

China bounce back set to lead return of Thailand's international tourism market

Mainland overseas travel forecasted to return in Q3/Q4

Positive sentiment towards outbound travel from China highlights the survey results that reveal 53% of respondents would like to travel in 2020. Moreover, the most popular months for trips abroad for the remainder of the year are August, October and December.

Getting inside the numbers, which focus directly on sentiment towards Thailand as a destination, 71% of those surveyed said they would like to travel to the country. One interesting shift in the data is that 83% choose independent travel versus group tours.

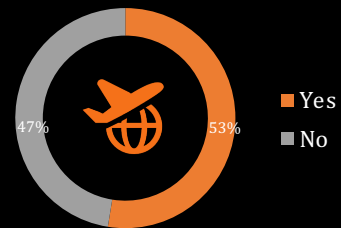
The China Thailand Travel Sentiment Survey 2020 has been conducted in mid-April of this year by C9 Hotelworks and DAC China Digital Services. The in-depth research and methodology targeted over one thousand respondents in first tier cities within China and focused on sentiment towards outbound overseas travel. It continues with a deep dive into providing a metric of Thailand's travel potential post COVID-19 and looking at the impact on specific destinations within the country.

Key Takeaway Points

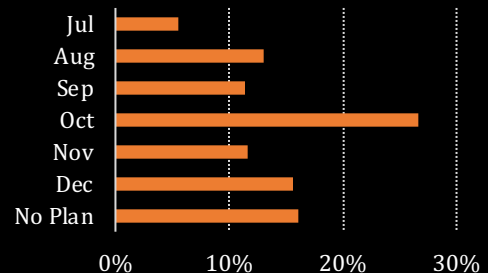
- Most popular Thai destinations Chinese travellers want to visit in order of popularity are Bangkok, Phuket, Chiang Mai, Koh Samui and Pattaya.
- Top five preferred booking channels for hotels are Ctrip, Fliggy, hotel website, Booking.com and WeChat.
- Trip budget for 50% of those surveyed was USD1,400 per person.
- In 2019, nearly 11 million Chinese travellers visited Thailand.

China Outbound Travel Sentiment

Do you think people will plan for outbound overseas travel in 2020?



Which month would you plan outbound overseas travel in 2020?



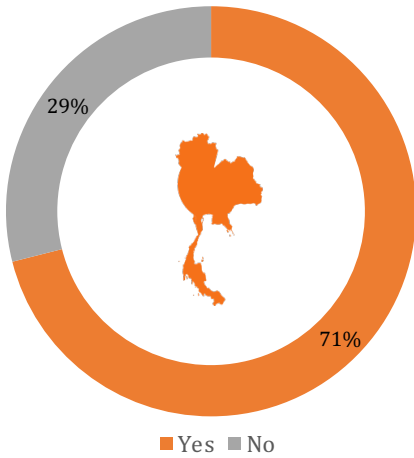
Source: C9 Hotelworks Market Research and Delivering Asia Communications

Forward Outlook

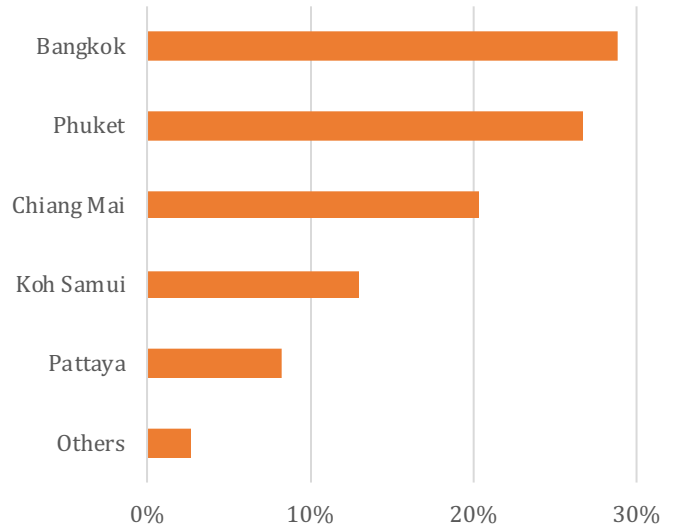
- Chinese Yuan (RMB) has continued to appreciate against the Thai Baht in 2020, after reaching a low-point in Q4 2019, thus making travel more attractive.
- Short-haul travel due to flight health concerns is expected to be a key mover in Asia's travel recovery.
- Thailand's policy of visa-on-arrival for Chinese travellers is a strong driver of demand.
- Resumption of domestic air travel in China in Q2 is bolstering low-cost airline (LCC) financial liquidity.

Travel Preference

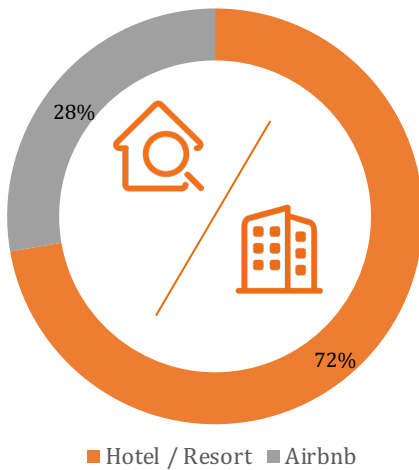
Would you travel to Thailand?



