

《“黄金周”预订情况显示中国游客的偏好变化》



Outbound travel from China is set to receive a much-anticipated jolt as "Golden Week" bookings show changes in where and why Chinese people are traveling.

随着“黄金周”预订情况显示出中国人在旅行目的地和旅行原因上的变化，中国出境游预计将迎来期待已久的激增。

Buoyed by falling airfares, Chinese travelers are booking more overseas trips for the National Day holiday period, which extends from Oct. 1 to 7, according to Fliggy, a major travel booking platform in China.

据中国主要旅游预订平台飞猪网数据显示，受机票价格下降的影响，中国游客在国庆假期(10月1日至7日)期间的海外旅游预订量有所增加。

Data from Fliggy, an Alibaba Group subsidiary, shows travelers are headed to many of their usual haunts in Asia-Pacific: Japan, Hong Kong and South Korea plus Australia as well as Thailand, Malaysia, Singapore, and Vietnam in Southeast Asia. The United States also made the list, it said.

阿里巴巴集团子公司飞猪网的数据显示，旅行者正前往亚太地区许多他们常去的地方

：日本、香港和韩国，以及澳大利亚和东南亚的泰国、马来西亚、新加坡和越南。报告称，美国也榜上有名。

But for the most part, the fastest growth in bookings is for trips to places outside the region: Chile, Croatia, Belgium, Hungary, the Czech Republic, Finland, Norway, the Netherlands, the United Arab Emirates and Sri Lanka, company data shows.

但公司数据显示，大部分预订量增长最快的是前往该地区以外的地方：智利、克罗地亚、比利时、匈牙利、捷克共和国、芬兰、挪威、荷兰、阿拉伯联合酋长国和斯里兰卡。

A report published Sept. 23 from Goldman Sachs Equity Research estimates China's domestic travel volume to grow an "unexciting 5-6%" compared to last year's holiday period. However, "outbound travel growth is likely to remain robust, + 62% yoy" — or about 94% of 2019 levels, it said.

高盛集团股票研究部9月23日发布的一份报告估计，与去年假期相比，中国国内旅游量将增长“不太令人兴奋的5-6%”。然而，报告称，“出境游增长可能继续保持强劲，同比增长62%”，即约为2019年水平的94%。

Longer trips, earlier bookings

长旅行，早预订

Trip.com, China's largest online travel agency, also shows a "significant shift" toward long-haul destinations for the upcoming Golden Week, with Australia, the United States, New Zealand, the United Kingdom, France, and Spain leading the list among long-haul bookings.

中国最大的在线旅行社携程网也显示，即将到来的黄金周期间，长途目的地出现“显著转变”，在长途预订中，澳大利亚、美国、新西兰、英国、法国和西班牙名列前茅。

The average Golden Week booking this year is more than seven days, but those headed to Europe are staying up to twice as long, according to the company.

携程网称，今年黄金周的平均预订时长超过七天，但前往欧洲的旅行者停留时间长达两倍。

While most Golden Week travelers are choosing mid-tier accommodations, growth for five-star hotels in Europe is almost three times higher in Europe than in Asia-Pacific, company data showed.

携程网的数据显示，虽然大多数黄金周旅行者选择中档住宿，但欧洲五星级酒店的增长率几乎是亚太地区的三倍。

According to Trip.com, nearly 1 in 3 travelers to Europe booked multi-destination itineraries, whereas 80% of Golden Week bookings within Asia-Pacific are for single-destination trips, according to Trip.com.

据携程网称，近三分之一的欧洲旅行者预订了多目的地行程，而根据携程网的数据，亚太地区80%的黄金周预订为单一目的地旅行。

ASEAN nations have discussed creating a Schengen-like visa to incentivize travelers to visit multiple countries while in the region. But so far, the visa — which would apply to Thailand, Cambodia, Laos, Malaysia, Myanmar, and Vietnam — has not materialized.

东盟国家已讨论制定类似申根签证的签证，以鼓励游客在访问该地区时游览多个国家。但迄今为止，这种适用于泰国、柬埔寨、老挝、马来西亚、缅甸和越南的签证尚未实现。

Another mark of recovery? Travelers are planning trips further in advance, a mark of rising confidence to travel. Travelers submitted visa applications, on average, 68 days before their trips, some 29 days earlier than last year, according to Trip.com.

