

A photograph of two young women with long, reddish-brown hair in a brightly lit shopping mall. They are both smiling and looking at their smartphones. The woman on the left is holding a gold smartphone, while the woman on the right is pointing at a black smartphone. They are carrying several colorful shopping bags (yellow, pink, and blue) in front of them. The background is a blurred mall interior with clothing racks and mannequins.

THE CHANGING FACES OF 130M CHINESE OUTBOUND TRAVELERS

POWERED BY ICLICK INTERACTIVE



**CHINESE OUTBOUND
TRAVEL SHOPPER**
WHITE PAPER



THE ICLICK CHINESE OUTBOUND TRAVEL SHOPPER WHITE PAPER

IN CONJUNCTION WITH CTRIP & THE MOODIE DAVITT REPORT

DOWNLOAD FULL REPORT HERE



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Data Mining

With our ability to track and profile over 750 million active online users in China on a monthly basis, iClick is able to mine for Chinese Travel shoppers' online behavior through our proprietary market intelligence platform



Derive Behavioral Insight

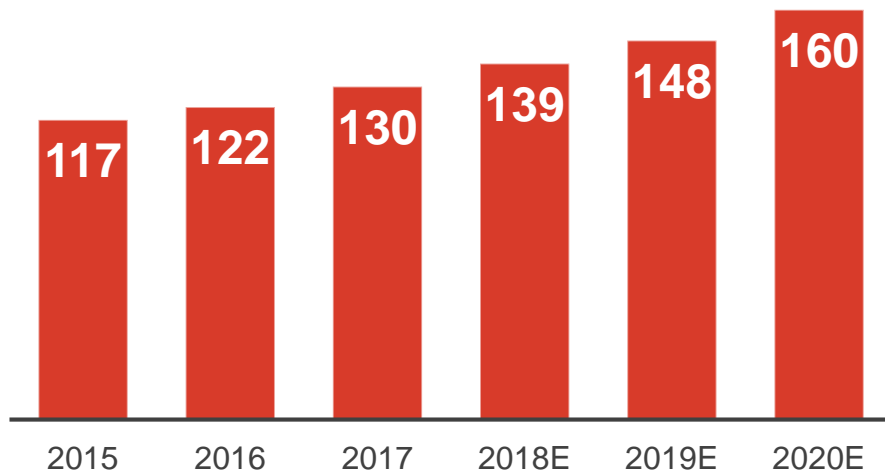
Analyze the behavioral results on iAudience, including audience demographics and interests, the topics and contents they pay attention to, to derive the behavioral insights for marketers.



THE RISE OF THE CHINESE TRAVELER EXPECTED TO GROW TO 160M IN NEXT 3 YEARS



NUMBER OF CHINESE
OUTBOUND TRIPS (MILLION)



Ease of visa regulations on Chinese and the increased air routes in and out of China, have spurred the booming affluent and middle class Chinese to travel globally.

- During Chinese New Year Golden Week alone, Chinese outbound tourists recorded 6.15M
- China's overall outbound tourists have grown 2.5x within a decade
- Chinese traveler numbers have already achieved the size of Japan and is poised to reach 160M in 2020.

Source: *Chinese tourists: Dispelling the myths, An in-depth look at China's outbound tourist market* by McKinsey & Company

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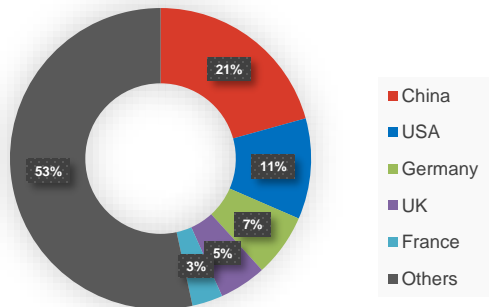


THE RISE OF THE CHINESE TRAVELER

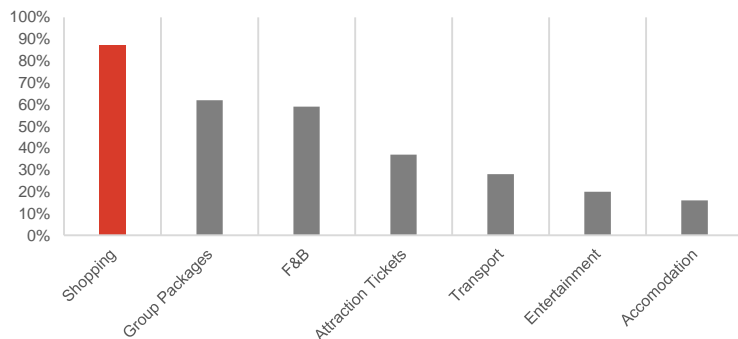
258B USD SPENT BY CN TRAVELERS IN 2017



Chinese are the top contributors to Tourist Receipts globally



Shopping is contributor to Chinese Tourist Spending



China's outbound travelers spent a total of 258B USD in 2017, and averaged 1,985 USD per person.

