



China: Leading the Global Travel Rebound

PART·1

What is life like in China?

Current situation in Hubei Province



No more high risk areas in Hubei Province. From March 25th, cities except Wuhan reopened. Public transportation resumed operation gradually and people started to go back to work. As to Wuhan, in March 28th, train stations have been reopened for arrival and more than 60 thousand people came back to this city in that day.



Current situation in other cities



With the situation under controlled in other cities, life is gradually back to normal. In Beijing, more than 90% companies have their staff back to worksite. The tension about the epidemic has been relieved and people started going out during weekends.

PART·2

What is the impact of COVID-19 on Chinese tourism ?

Travel industry is severely hit by Coronavirus

- All the group tours are cancelled from 26th January. Group tours and package products including air tickets and hotels are banned to sell both offline and online.
- All scenic spots nationwide had been closed from 26th January.
- 64 countries including Singapore, Australia, Russia had varying degrees of travel restrictions to Chinese passport holders. Many domestic and international air routes have been cancelled.
- OTAs like C-trip, Meituan, Fliggy, Mafengwo etc. had been through the biggest cancellation in history . Cancellations have resulted in more than billions refunds.
- Industries such as domestic hotels, restaurants and entertainment have been hit hard.
- Inbound tourism has basically stopped.
- After 10th February, people return to work in phases. Some domestic scenic spots have been reopened.

The impact of covid-19 on Chinese outbound travel

- Prior to the coronavirus outbreak, industry watchers expected over 450 million Chinese would travel during the Lunar New Year Holiday, an increase of 8% year on year, and their travel would have created approximately 550 billion yuan (USD 78.8 billion) of consumption. The sudden coronavirus outbreak put a spanner in the works.
- A survey by China Tourism Academy shows 71.5 % of the respondents would travel after the outbreak ends and everything stabilizes for a while, and 20.7 % would go traveling as soon as possible after the epidemic.

Chinese tourism situation after the epidemic gradually eased

- As of March 16, 3714 A-level scenic spots in 28 provinces (districts and cities) have resumed business, Beijing, Shandong and other places have gradually restored their tourism services, and some citizens began to arrange travel plans during the Tomb Sweeping holiday.
- C-trip began to try live broadcasting, with a total of 510000 viewers, about 1.44 million USD sales volume and 6710 orders in one hour.
- Mafengwo start the 'warm spring action', carry out the "travel online" live activity of pre-sale, coupon issuance and travel KOL cooperation, and drive the recovery of tourism demand in the form of online content + transaction

Chinese tourism situation after the epidemic gradually eased



As of March 22, [Sanya](#) has not seen any new confirmed cases for 40 consecutive days. By the middle of March, Sanya's holiday tourism facilities had been basically restored, and the airport gradually resumed flights to and from key tourist source areas. The average daily order volume of the whole Hainan scenic spot in March is nearly 10 times higher than that in late February.

PART·3

What were the behavior changes of travellers ?

