



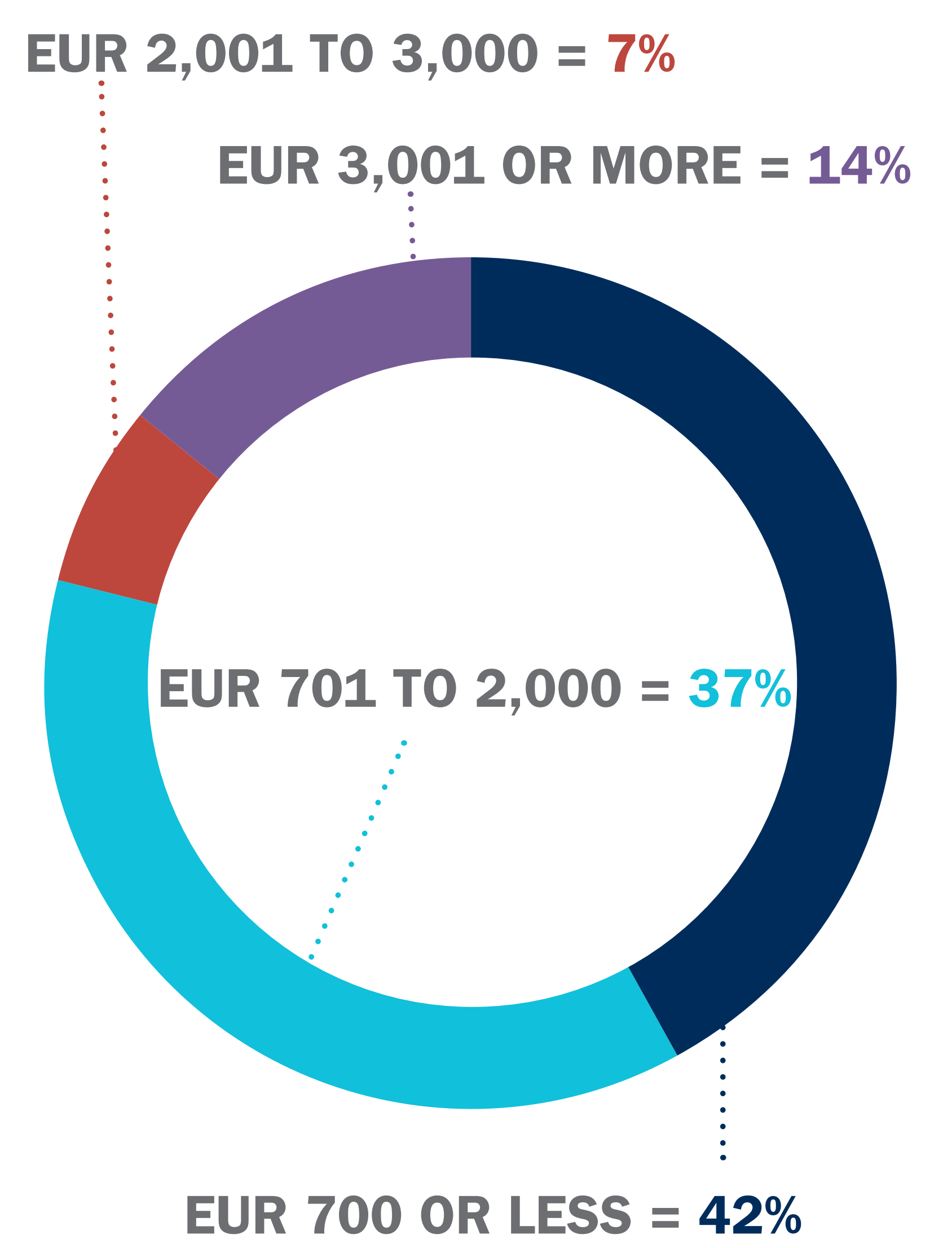
# WYSE TRAVEL CONFEDERATION

## CHINESE MILLENNIAL TRAVELLERS

### INFORMATION SOURCES

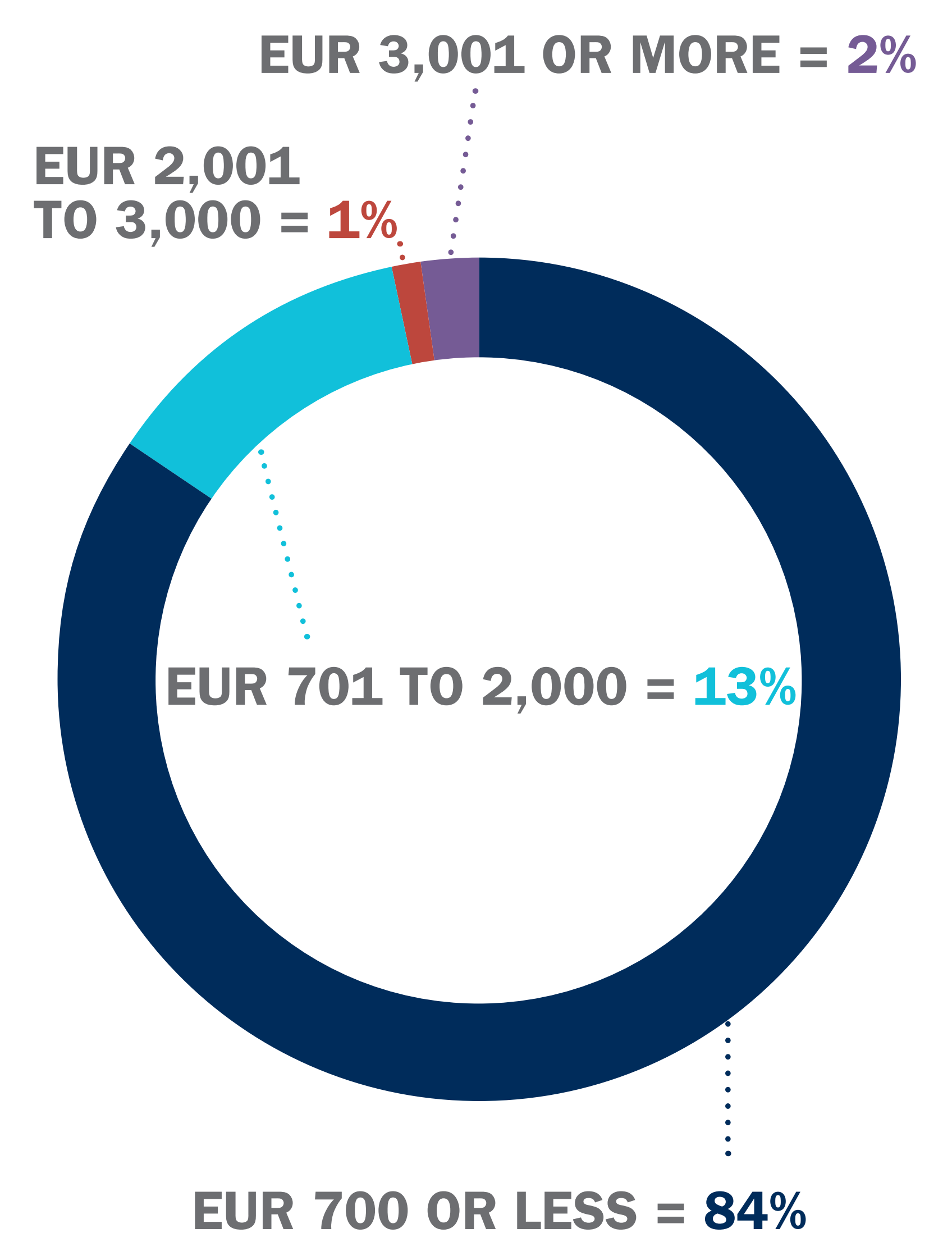


### AVERAGE SPEND - TRIPS ABROAD



**28%** OF CHINESE MILLENNIAL