	China	US	France	Germany	UK
Average outbound spending	\$1,985	\$1,539	\$1,383	\$1,003	\$890
GNI per Capita	\$8,805	\$60,198	\$39,323	\$45,388	\$39,072

KEY MOTIVATION TO SHOP OVERSEAS

- **PRICE DIFFERENTIALS:** Opportunities to enjoy significant tax savings by buying overseas.
- **QUALITY ASSURANCE:** Overseas retail products are perceived as higher quality and more assurance they are genuine products.
- **UNIQUENESS:** Products which are unique to a particular destination.

Source: iClick Chinese Shopper White Paper 2018

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THE PROFILE OF THE CHINESE TRAVELER

WHERE DO THEY GO?

2018 Chinese Travelers Destinations Top10

Rank	Destination
1	Hong Kong
2	Thailand
3	Japan
4	South Korea
5	Taiwan
6	Macau
7	Malaysia
8	USA
9	Singapore
10	Vietnam

51,038,230

Chinese tourists
visited HK in 2018

THE IMPACT OF CHINESE TOURISTS ON HONG KONG

- In 2018, Chinese tourists to Hong Kong have reached 51M visits (YOY+14.8%), accounting for 78.3% of total Hong Kong tourists arrivals.
- Total tourists receipts from Chinese Tourists amounted to 189 Billion HKD (23.1B USD) in 2017, contributing to 64% of total tourist receipts in the same period.
- Average spending per tourist 895 USD

Source: CBNDData and Fliggy, 2018

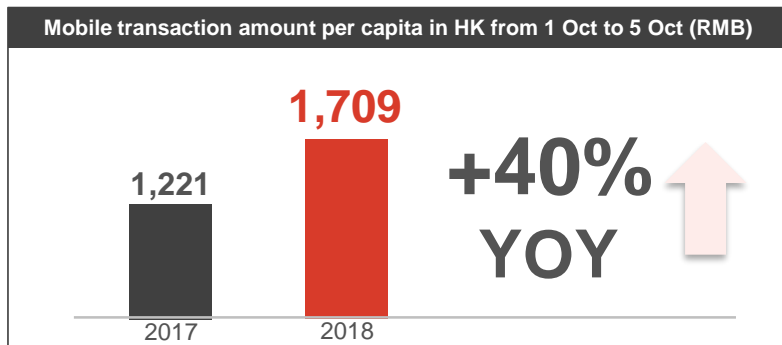
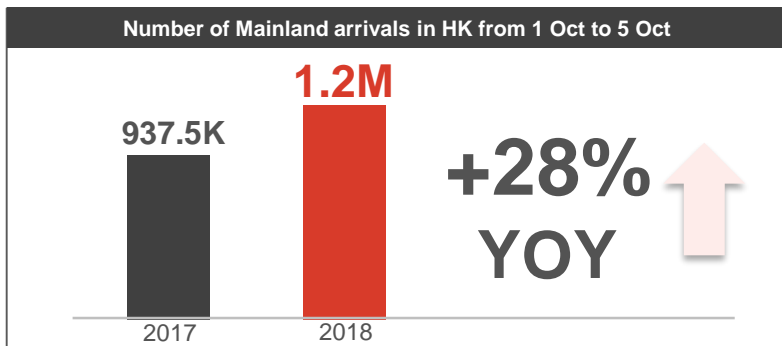
Source: HK Tourism Board & Nielsen

