



TURISMÈ

"L'ecosistema digitale cinese: il ruolo dei social network, strumenti ed esperienze"

Stefano Generali – Intarget Group

Why social media are so important today?

Because they:

- **generate traffic** to companies/organizations channels
- produce **engagement**
- **build direct relations** with customers
- their performances can be **measured** at a very detailed level.



Eyes on **China**, land of digital **innovation**

The most relevant business developments of Chinese market and social media environment can provide functional insights on the future of digital transformation all over the world.

- Digital innovation
- Diversity of China
- Data driven society

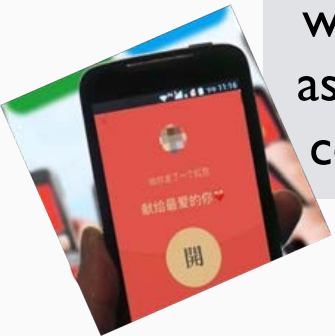


Observing, monitoring and analyzing what is happening in China offers a useful overview to understand the trends of the near future

Why does contemporary China have a lot to say about the present and the future?

General acceptance of innovation

Technology advancements are not perceived in contrast with traditions, but it's associate to the idea of country development.



Lesson from the experience of 2003

The experience with the SARS virus had accelerated the digitization processes of Chinese society. Today is phase 2.



China is a distinctly **digital market** with **mobile and social** playing a key roles in marketing success.

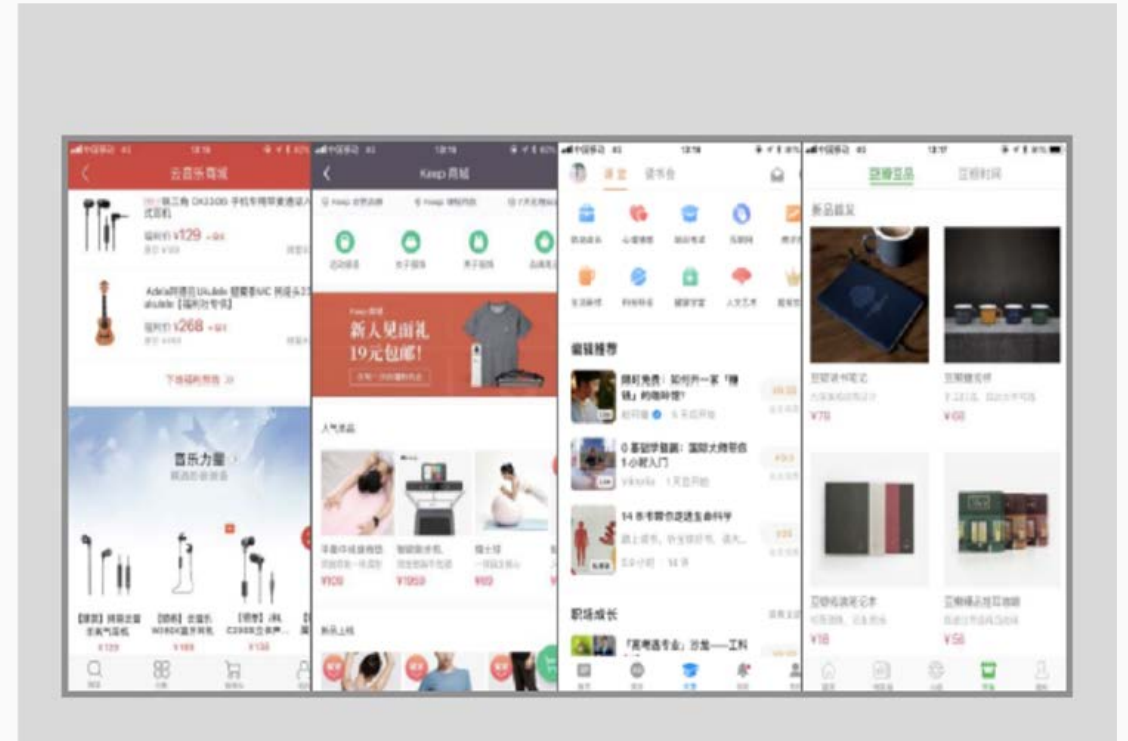
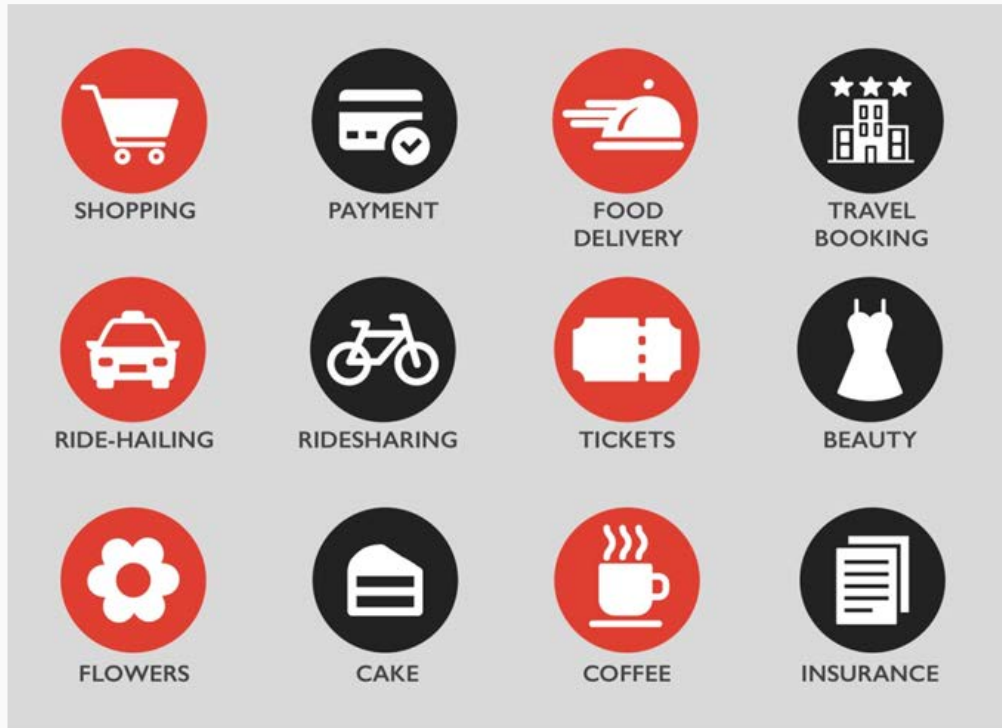
The platforms place a lot of emphasis on their ability to **accompany the user throughout the day**, 24 hours per day, 7 days per week.



The ubiquity of e-commerce in the consumers daily life

Chinese consumers are used to using e-commerce platforms for an incredible plurality of services.

All the thematic platforms on music, sports, increasingly offer online purchases.



Consumption and social media are strongly interconnected

Social networks have expanded their function, gradually becoming a fundamental channel and widely used by consumers to obtain information on products and check their quality before proceeding to purchase.

