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Letter of intent – PR in China – May 2019

According to the research by WTA- *The prosperity of China's outbound tourism market*

COVID-19 epidemic spread globally, the index of China's outbound tourism market fell to -117 in the first half of 2020, reaching the lowest level in history. From the perspective of the source market, practitioners are extremely pessimistic about the performance expectations of the seven regions. Among them, the index of central of China, which is the most seriously affected by the epidemic, is the lowest.

From the perspective of the destination market, 13 regional market prosperity indexes all plummeted to below - 95. Among them, the market expectation of North America is the most negative. In terms of the impact cycle of the epidemic on the overall performance of outbound tourism, nearly 80% of respondents said that the impact cycle will last at least four months since the Spring Festival. The impact of COVID-19 was compared with that of SARS. Nearly 80% of respondents believed that the impact of the new crown pneumonia on outbound tourism would be more serious than SARS.

In terms of performance indicators, practitioners have the highest negative expectation on outbound tourists. At the same time, expectations of their own institutions are more conservative and cautious than the overall market. From the perspective of influencing factors, the overall seven factors prosperity index are negative. Among them, the COVID-19 is considered by the practitioners as the most unfavorable factor affecting the development of outbound tourism market, followed by the change of international routes under the epidemic. Although the domestic epidemic has been initially controlled, due to the increasingly severe development situation of the overseas epidemic, compared with the domestic tourism market, it is estimated that outbound tourism needs a longer recovery cycle.

Although the performance of the first half of the year is expected to be severely affected by external objective factors, **we believe that the fundamentals of favorable long-term development of China's outbound tourism market will not change.**

Looking forward to the future, China's outbound tourism market growth potential is still strong.

As Chinese tourist market is one of the most important market for some countries, under current situation, lots of tourism market is facing the same problem with Chinese tourism market. Most of countries will still promote the tourism resource in China after the epidemic and invest the budget in China.

Compare with previous promotion, online platforms would be more important than before. For this year, general posts for social media platform will be enough. Although the Chinese tourist cannot go abroad for travelling, keep the impression will be the main task for media promotion for this year. we also contacted some media, most of them will only do domestic project in their current plan, overseas project will be considered later.

Under current situation, lots of KOL's are also facing the same problem, they can't travel abroad. Although some of KOL started to have domestic trip, but most of them still under heavy living pressure, some of them even started to sell product to their followers. Based on the situation, maybe we need more budget to co-op with the KOL or media in the future. Meanwhile, live broadcasting will be more popular for the tourism promotion. If the host can do the live broadcasting in the destination, it will be more attractive and real for the audience.