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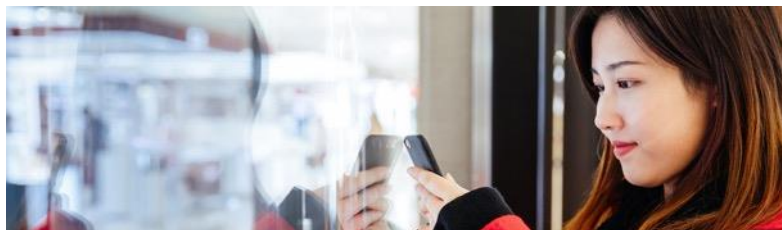
GOLDEN WEEK 2018: 1.2M MAINLAND VISITORS THROUGH HK

HOW CHINESE TRAVELERS ARE CHANGING THEIR BEHAVIOR



HONG KONG REMAINS AS ONE OF THE MOST POPULAR DESTINATIONS

- Hong Kong received 1.2M visitors from the mainland during the first five days of the Golden Week holiday, 28% up from the same period last year.
- Hong Kong topped the list of overseas destinations in terms of mobile transaction volume made by Chinese travelers during Golden Week.
- Average mobile spending per tourist RMB1,709, 40% up from last year.



Source: Immigration Department, Alibaba

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THE 3 KEY TYPES OF CHINESE TRAVEL SHOPPERS

- #1 The Dark Horse: The New Affluent from the New 1st Tier Cities
- #2 The Walking Wallet: The Luxury Overseas Shopper
- #3 The Awakened Generation: The Post-90s Explorers

#1 THE DARK HORSE

– THE NEW AFFLUENT FROM THE NEW 1ST TIER CITIES



- Traditional 1st tier cities like Beijing, Shanghai, Shenzhen and Guangzhou were surpassed by 10 non 1st tier cities in terms of growth in outbound travelers in 2017.
- The new 1st tier cities with **Xi'an** in the first place due to a 323% increase of outbound travelers in 2017, followed by **Changsha** (232%), **Wuxi, Taiyuan, Wuhan, Hefei, Chengdu, Nanjing, Harbin and Kunming.**

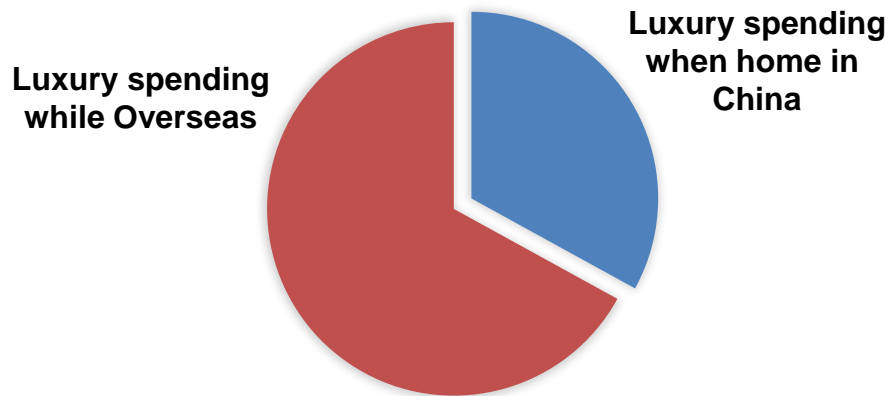


#2 THE WALKING WALLET

– THE LUXURY OVERSEAS SHOPPER



- Chinese consumer luxury spending is expected to account for 44% of the total global market by 2025.



- In other words, ~30% of global luxury would be consumed by Chinese Travel Shoppers!



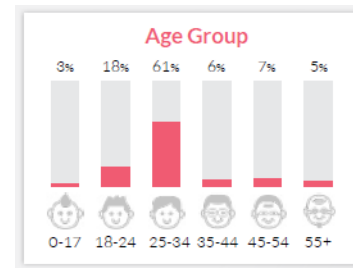
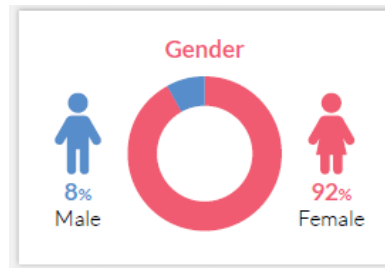
#2 THE WALKING WALLET

– THE LUXURY OVERSEAS SHOPPER



#WEALTHY CHINESE

- **UPPER MIDDLE CLASS FEMALES** with high spending power (over USD 45,000 household annual income)
- **REPETITIVE LUXURY BUYERS** with diverse interests across various luxury brands and product categories
- **JETSETTERS**, traveling frequently (3-4 times/year) for pleasure and business



