

Discussion

Social media in China – How to Connect & Engage with Chinese Travelers



Dr. Mathew McDougall
Founder & CEO Digital Jungle

“

Digital Jungle is a cross cultural, digital marketing agency, connecting International organisations with a Chinese audience living in China or abroad

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CHINESE TRAVEL MARKET OVERVIEW

- *2011: Chinese travelers became the top duty free spenders*
- *2012: China became the world's largest tourism source market (UNWTO)*
- *2013: 97 million Chinese have traveled abroad*
 - *Approximately one of ten international tourists is Chinese*
 - *Chinese tourists are the highest travel spenders with USD129 billion in 2013*
 - *3.3 billion domestic trips taken*
- *2015: China will become the world's number one tourism destination (UNWTO)*
 - *130 million inbound trips, including 26 million foreigners*
- *2020: 400 million outbound trips expected*

CHINESE INTERNET SNAPSHOT

Population 1.3 billion



632 million Internet users



257 million active social media users

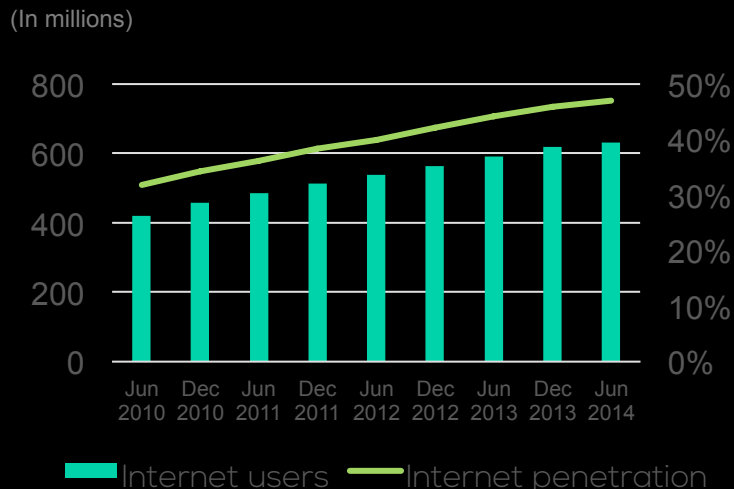


527 million mobile internet users



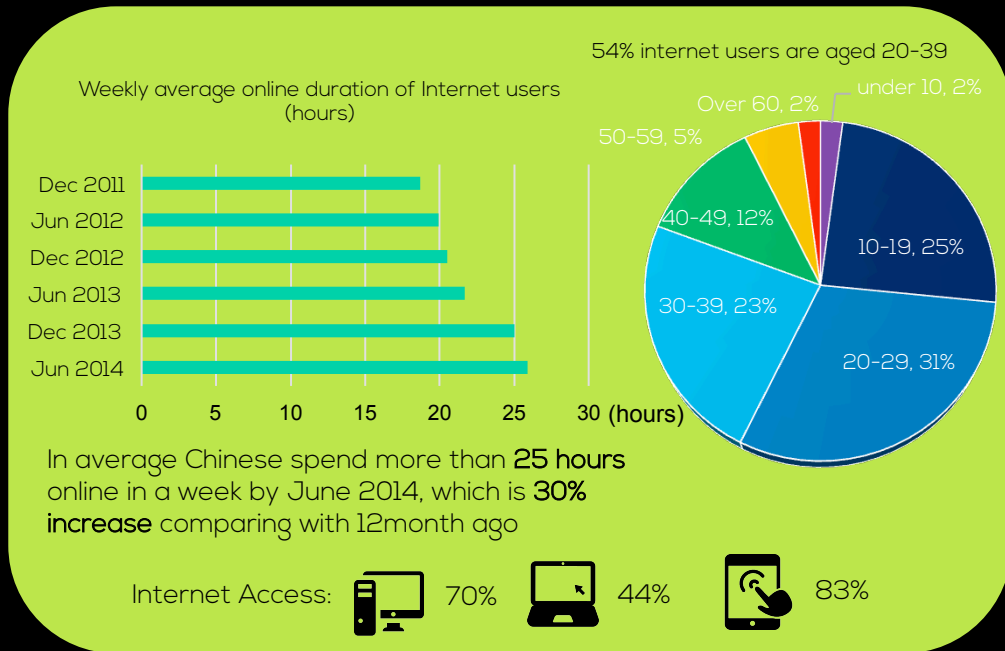
- 53% Urban Vs. 47% Rural
- 47% Penetration
- 41% Penetration
- 83% Penetration

INTERNET USERS



By June 2014, there are 632 million internet users in China with is 47% penetration.

