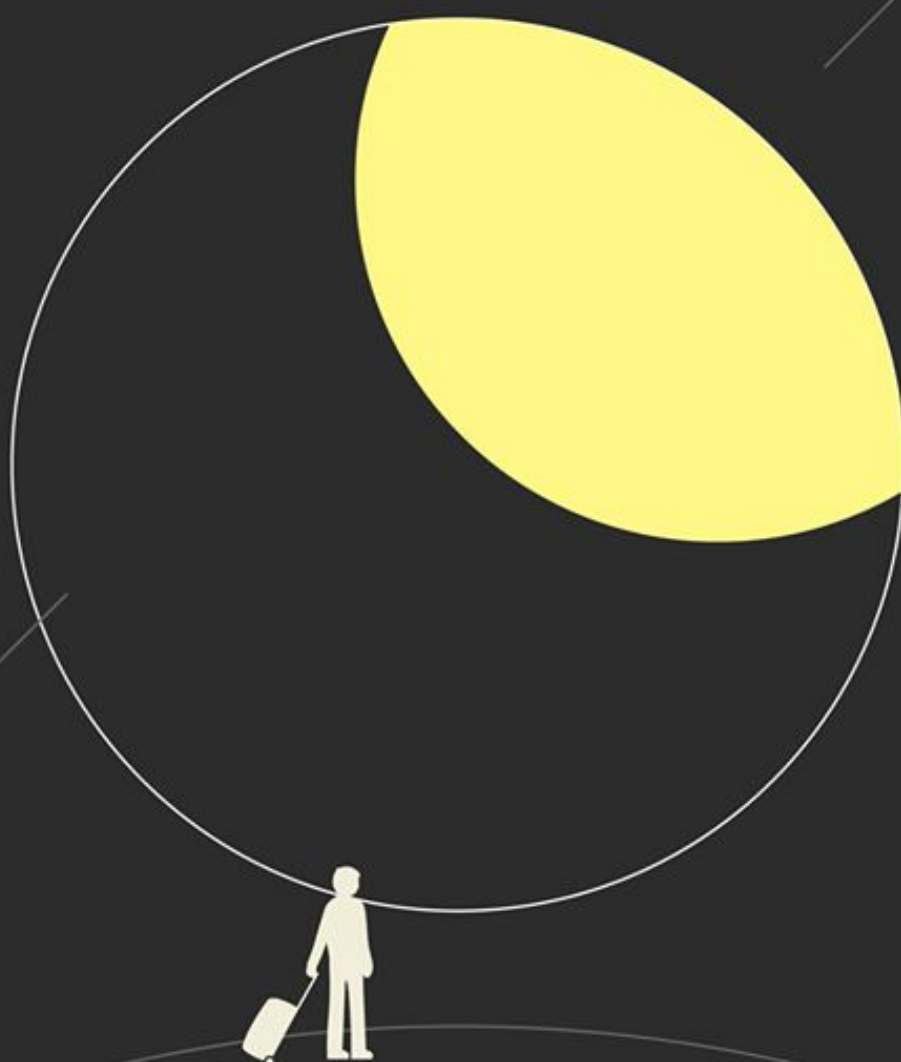


2017

China's Extended National Day Holiday Data Report