#PREMIUM CUSTOMIZATION

- Avid adopters of customized luxury tours
- **LUXURY TRAVEL:** Business/First class, 5/6/7 starred hotels or luxury boutique hotels
- **LONG HAUL** destinations suitable for shopping, Europe, Middle East & Africa

#QUALITY FIRST

- Sophisticated and discerning in luxury products
- Seeks **QUALITY & AUTHENTICITY** and go for Top premium luxury
- Pursues **UNIQUE ITEMS** not available in China, as well as the premium shopping **EXPERIENCE** overseas



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#3 THE AWAKENED GENERATION

– THE POST-90S EXPLORERS



- The “Post-90s” which refers to Chinese who were born from 1990 to 1999 is one of the most special consumer groups in China.
- They are the first generation of digital natives in China, to whom the smartphone is almost an inseparable “organ” to their body.
- They are constantly learning about the outside world through multiple online platforms and are also eager to go abroad to explore that world for themselves.



#3 THE AWAKENED GENERATION

– THE POST-90S EXPLORERS



#THE AWAKENED GENERATION

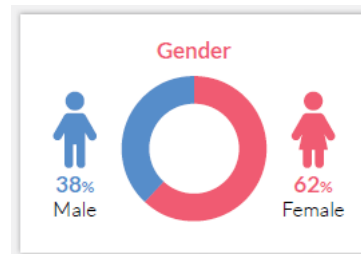
- The **“ME”** Culture: Seeking to distinguish themselves from others (the ME TOO crowd)

#EXPERIENCE ORIENTED

- Relaxation and experiencing local culture is more important than shopping
- Deep immersions and **“SHAREABLE EXPERIENCES”**

#SHOPPING FOR UNIQUENESS

- No apparent brands occupying top of mind, and contrived with **DISCOVERING NEW BRANDS** and products to show off
- Positions themselves as **“THOUGHT LEADERS”** amongst peers

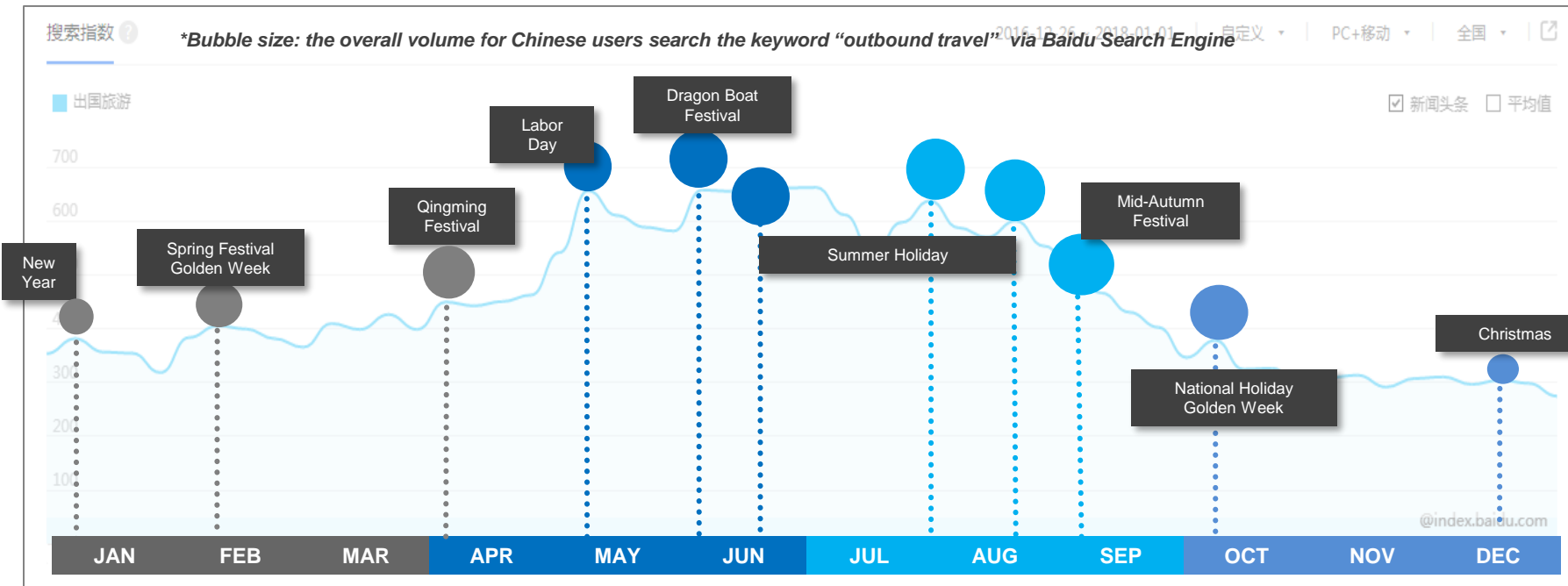


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THE PROFILE OF THE CHINESE TRAVELER [WHEN THEY TRAVEL]