Advice, comments and reviews read on social media are increasingly important in purchasing decisions



China's unique internet ecosystem



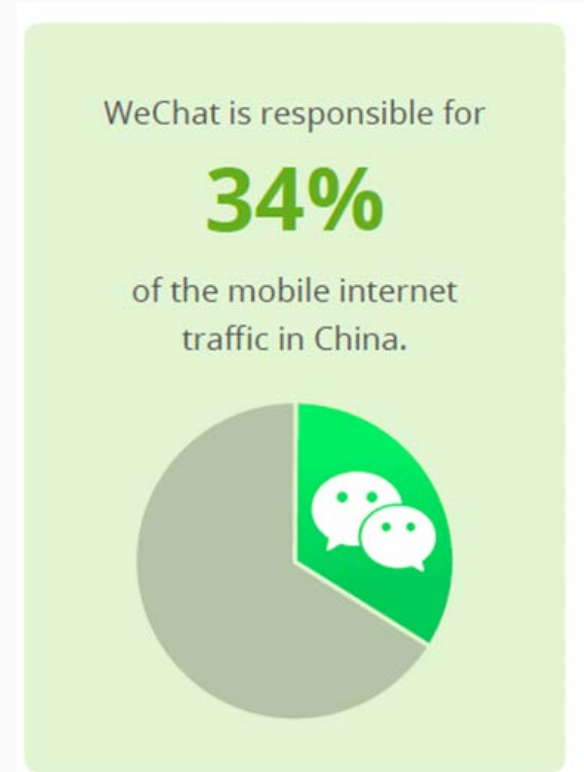
WeChat



CHINESE NAME: 微信

LAUNCHED: 2011

OWNERSHIP: TENCENT



5° most used social media app in the world	66 mins everyday inside WeChat per user	WeChat occupies 34% of internet traffic in China
1.1 billion transactions everyday through WeChat Pay	45 billion messages sent everyday (6.1 billion voice notes)	

- ONE WeChat Official Accounts
- TWO WeChat Mini Programs
- THREE WeChat Pay
- FOUR WeChat Advertising
- FIVE WeChat Work

SIX WeChat Social CRM

Weibo



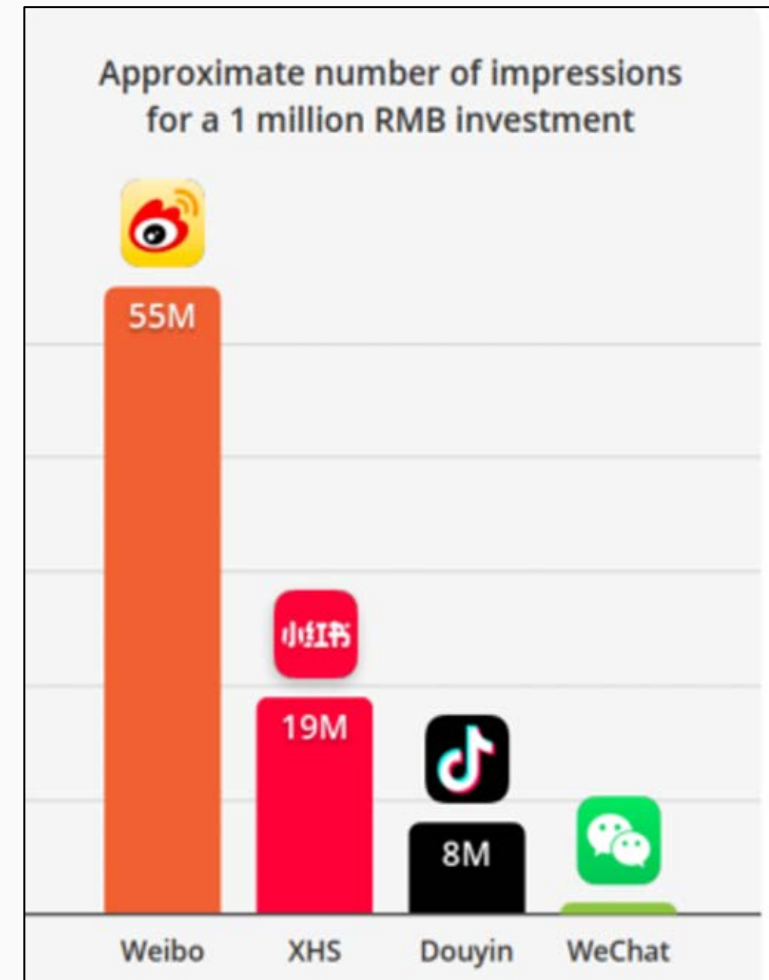
Weibo is a self-publishing tool for broadcasting to the public.
It's the right platform to increase awareness.

CHINESE NAME: 微博

LAUNCHED: 2009

OWNERSHIP: ALIBABA GROUP

Quickest microblog to go viral in China	90s generation user base	Weibo has 229 million daily active users, with 80% of those under the age of 35
Comparable with Twitter Facebook	56% male 44% female user base	



Douyin



CHINESE NAME: 抖音

LAUNCHED: 2016

OWNERSHIP: BYTEDANCE

Short video-sharing platform, lifestyle and glamour

Young user base from tier I cities

Monthly average usage is 26,2 hours

513.4 million MAU

48% male
52% female user base



RED Xiaohongshu

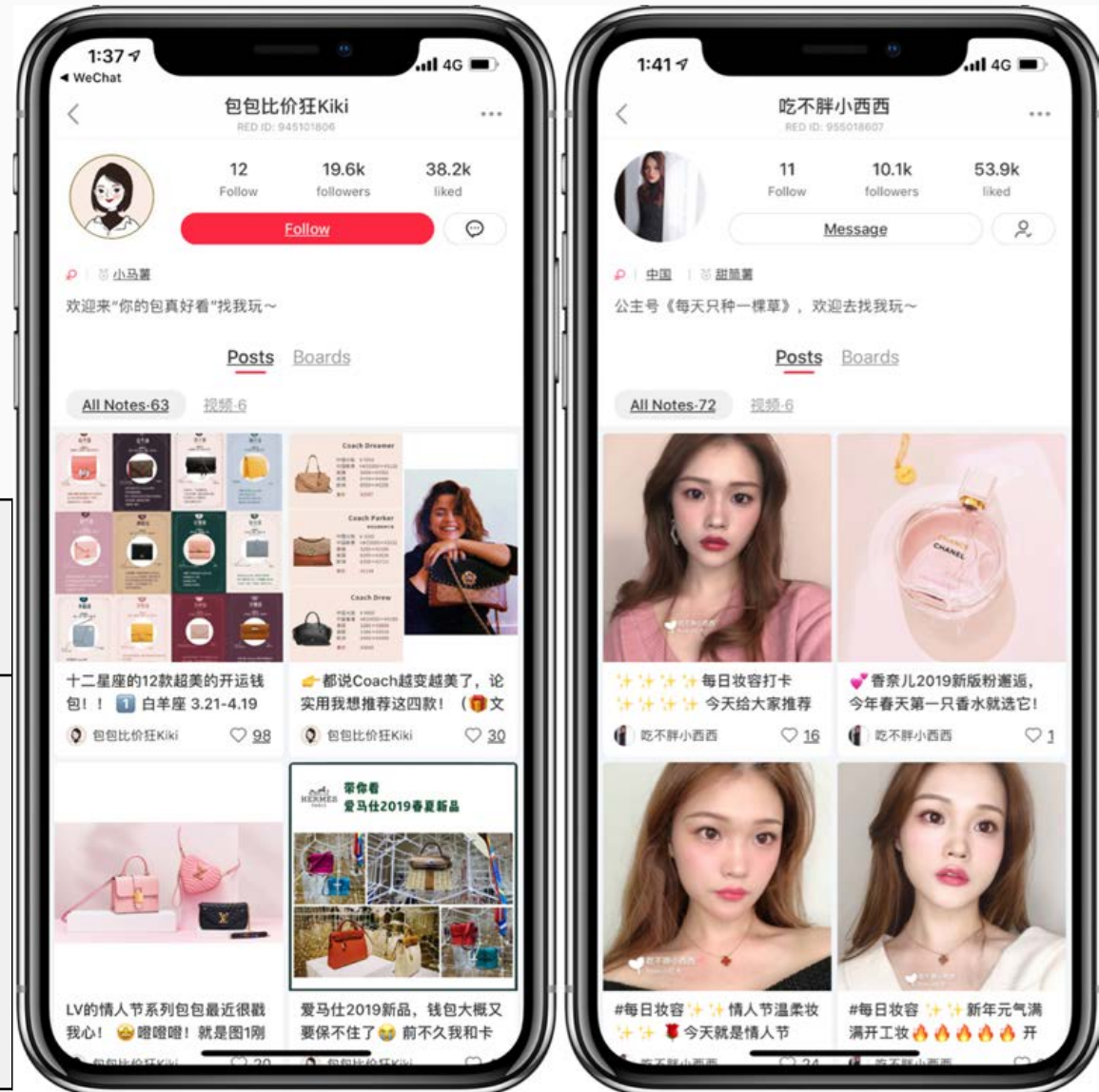


CHINESE NAME: 小红书

OWNERSHIP: Alibaba and Tencent

LAUNCHED: 2011

Social e-commerce	85 mil MAU
UGC, fashion luxury lifestyle, food, travel	14% male and 86% female user base. 76%+ of the users are Post-90s



Online travel agencies



25% owned by Baidu



MAU

210 million (2019)

The largest OTA of China, it also owns Trip.com and Skyscanner in overseas markets.