TRAVELLERS EXPERIENCED VISA BARRIERS WHEN PLANNING THEIR TRAVEL

### AVERAGE SPEND - TRIPS IN CHINA

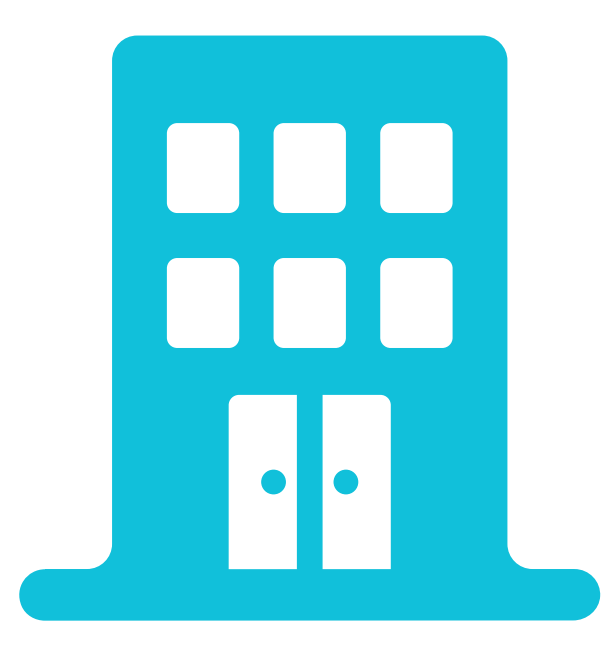


**69%** SAY THEY USE THE INTERNET MOSTLY FOR SOCIAL MEDIA PURPOSES

### TOP 3 DESTINATION ACTIVITIES



WALKING