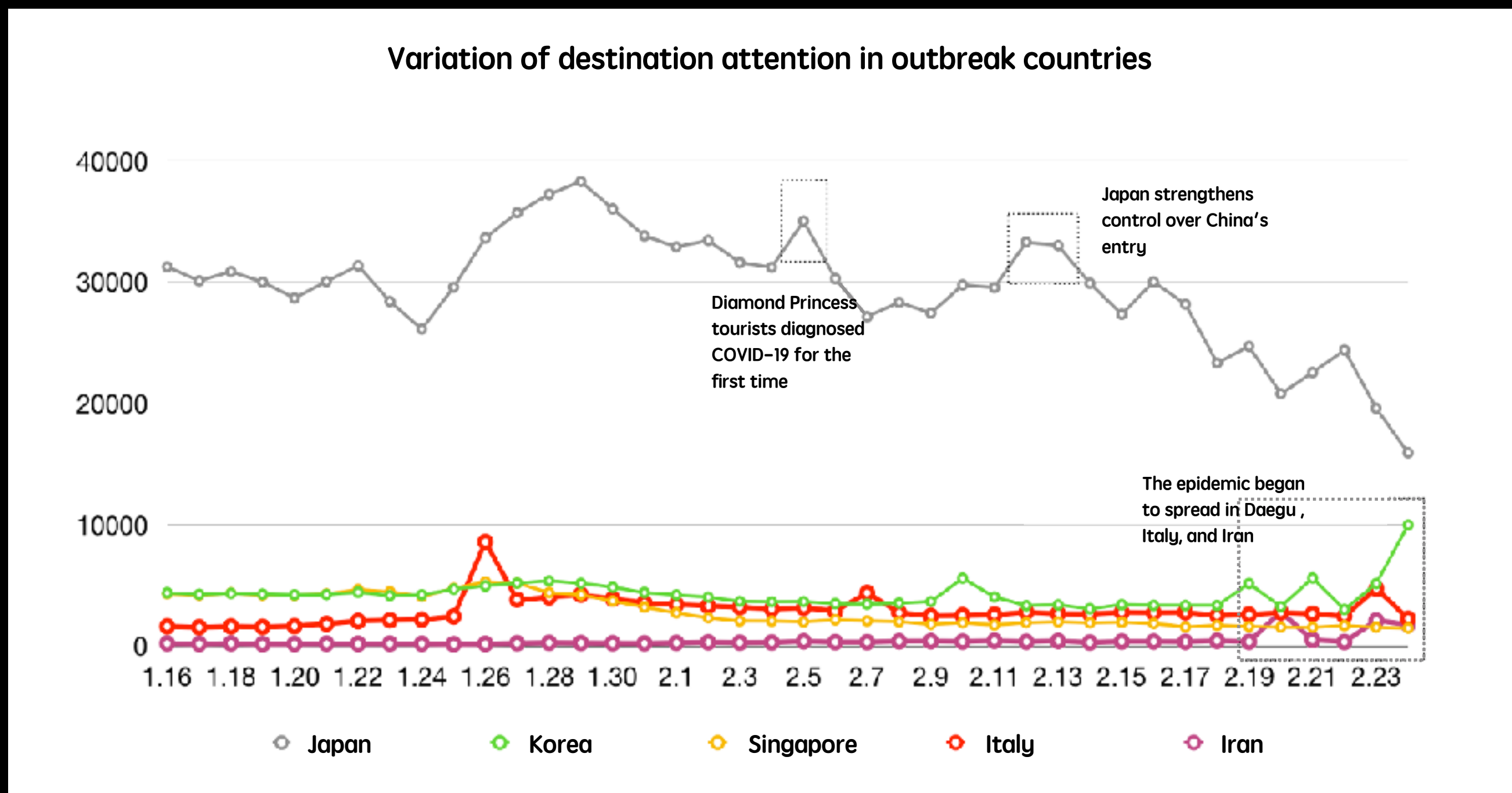
Rankings of outbound destinations were rising

- Vietnam and Singapore dropped significantly due to they issued the entry restriction policy
- European countries, especially the emerging niche destinations, have attracted more users' attention due to the low tourism risk and unique scenery, such as Croatia and Serbia. Their popularity rankings went up.
- Russia, due to the popularity of new Chinese movie "lost in Russia" released during the Spring Festival, a large number of users show their interests.

Top 20 hot outbound countries			
Country	Epidemic period	Before epidemic	Rank change
Japan	1	1	0
Thailand	2	2	0
USA	3	5	2
Malaysia	4	3	-1
Russia	5	11	6
Korea	6	6	0
Philippine	7	7	0
Indonesia	8	9	1
Vietnam	9	4	-5
Australia	10	10	0
The U.K.	11	14	3
Italy	12	13	1
Singapore	13	8	-5
New Zealand	14	12	-2
Spain	15	15	0
France	16	19	3
Turkey	17	20	3
Maldives	18	18	0
Switzerland	19	21	2
The United Arab Emirates	20	17	-3

Hot outbound countries ranking increase	
Country	Rank change
Serbia	21
Russia	6
Croatia	6
Georgia	4
Ireland	4
Germany	4
The U.K.	3
France	3
Turkey	3
Austria	3
Switzerland	2
USA	2
Denmark	2

Other outbreak countries are being closely watched



For countries with outbreaks abroad, the overall travel fever continues to decline. When major epidemic news related to the outbreak country appears, destination heat will rise and then decrease again.