KEY CHINESE TRAVELER CALENDAR



Source: Baidu Search index 2019

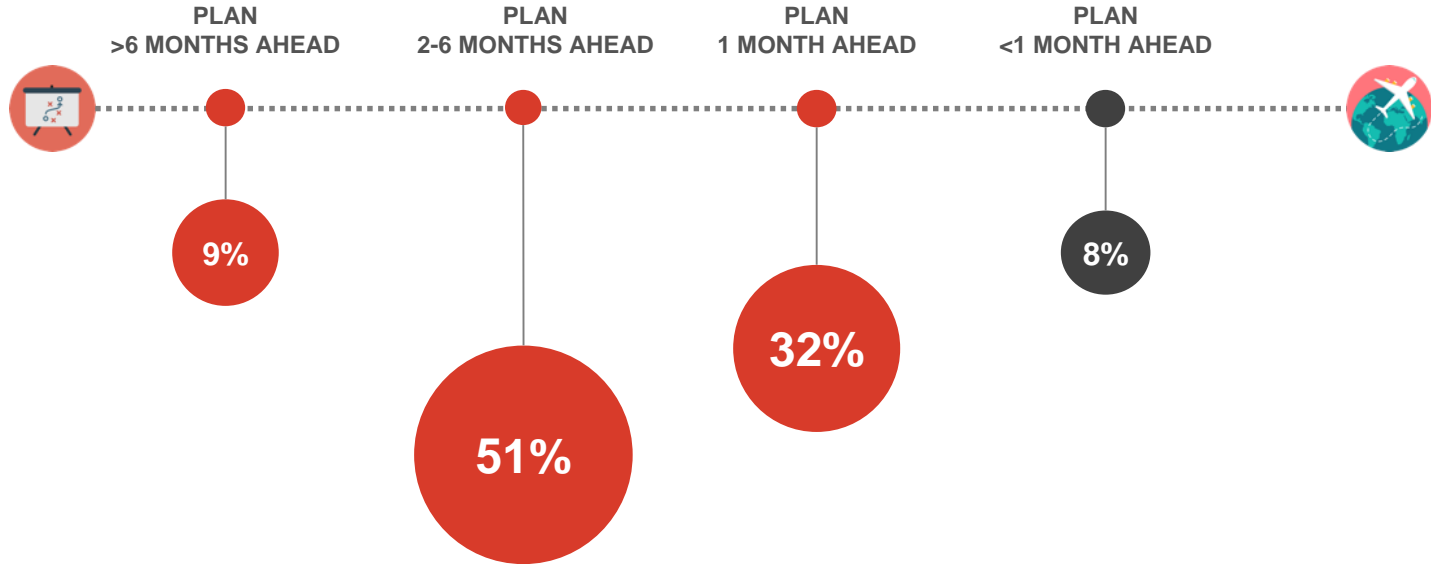


THE TRAVEL BEHAVIOR

92% OF CN TRAVELERS PLAN OVER 1 MONTH IN ADVANCE

Chinese Travelers typically plan their trips early with most people planning 2-6 months ahead.

For destinations they are more familiar with the planning period will be shorter;
Younger demographics also tend to have shorter planning cycles of usually a month.