Source: CNNIC Statistical Survey on Internet Development in China 2014.6



Internet Penetration by Region



INTERNET USERS ONLINE ACTIVITIES



Instant Messaging - 89%



Search - 80%



Music - 77%



Online Shopping - 53%

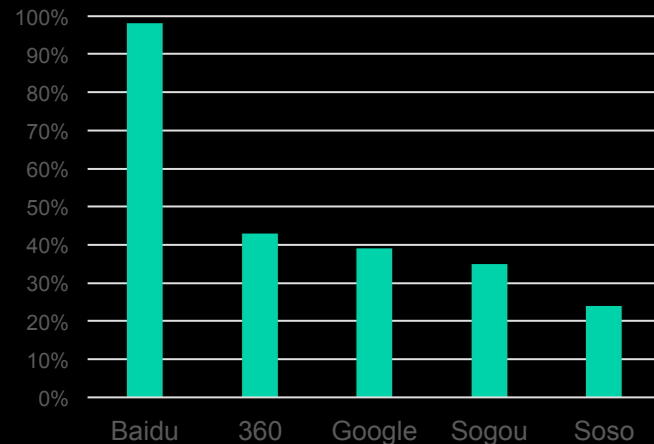


Social Networking - 41%



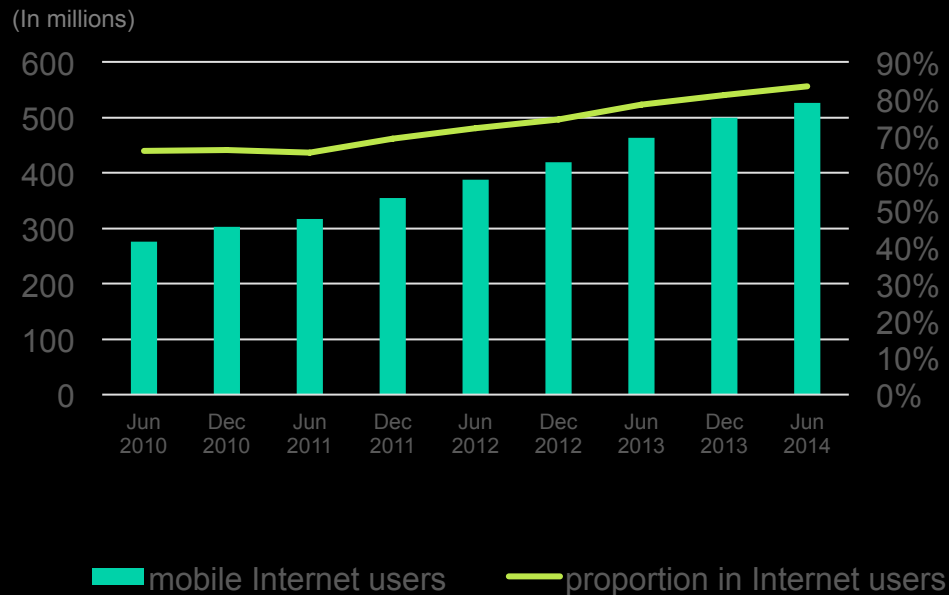
Travel bookings - 30%

Search Engine Landscape



Baidu still dominates the Search Market in China

MOBILE INTERNET USERS



Activities



Instant Messaging - 86%



Search - 73%



News - 73%



Music - 58%



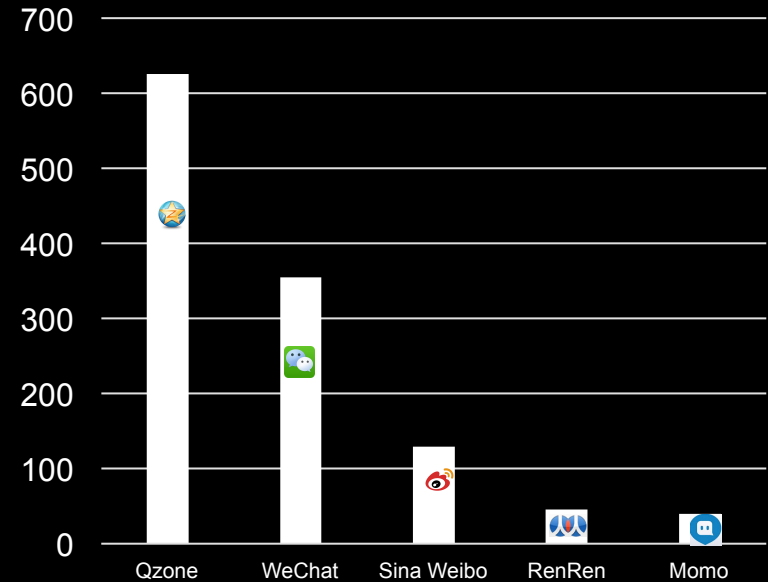
Video - 58%

80% of Internet users in China use their smart devices to access the internet

THE DRIVING FORCE – SOCIAL

- *91% of the online population in China has an account on a social media site*
- *China has the world's most active social-media population*
- *Social Media in China is bigger than in any other country in the world*