100% owned by Ctrip



MAU

41,3 million (2019)

The 2° largest OTA in China, it attracts more mature users, especially couples.



100% owned by Alibaba



MAU

28,8 million (2019)

Alibaba's OTA is featured inside Taobao and benefits from its native traffic. 80% of users are under 35.

Travel reviews sites/app

18% owned by Tencent



MAU

60 million (2019)

Most used review website for restaurants, shops and tourist attractions. Similar to Yelp/Tripadvisor with more functions.

Most of the user base is female between 25-35 years old. It has been invested by Booking.

\$250M by Tencent



MAU

23 million (2019)

Mafengwo is a UGC travel review platform like RED where customers can share their thoughts about brands and places.

It also provides travel booking services and livestreaming functions.

Digitalization in the tourism sector

These social trends are naturally reflected in all areas, including the tourism sector, which has seen a deep transformation.

Besides travel agencies, potential tourists today love to get info independently on social media by **following celebrities and travel guides, reading comments and reviews from influencers and other consumers**. As a result, new methods of tourism promotion have appeared.





In the post-Covid era, social networks are essential in tourism promotion.

This does not mean that online marketing can replace the offline experience, but **social networks show undeniable advantages in tourism promotion** thanks to their versatility when interacting directly with the public of operators and customers.

Advantages for operators

They can offer great visibility to destinations

Social media can attract a lot of attention in a short time and have a strong impact on the public.

They amplify the messages of influencers

Platforms such as Douyin and Kuaishou have played a role in the success of cities like Chongqing, Xi'an.

They can influence consumer decision making

Social media can play an important part in influencing consumer decision-making, thanks to celebrity online recommendations.



Advantages for customers

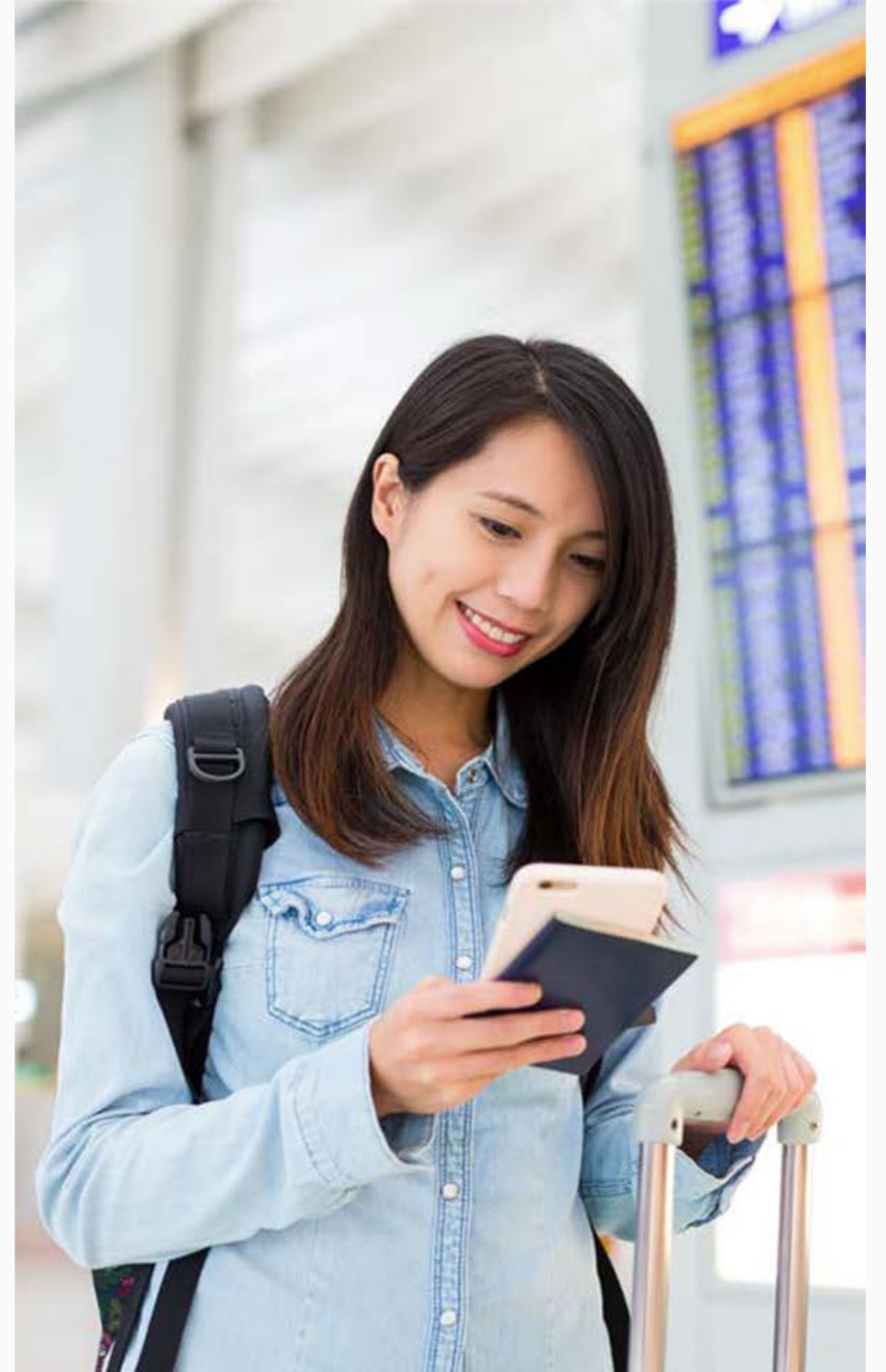
Social media provides a higher variety in information, allowing consumers to achieve a deeper degree of personalization. Consumers can choose the most suitable destination based on economic capacity and individual interests.

They can offer intelligent travel services

Smart services such as checking the available seats for a specific event, reserving entrance tickets and paying in advance, getting information on tourist flows in real time.

They present travel stories and experiences

On the web you will find information not only about hotels and restaurants, but also about all the special and "niche" experiences that can be done in a specific place.



Gen Z and tourism

The growth of Gen Z has also had a significant impact in the tourism sector: knowing the tastes and preferences of this segment is strategic for success in the post-Covid tourism industry.