Source: Hotels.com "China Outbound travellers report, 2017"

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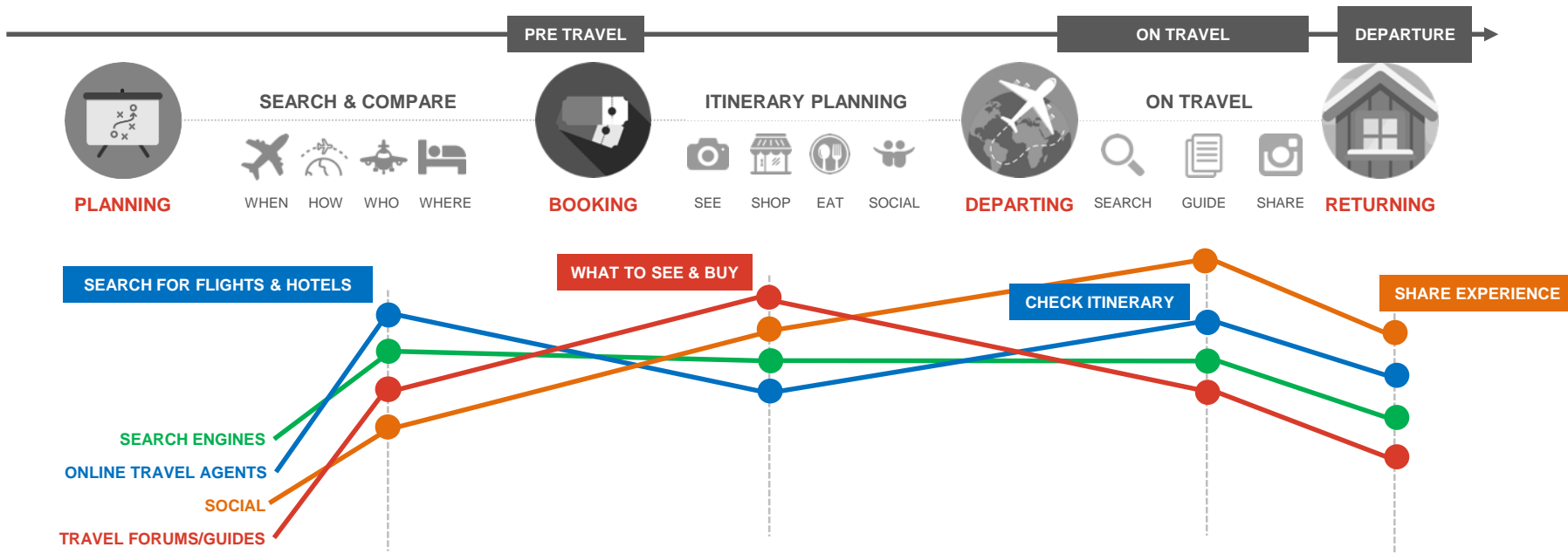


THE KEY TO ENGAGE CHINESE TRAVELER

UNDERSTAND THEIR TRAVEL PLANNING BEHAVIOR



- In their travel planning process, there are different media touchpoints in different phases.



Source: Hotels.com "China Outbound Travelers Report, 2017", "CTrip China Travelers Analysis, 2017"

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THE TRAVEL BEHAVIOR

MAIN TOUCHPOINTS WITH THE CHINESE TRAVELER



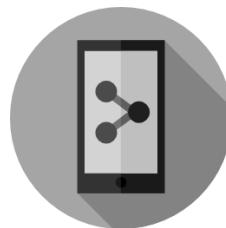
SEARCH ENGINE



BAIDU 百度
China's leading
Search Engine



ONLINE TRAVEL AGENTS



SOCIAL MEDIA



WECHAT 微信
Top Social/IM App



QQ
Leading IM App



QZONE QQ空间
Popular Social Network



WEIBO 新浪微博
Leading Microblog



TRAVEL GUIDE & FORUMS



JESSICA'S SECRET
Top Travel Shopping Guide



DIANPING
Top Travel Review Guide

IMPLICATIONS FOR MARKETERS



**THINK HUGE,
THINK GRANULAR**

China is one big concept that needs to be broken down into bite size pieces.