Travellers would like to check real-time information of flights and entry policies



During the epidemic period, MFW launched the special column of "Real-time Tourist Information Summary, where users can check flight changes, immigration policies, and all local information related to travel. MFW hopes help users reasonably arrange their trips by providing timely, effective and valuable travel service information.

The keywords related to travel season are changing

it is foreseeable that the tourism market will inevitably erupt after the epidemic, and important key nodes are expected to appear in the month following the end of the epidemic and in the first Golden Week. May Day will be the first node that can be expected, following the summer vacation. Users' search changes on the travel season can also confirm this prediction. During the epidemic period, most searched season was "May Day". It can be expected that the overall market boost point will be affected by the development of the epidemic situation, and "May Day" is most likely to become the first wave of tourism recovery.

Top travel time keywords searching by users

Epidemic period	Before epidemic
Keyword	Keyword
May day	CNY
May	Celebrate the Spring Festival
Summer vacation	CNY in Beijing
Spring	CNY travel
National day	Winter
June	Spend NewYear in Beijing
National Day of PRC	CNY in HangZhou
Summer	CNY in Guangzhou
April	May day
March	Spend NewYear in Guangzhou
Qingming	Winter in Beijing
July	February
May travel recommendation	CNY in Sanya
Christmas Island	CNY in Xiamen
Tomb Sweeping Day	CNY in Shanghai
Summer in Hokkaido	CNY travel
Summer in Japan	Winter travel
October	CNY in Xi'an
August	CNY in Chengdu
Summer vacation tour	CNY in Nanjing

What are they focusing on?

- Travelers with higher consumption power are more willing to travel again once the epidemic is over. Travel market recovery will start from super-first-tier and first-tier cities, middle-to-high consumer groups.
- The epidemic has a greater impact on the health of the elderly. It also reminds travelers to pay more attention to the emotional care of their elders. More people will choose to take the elderly to travel after the epidemic.

Travel consumption	Proportion of people with intention
0-5000CNY	Declined
5001-10000CNY	Increased 150%
10001-30000CNY	Increased 176%
Over 30000CNY	Increased 230%

Travel partner type	Index rise
Friends	51.25%
Couples	38.64%
Parenting	30.95%
Student	61.80%
Solo travel	20.40%
Family	13.81%
With elderly	79.40%

*Data changes comparison to before epidemic

Young users are still optimistic about travel



- Mafengwo launched the topic of "online travel", which users can enjoy a virtual travel online at home without going out during the epidemic. Through the interactive release of travel notes, videos and live broadcasts, rich UGC contents allow users to experience the feeling of travel online.
- Many users of Mafengwo said that **the epidemic would eventually pass, and those cancelled travel plans would come true in a more beautiful sight.** Young FIT travelers have multiple channels to access information and have a more clear and rational judgment on market changes. They will become the pioneer travellers when tourism market gets recovering.

What are the trending topics?

- During the whole epidemic period, users will basically give up long-distance travel plans due to the restrictions of exit policies of various countries. However, this can't restrain users' travel passion. They are very concerned about the entry policies of overseas destinations and the adjustment of routes of foreign airlines, which also shows that users still have plans for outbound travel after the epidemic is over.
- K3 international train from the Chinese new film «Lost in Russia» and Switzerland which is the romantic destination in recent South Korean TV drama «Crash Landing on You» became the new trending words being searched. These indicate that users maintain high interests in travel. Trendy movie, TV series and reality shows still have great influence in choosing a destination.

热搜榜

- 1 疫情后最想去哪里 热
- 2 疫情期出行信息变更
- 3 马尔代夫 热门双料
- 4 格鲁吉亚 小众
- 5 冰岛
- 6 垦丁
- 7 南极 新
- 8 爱的迫降 欢喜地打主
- 9 俄罗斯极光
- 10 贝加尔湖
- 11 非洲之傲 豪华列车
- 12 K3国际列车
- 13 大家一起云旅行
- 14 直播来啦! 零奈云旅行
- 15 日本
- 16 武汉加油!
- 17 巴厘岛
- 18 马来西亚
- 19 邮轮 不一样的旅行
- 20 环球影城 吐血双料

- 1 Where do you want to go after COVID-19
- 2 Travel information update during epidemic
- 8 Korean TV drama <Crash Landing on you>
- 11 RovosRail – – Luxury trains in Africa
- 12 K3 International train – – Beijing to Moscow
- 16 Be strong, Wuhan!

