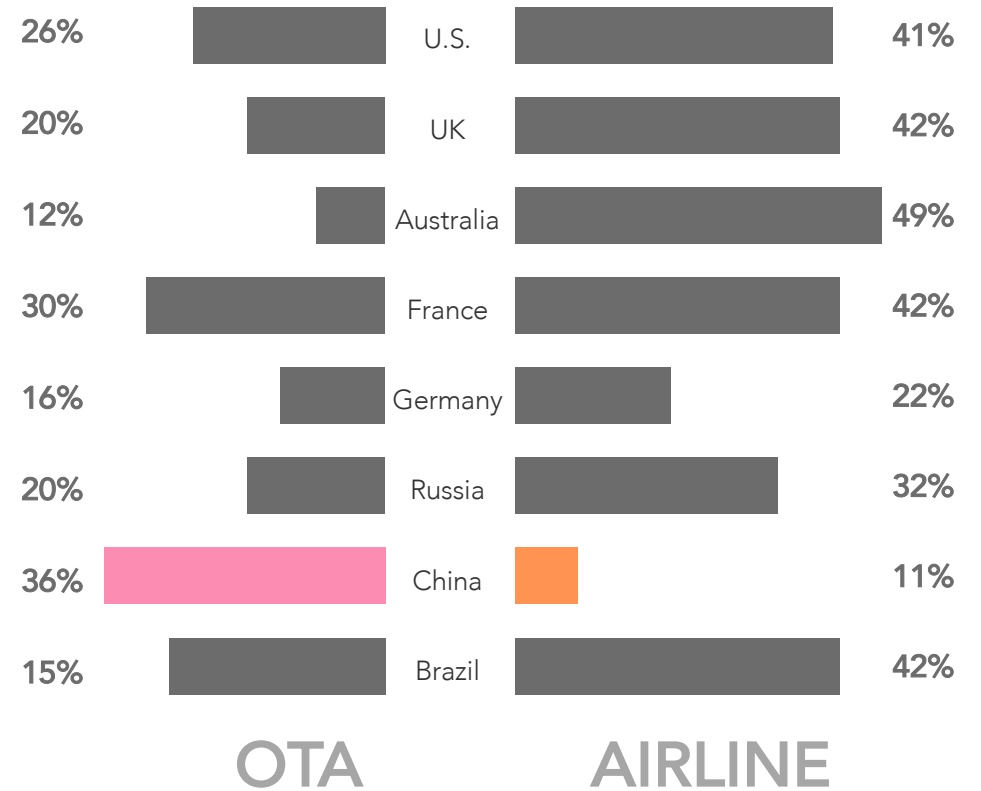
With first week of the campaign

11.5m impressions, 46,000 engagements and 2.3m video views



# OTAS HAVE WON OVER CHINA

FLIGHT BOOKINGS, OTAS VS AIRLINE APPS/WEBSITES



Source: Phocuswright: Search, Shop, Buy, The new digital Funnel, 2016



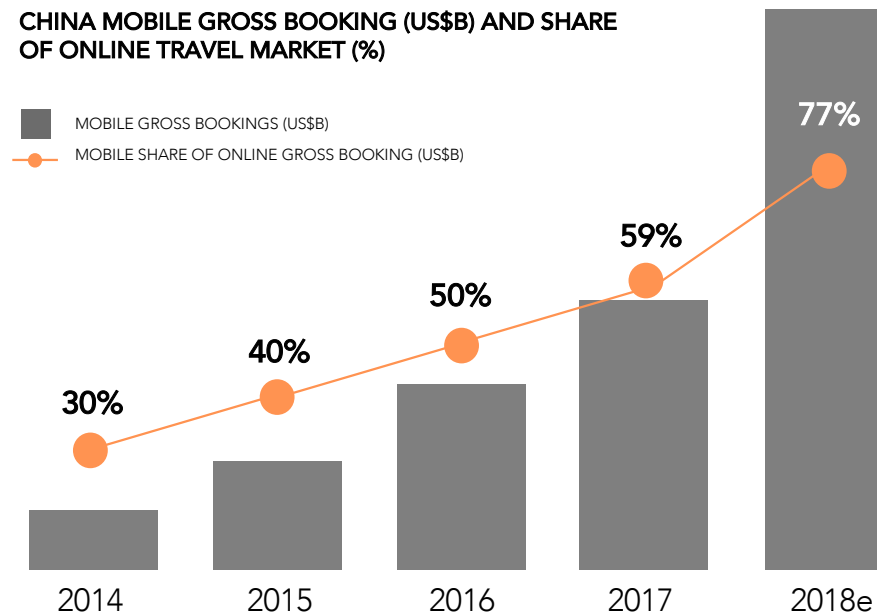


# MOBILE BOOKING

## THE MODE OF CHOICE

With their journey inspired by online influencers, and digital channels holding the reigns over the decision making process, China's love for the mobile is also evident in the mobile share of bookings made.

**CHINA MOBILE GROSS BOOKING (US\$B) AND SHARE OF ONLINE TRAVEL MARKET (%)**



Source: IPSOS, 2017 Mobile Payment Usage In China Report





## A GENERATION WITH DIGITAL WALLETS

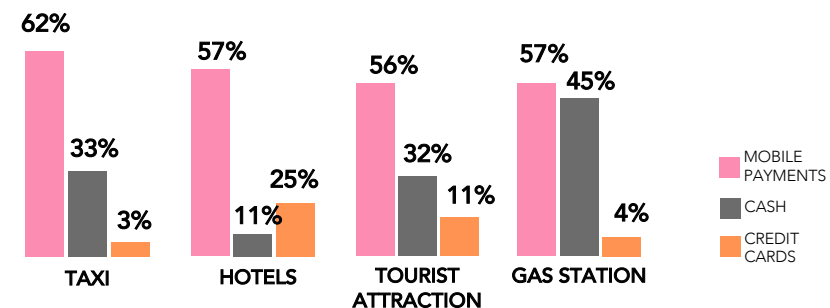
# 40%

Of Chinese regularly carry less than

**100RMB in cash**

While still being rolled out and more of a novelty in the Western markets, Chinese have already adopted digital payment system as a natural part of their lives. This doesn't stop from travel related purchases or bookings, which are more often than not now done via digital payments.

### MOBILE PAYMENT DURING TRAVELS [% BY PREFERRED PAYMENT METHOD]



Source: IPSOS, 2017 Mobile Payment Usage In China Report

# FINNAIR

## MARKETING TO THE CHINESE TRAVELLER

### CHATBOT INTEGRATION

Via Facebook messenger passengers can book flights, check flight status. Available in English Finnish and Chinese.



### INFLIGHT ALIPAY PAYMENT

On flights from china to Helsinki customers can make onboard purchases via Alipay



### WECHAT PAY INTEGRATION

Chinese consumers can directly book and manage flights via Finnair's official account



