

2017

# Wechat's National Day Golden Week Big Data Report



English translation by

精旅  
传媒 **Jing Travel**

JINGTRAVEL.COM

有假期、去远方！

## Those who love outbound travel the most live in these cities



2017年9月29日-10月6日

English translation by  
精旅  
传媒 **Jing Travel**  
JINGTRAVEL.COM

# 10/1, the date with most outbound journeys



Unit: 10,000

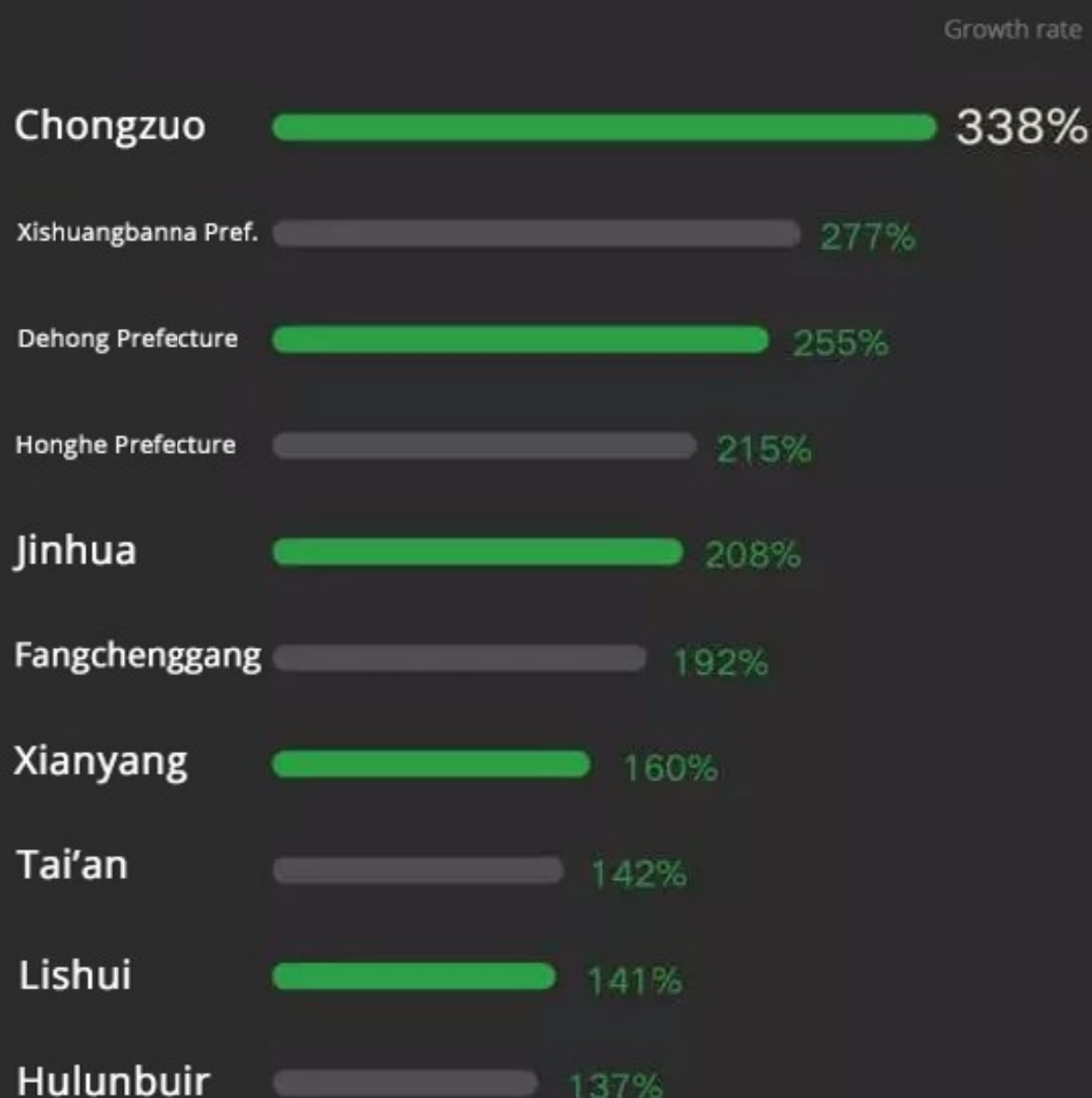


2017年9月29日-10月6日

English translation by  
精旅  
传媒 **Jing Travel**  
JINGTRAVEL.COM

The 10 fastest-growing places for outbound travel

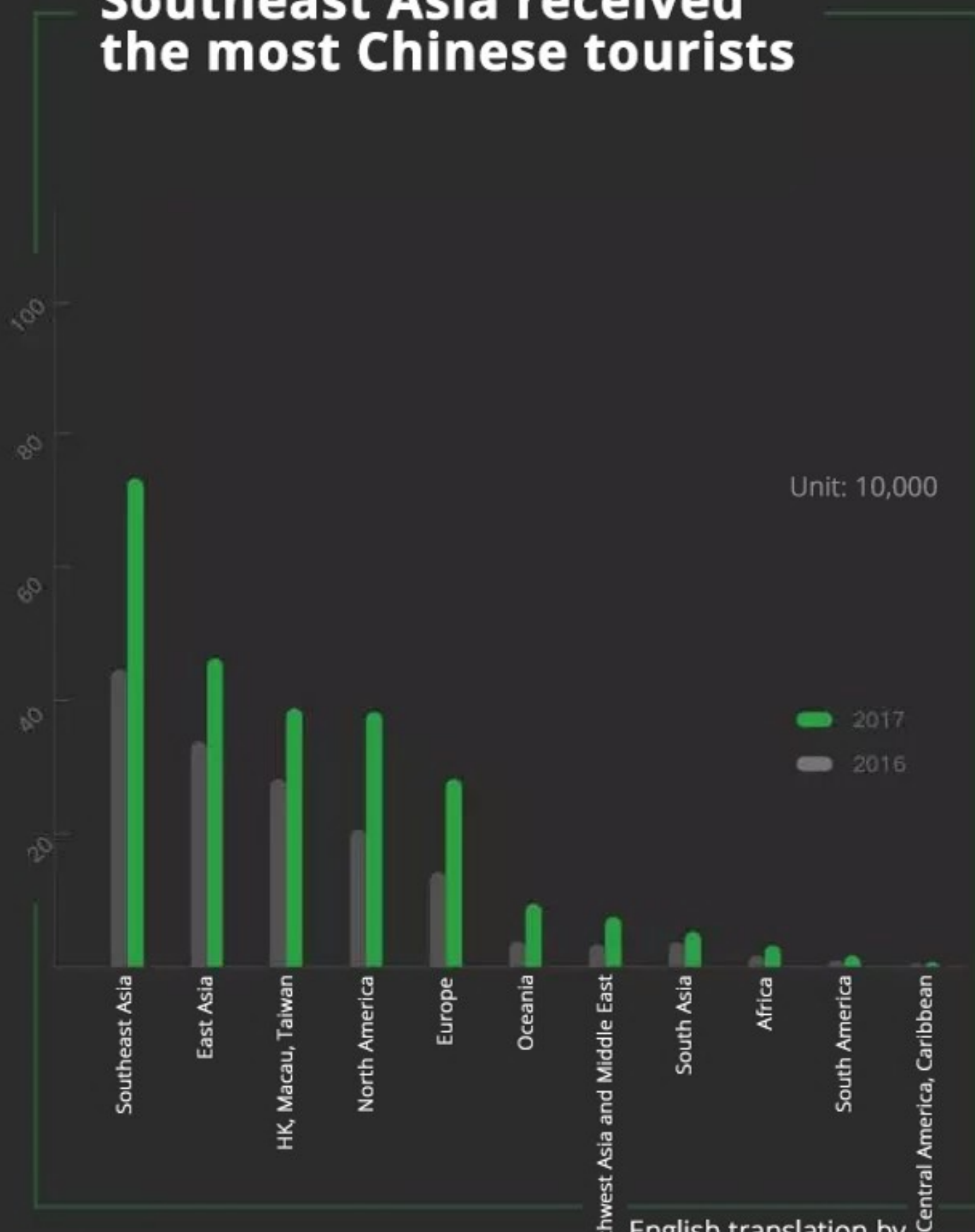
# More-and-more people choose to travel abroad from these places



2017年9月29日-10月6日

English translation by  
精旅传媒 **Jing Travel**  
JINGTRAVEL.COM

# Southeast Asia received the most Chinese tourists



2017年9月29日-10月6日

English translation by  
精旅传媒 **Jing Travel**  
JINGTRAVEL.COM

The three most popular outbound destinations

# Hong Kong is the most popular destination

## Hong Kong



Born after 1990

Hong Kong, USA, Japan

## Thailand



Born after 1980

Hong Kong, Thailand, Japan

## United States



Born after 1970

Hong Kong, USA, Macau



2017年9月29日-10月6日

English translation by  
精旅  
傳媒 **Jing Travel**  
JINGTRAVEL.COM

# Top 10 checked-in destinations



2017年9月29日-10月6日

English translation by  
精旅  
传媒 **Jing Travel**  
JINGTRAVEL.COM



Checked-in destination  
the farthest away

# Greenland

Data collected between 9/29-10/6



English translation by  
精旅  
传媒 **Jing Travel**  
JINGTRAVEL.COM





The top 10 destinations by Wechat Payments

## Even if you can't recognize the currency, you can still *buy buy buy*



2017年9月29日-10月6日

English translation by  
精旅传媒 **Jing Travel**  
JINGTRAVEL.COM

The top 5 types of retailers for Wechat payment usage abroad

# Chinese people love shopping abroad



**52%**  
Tax-free stores

**16%**  
Retail

**9.9%**  
Drugs and  
cosmetics

**3.0%**  
Convenience  
store

**1.2%**  
F&B

**17.9%**  
Other



2017年9月29日-10月6日

English translation by  
精旅  
传媒 **Jing Travel**  
JINGTRAVEL.COM