- *Home grown social media sites have experienced fast adoption*
- *Social has moved way beyond daily messages and simple campaigns*

Top Social Sites



April 2014 - Qzone is the top social site with more than 600M registered users. However WeChat has been expanding rapidly to reach 355 million.

THE DRIVING FORCE – SOCIAL – WEIBO



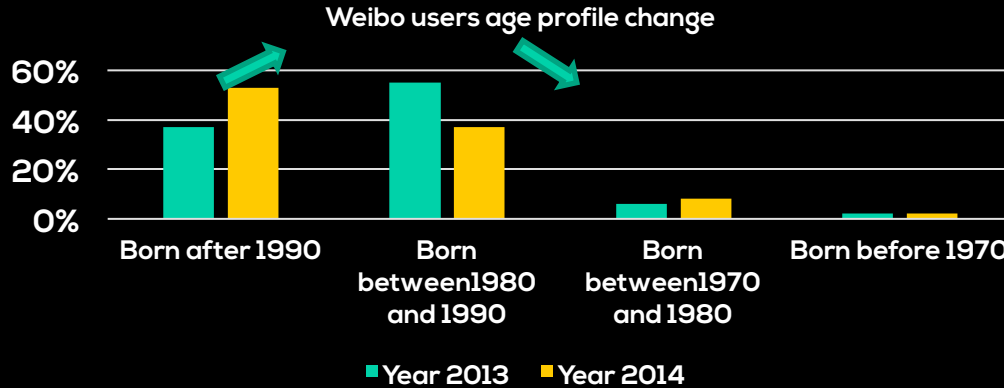
- *Launched by Sina, PC & mobile based*
- *500+ million users,*
- *100+ million daily posts*
- *130,565 corporate accounts*
- *5,000 fans on average for each account*
- *Every user follows four corporate accounts on average*

Weibo is a Chinese microblogging service, similar to Twitter, but with a much richer set of features for end users and brand marketers

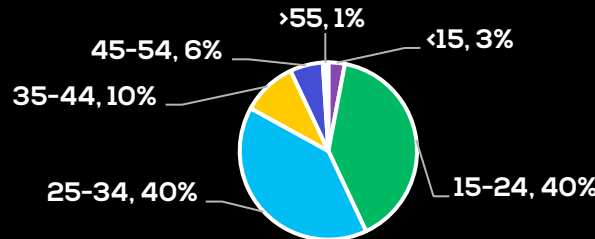
SOCIAL MEDIA - SINA WEIBO



Young Weibo users are more interested in travelling to foreign destinations



Weibo verified foreign travel accounts followers by age group.



