

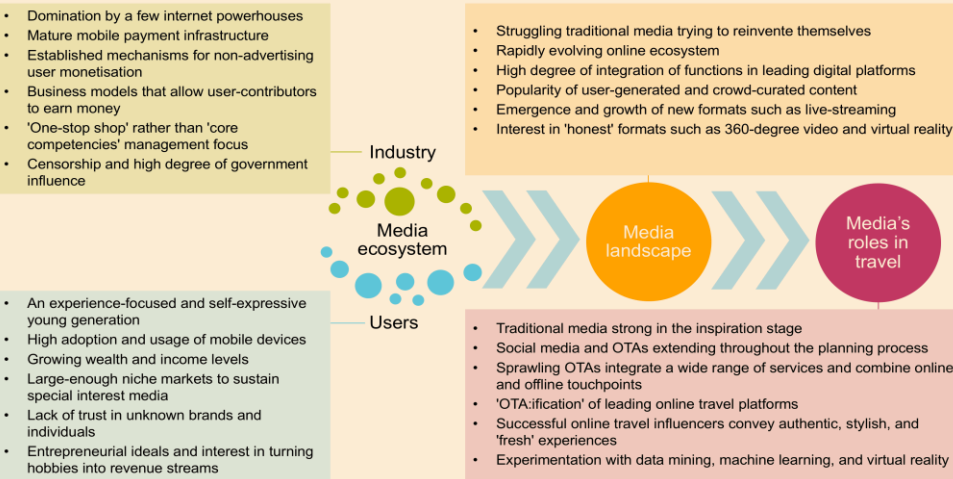
CHINESE MEDIA CONSUMPTION PATTERNS

AND THEIR INFLUENCE ON PURCHASING BEHAVIOUR OF TRAVEL PRODUCTS

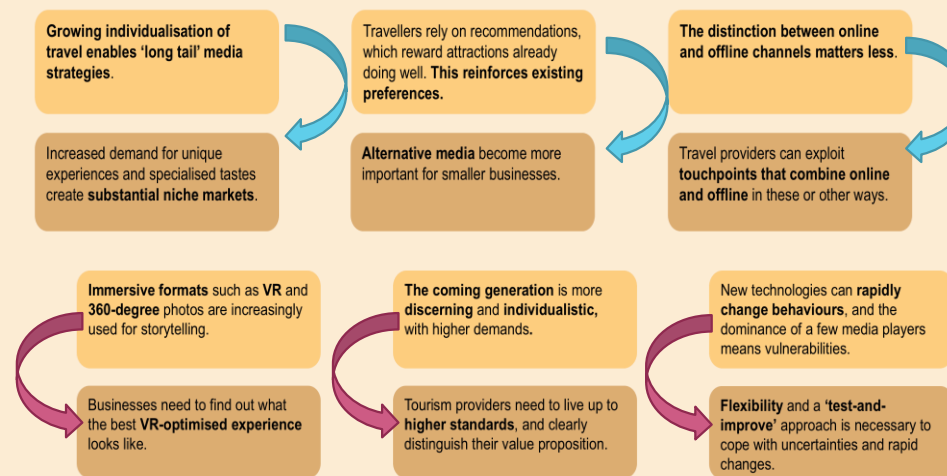


The Chinese media landscape is going through a dramatic shift from offline to online – especially mobile – channels. Traditional news media are fighting to survive, with many newspapers having shut down for economic reasons in the last few years. At the same time, social media is gaining increased importance in people's everyday lives, and new online platforms for crowdsourced news and live video streaming are emerging. China's online media landscape is largely separated from the rest of the world, and dominated by a few big domestic companies.

