

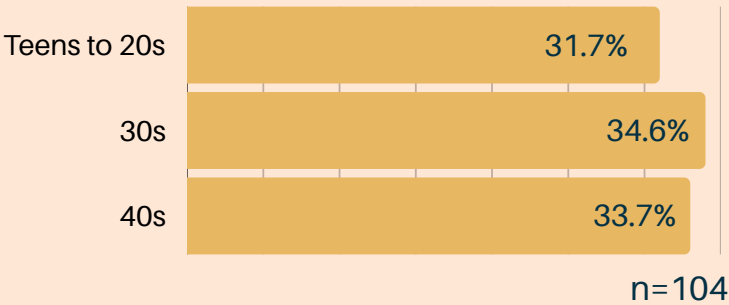
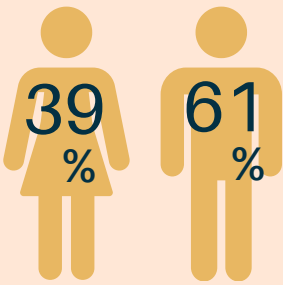
The Actual Conditions of Repeat Overseas Travelers From China

*Repeat Travelers: People who revisit countries they have traveled to at least once in the past (regardless of the time of year) during the 2025 Chinese New Year.

1

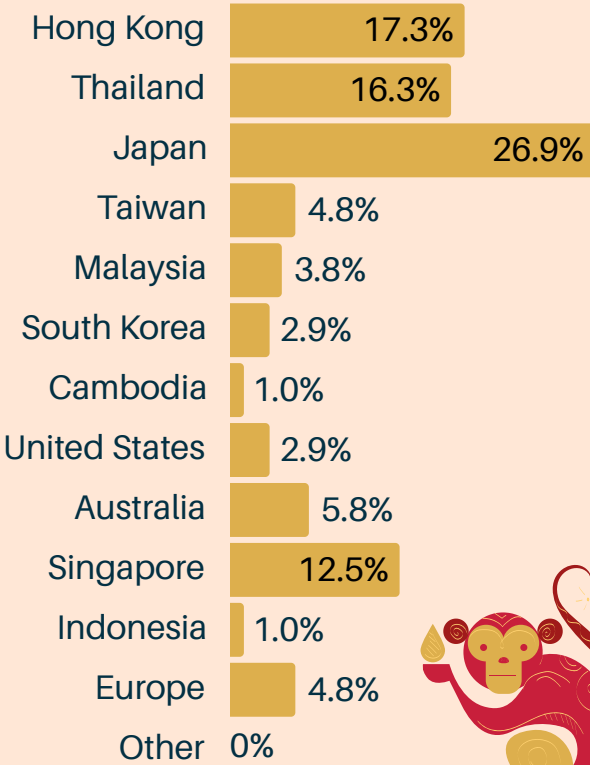
DEMOGRAPHICS

Males were relatively more numerous, with no significant differences by age group.



2

DESTINATIONS WITH A HIGH PERCENTAGE OF REPEAT VISITORS



3

TOP 3 TRAVEL PURPOSES

- 1 For relaxation and refreshment (31.7%)
- 2 For Family trips (27.9%)
*Including filial piety
- 3 For specific activities and experiences (16.3%)

4

THE EXPERIENCE REPEATERS ARE LOOKING FOR IN A DESTINATION

72% Food Culture Experience

53% Shopping Experience

6

TRAVEL BUDGET

63% of the respondents budgeted
5,000 RMB to 15,000 RMB (USD 700-2100)

7

MAIN INFORMATION COLLECTION CHANNELS

44% of repeaters are use

The websites of travel agencies
(including online travel agencies)

<http://>

5

TRAVEL ARRANGEMENTS

One out of three people arranged for "Package tours with free itineraries."

35%