### JD & FLIGGY STRATEGIC PARTNERSHIP

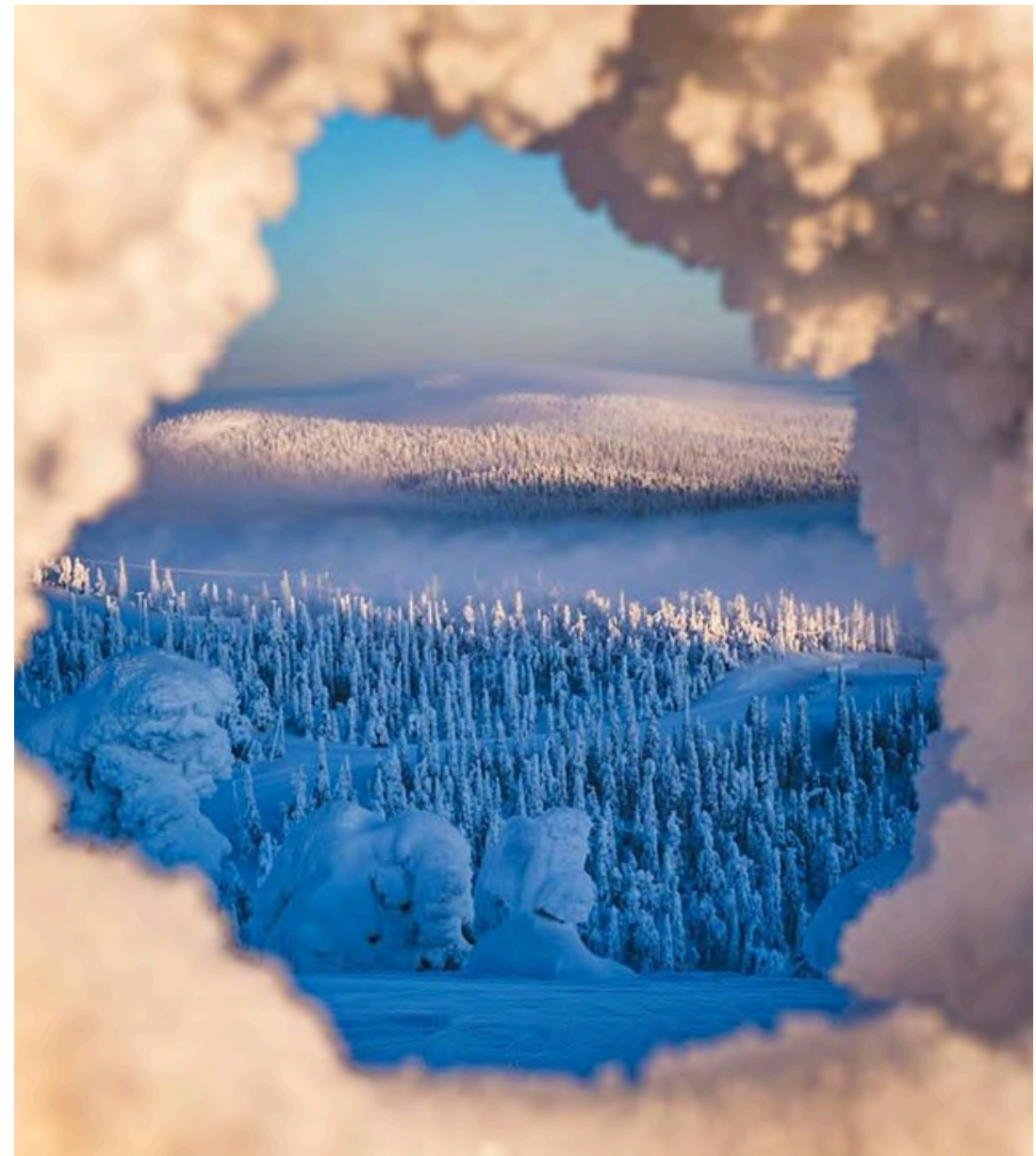
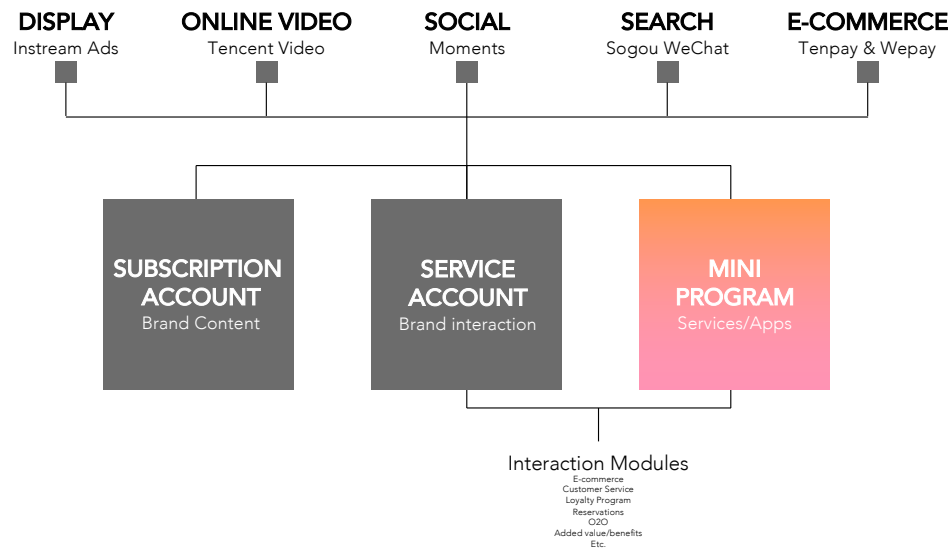
Chinese consumers will be able to book flights on JD's new travel platform and manage loyalty program Launching early 2018