Where they want to visit when the epidemic is over?



By now, more than 560,000 users have participated in “Make your travel wish” event launched by MFW. More than 80,000 of them want to travel to Wuhan after the epidemic to show their support for Wuhan. Majority people wish to travel to Maldives, Japan, Russia, South Korea and other neighboring countries. Going Russia or Norway, Canada to see aurora and going Japan to see sakura are the most popular experiences.

MFW with 52 tourism bureaus and scenic spots around the world launched Fridge Magnet Event, encouraging users to collect magnet of destinations for global epidemic prevention and control support. In this 7-day event, the total impression and click achieved 124 million+ and 1.38 million+ respectively.



What are the hot search words?

It can be seen from hot search words in < most experience > that users' demands for experience have become more and more diversified. Travel experiences such as **camping, sea fishing, horse riding, paragliding** and so on can all be the reason to travel. New contents generated by users are more on **Museum, Countryside or Art performance.**

New Contents are most on the following topics

1	self driving
2	Museum
3	Countryside
4	Art Performance
5	Family trip

Hot search words in <Must Experience>

1	Xinjiang self driving tour
2	Camping
3	Cycling
4	The Songkran Festival
5	Couple
6	Phuket diving
7	Europe FIT
8	Fishing
9	Thailand diving
10	Parachute jumping
11	Bungee jumping
12	Honeymoon
13	Honeymoon trip
14	sea fishing
15	Mountain climbing
16	Italy self driving tour
17	Paraglider
18	Horse riding
19	travel on a budget
20	Travel with children

Countries that offer great support to China are likely to see more visits in future

-  俄罗斯: 36.2吨医疗物资
-  白俄罗斯: 40吨医疗物资
-  赤道几内亚: 200万美元
-  哈萨克斯坦: 13.6吨医疗物资
-  欧盟: 12吨医疗物资
-  越南: 62万亿美元的医疗物资
-  韩国: 200万个普通口罩, 100万个医疗口罩, 10万套防护服, 10万副防护服
-  日本: 9吨医疗物资
-  伊朗: 300万个口罩
-  梵蒂冈: 70万个口罩
-  巴基斯坦: 30万个口罩, 800套防护服, 6800副手套
-  英国: 5万副手套, 3.5万套防护服
-  土耳其: 防护服、一次性防护服各1000套, 9.35万个口罩
-  蒙古: 1.39万个口罩
-  捷克: 1000万克朗
-  马来西亚: 1000万副橡胶手套
-  澳大利亚: 270万人民币医疗物资
-  匈牙利: 2万个医用口罩, 500副手套
-  泰国: 30万个口罩及部分医疗物资
-  阿联酋: 10余万件医疗用品
-  新加坡: 100万新元种子基金
-  柬埔寨: 15万美元
-  文莱达鲁萨兰国: 5万个防护口罩
-  美国: 无政府捐赠, 74家美国企业捐赠3.84亿人民币



During the period of China's fight against the epidemic, many countries around the world donated medical materials to China urgently, which moved the Chinese people and caused heated discussion on the social media. Recently, Chinese citizens living in Japan began to distribute masks free of charge on the streets of Tokyo, giving back their gratitude to Japanese people. These countries are likely to see more travelers from China.

PART·4

What can we do to deal with it ?



