



CHINESE TOURISTS' SPECIAL TRAVEL BEHAVIOUR & SPENDING HABITS

**JINNI JINGHUI LÜ
HOUSE OF LAPLAND
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**RISING GROWTH
OF CHINESE TOURISTS**

**KNOW WHO ARE
YOUR CUSTOMERS**

**CHINESE CULTURE
INFLUENCED
SPECIAL TRAVEL BEHAVIOUR
AND SPENDING HABITS**

**TIPS OF SERVING
CHINESE TOURISTS BETTER**

**SHANGHAI VIRTUAL OFFICE
HOW BENEFIT LAPLAND**



RISING GROWTH OF CHINESE TOURISTS

In 2017, accommodation in Finland 21.9 m overnight stays including 15,2 m domestic travellers (4,1% growth) + 6,7 m foreign visitors (16,8% growth)

Increased most by visitors from India, Australia and China (incl. HongKong)

Most Chinese tourists who come to Finland will go to Lapland.

Income from tourism rose by 22 percent in 2017 with a boost from Asia. Foreign visitors spend nearly 0,5 billion euros more than 2016.

Source: Statistics Service Rudolf, Statistics Finland & Business Finland/Visit Finland



CHINESE TOURISTS' SPENDING

2017 altogether tourists spent over 4 billion euros in Finland. The biggest spenders were the Chinese, who spent an average of more than 1,200 euros each in Finland

The largest total expenditures were by the largest group of visitors: Russians.

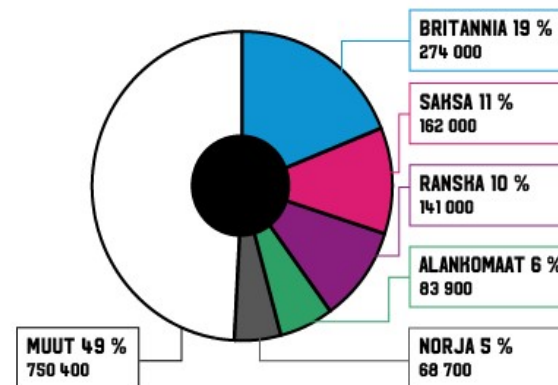
Russian spent an average of 240 euros/visit,

Overall average spent of 318 euros/visit

The average Chinese visitor spent exceeded nearly four-fold at 1,262 euros/visit

Source: Business Finland, Visit Finland & House of Lapland

HV. MATHAILIJOIDEN REHISTERÖIDYT YÖPYMISET LAPISSA 2017 MARKKINAOSUUDET



NOPEIMMIN KASVAVAT MARKKINAT REHISTERÖIDYT YÖPYMISET, HASVU 2016-2017

HIINA 63 700

HASVU 82 %

AUSTRALIA 25 000

HASVU 59 %

ALANKOMAAT 83 900

HASVU 41 %

SINGAPORE 28 800

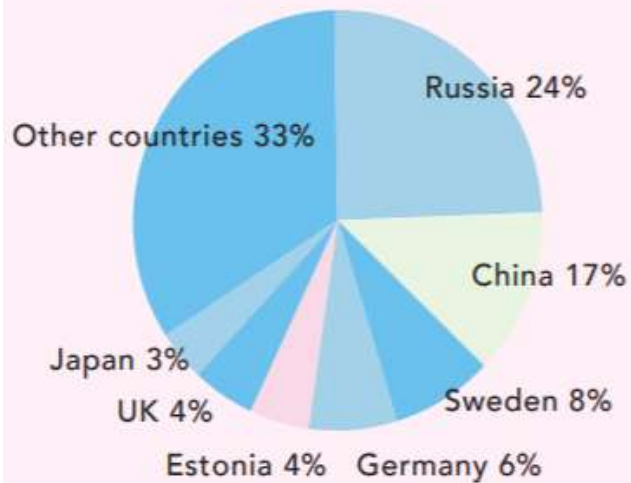
HASVU 22 %

ITALIA 43 000

HASVU 21 %

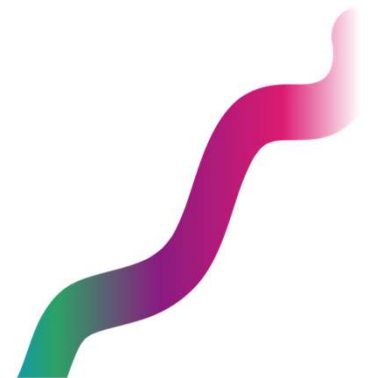
TOURISTS' SPENDING/VISIT 2017

BREAKDOWN OF CONSUMPTION BY FOREIGN VISITORS IN 2017



SPENDING PER VISIT IN 2017

1. China EUR 1,186
2. Spain EUR 754
3. Belgium EUR 654
4. France EUR 650
5. India EUR 605
6. USA EUR 598
7. South Korea EUR 568
8. Japan EUR 558
9. Australia EUR 524
10. Canada EUR 516



KNOW WHO ARE YOUR CUSTOMERS

Tourists from China: group tourists vs. individual travelers.