Facts:

176 million of active users per month

Female/Male at 50/50

70.8% users had tertiary education

76% users access Weibo from apps, and 29% from PC

58% Weibo users are positive towards ad, and 23% of users don't like ad

4% of the verified travel organisations accounts are foreign.

THE DRIVING FORCE – SOCIAL – WECHAT

- *Tencent launched, mobile based*
- *600+ million users, adding 1.6 million users everyday*
- *240+ million daily active users*
- *Over 400 million daily shared photos*
- *100+ million overseas users (South East Asia)*
- *Weixin 5.0 & beyond*

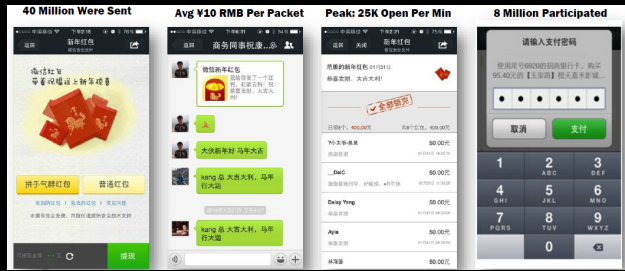


WeChat is a mobile text and voice messaging service. It is like a Chinese version of Line or WhatsApp, with more social features

SOCIAL - WECHAT

Becoming China's preferred digital payments platform

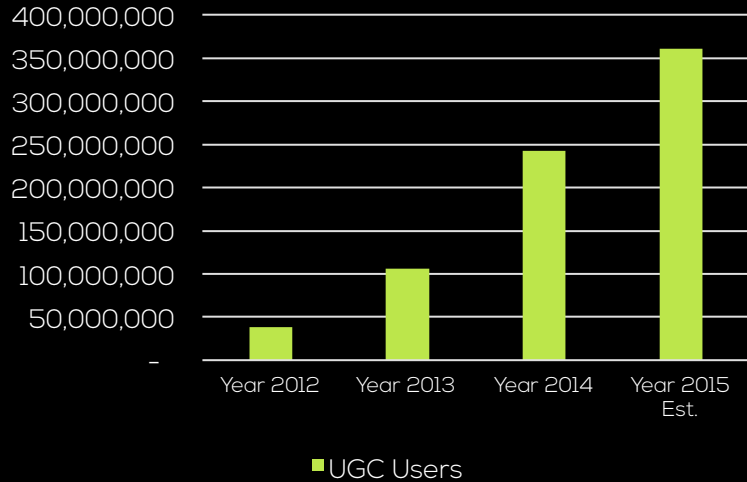
WeChat native Beacon interaction
 Event Portal
 H5 Mobile Page
 Shopping
 Collecting Shopper Data



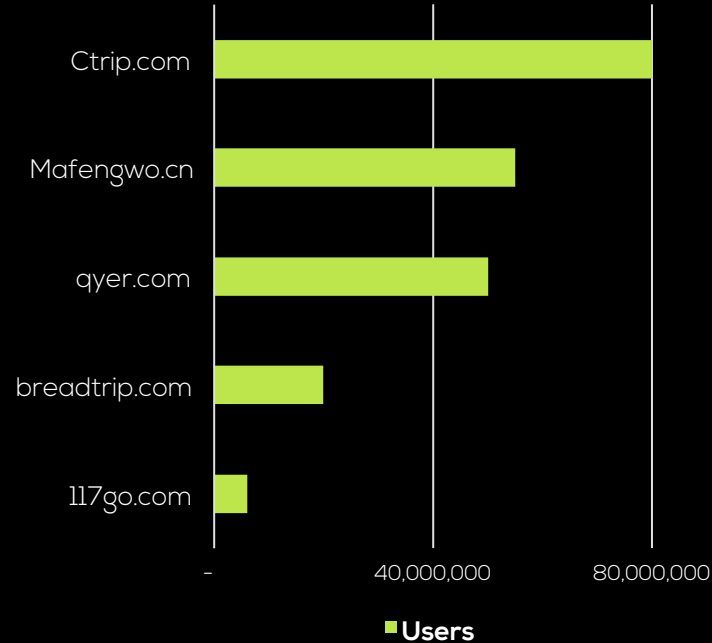
Integrated Passbook combines the users' loyalty cards, coupons, gift cards and other one off redemption codes. And also Enables Online to Offline behaviour