Traveling abroad during the holiday

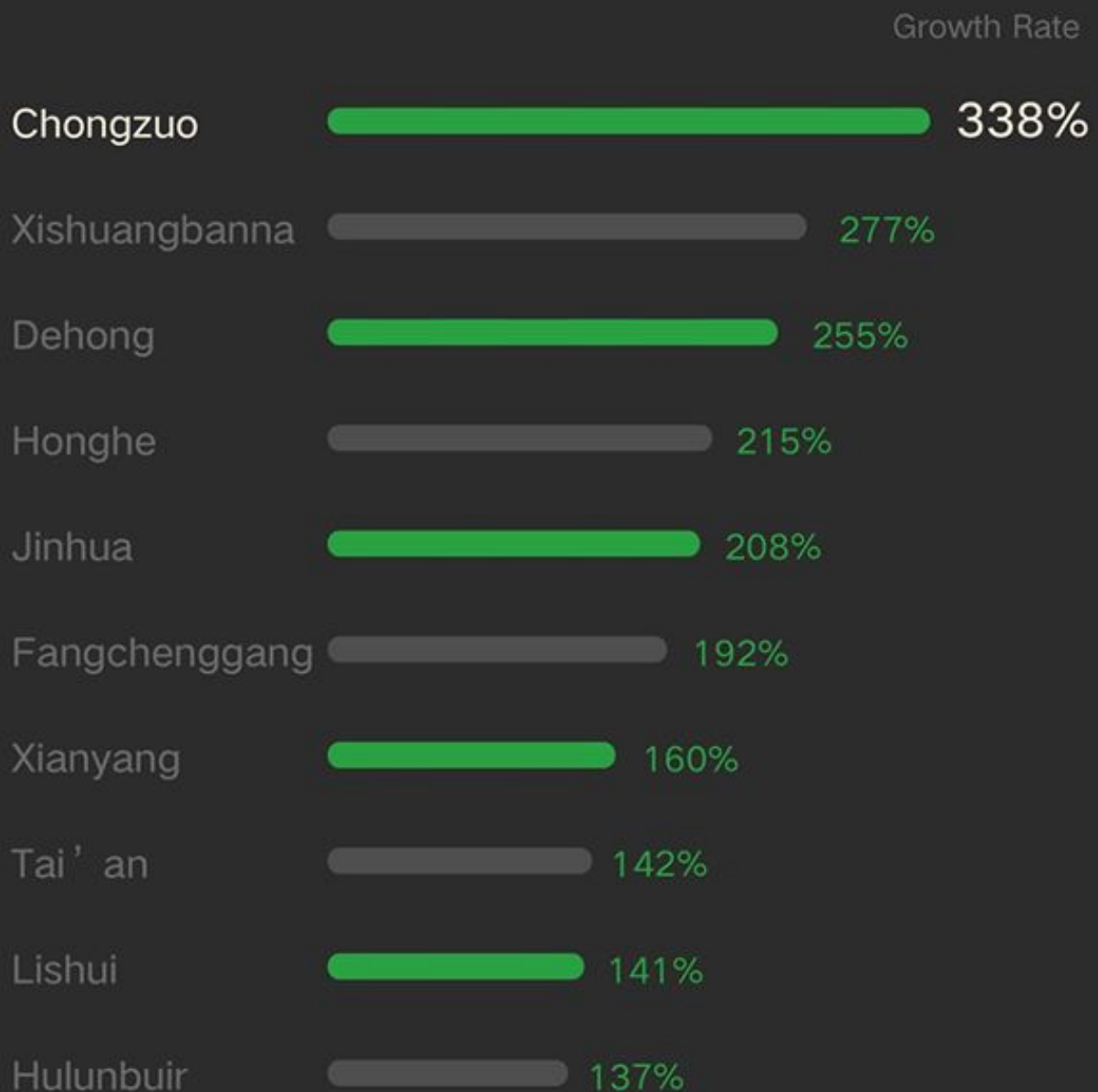
Cities with the largest number of travelers going abroad