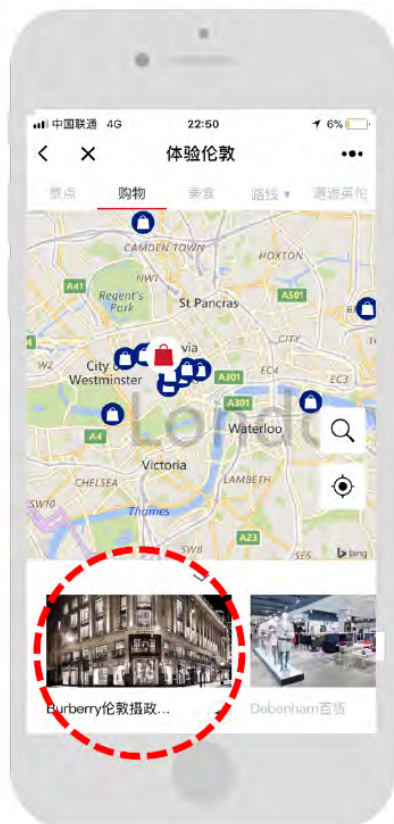
# AT THE DESTINATION CONNECTING THE REAL WORLD WITH WECHAT

As WeChat is the most used app in China, it's O2O capabilities are profoundly changing travel behavior. After the official introduction of Mini Programs in 2017, WeChat Go is another step into connecting the real world with WeChat as a digital hub, with special emphasis on the travel industry.





