

《疫情过去之后，国人最想去的是这几个地方》

近日，中国旅游研究院和携程针对国人疫情后旅游意愿发布了一份调查报告。报告预计，从五一假期开始，国内将出现旅游高峰。90%以上的受访者选择境内游，其中云南、海南、上海分别以17%、15%、14%的票数位居前三。



Photo by Robynne Hu on Unsplash

As China slowly eases lockdown restrictions and life returns to somewhat normal conditions, residents have once again started traveling.

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From the Bund waterfront in Shanghai to scenic Huangshan Mountain park in the Anhui province, major landmarks

across the country welcomed thousands of visitors over the weekend.

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But an uptick in domestic sight-seeing doesn't necessarily mean international travel will rebound as quickly. At least, not according to a recent study conducted by the Ctrip.com Group, China's largest online travel agency.

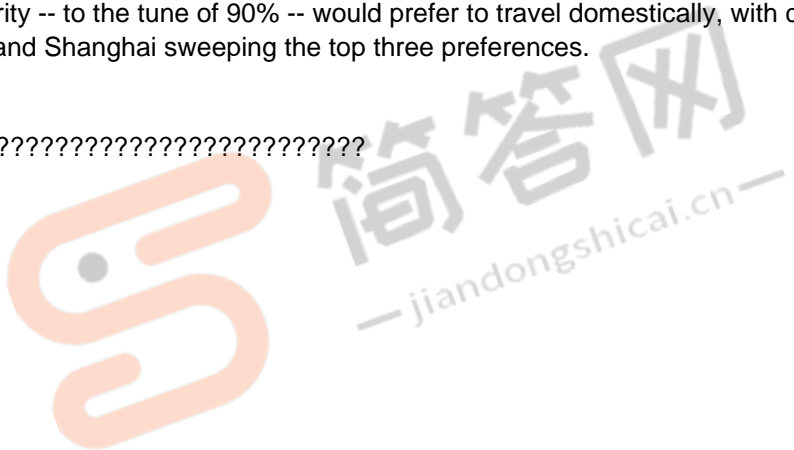
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based on a survey of 15,000 people across 100 cities in China at the end of March, the company found that 16% of respondents will be ready to travel again in May in time for Golden Week, a five-day public holiday.

??????????100????????????15000????????16%????????????“??”????

However, the vast majority -- to the tune of 90% -- would prefer to travel domestically, with destinations like Yunnan, Hainan island and Shanghai sweeping the top three preferences.

????????????(90%)????????????????????????????????



如果选择境内游，哪些省份的目的地会成为2020年的首选？

排名	省市	排名	省市	排名	省市
1	云南	2	海南	3	上海
4	西藏	5	北京	6	四川
7	广东	8	浙江	9	重庆
10	新疆	11	青海	12	江苏
13	贵州	14	福建	15	广西
16	山东	17	内蒙古	18	湖南
19	陕西	20	安徽	21	江西
22	宁夏	23	黑龙江	24	山西
25	河南	26	天津	27	河北
28	甘肃	29	辽宁	30	吉林
31	湖北				

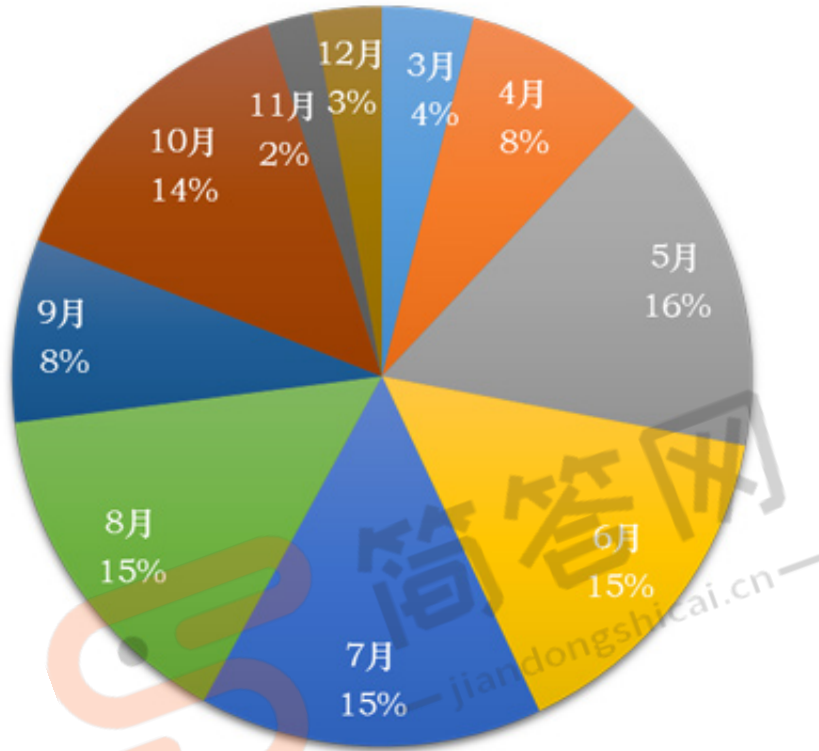
数据来源：中国旅游研究院、携程
旅游大数据联合实验室

Credit: Ctrip.com

According to Ctrip.com, roughly 61% of Chinese travelers surveyed indicated that they would feel ready to travel again by August.

?????????61%????????????????????????????????

如果疫情结束，您会选择几月旅行？



数据来源：中国旅游研究院、携程
旅游大数据联合实验室

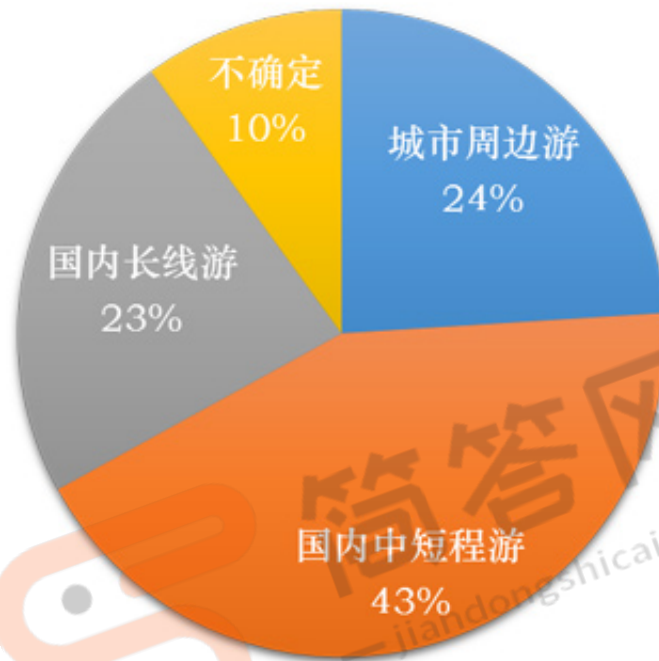
Credit: Ctrip.com

A smaller-scale survey of 1,000 people across the country conducted by international management consulting firm Oliver Wyman supports these findings.

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Roughly 77% of those surveyed said they would prefer a domestic destination for their first post-epidemic trip, citing "the severe virus situation overseas" as one of the main considerations when choosing a destination.

疫情结束后，2020年会首先考虑如何旅游？



数据来源：中国旅游研究院、携程
旅游大数据联合实验室

Credit: Ctrip.com

Both the Ctrip.com and Oliver Wyman surveys found that concerns about safety and ease of travel are top of mind.

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"Chinese travelers want to feel safe and virus-free at each touchpoint along the journey," says Katie Sham, a principal of Oliver Wyman.

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