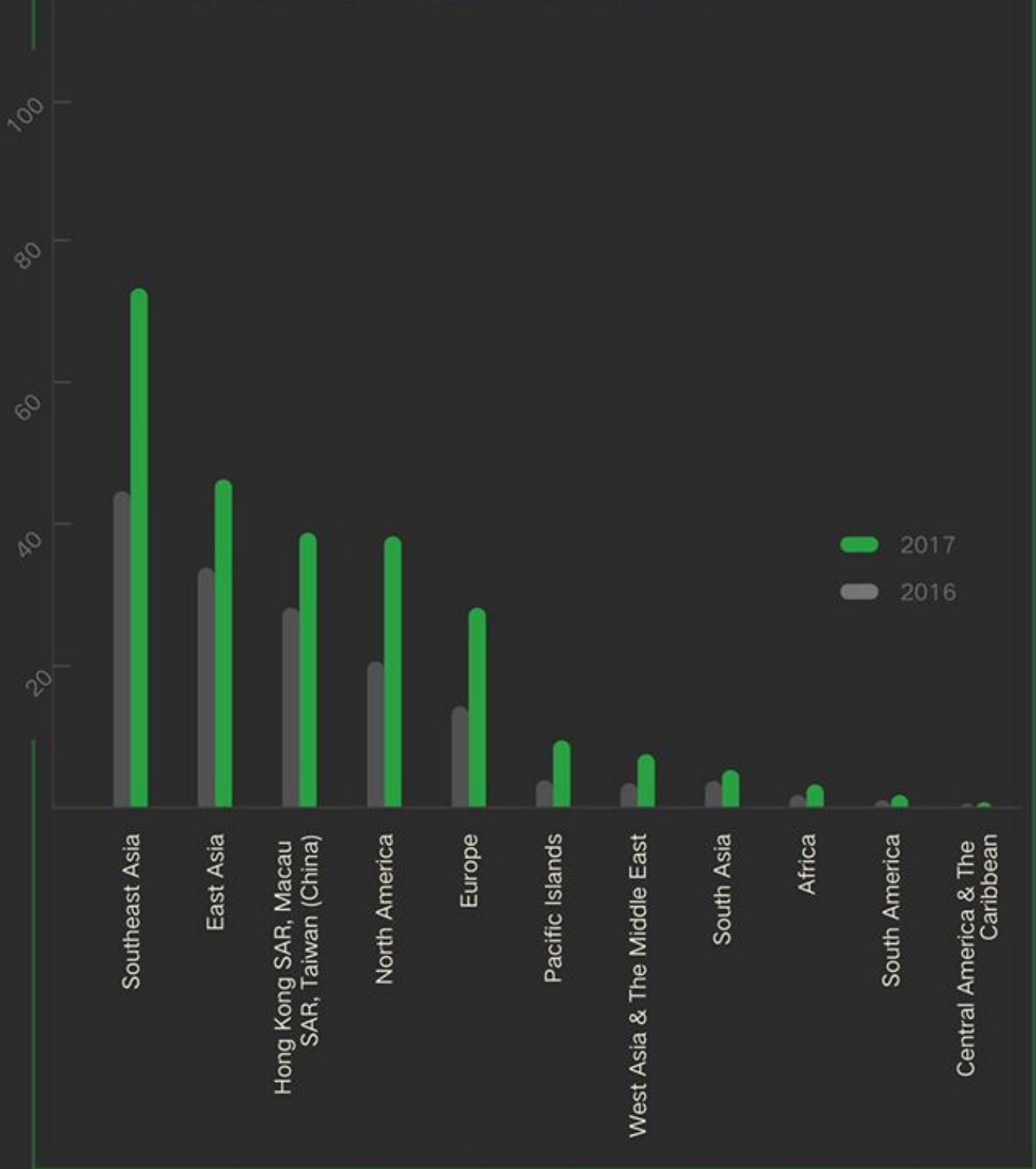
Sept. 29 - Oct. 6, 2017

Fastest Growth for Traveling Abroad

These cities had the fastest growth of travelers going abroad



Southeast Asia received the most Chinese tourists



Most popular regions for travel abroad

Hong Kong returned as the most popular destination

Hong Kong SAR