Most independent travelers are 30-50, but the younger millennial group is growing

Young travelers often turn to Chinese social media to get key information about destinations, purchase trips, and spread the word about their favorite places

Visit Finland's segments

- Nature Wonder Hunters
- Nature Explorers
- Activity Enthusiasts
- **Comfort Seekers**
- **City Breakers**
- **Authentic Lifestyle Seekers**

Source: Visit Finland



MRS. WANG: THE FAMILY TRAVELER

BACKGROUND:

Female, age 42. Living in Beijing.

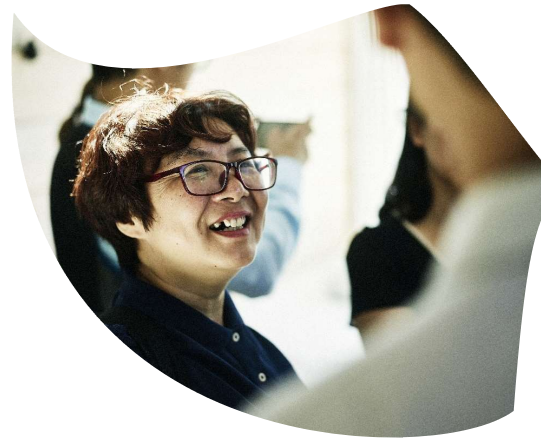
HR manager in a big bank. Married and has a 12-year old child.

INTEREST IN LAPLAND:

Relaxation, comfort, aurora, shopping (e.g. cosmetics and local products), Children- and family-friendly experiences and places.

FAMILY TRIP TYPE:

She and her family are in the 'upper-middle class' in China. They travel overseas yearly for family trips. She pays attention to the quality and family-friendliness of the travel experiences. Like many Chinese tourists, she shares her travel experience photos in WeChat and she enjoys spending significant amounts of money on gifts. She typically travels with her husband and child. Cleanliness and safety are key concerns on the destinations.



MS. LIU: THE ROMANTIC

BACKGROUND:

Female, age 27. Living in Guangzhou. Works at a 'white collar' office job for an international company. Recently married and travels with her husband.

INTEREST IN LAPLAND:

Romantic places and experiences, aurora, Santa Claus, spas and wellness, shopping

ROMANTIC LAPLAND TYPE:

Honeymoon-type trip with her husband to Finland. By watching the popular Chinese TV show *We Are in Love*, she got an idea to visit Lapland to meet the real Santa Claus and see mysterious aurora, which is "one of the most romantic things in the world". Like almost all newly married couples, the honeymoon trip is very important to them and the couple is ready for a once-in-a life time experience. She shares her experience a lot on Chinese social media Weibo and WeChat.





CHINESE CULTURE INFLUENCED SPECIAL TRAVEL BEHAVIOUR AND SPENDING HABITS

In hot sunny day, they have unberellas and likely to carry a thermos bottle in their bags. Sometimes you may find Chinese snacks like chicken feet in their lugguge. Chinese tourists take numerous selfies everywhere and want to be online always. It is extremely important for them to share travel photos with friends and families on a popular Chinese social media WeChat.

Many Chinese feel that they have saved a fortune while shopping, e.x. a Martiini Damascus puukko which costs 599 euros.

A place has been on TV or has spread in Chinese social media, it immediately greatly enhances the attractiveness.



THE TRANSFORMATION OF CHINESE TOURIST SPENDING: EXPERIENCES ARE KEY

Travel experiences are now more important for attracting Chinese travelers. Chinese tourists are increasingly interested in spending on cultural goods and services

Non-shopping expenditure by Chinese tourists is now around 66 percent of total spending, and the share of shopping has dropped by 8 percent since 2015.

Destinations will need to work harder to market experiences to travelers.

Reason behind: the rise of younger travelers, who tend to be more independent. Cultural goods and services, lifestyle experiences, are more important to these younger travelers than to their older counterparts.

Chinese tourists very much rely on mobile devices, majority of them use online resources such as travel websites, blogs and social media to plan their trip, and they like to use mobile payment.

TIPS

FOOD:

Chinese are open-minded, they are happy to taste reindeer dish but prefer to eat familiar Chinese cuisine.

SHOPPING:

Alipay mobile payment – convenient and makes Chinese tourists feel a bit like at home. The use of Alipay has grown 5 times in 1-8.2018 compare to same period in 2017 (source: Alipay)

Tell a story behind a product to make the product meaningful.

EXPERIENCES:

Using Chinese text for Chinese.

The effect of word-of-mouth from those who have visited Lapland would create buzz on Chinese social media.



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THANK YOU