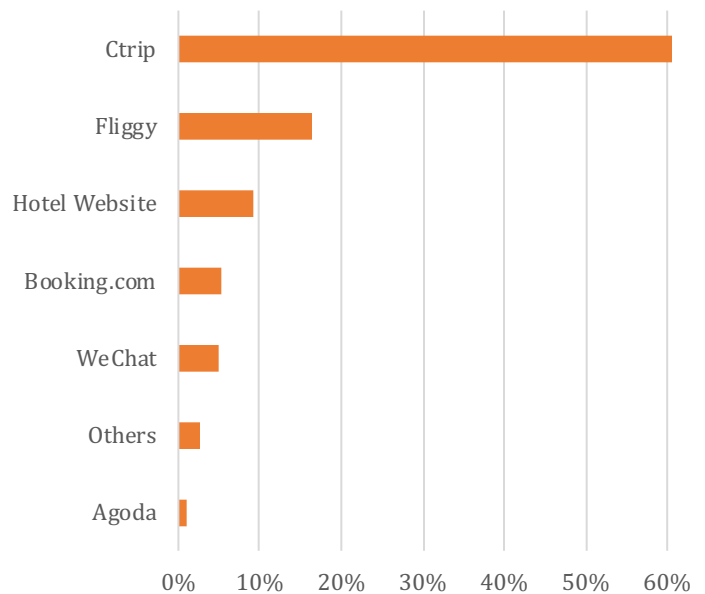
Where would you travel in Thailand?



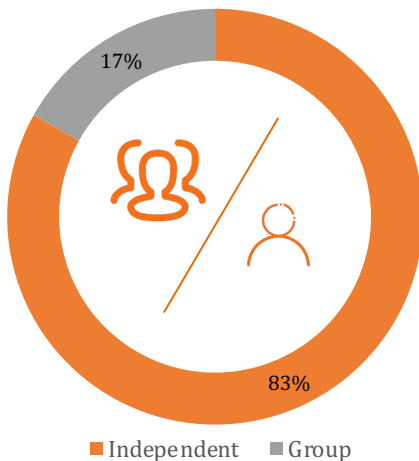
Where do you prefer to stay?



What is your preferred channel to book hotels?



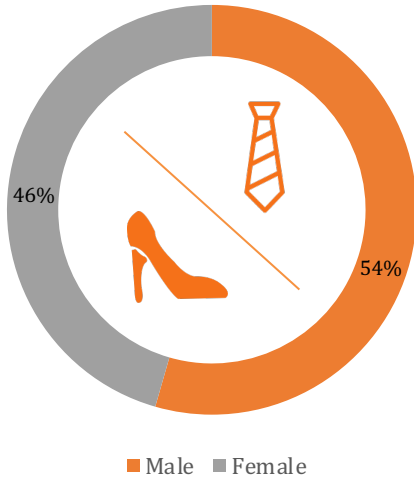
Which travel method do you prefer?



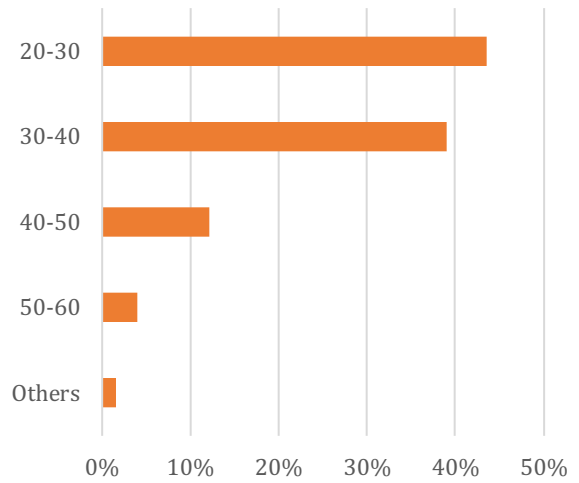
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Respondent Profile

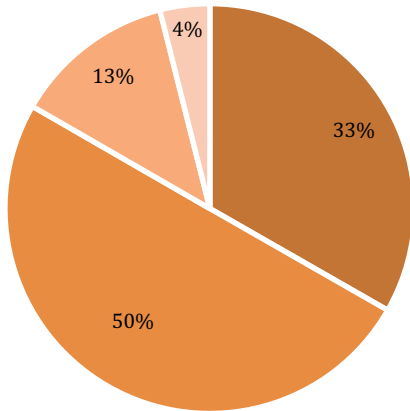
What is your gender?



What is your age group?