UGC TRAVEL MARKET IN CHINA

UGC Users



Top UGC Platforms



Facts:

60% UGC users are age 25-35

62% UGC users had tertiary education

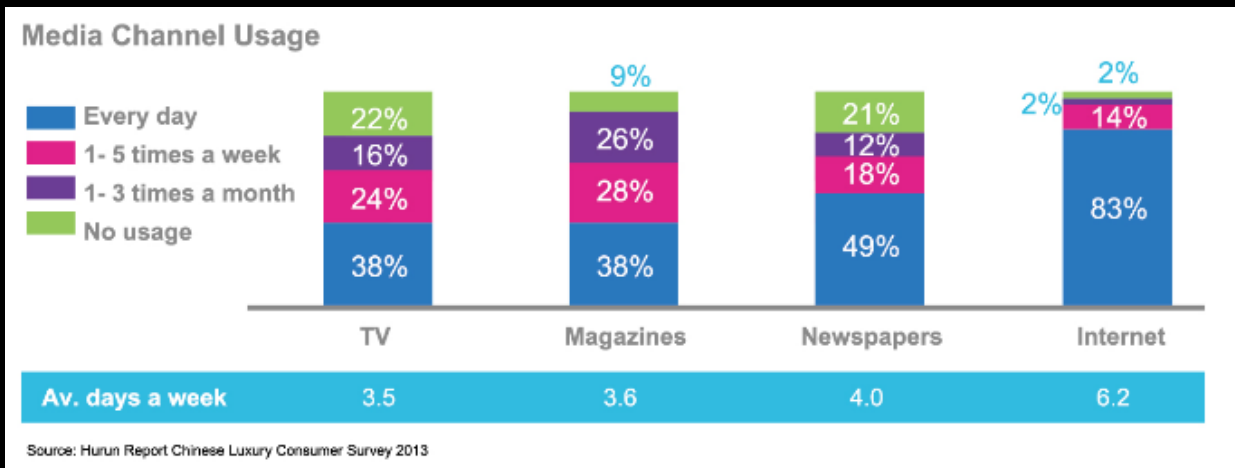
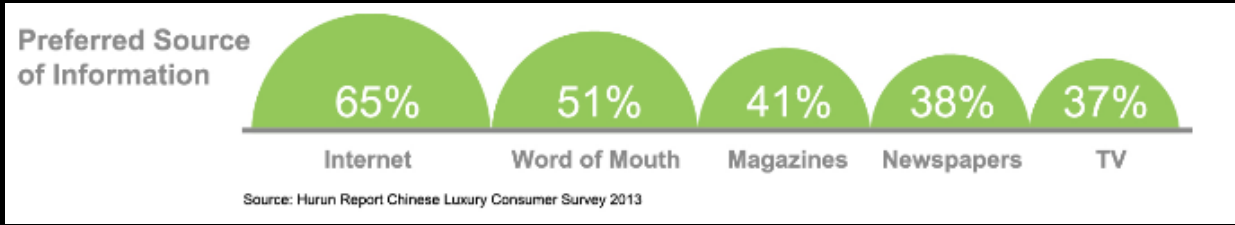
36.5% UGC users access UGC 2-4 times per week

70% UGC users are working in Office

The majority of UGC users are based in tier 1 cities and coastal cities

UGC users reached 242 millions in 2014, which is 128% increase YoY. It is about 35.8% of total internet users in China

OUTBOUND TRAVELERS ARE ONLINE



Chinese consumers are more likely to consider a product if they see it referred to in social media.

They are in general sceptic of information from news sources and advertising.

Harrods revealed that it hired 70 Chinese speaking staff.