VISITING MONUMENTS



SHOPPING

### TOP 3 DESTINATION ELEMENTS



TASTY FOOD



FRIENDLY LOCALS

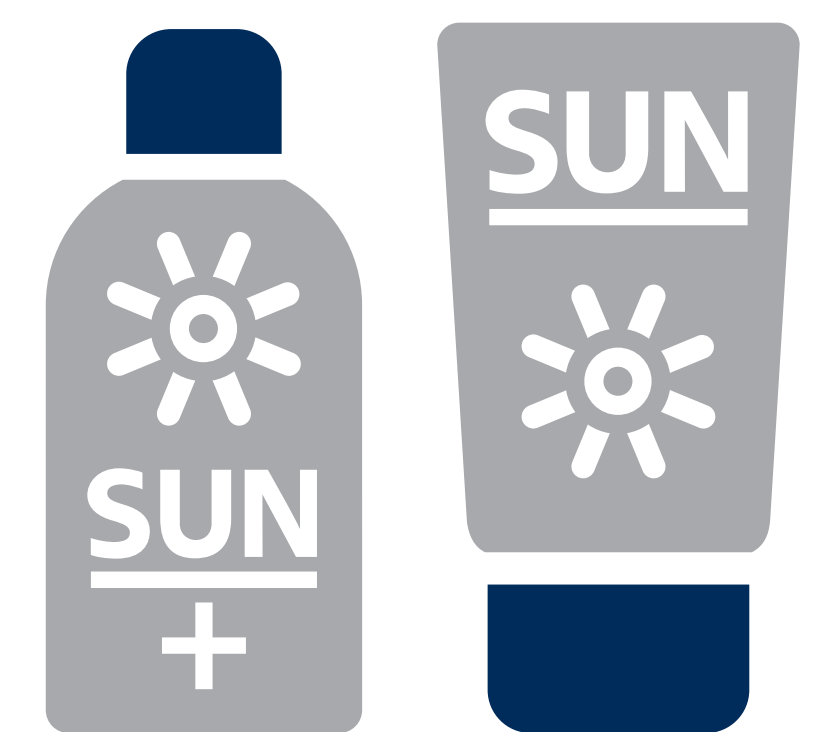


FREE WIFI

### PREFERRED PACKING ITEMS



TABLET



SUNSCREEN



COMFORTABLE SHOES

