



Trends for Chinese New Year 2023

Insights as of 12 January 2023



Tracking Travel In The Year of Hope

After three long years, one of the world's largest outbound markets is opening up to the world. The increased travel activity during the Chinese New Year will give hope to many source markets for a brighter 2023, and hopefully, break away from the constraints posed by multiple geo-political crises around the world.

In the year of the Rabbit, which stands for longevity, peace, and prosperity – we hope this opening up of North Asia brings the much-required stability for the tourism industry and the global economy.

This report analyzes travel during the 'Chunyun' period also referred to as the Spring Travel rush to give an insight into markets, types of trips, and trip lengths. It is estimated by the government that over 2 billion trips will take place during this time with pent-up demand increasing flight and accommodation prices.

If you would like a custom analysis please visit [Adara's customer intelligence center](#)



Analysis Criteria

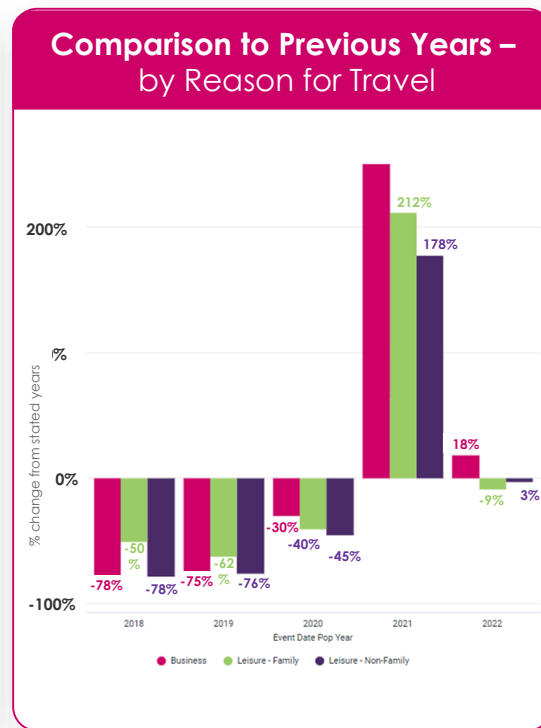
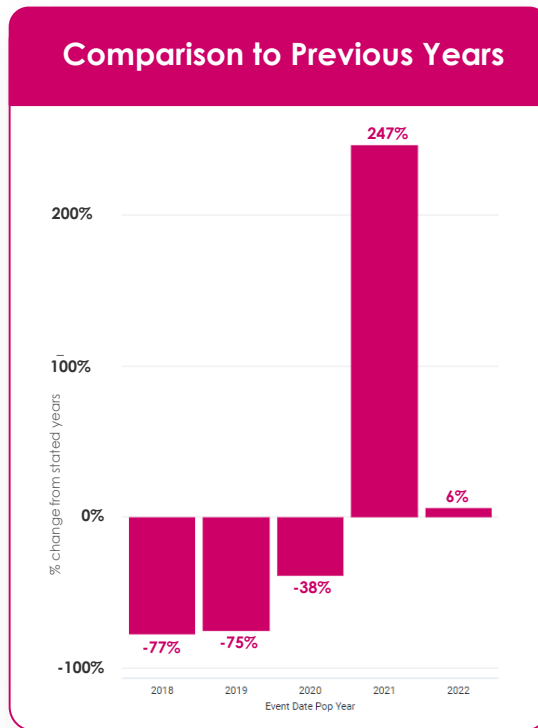
- Analysis explores travel activity for the Chinese New Year 2023, particularly in the context of the relaxation of restrictions to and from China
- Data focuses on late hotel bookings for international trips, with bookings made between 12/15/2022 and 1/11/2023, for travel activity between 1/15/2023 and 2/15/2023
- Comparison to previous years, where applicable, is like-for-like with corresponding date criteria as specified above



Destination APAC: Comparison to previous years

2023 booking activity leading up to holiday period is slightly higher in 2023 vs 2022

- Travel activity for 2023 from late bookings is 6% higher than in 2022 levels
- Increase in business activity is a key driver of overall increase (18% increase from 2022)
- Leisure activity in 2023 is slightly down vs 2022 levels



International APAC Travel: Top Origins and Destinations

Bookings with origins in top APAC countries look soft compared to previous year—however, multiple countries in APAC show growth as a destination

Top Origins from APAC

Top 10 Destinations	% Chg vs 2022
Singapore	-3%
Australia	-34%
Hong Kong	-18%
Japan	-19%
India	-40%
Taiwan	-30%
South Korea	-46%
Thailand	-7%
Malaysia	-8%
Indonesia	-16%

