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## News Release

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**FOR IMMEDIATE RELEASE**

### **SIX IN 10 CHINESE CONSUMERS PLANNING TO TRAVEL OVER THE NATIONAL HOLIDAY: NIELSEN**

#### **HONG KONG AND DALIAN THE MOST POPULAR DESTINATIONS**

**Hong Kong, September 30, 2008** – With the Golden Week just around the corner, Chinese consumers are already excited about the approaching holiday. According to the latest Nielsen survey conducted online, six in 10 Chinese respondents plan to travel either internationally or domestically over the national holidays.

Chinese consumers' appetite for travel appears to have increased this time round when compared to the beginning of the year when a similar survey was conducted in the lead up to Chinese New Year where only 42 percent were planning to travel.

Over half of those surveyed plan to travel domestically, while around one in 10 is considering an overseas trip. About a third has yet to make up their minds about how they will spend the Golden Week holidays.

For those planning an overseas trip, Hong Kong continued to be the first choice with over half of those who plan to travel overseas claiming to be visiting the city in the upcoming holiday. Singapore (29%) and Macau (26%) followed as the second and third most popular destinations. (Table 1). France (16%) is the only European country made it to the top destinations list for the Chinese travelers in the upcoming holiday.

It's worth mentioning that the new travel policy on traveling to Taiwan has also encouraged more Chinese travelers to visit Taiwan (14%), with the intention to travel to Taiwan particularly high among Shanghai travelers.

For those planning a domestic trip during the upcoming holidays, Dalian (20%) is the most popular destination, according to the Nielsen survey. With pleasant weather, a beautiful coastline, delicious

cuisine, and unique architecture, Dalian offers a lot to travellers as a destination. Beijing (17%), on the tail of the Summer Games, is set to host another wave of tourists, and ranked second most popular destination.

While still recovering from the earthquake, Sichuan remains a popular destination for many Chinese travelers, with its renowned scenic spot, Jiuzhaigou (16%), ranking the third most popular destination. Qingdao, Guilin/Yangshou and Shanghai are among the top 10 popular destinations during the upcoming national holidays. (Table 2)

“China has always been a popular destination for tourists - local or foreign - with the unique travel experience the country offers – its natural scenic spots, rich culture and increasingly cosmopolitan style in many cities,” said Grace Pan, head of travel & leisure research, The Nielsen Company China. “Different destinations attract consumers of different segments, with their own needs and wants. Targeting the right consumer segments with the right strategies is paramount. “

“Through our continuous tracking of Chinese travelers’ behaviors, we are observing that Chinese travelers are becoming more savvy and confident. According to Nielsen’s latest survey, 33 percent of Chinese Internet users claimed they would ‘backpacker’ or travel independently, instead of joining a tour group. This is a significant increase from the previous survey conducted before the Chinese New Year. A third (34%) will also organize their own trips by booking tickets and accommodation via the Internet instead of turning to the travel agents,” said Pan.

Table 1

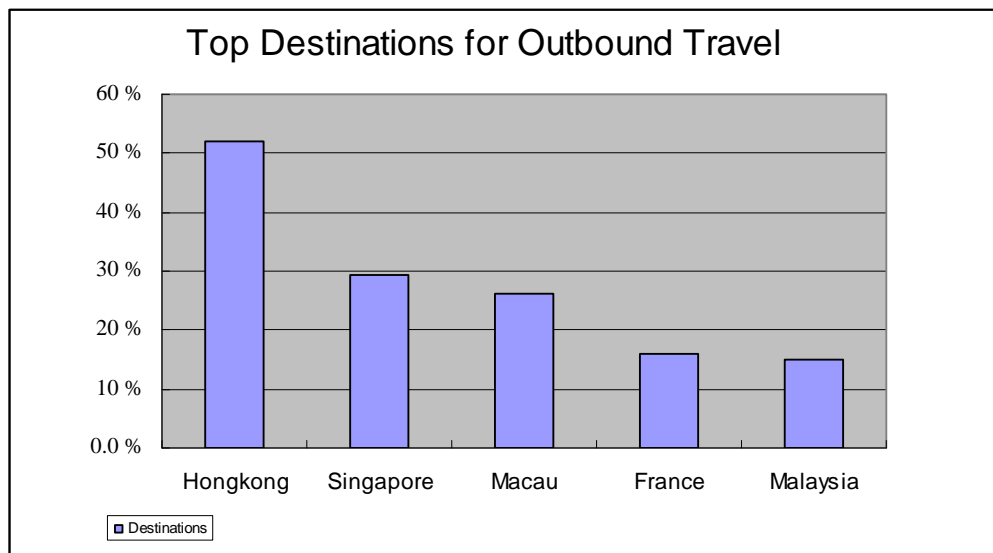
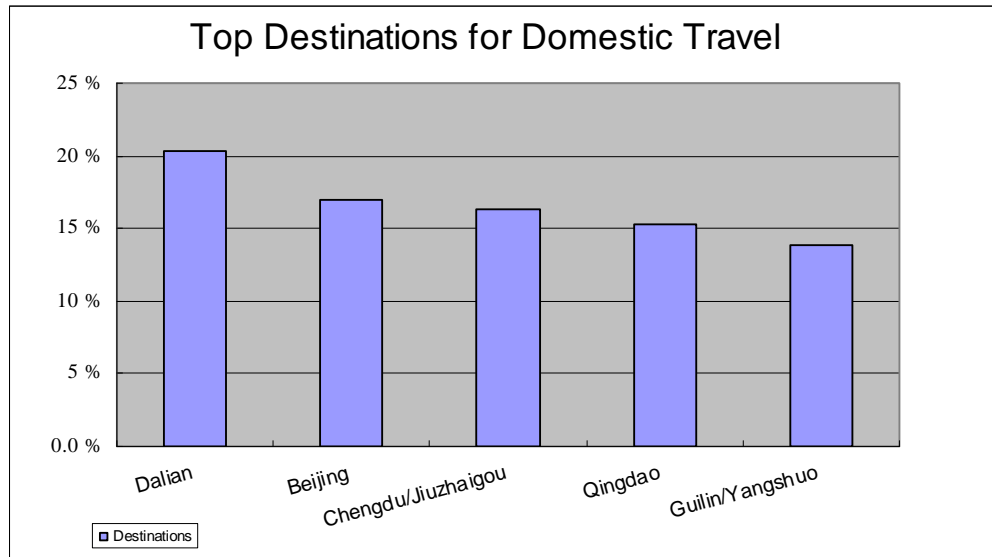


Table 2



*The Nielsen Online Survey on Chinese travel intention during the National holidays was conducted on September 22-23, 2008, interviewing 2,000 Chinese Internet users nation wide.*

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