

Women travelers from China: The new focus for global travel suppliers



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China i2i Group is highlighting the increasingly important role of women travelers from China in shaping the future for global travel suppliers.

Citing a Chinese Intelligence Report newsletter on LinkedIn, China i2i Group CEO Alexander Glos noted the women travelers' significant spending increase and their role as repeat travelers both individually and in groups.

He pointed out that, for many years, women have been dominating the Chinese tourism market, constituting more than half of the outbound travel market since at least 2014.

Ctrip's '2024 Women's Travel Consumer Insight Report' presents a compelling portrayal of women as pioneers in lifestyle consumption upgrading in China. The report, analyzing travel spending data from February 2023 to February 2024, indicates that women outspent men on annual travel expenditure (excluding business trips) by nearly 85.

This surge in spending is particularly driven by older millennial and Gen X women, born in the 1970s and 1980s, who represent 62.2% percent of surveyed travelers. According to the report, they are hailed as the "absolute main force" in the travel consumer market, surpassing younger cohorts in spending power. At the same time, a younger demographic, consisting of women born in the 1990s and 00s, accounts for 28.5% and signals burgeoning consumption potential.

Ctrip also notes that the older generation, currently in their 50s and 60s, comprising 9.3%, demonstrates a preference for quality consumption, aligning their travel expenditure with more

discerning tastes observed in younger generations.



Inbound tour operators and airlines are focusing on female travelers from China, leveraging content development, sales, marketing, and offering special amenities believed to appeal more closely to women

Ctrip's report suggests that female travel bookings were up by 11% year-on-year before COVID-19, and this trend is anticipated to persist in the new market. Chinese women's average travel spend is 33% higher than men's, with women accounting for 62% of bookings during Ctrip live streams. Women from new first-tier cities represent one of the fastest-growing demographics in the Chinese travel market, with a 30% year-on-year increase in travel spending last year. They have now reached 65% of the travel spend of their first-tier city counterparts.

According to a Chinese Women Travel Consumption Report from Xiaozhu, the Beijing-based short-term home and apartment rental platform, women's solo travel has experienced a 30% growth and women comprise over 65% of Xiaozhu users. While female travelers are more inclined to seek discounts than male travelers, women born in the 1970s emerge as the biggest spenders when it comes to hotels.

The reports' findings are said to underscore the pivotal role of female consumers in shaping the travel landscape from China. Leveraging big data analytics, they reveal that female travelers' destination choices extend beyond the allure of 'internet-famous' cities to embrace a rich tapestry of historical and cultural capitals.