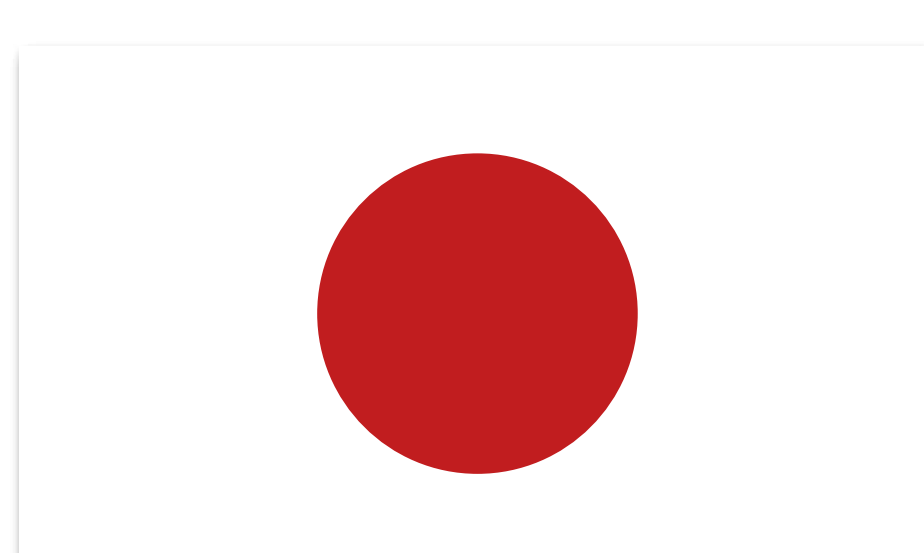
### PREFERRED NEXT DESTINATIONS



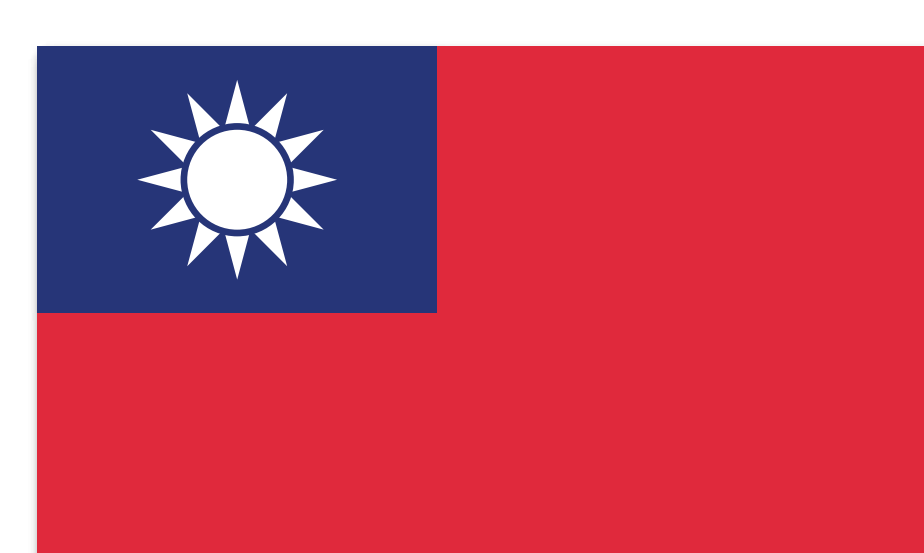
**9%**  
GERMANY



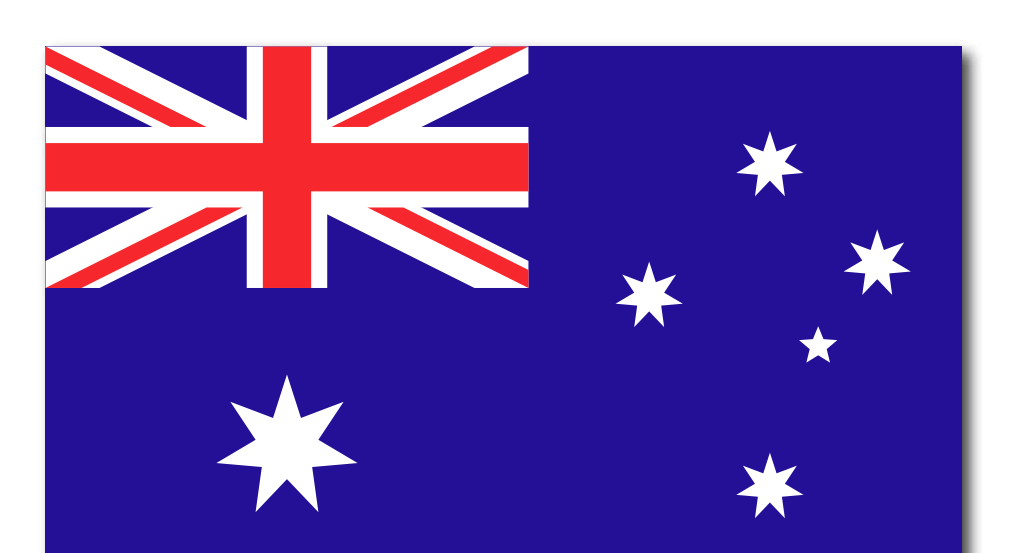
**9%**  
CHINA



**7%**  
JAPAN



**6%**  
TAIWAN



**5%**  
AUSTRALIA