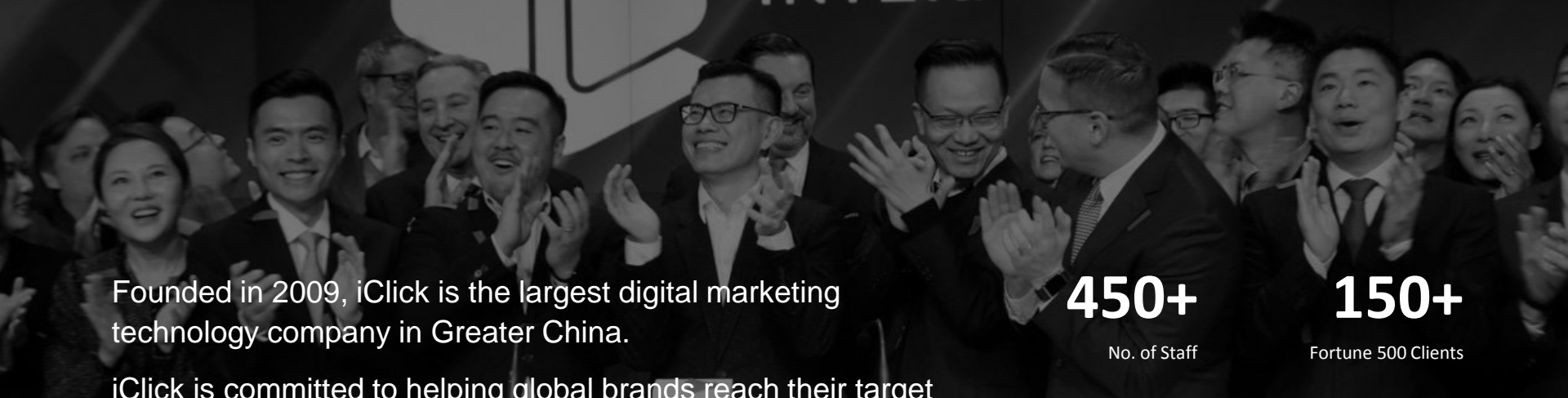
**ENGAGE TRAVEL
SHOPPERS IN THE RIGHT
MOMENT**

Leverage data to identify the would be travelers before their plans and shopping carts have been finalized.

**SHORTEN THE GAP
THROUGH TRAVELER
PRE-ORDERS**

Engage in new retail experiences to convert the user before the hustle and bustle of travel.

**IClick IS #1 INDEPENDENT DIGITAL MARKETING TECHNOLOGY COMPANY
IN GREATER CHINA**



Founded in 2009, iClick is the largest digital marketing technology company in Greater China.

450+

No. of Staff

150+

Fortune 500 Clients

iClick is committed to helping global brands reach their target Chinese consumers through precise and effective cross-channel media marketing means.

Nasdaq

2200+

Total Number of Clients

120+

Data, Tech & Product Experts

ICLK

WITH PROVEN RECORD IN TRAVEL RETAIL TO CAPTURE CHINESE OUTBOUND TRAVELERS FOR OUR CLIENTS

Trusted by over 50 travel sector clients in most of the 20 top destinations with diversified client portfolio including travel retail, travel attractions, tourism board, hotel, airline, etc.

CAPTURE
CHINESE OUTBOUND
TRAVELERS



ENGAGE
ACROSS PREMIUM
CHANNELS



BOOST
TRAVEL CLIENTS'
BUSINESS

- **750M Chinese netizens' travel interests** captured by iClick's proprietary data map
- **83M Chinese with real-time travel intention** identified through iClick's data source, collaborated with Tencent and Ctrip



- **Effectively reach Chinese travelers** on the most popular Chinese social, search & news platforms
- **Highly targeted exposure** enabled by iClick's strategic partnership with Top OTA platforms like Ctrip

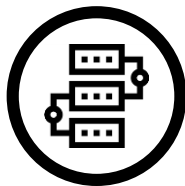


HELP YOU LEVERAGE THE BEAUTY OF DATA FROM DIGITAL MEDIA PLANNING TO EXECUTION



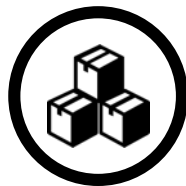
CHINA DATA

Giving marketers insights by helping them identify relevant audiences



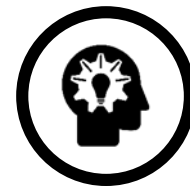
TECHNOLOGY

Cross-channel targeting through a single interface, premium inventory & China data