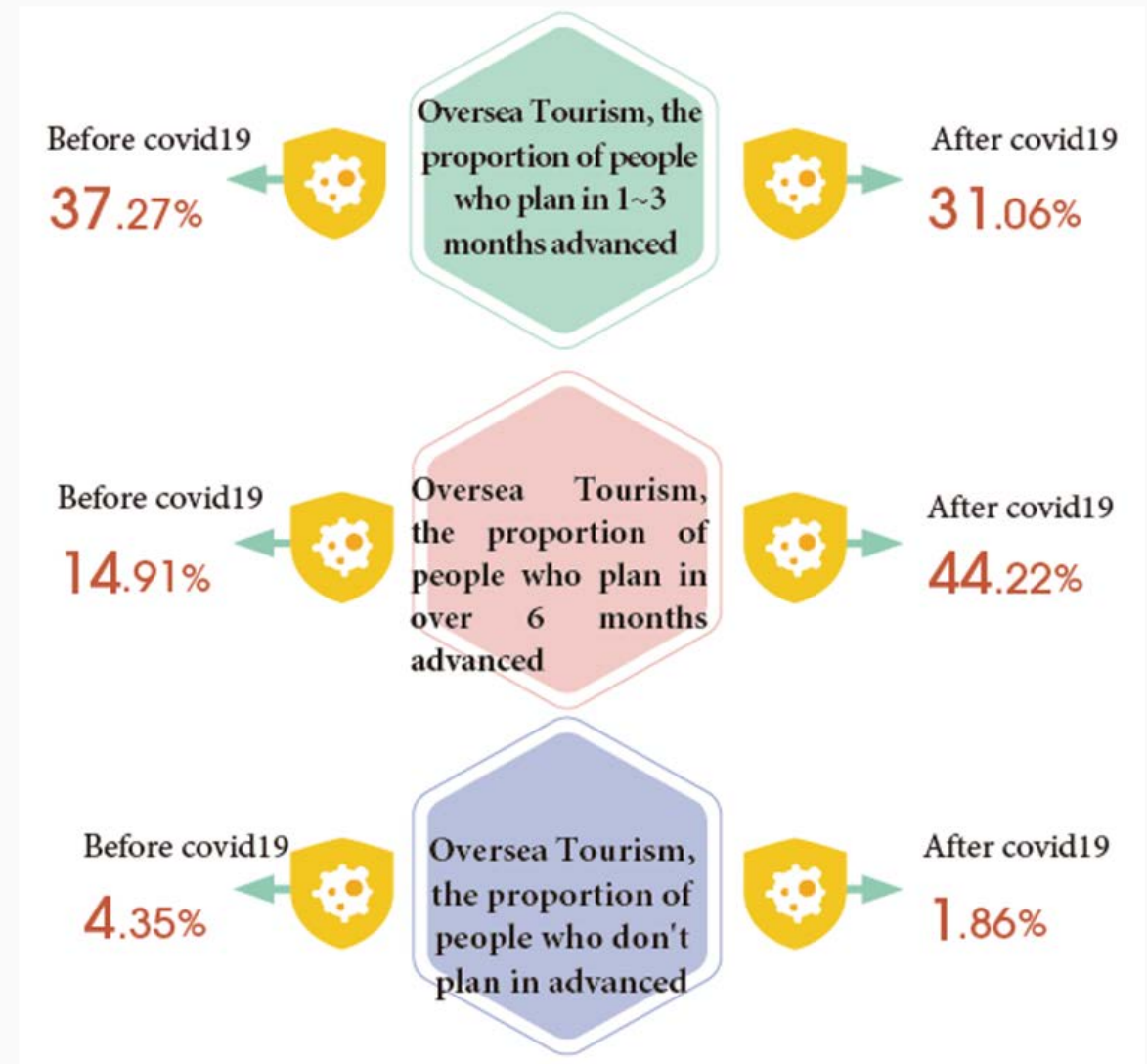
These are **independent travelers** looking for **unique and original travel experiences**, often inspired by influencers and highly personalized. This generation seeks detailed information on every single moment of the travel experience and is extremely attentive to travel personalization and customization.



Plan more and more in advance

After Covid-19, consumers are very cautious about overseas travel. People is tending to plan more and more in advance detailed itineraries.

Chinese tourists want to immerse themselves in the local culture and seek the experiences and advice of people they know, or whose reviews are available online before planning their trip.



*Data from : 后疫情时代的“新旅游”—Z世代旅游消费变化报告



The social inspiration: Weibo

Although it's often likened to Facebook and Twitter, **Weibo** in particular is actually more similar to Instagram in terms of user behaviour and the style of content. Weibo allows a variety of content formats and the users scroll through the feed, stopping when a pretty image or video catches their eye. Thus it's the perfect platform for travel content.



April不在纽约

8月17日 03:52 来自 iPhone 7 Plus

Pocono Whitewater Rafting - 位于宾州，距离纽约大概两个半小时车程。不过漂流这件事情去之前一定要做好翻船的心理准备，而且一定要选好靠谱的队友，因为接下来的3-5个小时可能是险象环生。我们去的那天正逢连日降雨后的水位上升，水流非常湍急，接连有人掉下水（包括自己），同时也经历从正午的高温 ...

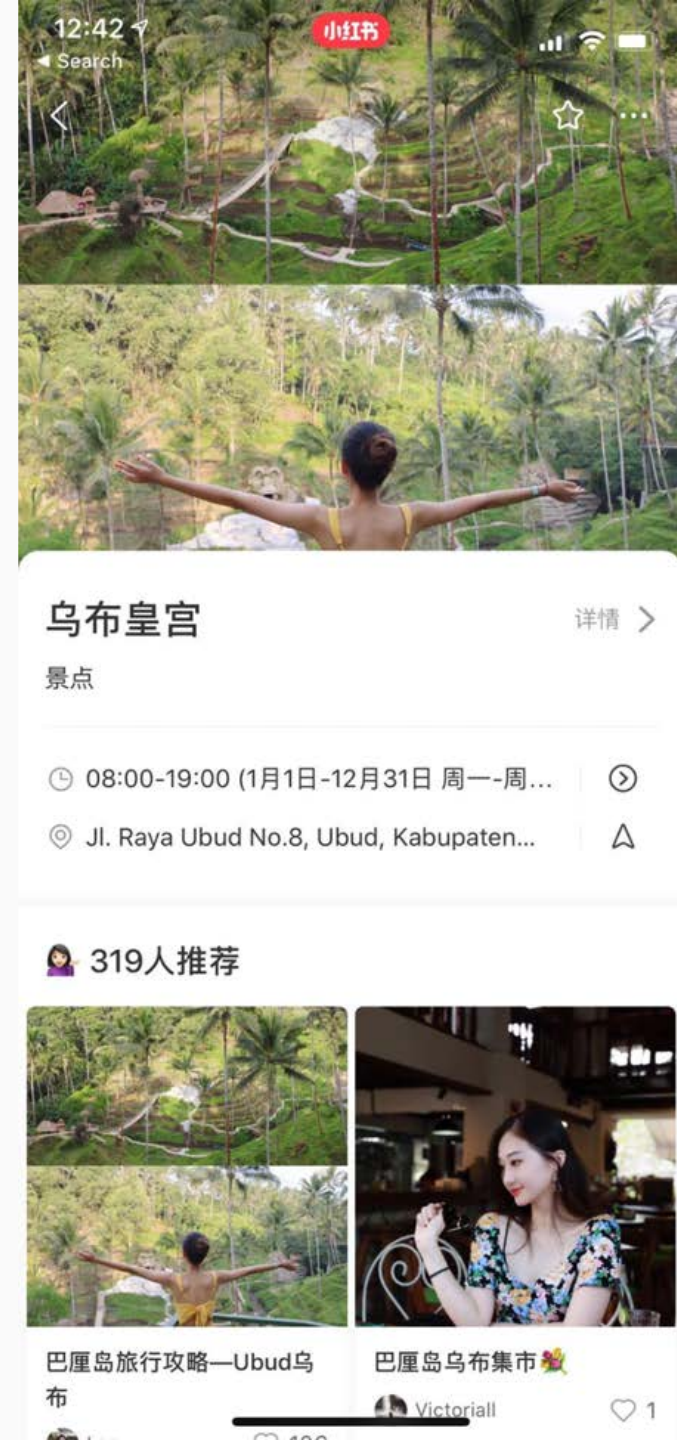
[展开全文](#)

收藏 | 26 | 5 | 4

The social inspiration: RED Xiaohongshu

This app is mostly used by Millennials and Gen Z women from top-tier cities in China. Red's main purpose is review and recommendations, including for travel.

Apps like **Douyin** and **RED** allow KOLs to pin down the location they talk about. When follower clicks on that link, more information could be available about the spot.