The Leading Travel and Leisure Platform in China

Start from 2010



10 years





Mafengwo

Gathering the world beauty and millions of travelers



60,000 +
Travel destinations

760 Millions
APP Downloads

85%
Comes from mobile side

130 Millions
Registered users

120 Millions
MAU

8 Millions
APP DAU





Contents Massive valuable contents

Monthly Generated
Long Contents

Travel Guide, Travel Blog

700k

Monthly generated
Short Contents

Travel Note, Q&A, Comments

9.26M

Total POI

63m

Daily Generated
Data

3T

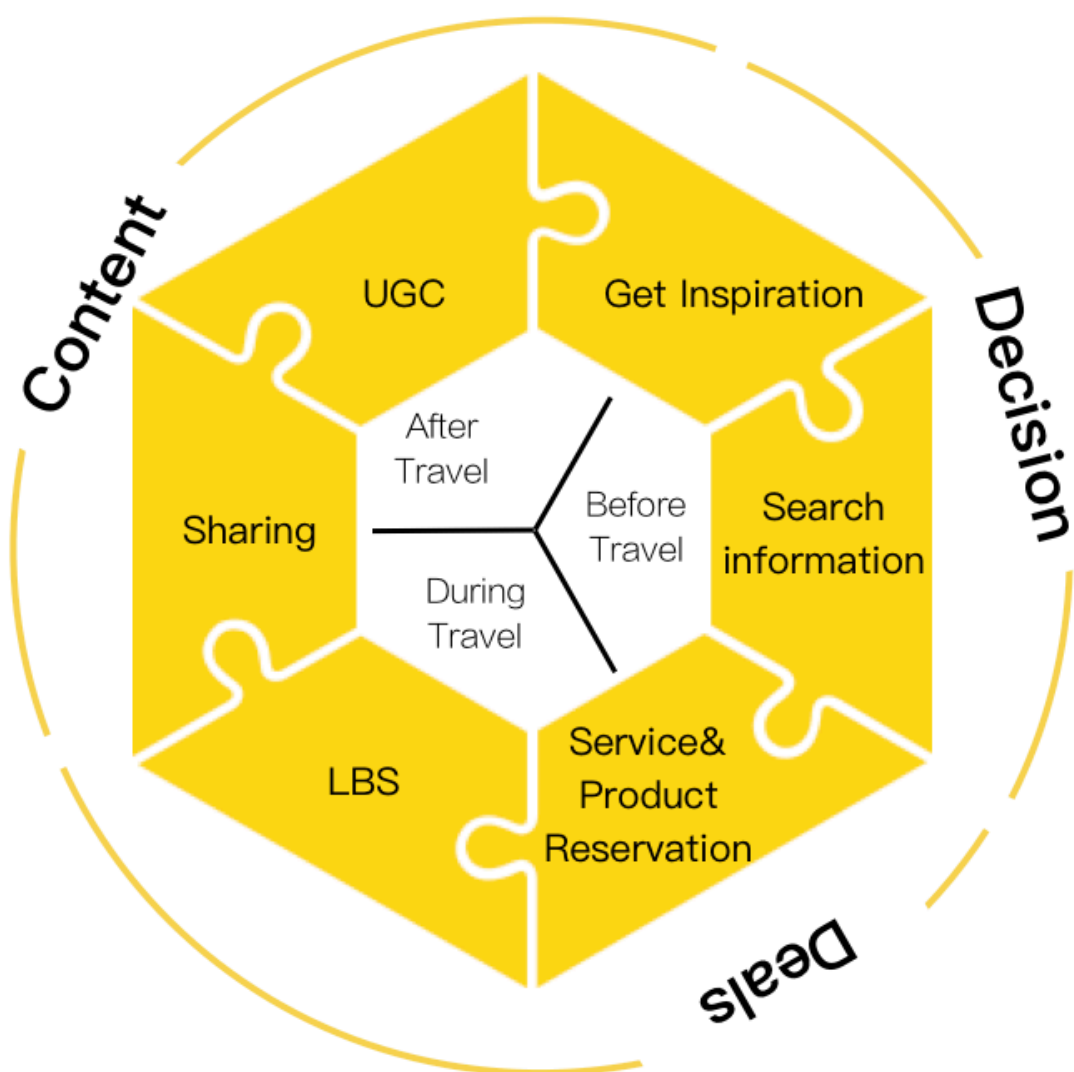




Why choose MFW?