PREMIUM NETWORK

Affiliate partners with Google, Tencent & Baidu



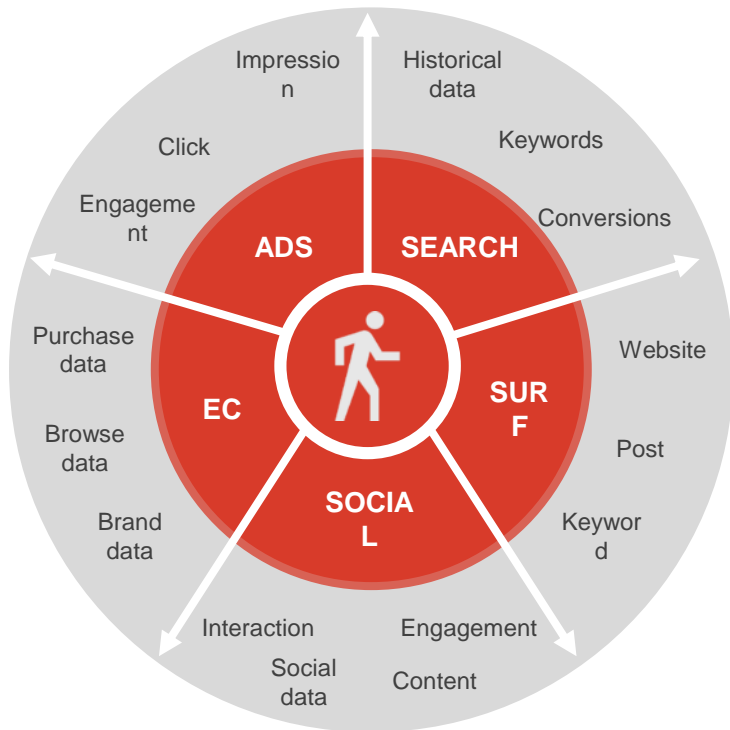
EXPERTISE

Proven track record in handling sizable digital campaigns

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BY GATHERING REAL-TIME DATA OF ONLINE USER BEHAVIOR



SEARCH

633.5 M+ search users / 1.5M search terms



SURF

400,000+ sites tracked/ reach 98.7% netizens



SOCIAL

450M+ social users / Tencent & Sina Weibo partnerships



SHOP

Branded ecommerce platforms data

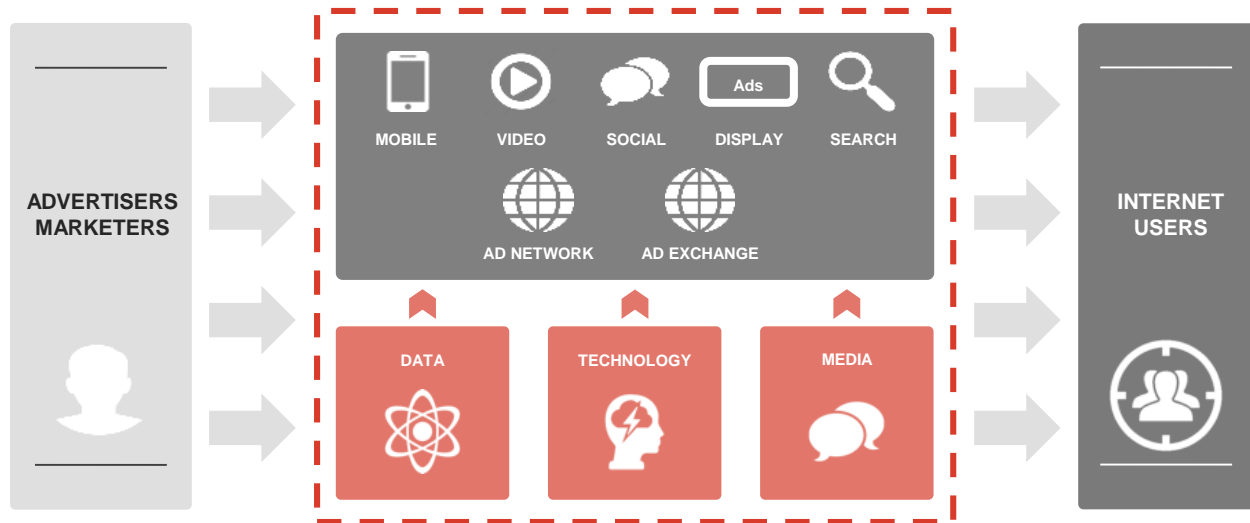


ADS

2000+ clients campaigns

PROVIDE YOU WITH ONE-SINGLE PLATFORM TO AUTOMATE YOUR CAMPAIGN & DRIVE OUTCOMES

The one-stop platform that aggregates, bids and optimizes media inventory across different digital channels to maximize marketing performance.





ICLICK INTERACTIVE ASIA LIMITED

W | www.i-Click.com

E | sales_hk@i-Click.com

T | (852) 3700-9000



| iClick Interactive

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