Born in the 90' s

Hong Kong SAR, USA, Japan

Thailand



Born in the 80' s

Hong Kong SAR, Thailand, Japan

USA



Born in the 70' s

Hong Kong SAR, USA, Macau SAR

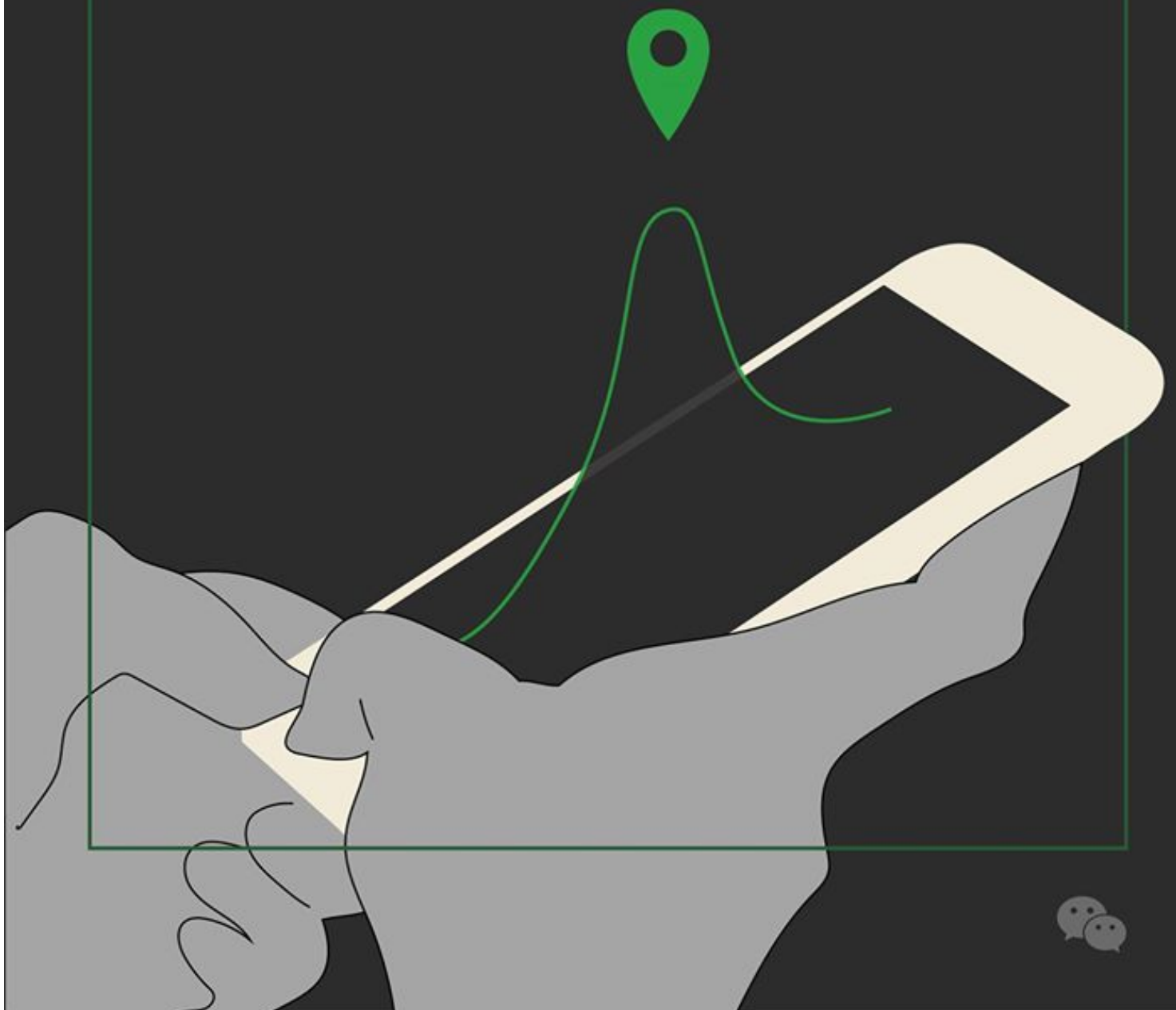


Sept. 29 - Oct. 6, 2017

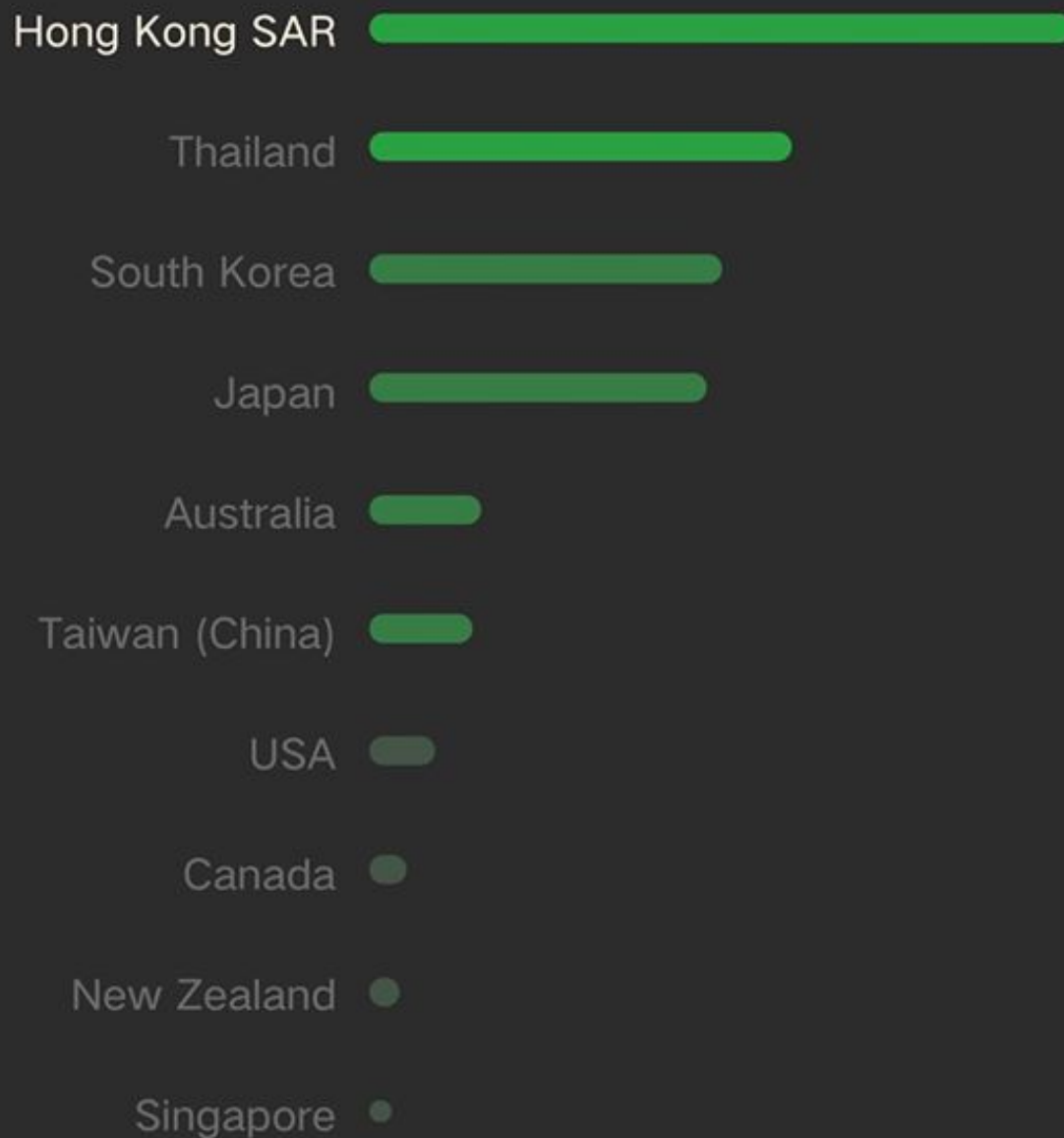
Check-In at the
Most Remote Location

Greenland