CHINA DIGITAL LANDSCAPE – BAT, THE INTERNET GIANTS

- *Baidu (NASDAQ: BIDU Mkt Cap: US\$54 Billion)*
Controls over 70% of the search market in China



- *Alibaba (NASDAQ: BABA Mkt Cap: US\$220 Billion)*
Largest E-commerce company in China



- *Tencent (HKG: 0700 Mkt Cap: US\$100 Billion)*
Internet and investment company, owner of WeChat



Internet Giants “BAT” Enters Online Travel



Baidu



Tencent



Alibaba



17u



DianPing



Jd.com



MeiTuan



Autonavi



Qyer



117go



QuNar



Elong



Hotelvp



Ctrip



TuNiu



CHINA DIGITAL LANDSCAPE – OTHER PLAYERS



More Internet connectivity is changing the lives, lifestyle and consumer behavior of many ordinary Chinese. Nowadays, typical urbanites begin their day turning on their computers, tablets and smartphones to check their emails or get on social media platforms. (CNN)

GETTING STARTED ON YOUR DIGITAL JOURNEY



TACTICAL RECOMMENDATIONS

“Listen” to the current conversations on social media to identify what motives Chinese travellers to choose to travel to the New Zealand.

Identify who (profiles) are the top travellers from China and why – for future effective marketing

Create more social media engagement with active online Chinese travellers to build destination brand awareness and increase social buzz.

Work closely with travel trade online and offline to build strong relationships reaching to Chinese travellers more effectively.