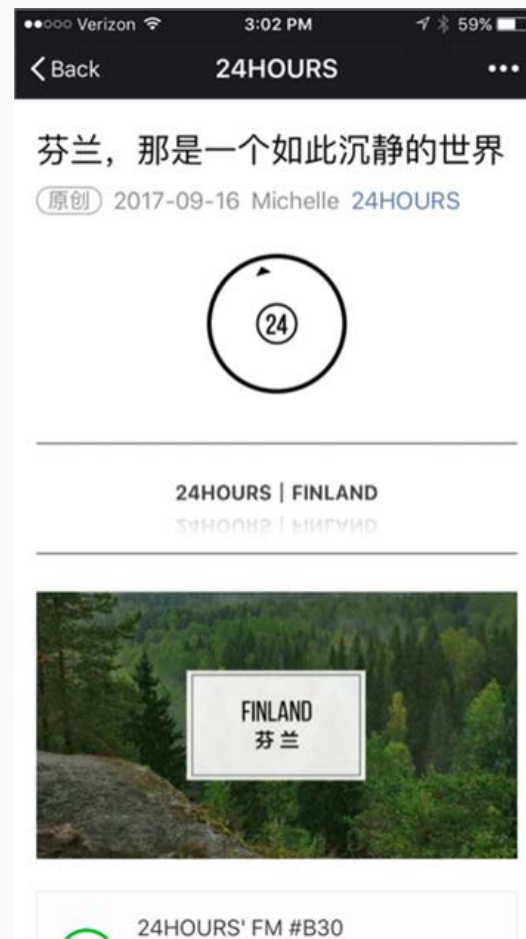


Useful tips and information on Wechat

WeChat articles are also a popular source of travel inspiration. For example, the popular travel account **24 Hours** shares and creates content comparable to the most important online travel publication.

Many of China's top travel KOLs become popular not only for sharing beautiful images but for the useful tips.

Even though content tends to be very inspirational, travel articles tend to perform better if they are not only beautiful but also provide useful information about the destination.



Contents on travel media

But independent travellers go to China's OTAs (online travel agencies) when they really want to visit a location. In China, **OTAs are also social platforms filled with their own set of travel KOLs.**

A popular travel community among young travellers is **Mafengwo**, the app show user-generated travel guides and Q&A forums. The most popular guides are long-form, in-depth guides which share every detail of their travel experience. Content creators can grow a following and become travel KOLs for the site.

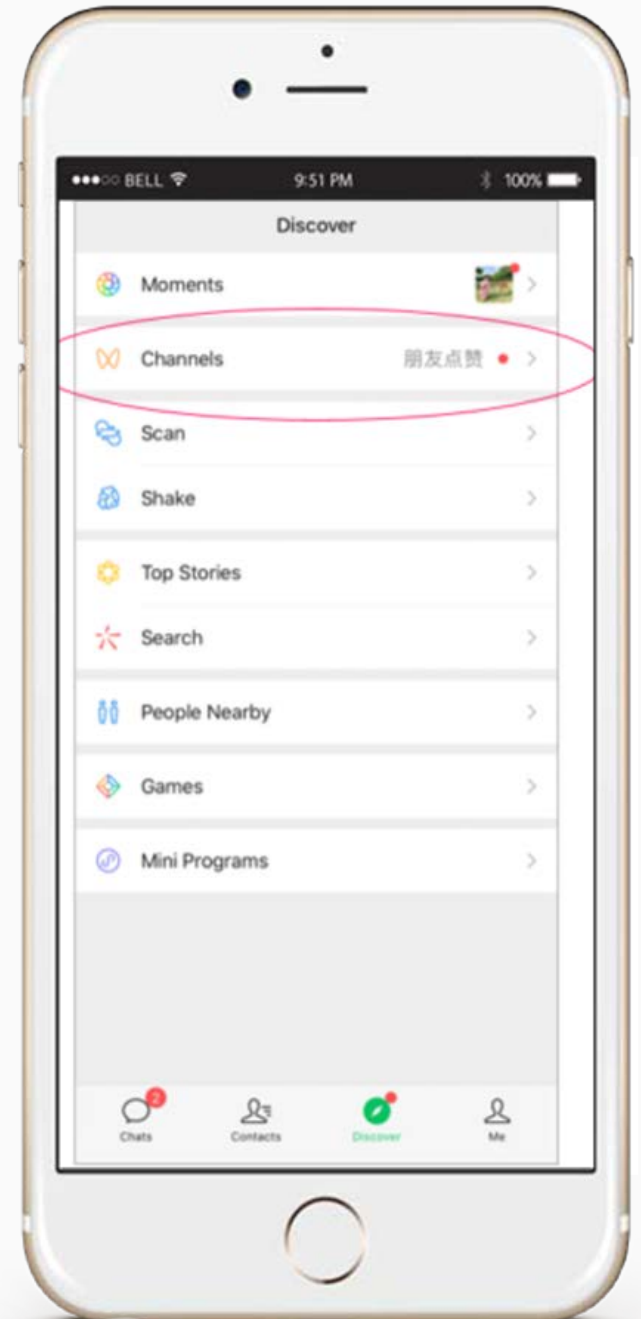
Many OTAs in China such as Ctrip, Fliggy, have similar features and networks of KOLs.



Video apps are more and more popular

Video has been a key component of successful tourism marketing in China for years, and has become increasingly prevalent, moving from “nice to have” to “must have.” At the same time, video platforms and types of video in China have changed and proliferated.

Short videos are extremely important on all platforms, especially Weibo, Douyin and Red, but last year also Wechat joined the field introducing CHANNELS, a public stream of short video contents.



Virtual tours & livestreaming: domestic experiences

Public and private institutions in China have invested heavily in recent years in the VIRTUAL REALITY sector, creating guided tours to enhance the Chinese cultural heritage.

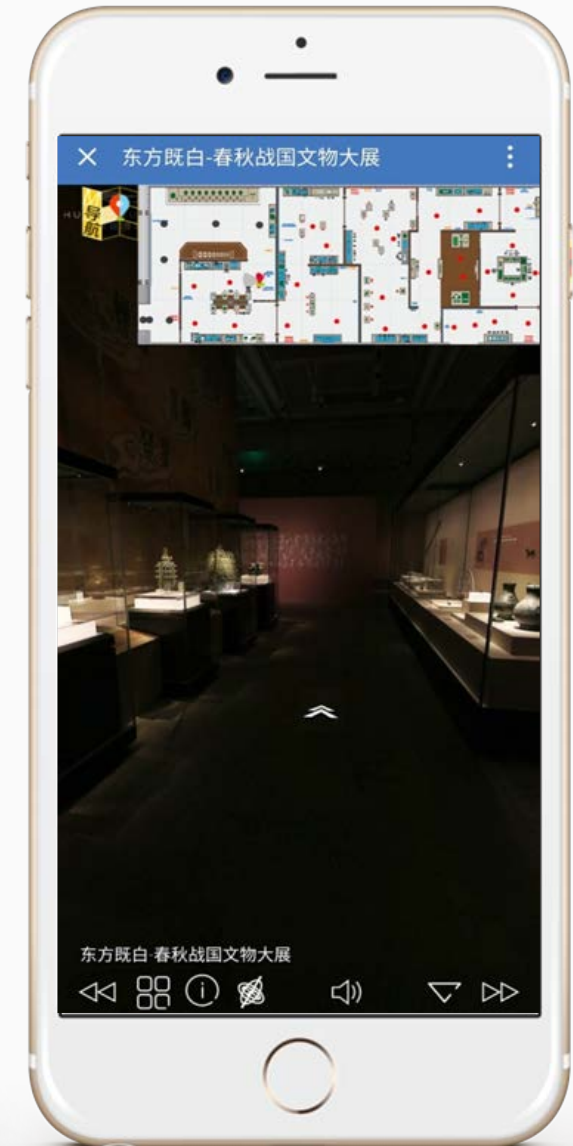
VR tours in China are highly sophisticated and the industry is very advanced, so users are familiar with these tools and have high expectations in terms of usability. While Chinese users' readiness for live-streamed experiences has been well established since 2015, recent travel restrictions and relative economic stability in China have accelerated the trend of this highly engaging digital channel.



The museum at home

In 2020 Douyin launched the "Moving Museum at Home" a service that allows internet users to view and visit important national collections and museums.

The initiative is promoted by the **Chinese State Administration of Cultural Heritage** and has involved numerous cultural institutions in the country: including the National Museum of China, Dunhuang Academy, Nanjing Museum, Hunan Provincial Museum, Zhejiang Provincial Museum, Liaoning Provincial Museum, Shandong Museum, Shanxi Museum and the Guangdong Provincial Museum.

