

Hotelbeds Group announces top international destinations for Chinese travellers during China's National Day holiday

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- Four non-Asian countries are now top destinations for Chinese outbound tourists during the seven day National Day holiday period starting October 1
- This year the holiday falls close to the 22-24 September Mid-Autumn Festival, driving interest in extended breaks combining both holidays
- Demand for Chinese outbound travel fulfilled by Hotelbeds Group's long-term strategy of sourcing Chinese-friendly accommodation globally

Shanghai, China - September 27, 2018 - [Hotelbeds Group](#), the world's leading bedbank, has today announced the top international destinations for Chinese travellers during the seven day Chinese National Day holiday period starting on October 1.

According to Hotelbeds Group's booking data for this year's break, Southeast Asian countries remain top destinations for Chinese outbound tourists during the National Day holiday. Six of the top ten international destination countries of this year will be Asian countries, with the list topped by Thailand and followed by, in descending order, Japan, Singapore, Indonesia, Malaysia, and South Korea.

However, four non-Asian countries now feature in the list - up from only two for the same period in 2017 - with the United States proving the top destination, followed by Italy, France and Spain. The top ten international destinations for Chinese travellers during the National Day holiday in 2017 were, in descending order, Thailand, the United States, Japan, Malaysia, Singapore, Indonesia, the Philippines, Vietnam, Italy, and South Korea.

Additionally, Chinese travellers are travelling to a wider range of countries, with Chinese travellers booking hotels through Hotelbeds Group's bedbank platform in 111 countries during the National Day holiday period, up from 106 last year.

This year the National Day holiday period is preceded by the September 22-24 Mid-Autumn Festival, which is a three-day national holiday in China whose date shifts according to the lunar calendar, meaning that many Chinese workers have taken advantage to plan two whole weeks of holiday by taking only six working days away from the office.

Sam Turner, Wholesale Sales & Sourcing Director at Hotelbeds Group, said, "A week long holiday in a country with the world's largest population offers vast potential for the world's tourism industry - not least as it is preceded by a three-day national holiday only the week before, meaning many are actually taking two weeks away from the office this year. For Chinese OTAs and Tour Operators whose clients want to take advantage of this by booking an international destination, we offer them over 170,000 hotels globally, with over 90,000 of those directly sourced, making the content both unique and competitively priced."

Hui-Wan Chua, APAC Regional Director for Wholesale Sales at Hotelbeds Group, said,

“China is the number one source market in the wholesale channel for Hotelbeds Group in Asia Pacific and is now the 4th biggest for the Group globally. Understanding Chinese customers’ needs and sourcing Chinese friendly hotels globally – taking into consideration not just language or catering needs, but also issues such as payments, visa-processing and more – has been a long-term strategy that is already proving very successful. This year we are excited to again see more demand from Chinese travellers to visit more and more non-Asian destinations such as the US, Italy, France and Spain.”

China National Day holiday, also known as Golden Week, is a seven day national holiday in China that takes place from October 1st to 7th. This holiday season was introduced in the year 2000 to help boost domestic tourism and to allow families to make long journeys to visit relatives.

According to the China National Tourism Administration (CNTA), a total of 6 million Chinese mainland tourists travelled abroad during the seven days National Day holiday in 2017, with that figure set to increase to 7 million this year.

About Hotelbeds Group

Hotelbeds Group is the world’s leading bedbank.

The Group’s proprietary technology helps providers of travel services distribute their offering to travel sellers globally via an easy-to-use, advanced technology platform that increases reach, revenue and yield for both the provider and the seller.

Operating mainly under the Hotelbeds, Bedsonline, Tourico Holidays and GTA brands, the company connects over 60,000 travel intermediaries across more than 140 source markets globally with travel providers in over 200 countries representing more than 170,000 hotels, 24,000 transfer routes and 18,000 activities.

In September 2016, the company became independent under the ownership of Cinven and the Canadian Pension Plan Investment Board (CPPIB). In June 2017, Tourico Holidays became part of Hotelbeds Group, followed by GTA also joining the Group in October; both companies remain independent brands whilst they are being integrated into the Group.

The Group is headquartered in Palma de Mallorca, Spain.

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