THE AUCKLAND AIRPORT EXPERIENCE

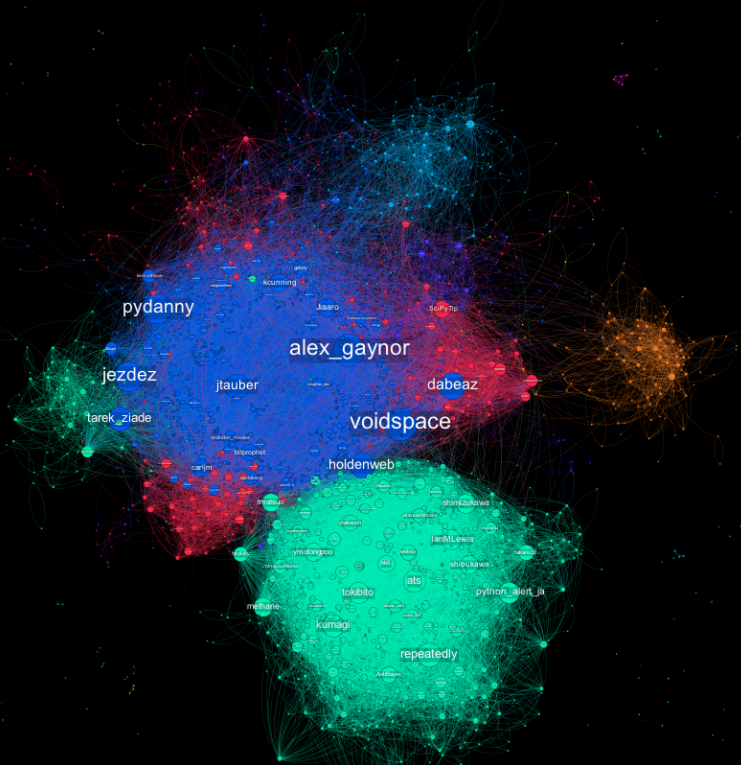
Who knows whom

Who contacts whom

What key topics are discussed

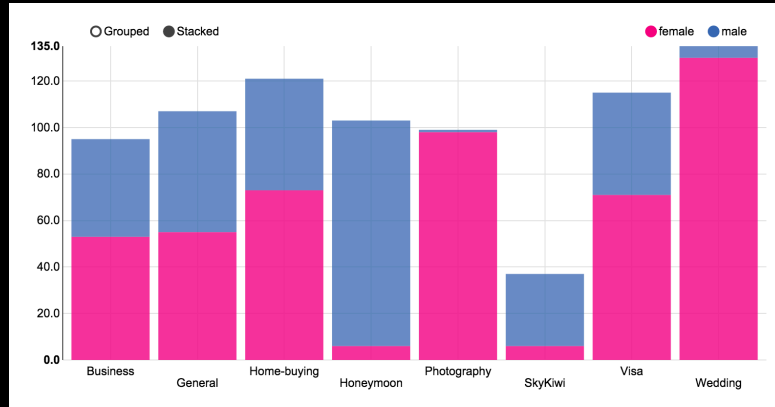
Whom influences who

What social media networks are they using

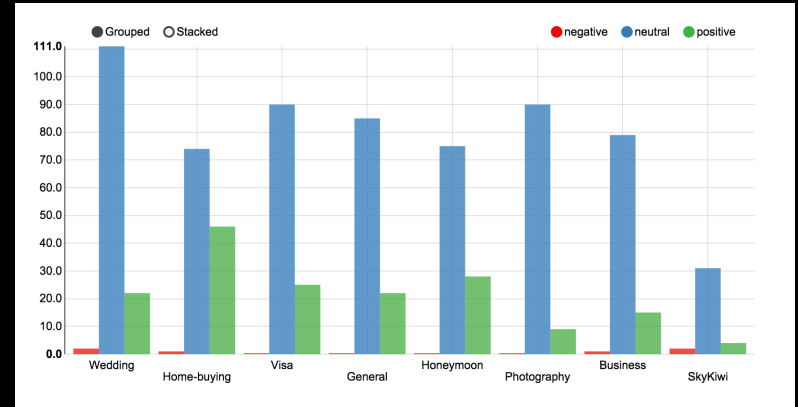


THE AUCKLAND AIRPORT EXPERIENCE

Interestingly while men discuss their honeymoons, (94%) women discuss their weddings (96%)



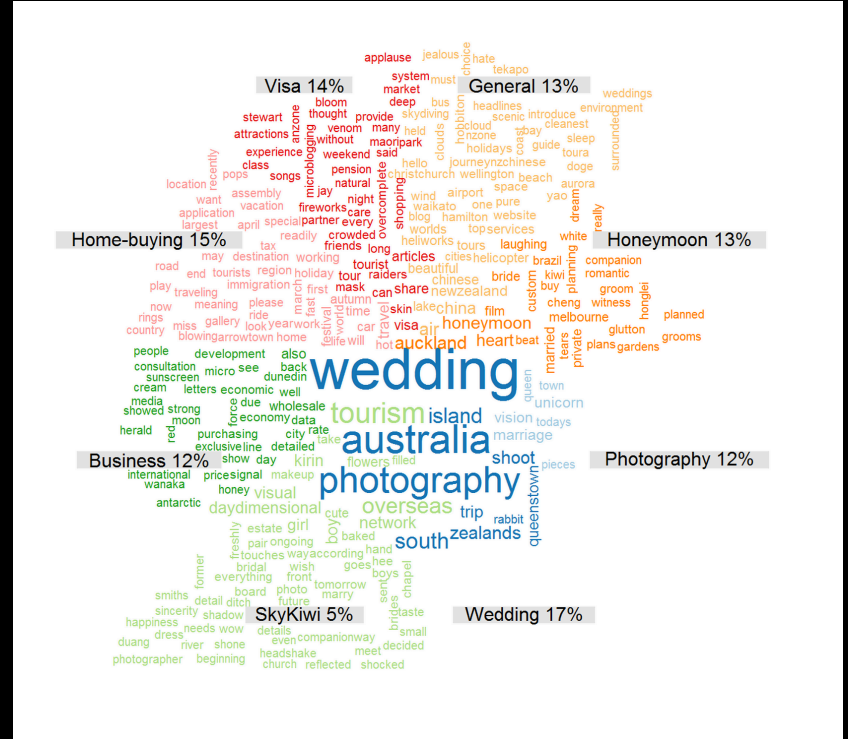
Chinese are overwhelming talking about home buying in New Zealand in a positive light



THE AUCKLAND AIRPORT EXPERIENCE

Understanding what are the key topics being discussed by Chinese in relation to New Zealand allows Auckland Airport to align content programs and insert themselves into digital conversations.

This deep understanding of online discussions will help shape the nature of communications and the interactions with Chinese travelers.



THANKS FOR LISTENING

Dr. Mathew McDougall
Founder & CEO, Digital Jungle

Twitter & **LinkedIn**



BEIJING | SHANGHAI | SYDNEY | AUCKLAND | PARIS

www.digitaljungle.agency