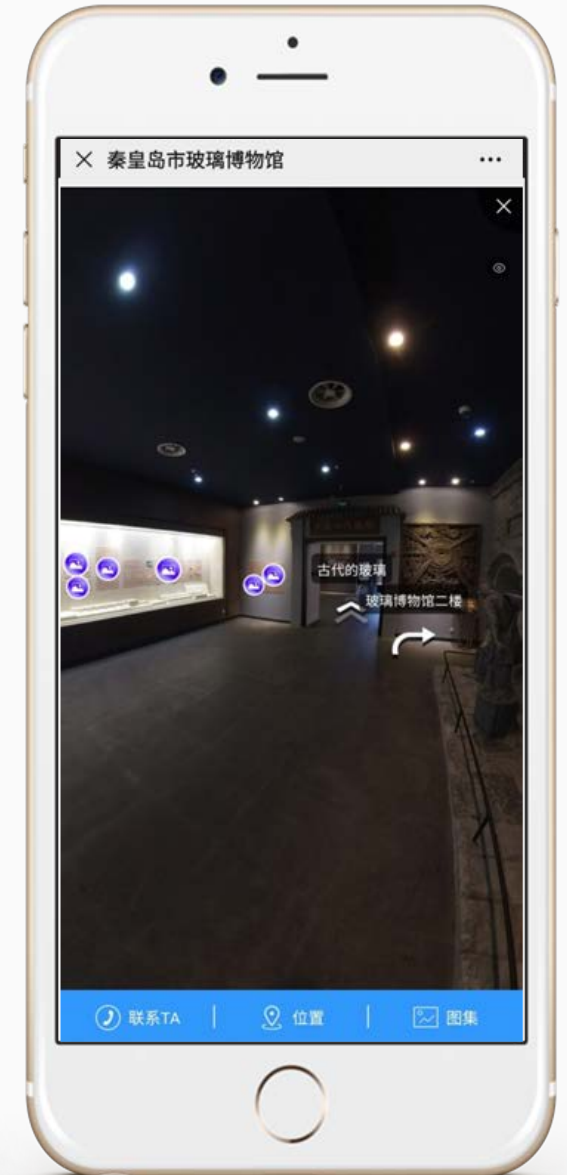
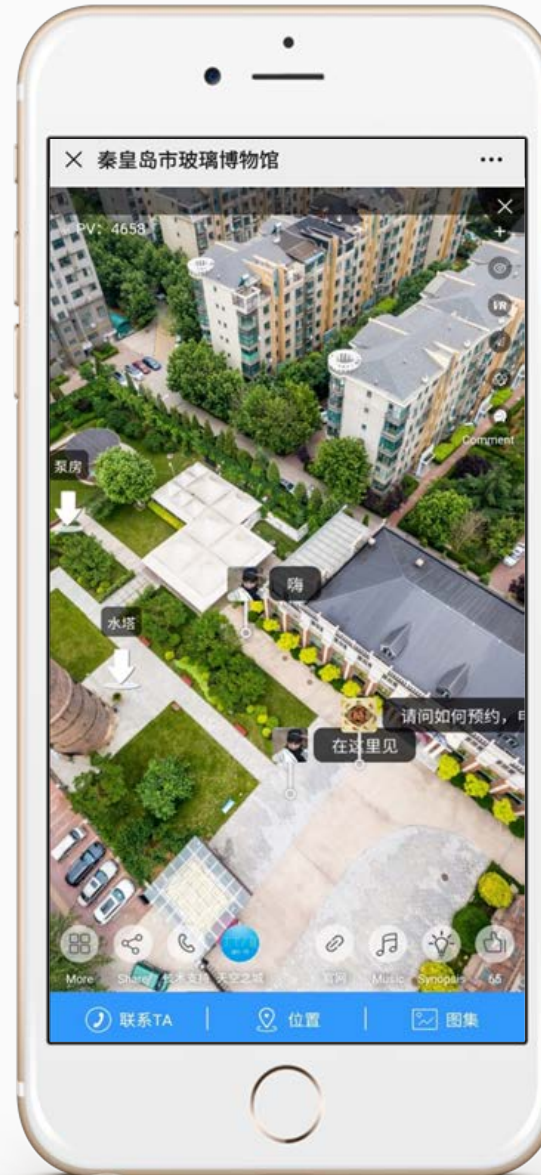


Hunan Provincial Museum



Qinhuangdao museum

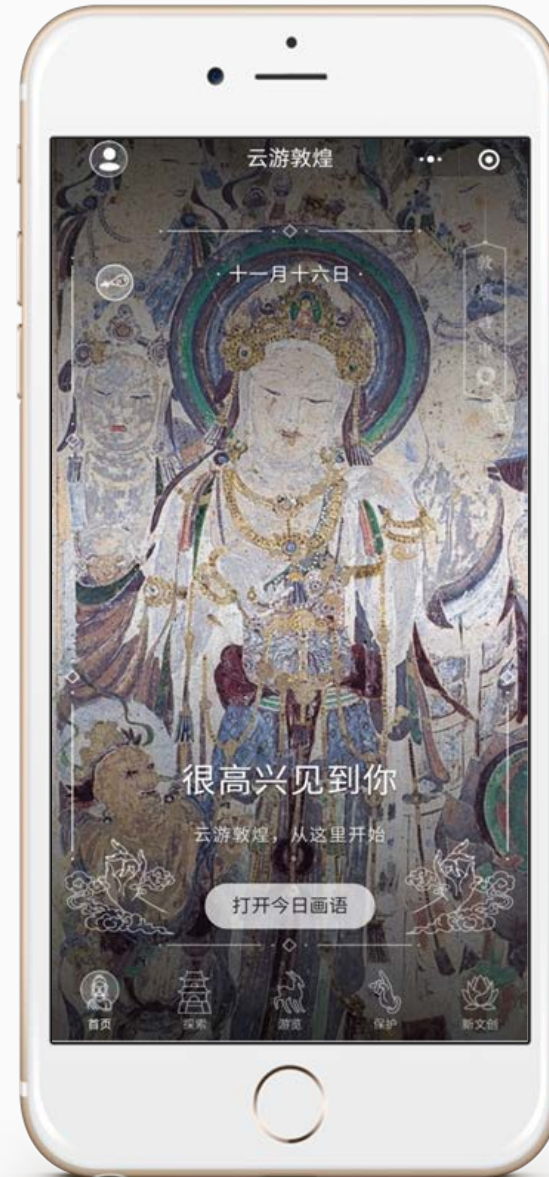
- On February 2020, the Qinhuangdao City Glass Museum WeChat public account launched "VR Digital Museum" tour.
- In this sophisticated replica of the museum, users can move around the structure while listening to an introductory voice. Images and texts can be clicked to get more information and details.
- Link to the virtual museum
<https://8714x5uf3.wasee.com/p/483fntjr5/Wasee/Cityhome/panodetail?id=1493&from=singlemessage>
- The museum is completely integrated inside the bigger Qinhuangdao City VR experience (秦皇岛天空之城)



Traveling in Dunhuang

In 2020, Dunhuang Research Institute, People's Daily New Media, and Tencent jointly launched the “Travel in Dunhuang” miniprogram.

