2017
China’s Extended National Day Holiday Data Report
Cities with the largest number of travelers going abroad

1. Shanghai
2. Beijing
3. Shenzhen
4. Guangzhou
5. Chengdu
6. Hangzhou
7. Dongguan
8. Suzhou
9. Nanjing
10. Chongqing

Sept. 29 - Oct. 6, 2017
These cities had the fastest growth of travelers going abroad

<table>
<thead>
<tr>
<th>City</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chongzuo</td>
<td>338%</td>
</tr>
<tr>
<td>Xishuangbanna</td>
<td>277%</td>
</tr>
<tr>
<td>Dehong</td>
<td>255%</td>
</tr>
<tr>
<td>Honghe</td>
<td>215%</td>
</tr>
<tr>
<td>Jinhua</td>
<td>208%</td>
</tr>
<tr>
<td>Fangchenggang</td>
<td>192%</td>
</tr>
<tr>
<td>Xianyang</td>
<td>160%</td>
</tr>
<tr>
<td>Tai’ an</td>
<td>142%</td>
</tr>
<tr>
<td>Lishui</td>
<td>141%</td>
</tr>
<tr>
<td>Hulunbuir</td>
<td>137%</td>
</tr>
</tbody>
</table>
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
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

Top Ten Regions Abroad by Payment Transaction Volume

Hong Kong SAR
Thailand
South Korea
Japan
Australia
Taiwan (China)
USA
Canada
New Zealand
Singapore

Sept. 29 - Oct. 6, 2017
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

Sept. 29 - Oct. 6, 2017
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
People born in the 60s and 90s communicated holiday wishes

- 60s called 90s
  - 750 secs

- 90s called 60s
  - 610 secs

- 90s called 70s
  - 600s secs