Data collected from Sept. 29 - Oct. 6, 2017



No need for FX when using WeChat Cross-Border Pay



Chinese tourists love shopping when traveling abroad



52%
Duty-free Shops

16%

Retailers

9.9%

Health & Beauty

3.0%

Convenience Stores

1.2%

Dining

17.9%

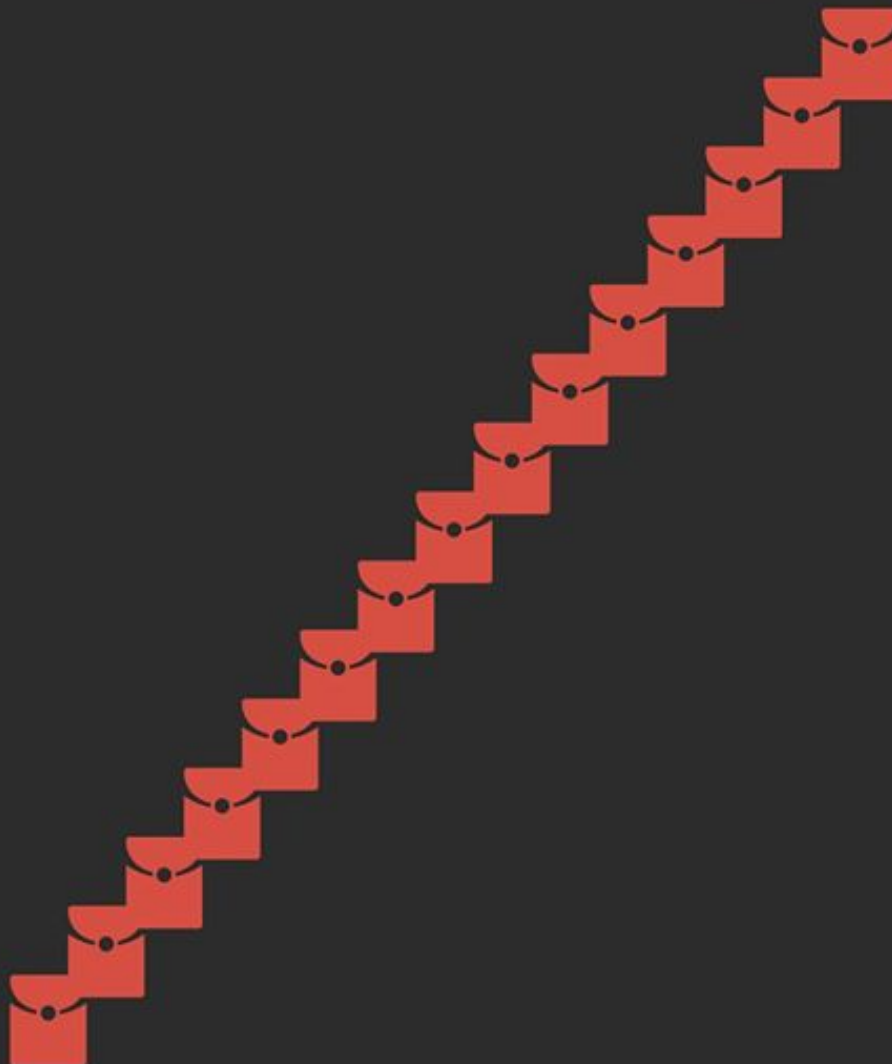
Others



A holiday tradition no matter how far we travel

Red Packets sent via WeChat for Mid-Autumn Festival

Over **6.4 billion** packets



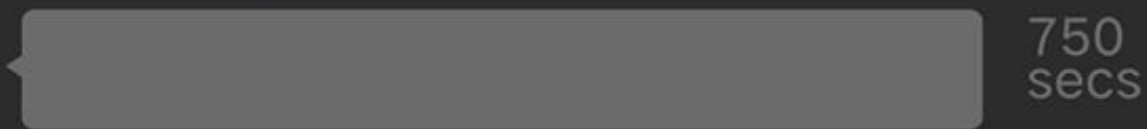
2017.10.04



Sept. 29 - Oct. 6, 2017

People born in the 60s and 90s communicated holiday wishes

60_s  90_s
called



90_s  60_s
called



90_s  70_s
called





The WeChat Lifestyle