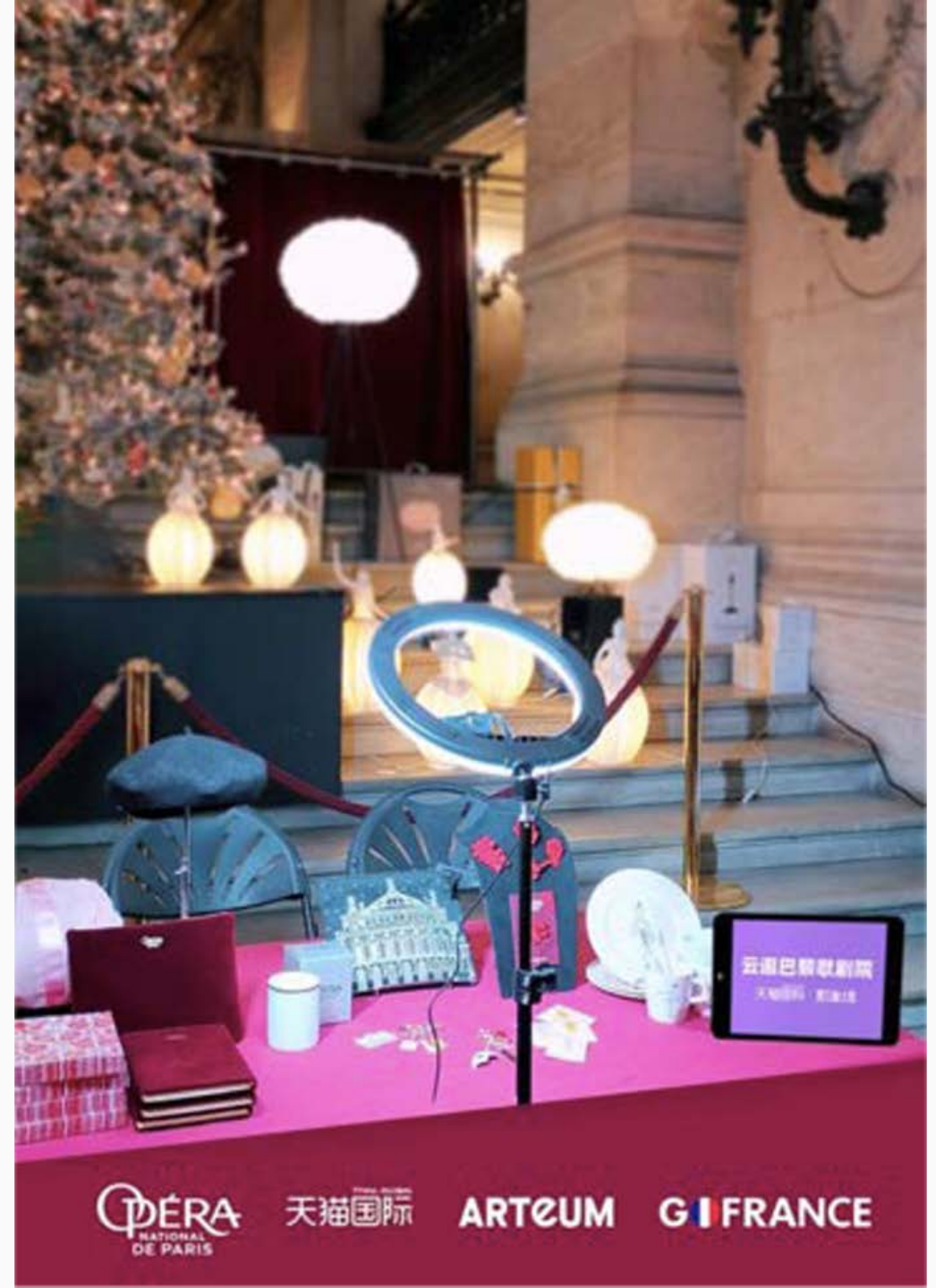
“Traveling in Dunhuang” **tour is totally customizable**: users can organize a tour based on specific categories or filter, for example murals, colored sculptures, shape of caves, etc.



Museums on Tmall: Paris opera house

In November 27, 2020 the **Paris Opera House** officially opened its doors to **Tmall Global**, which hosted the first live broadcast for China, inviting Chinese tourists to visit the museum.

It was one of the most successful recent campaigns in a travel industry hampered by the restrictions of journey of COVID-19. The broadcast attracted more than 1.25 million viewers.



Livestream on Alibaba: the case of Switzerland

After broadcasting tours of famous destinations tourist sites such as the British Museum in London and the Palace of Versailles in France, Alibaba cooperated with the Swiss Tourism Board and the Sino-Swiss Economic and Culture Center for virtual reality tour of Switzerland.

The platform Alibaba Taobao Live offered a live broadcast presenting the attractions landscapes such as the Alps, as well as renowned brands Swiss like Tissot and Carma Chocolate.



Tour ambassador: the European Travel Commission

In March 2021 European travel commission started a cooperation with the celebrity new journey **Zhu Zhengting** as ambassador in a communication campaign to promote destinations to independent travellers called “Wanderlust, wonder Europe”.

35 regions and countries are included in this project and hashtag #重寻欧陆之奇，再踏新梦之旅 (Discover the wonders of the European continent and embark on a new dream journey). Got more than 54 millions of views and more than 120,000 comments.

#重寻欧陆之奇,再踏新梦之旅# 分享 申请主持人
阅读5449.8万 讨论12.3万

欧洲旅游委员会 V 3月9日 17:48 来自 星球视频PC版
春意甚浓的三月，我们跟随“欧洲云旅游在线体验官”——朱正廷开启欧洲之旅。“逐味欧洲”通过美食佳酿了解当地的风土人情；“自然漫旅”感受自然的气息；“匠心挚礼”传承悠久的历史感受匠心精神；“疗愈之旅”舒缓你疲惫的身心；“都市惊鸿”欣赏当代都市的魅力-与你共享欧陆时光。

@THEO-朱正廷
很高兴成为欧洲云旅游在线体验官 跟我一起开启欧洲游线上新玩法吧 THEO-朱正廷的微博视频

欧洲云旅游在线体验官 朱正廷
3月9日 11:01 来自 微博视频号 225340 | 41756 | 167157
收藏 775 604 2839

欧洲旅游委员会 V 4月1日 20:28 来自 微博视频号
今天我们跟随“欧洲云旅游在线体验官”——朱正廷一起飞去最后一站，艾米利亚-罗马涅大区 (Emilia-Romagna) 位于意大利北部，是意大利最发达的大区之一，亦是著名的美食之都。从一望无际的海洋到连绵起伏的山丘，从田园美景到都市风光，这座历史悠久的浪漫之都依旧是很多旅游爱好者心中的红玫瑰，文艺青年心中的白月光。如果你想了解真正的意大利饮食文化，探寻世界上少有人能品尝到的美食佳肴，那么就去看帕尔马吧。这里被联合国教科文组织列为美食创意之都，寻常普通的绿色食材经过当地人精心的烹饪与加工，一道道让人垂涎欲滴的美食将呈现在你面前，唇齿留香令人难以忘怀。

#重寻欧陆之奇,再踏新梦之旅# 欧洲旅游委员会的微博视频 收起全文

种类丰富的美食和海滨度假胜地而闻名
朱正廷最新动态
收藏 1314 376 3283



UGC (users generate contents): the case of Australia

Australia tourism board launched a digital campaign to call for followers to share their autumn memories in WeChat, Weibo, Xiaohongshu, Douyin and Bilibili, sharing content, pictures, videos, texts and add hashtag #澳式表白AustralianConfession.

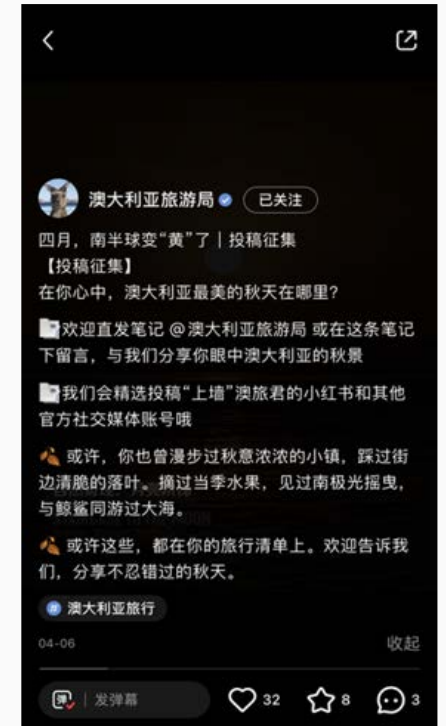
This **call-for-memories** sharing action will cover millions of followers and the other Australian states' tourism board can also use the contents which help the tourism board get big exposure and engagements without any media cost.



