

Top international destinations for Chinese travellers during China's National Day holiday period announced by Hotelbeds

Submitted by Whitney Wang on Thu, 26/09/2019 - 04:53

- Asian and Non-Asian destination countries evenly split in Top 10 destinations for Chinese outbound tourists during holiday period.
- The seven-day National Day holiday starts on Tuesday October 1 and is also referred to as 'Golden Week'.
- Chinese outbound travel during the holiday has increased steadily during the last few years and is fulfilled by Hotelbeds' diverse range of accommodation globally.
- News follows recent decision to create new China Managing Director role to grow China - the fourth biggest source market of Hotelbeds globally.

Shanghai, 26th September 2019 - [Hotelbeds](#), the world's leading bedbank, has today provided an update on the top international destinations for Chinese travellers during the seven day Chinese National Day holiday period starting on Tuesday October 1.

According to Hotelbeds' booking data for this year's break, five of the top ten international destination countries of this year are Asian and the other five are Non-Asian - with the list topped by Thailand and followed by, in descending order, Japan, Singapore, the United States, Italy, Indonesia, Malaysia, Spain, the United Kingdom, and Australia.

In 2017 there were only two non-Asian destination countries - the United States and Italy - in the list of the top 10 China outbound destinations. In 2018 that number increased to four - the United States, Italy, France, and Spain - and this year the number has increased to five.

Chinese travellers are also travelling to a wider range of countries, with Chinese bookings through Hotelbeds for 113 different countries during the National Day holiday period, up from 106 in 2017 and 111 in 2018.

Carlos Muñoz, Managing Director, Hotelbeds, said, "Every year, the Golden Week period drives a surge in hotel ADRs and increases volumes of travel bookings significantly, especially in those top destinations for Chinese travellers.

"As this is one of longest holidays in China and most popular travel periods, it boosts both the local and overseas tourism industry. As we are getting more and more experienced working with our Chinese travel buying partners, for example tour operators, each year we start preparing for this holiday further in advance by offering both unique and competitively priced content.

"Aside from the traditional popular destinations for Chinese travellers such as Thailand, this year we are thrilled to see high demand from Chinese travellers to visit non-Asian destinations such as the United States, the United Kingdom, Italy and Spain - in total booking for us via 113 different

countries around the world.”

Forrest Zhang, Managing Director China, Hotelbeds, said, “We are very excited to see more and more Chinese travel buyers booked their accommodations and activities through Hotelbeds. We now have over 180,000 hotels globally, many of them directly contracted under exclusive terms and conditions designed to appeal to Chinese travellers. –This is a result of us actively communicating with our hotel partners all over the world to help them understand how to best fulfil Chinese customers’ needs.”

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 7 million Chinese mainland tourists travelled abroad during the seven-day National Day holiday in 2018.

***All figures quoted in this press release are based on bookings made via the Hotelbeds booking platform and refer to year-on-year adjustments as of September 20th, based on room nights.**

About Hotelbeds

Hotelbeds is the world’s leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotels across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates and optimise RevPAR – whilst not competing with the hotelier’s direct distribution strategy.

Hotelbeds does this by offering hoteliers access to a network of over 60,000 hard-to-access B2B travel buyers such as tour operators, retail travel agents, airline websites, and loyalty schemes in over 140 source markets worldwide. These channels provide hotel partners with returning guests that book further in advance, cancel less, spend more in-destination and stay longer.

In addition to accommodation, Hotelbeds is also the world’s largest B2B seller of travel ancillaries, offering 24,000 transfer routes and 18,000 activities, as well as attractions, tickets and car hire. Operating under the ‘Beyond the Bed’ product line, it provides both hoteliers and travel distribution partners with an efficient platform and powerful tools to easily integrate and commercialise its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain and employs around 5,000 employees across over 60 offices globally.

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