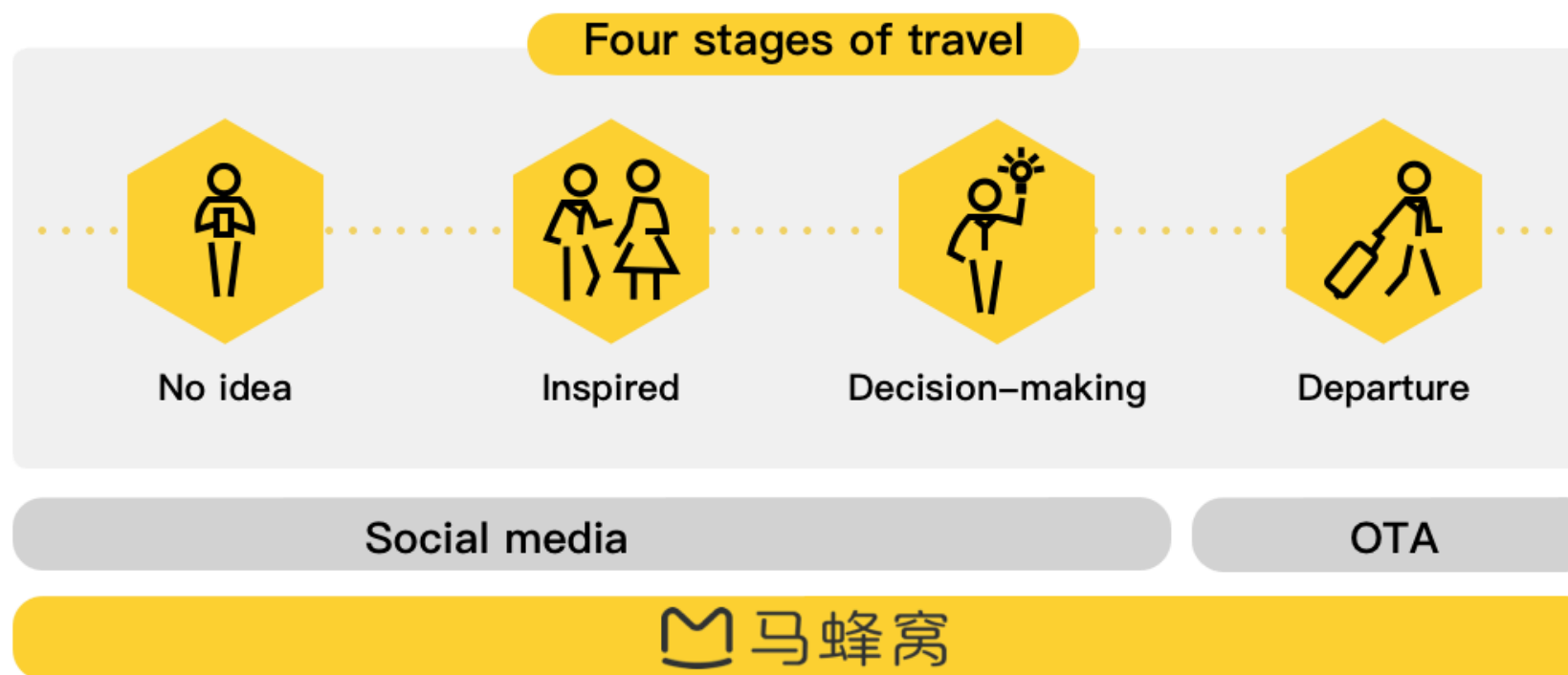


Contents Lead to Deals

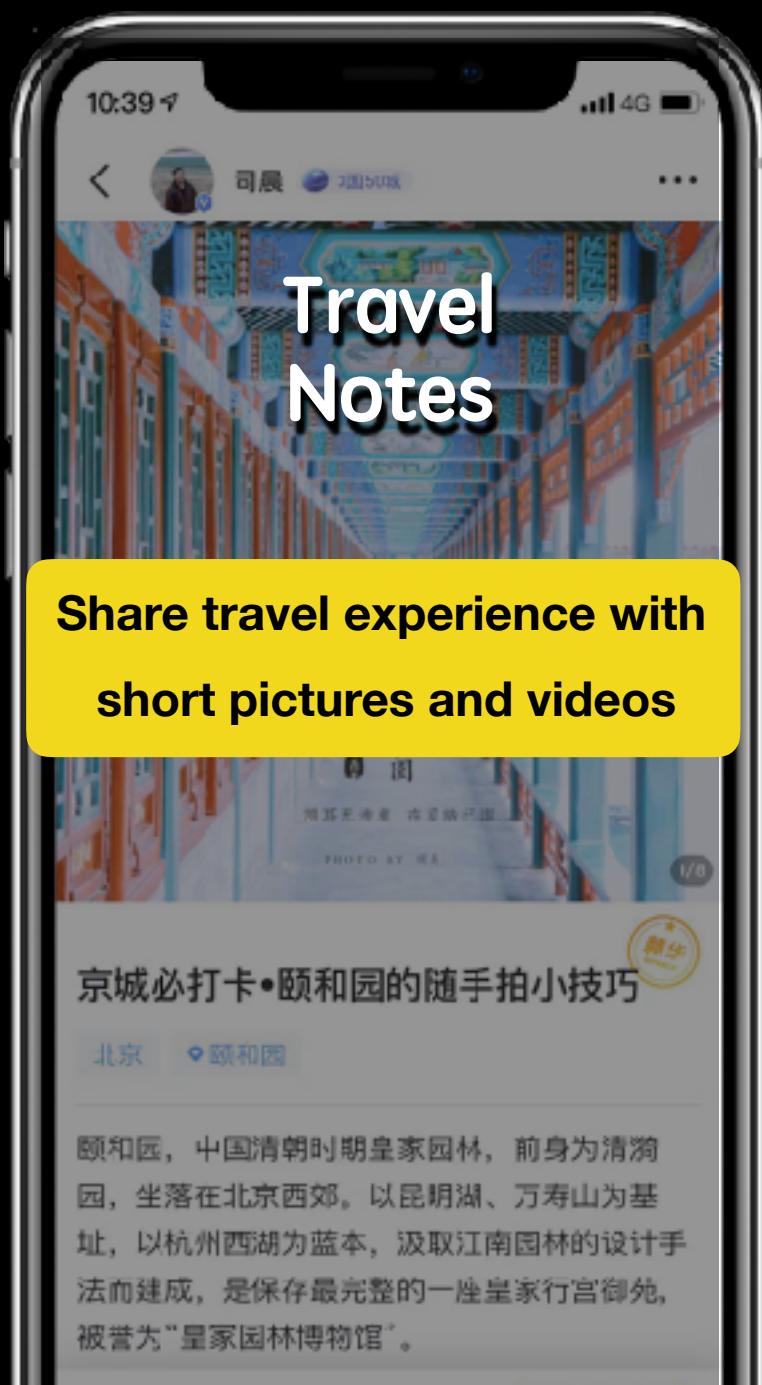


MFW feed the contents to **accurate users with travel needs**,
and design contents marketing plan **cover the whole four stages of travel**.