WeChat



Weibo



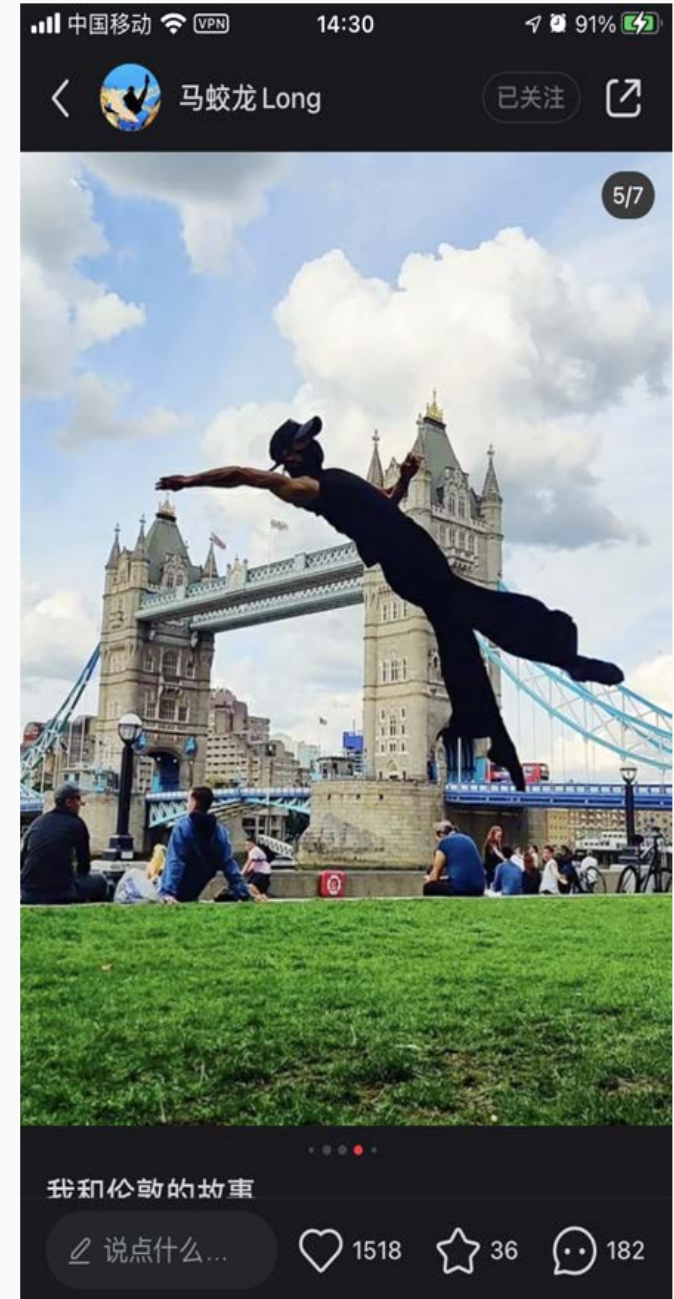
Xiaohongshu



KOL: Great Britain

The Great Britain started a campaign to welcome audience participate #mystorywithLondon, such as videos, pictures and texts to tell story with the city.

Long is a Chinese dancer, Kungfu master and influencer in RED and he also joined this campaign creating a fusion between his dance jumps with tourism attractions, which also **connect Chinese martial arts with London's elements.**



Travel specialist course: the case of New Zealand

New Zealand create a campaign on Wechat that push the users to use their spare time learning about New Zealand destinations.

Users can get the "**New Zealand Tourism Expert Medal**" if they complete the 11 sessions through the mini-program and pass the online exam.

Of course users can also choose to learn advanced courses to achieve a more professional and systematic knowledge of New Zealand tourism destinations.

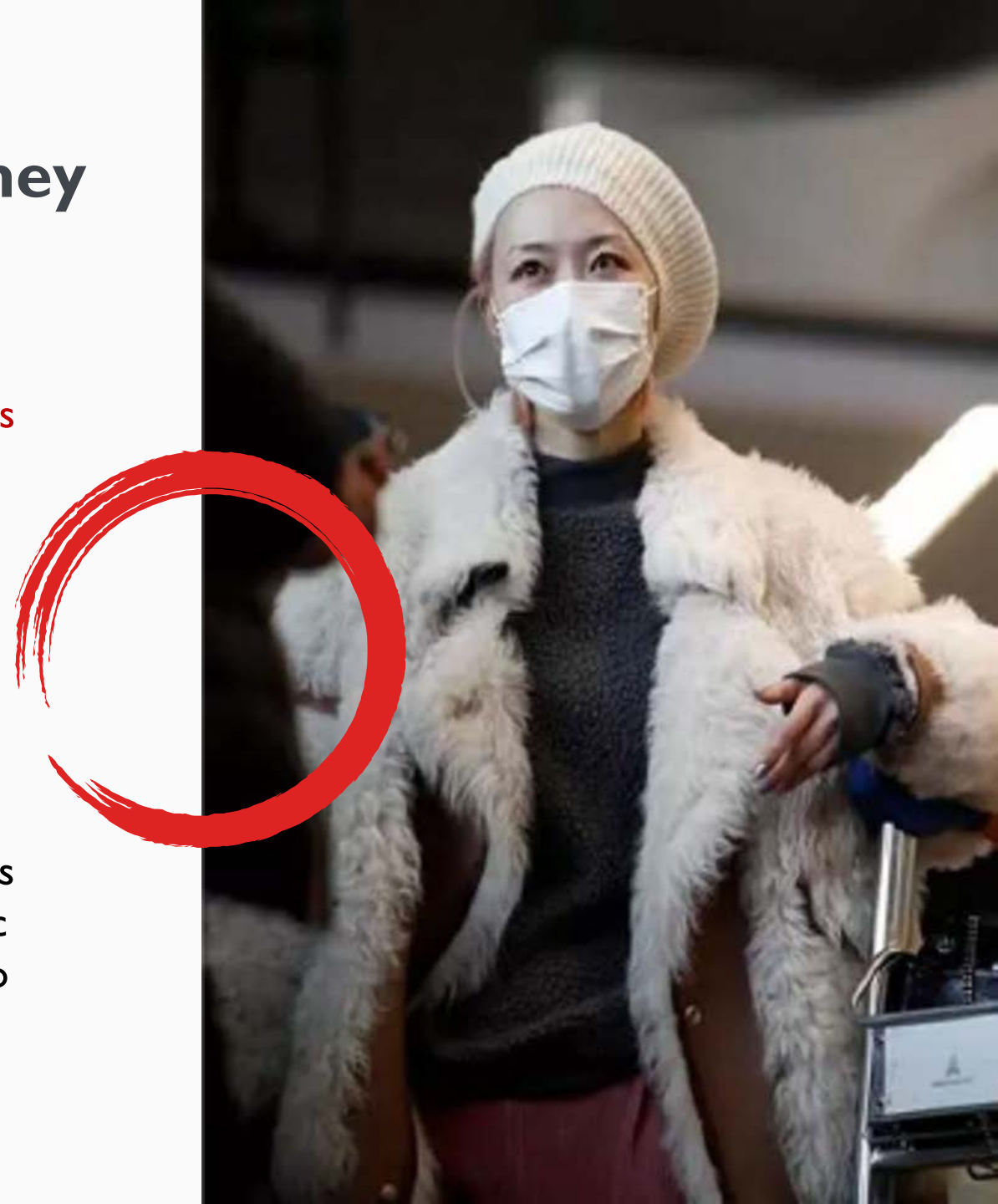


To sum up: the Chinese travellers digital journey

Gen Z and Chinese millennial tourists rely on **online resources to plan their trip**. The younger the tourist, the more likely to use online sources.

Chinese travelers are **highly digitized, careful about the advice of influencers and accustomed to innovative messages** conveyed through digital channels.

Chinese users get inspiration from many social networks (Weibo, Red, Douyin..), check in advance reviews apps such as Mafengwo and Dianping, and also Wechat to get more specific information and tips and read experiences and finally they go to OTA apps and website to buy.



Social media are an essential resource to attract customers. The main focus is on contents

Travel KOLs can have an enormous impact on the entire customer journey. They can provide travel inspiration and help consumers discover new destinations on social platforms.

User-Generated Content (UGC): Consumers will naturally trust recommendations from their peers – other Chinese travelers – over official content, so encourage and repost good user-generated content is mandatory.

From "Online-travel Products Consumption"
To "Online-travel Contents Consumption"



intarget: group



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