又一个复苏的标志？旅行者提前计划行程，这标志着旅行信心的增强。携程网称，旅行者平均在出发前68天提交签证申请，比去年提前了约29天。

Seeking quiet and concerts

寻求宁静之地和观看演唱会

As Chinese tourists continue to move beyond organized sightseeing tours abroad, more are seeking to celebrate Golden Week in off-the-beaten-path locations, especially in Asia and Europe, according to Trip.com's data.

携程网的数据显示，随着中国游客继续超越海外跟团游，越来越多的人选择在偏僻地点庆祝黄金周，尤其是在亚洲和欧洲。

Bookings to Japan show travelers are bypassing Tokyo and Kyoto for places like Yokohama, Takayama and Ito, which saw triple-digit growth during the Golden Week period, the company said. Interest in visiting the Vietnamese island of Phu Quoc is also on the rise, its data showed.

携程网称，前往日本的预订显示，旅行者正在避开东京和京都，选择横滨、高山和伊东等地，这些地区在黄金周期间的预订量增长了三位数。

数据显示，访问越南富国岛的兴趣也在上升。

In Europe, bookings in Spain rose 260% to the city of Granada and 144% to Seville, according to Trip.com.

在欧洲，携程网称，前往西班牙格拉纳达的预订量增长了260%，前往塞维利亚的预订量增长了144%。

A Fliggy report shows more travelers are renting cars and booking cruises during Golden Week, while interest in outdoor activities like hiking, fishing and sailing jumped too.

飞猪网的一份报告显示，更多旅行者在黄金周期间租车和预订游轮，对徒步旅行、钓鱼和帆船等户外活动的兴趣也大增。

Like the rest of the world, live entertainment is a huge driver for Chinese travelers.

和世界上其他地方一样，现场娱乐活动也是推动中国游客出行的一大因素。

According to Trip.com, more than 75% of Golden Week travelers visiting Asia-Pacific are millennials, who are booking trips to Hong Kong to see John Legend, as well as K-pop acts like Taemin and Taeyang.

携程网称，访问亚太地区的黄金周旅行者中，75%以上是千禧一代，他们预订了前往香港的行程，以观看约翰·传奇以及K-pop艺人泰民和太阳的表演。

Hong Kong is expected to welcome as many as 1.2 million mainland Chinese visitors during the coming Golden Week holiday, up 10% from last year, according to the city's Travel Industry Council.

据香港旅游业议会称，预计香港将在即将到来的黄金周假期期间迎来多达120万中国内地游客，比去年增长10%。

Spending expected to be resilient

预计支出将保持韧性

Despite continued turmoil in China's economy, travelers are spending nearly 6% more than they did during last year's Golden Week, according to Fliggy.

飞猪网称，尽管中国经济持续动荡，但旅行者今年的黄金周支出将比去年增长近6%。

In a report about Chinese online travel agencies, HSBC Global Research stated, "We are bullish into the Golden Week ... as we expect traffic to grow strongly on lower air and

hotel prices."

在一份关于中国在线旅行社的报告中，汇丰全球研究表示：“我们对黄金周持乐观态度……因为我们预计在机票和酒店价格下降的情况下，流量将大幅增长。”

Citing the Beijing-based online travel agency Qunar, the report noted that Chinese people from smaller cities are choosing to travel abroad now too.

该报告援引总部位于北京的在线旅行社去哪儿网的数据指出，现在来自中国小城市的居民也选择出国旅游。

According to Qunar, outbound travel is picking up in lower-tier cities, with bookings from third-tier ones and below "growing 2.5x y-o-y, and that from second-tier cities at +76%."

去哪儿网称，出境游在低线城市正在复苏，三线及以下城市的预订量“同比增长2.5倍，二线城市增长76%”。

重点词汇

travel from 从...启程去旅行

Golden Week 黄金周；五一黄金周；黄金假期

Chinese people 中国人；汉人

National Day 国庆节；国庆日

according to 根据；按照；按；依照；据

Alibaba Group 阿里巴巴集团；电子商务公司阿里巴巴集团；阿里巴巴公司；母公司阿里巴巴集团

South Korea 韩国；南韩；位于东亚的国家

as well as 以及，既...又...，除...之外，此外

Southeast Asia 东南亚；【地名】【亚细亚洲】东南亚

United States 美国；美利坚合众国；依宪法而联合起来的州的总称