Travel: 3/4 longing for holiday, 1/4 set out to travel



Build contents system



Travel Notes

Share travel experience with short pictures and videos



Travel Guide

Long content with overall information



Travel Blogs

Record and share of real travel experience by KOLs

New trends: Vlog + Live broadcast

KOL

+

Brand

+

Scenic Spots

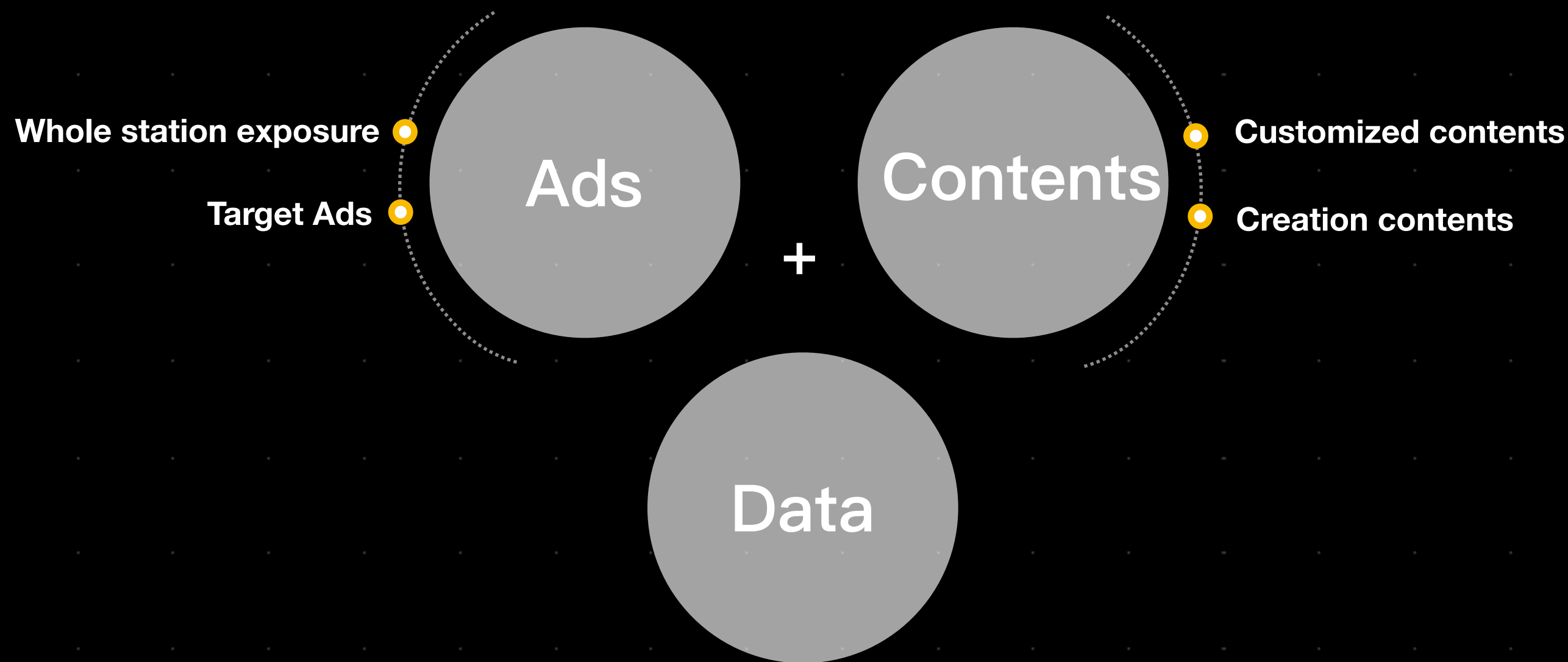


Vlog and Live broadcast
create a new system of
“travel online”

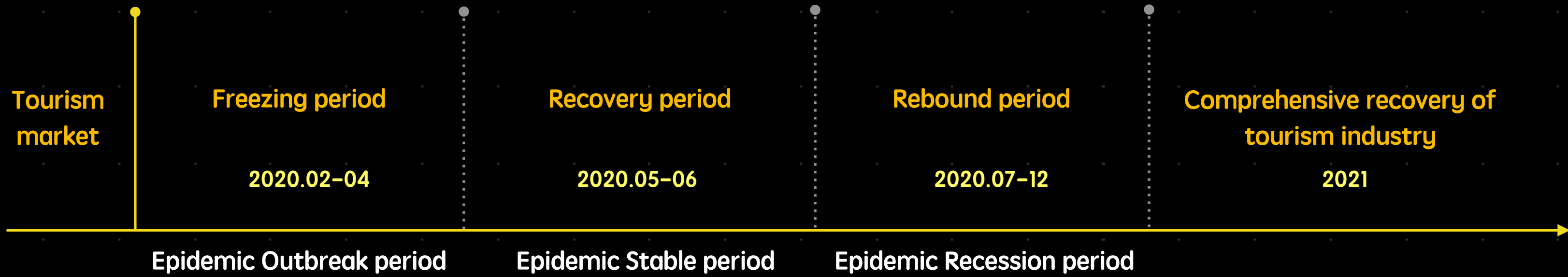


Future

Deep integration · Mutual influence



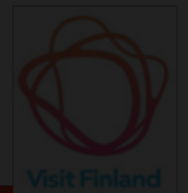
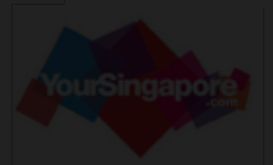
Prepare for the recovery period of Tourism



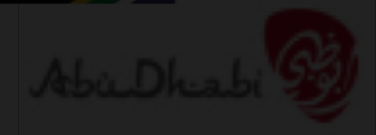
Based on market observation, mafengwo provides the following three suggestions for travel marketing in China:

1. Keep communicating with Chinese travelers and show your support.
2. Keep the epidemic-related information in your country updated in real time.
3. Build a content production system in line with the epidemic recovery period.
4. Strengthen data management and analysis to make sufficient preparations for catching the opportunities of tourism recovery.
5. Destinations with high user attention in the near future should do marketing in advance.

*This cycle prediction reference, Susceptible Infected Recovered Model adjusted according to covid-19 propagation characteristics



THANKS



2020.2