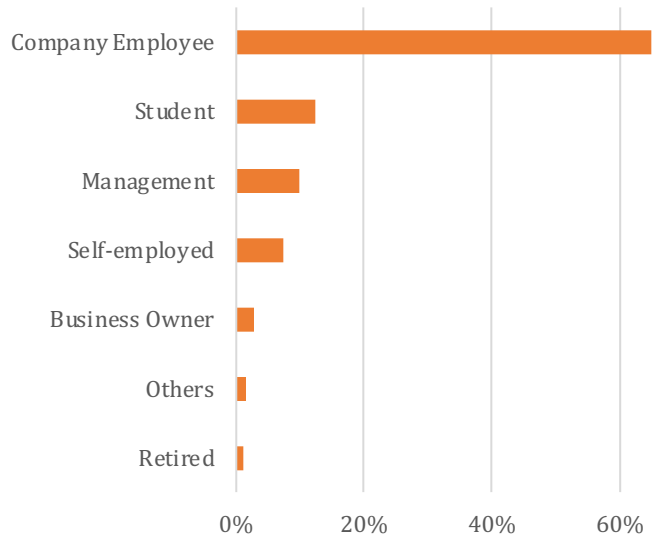


What is your travel budget per trip?



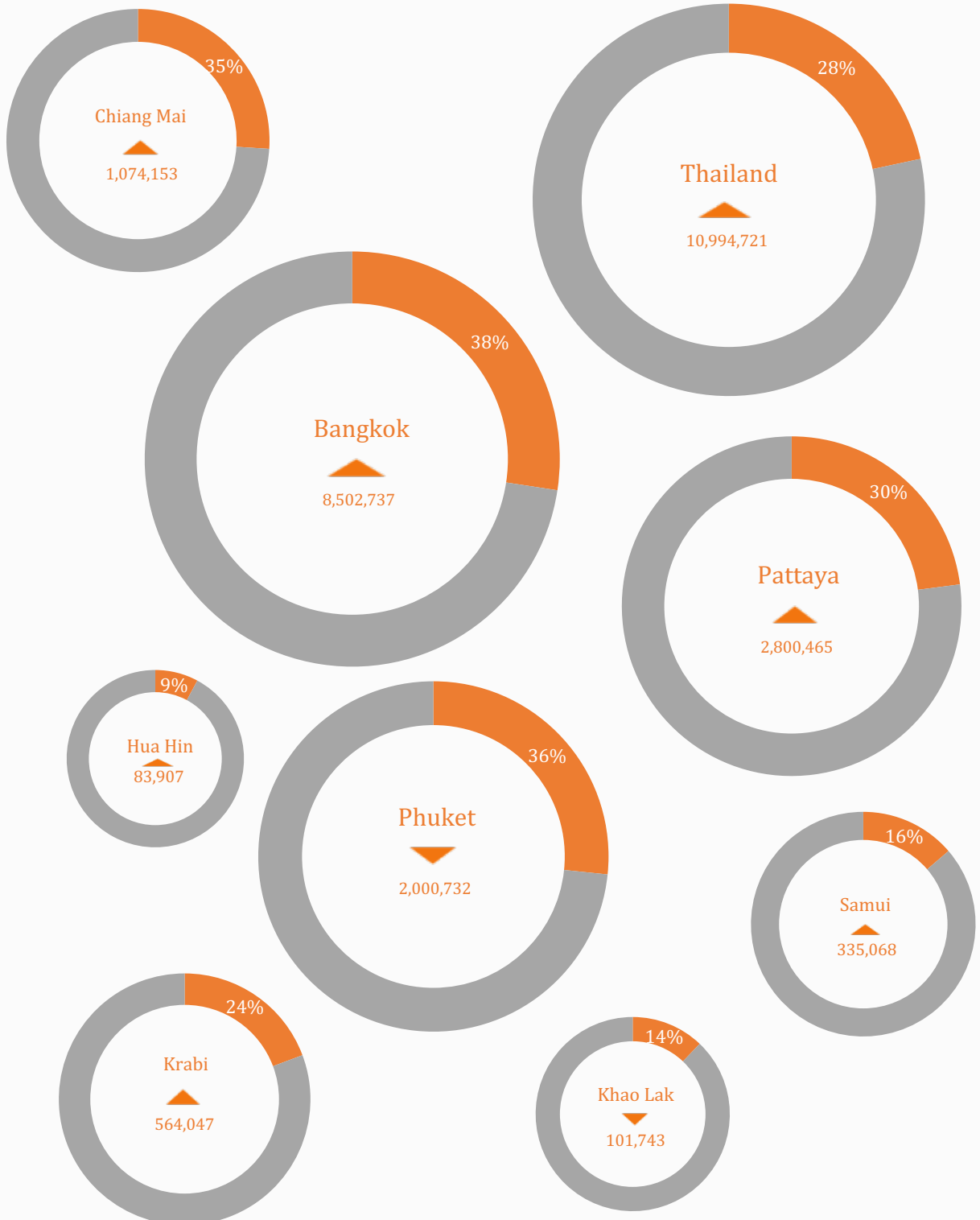
- 5,000 RMB (US \$710) per person
- 10,000 RMB (US \$1,400) per person
- 15,000 RMB (US \$2,100) per person
- Above 15,000 RMB (US \$2,100) per person

What is your occupation?



Source: C9 Hotelworks Market Research and Delivering Asia Communications

Thailand's Top Inbound China Markets 2019



Source: Thailand Ministry of Tourism and Sports and C9 Hotelworks Market Research; Data as of FY2019



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