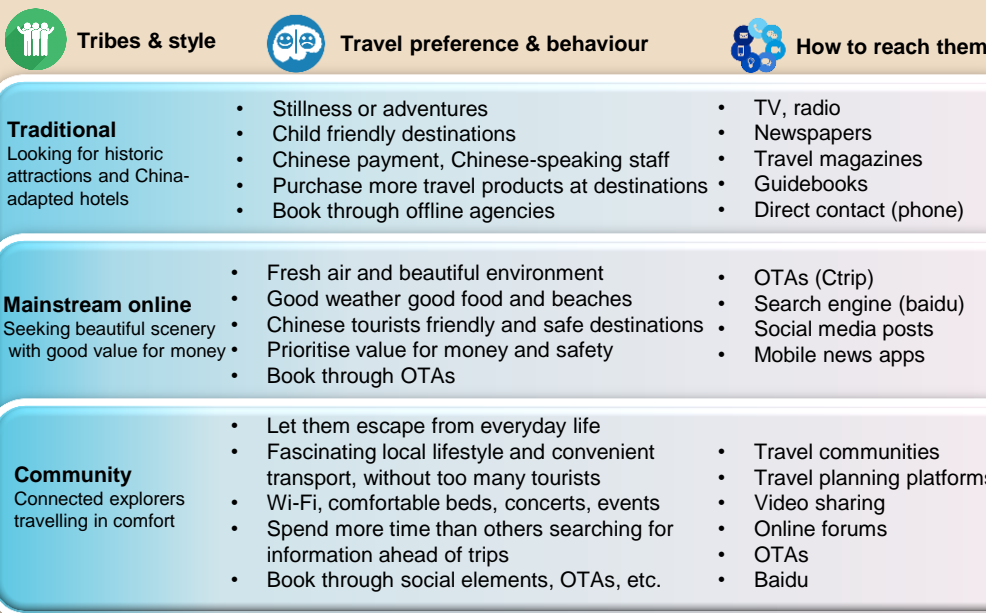
Overview of China's media ecosystem and media landscape



How lifestyle, value and technology trends will impact the future role of media for Chinese travellers?



Preferences and behaviour of travellers with three different media consumption styles



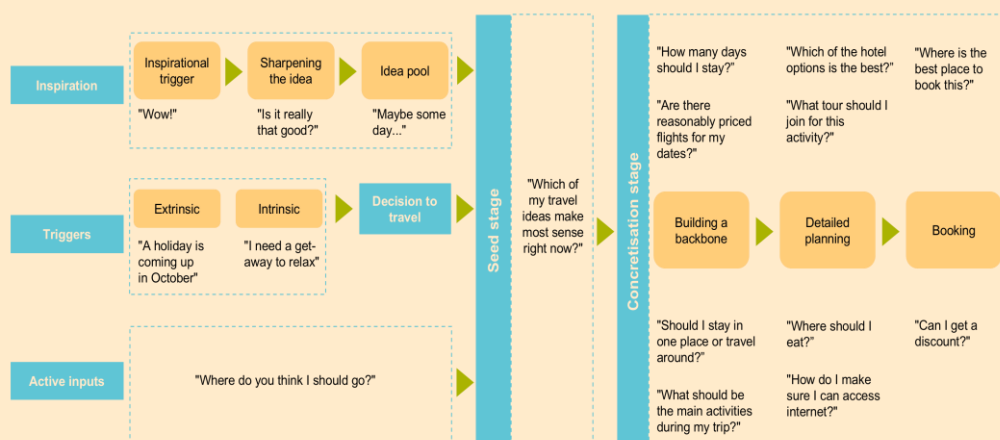
Ctrip and official homepages dominate among booking channels

	Accommodation	Air tickets	Entry tickets	Rental car	Restaurants
Ctrip	28%	37%	53%	40%	35%
Qunar	16%	19%	29%	25%	17%
Offline travel agency	12%	15%	21%	21%	18%
Tuniu	11%	14%	24%	20%	14%
Meituan/Dianping	9%	7%	22%	10%	30%
Website/app of traditional travel agency	12%	14%	18%	17%	12%
Fliggy (Alitrip)/Taobao	7%	11%	15%	13%	9%
LY.com	7%	9%	14%	12%	9%
Home page of attraction or events			46%		
Home page car rental company				44%	
Home page of restaurant					37%
Home page of airline		34%			
Call restaurant					32%
Home page of hotel	27%				
Call hotel	16%				
Call airline company		14%			

Based on survey of Chinese outbound travellers (June 2017). We identified three different styles of media preferences through statistical analysis and looked at travel preferences and behaviour of travellers typical for each style. The heat map on the right shows the key channels for booking specific travel products used most by respondents.

The overall process of inspiration, planning, and booking

The consumer journey takes the form of an iterative process rather than a linear one. Travellers return to previous steps whenever reconsidering a part of the plan due to new information. Most travellers also have a constant inspiration phase, meaning that travel ideas can be triggered also at times when they are not planning for a specific trip.



Based on 20 interviews and a focus group of Chinese travellers (July-October 2017).

Triggers and touchpoints

To make travel-related marketing targeting Chinese consumers as efficient as possible, Chinese media consumption habits and the traveller's customer journey (described in previous chapters) need to be considered. A key step is to identify where in the customer journey the traveller would be most open to triggers, and what action or decision it is one wants to trigger.