CityExperience



Attraction info

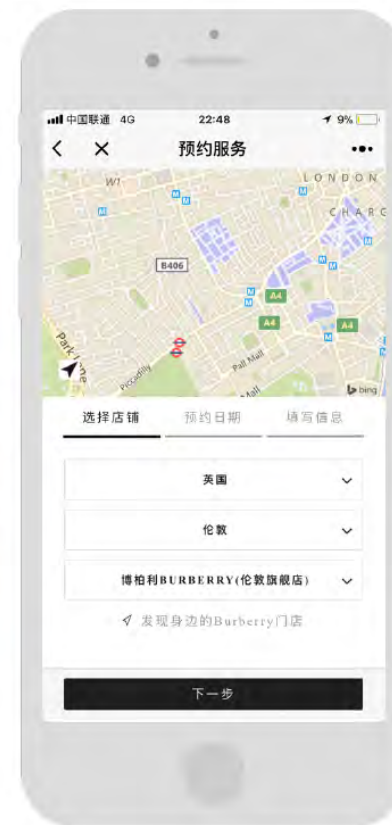


Jump Mini Program

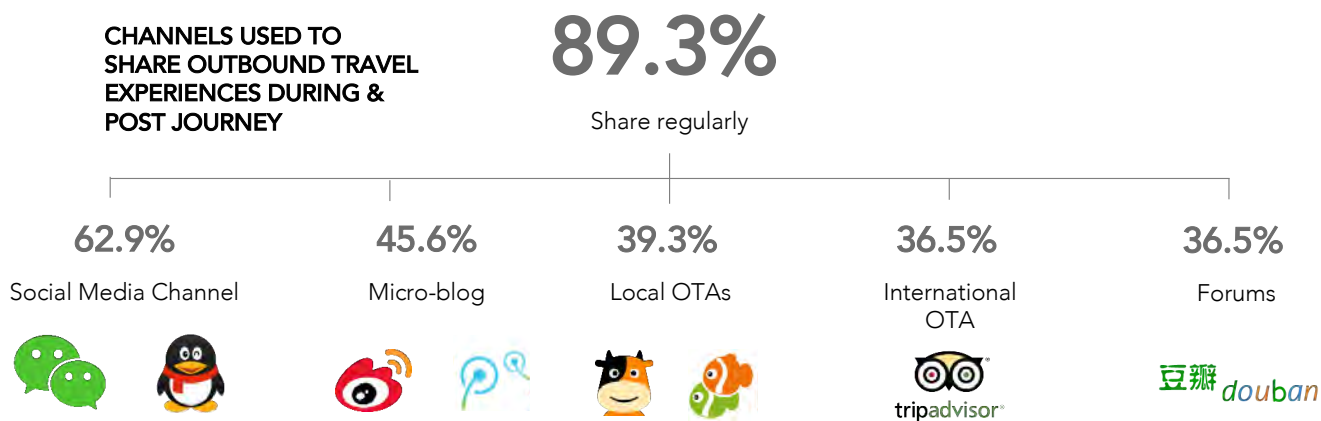


✓ WeChat Pay

Attraction's own Mini Program



# SHARING DIGITALLY LIKE AIR TO BREATHE

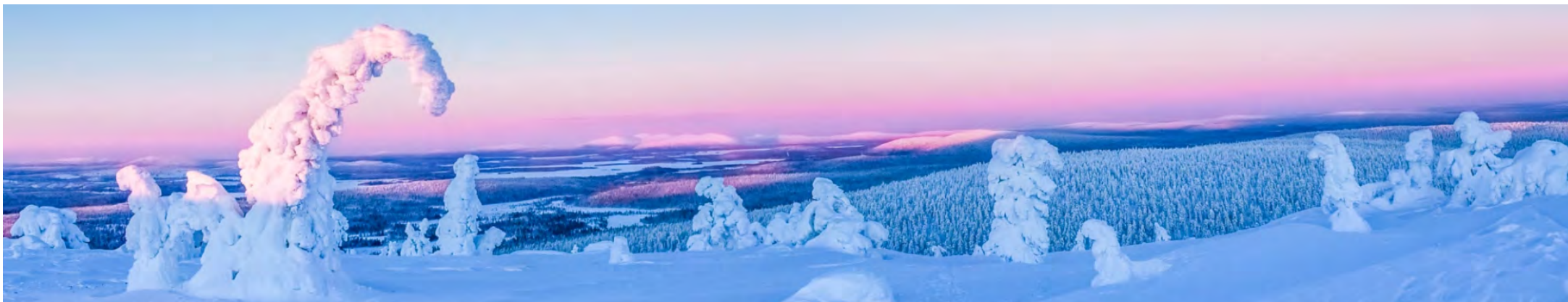


10.7%

Rarely Share

Before, during and after the journey, Chinese travelers are always on sharing the entirety of their experiences online with friends on their social circles. They do not curate after the trip but rather publish their experience in real-time.

Data source: Questmobile, 2016





## AN ALWAYS CONNECTED JOURNEY

*Digital is inextricably linked as a part of the Chinese travel experience. It never begins or never ends, whether being before, during or after their trip, all touchpoints are as important individually as they are as a whole in conjunction with each other.*

*China is challenging the notion of what a true omni-channel approach can become by fusing digital and real-life together in a single seamless experience.*

### WHAT DO YOU EXPECT WHEN DEALING WITH MULTIPLE CHANNELS IN % OF RESPONSES?







**Dave Rumsey** 

Finland



Scan the QR code to add me on WeChat

# THANK YOU.