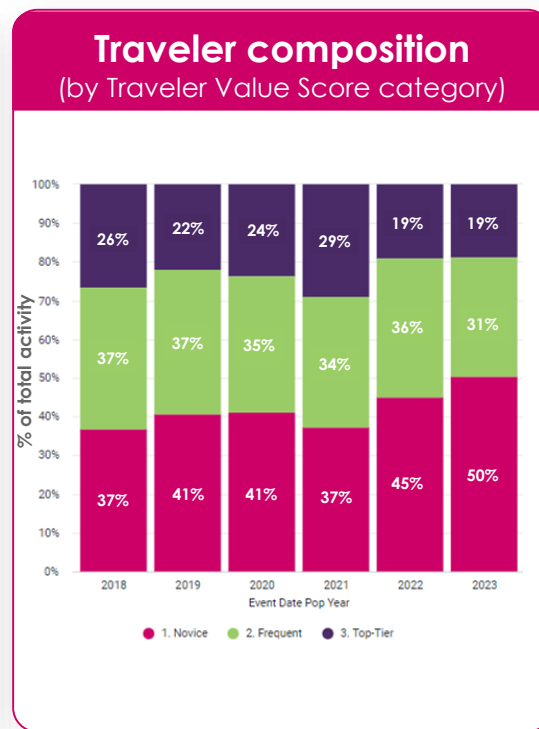
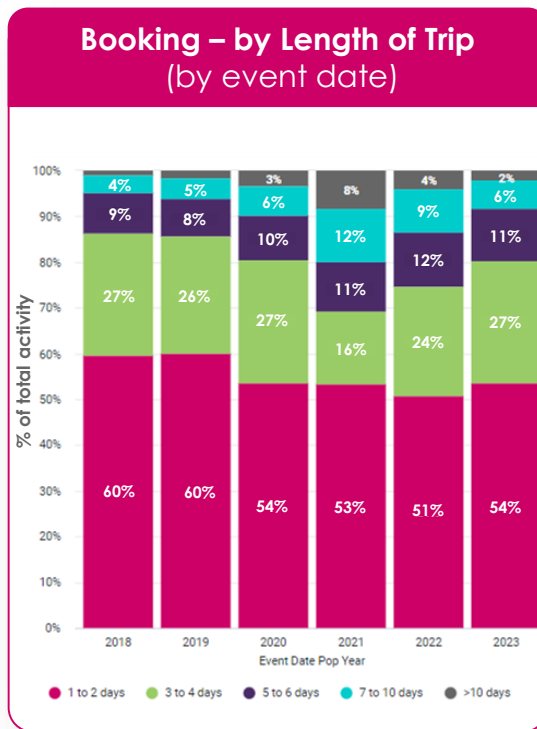
Top Destinations in APAC

Top 10 Destinations	% Chg vs 2022
Thailand	-3%
Japan	-5%
India	21%
Australia	10%
Indonesia	51%
Malaysia	38%
Singapore	-2%
New Zealand	16%
China, People's Republic Of	-12%
South Korea	18%

- Strength in the southeast: as destinations, Indonesia and Malaysia show particularly robust increases over 2022 levels, while Thailand is the top destination
- The recent changes in Covid policy in China have not yet led to increased travel; as a destination, activity to China has dropped 12%, and the country is not at all in the top 10 origin list
- Contrasting with APAC as a destination, activity *from* APAC origin countries is significantly softer than 2022 levels.

Trip and Traveler Value - Destination APAC

- Trend of shorter trips: trips of less than 5 days comprise 81% of 2023 trips, compared to 75% of 2022 trips
- The decrease in length of trip reverses the trend towards longer trips evident in pandemic
- Share of Novice traveler activity increases by 5%, at the expense of Frequent (mid-tier) travelers



The Big Takeaways

Growing tourism to APAC

Many countries (particularly in the Southeast) show strong year-over-year growth

However, consumers originating in APAC are showing reluctance to travel internationally

Continued Caution

The end of China's zero-Covid policy has not yet resulted in increased activity to and from the country, even for the New Year.

High rates of Covid within China will likely continue to inhibit such travel.

A dynamic situation

Consumer behavior can turn on a dime. Fresh data is the key to getting ahead of the trends.

ADARA RateGain's consortium of travel data and persona-driven signals (such as Traveler Value Score) can hone in on the most relevant customers for your marketing objectives.



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- How can you action on these amazing spikes in travel activity?

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