MACAU TOURISTS TO GUILIN
MARKET RESEARCH

2021

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Dr. Honggen Xiao
Group members:
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Li Ho Harrison, ZHOU Xinyue
The falling growth rate of inbound tourists 40% (45 to 65 years old) inbound tourists

One of the highest income per capita in the world with 0 public debt level.

Strong spending power -11% of the income in foreign spending (6.3 billion RMB) -58% in Mainland China

Guilin
Research objective:
Exploring new market for the development of a sustainable rural tourism

Research questions:
How to attract Macau tourists from Gen Y and Gen Z (new generation)?
How to retain Macau tourists from the middle to old age group (old generation)?
Quantitative research: How eWOM influences the travel motivations of Macau tourists?

Qualitative research: A comparison of the pre travel motivations between new generation and old generation
Why eWOM – Example of #Shareacoke

1. People reliability of Internet

2. The influential power of eWOM

3. Wide application of e-marketing
Warm up exercise

Review platforms/ Destination official website/ Social networking sites/ Communication app/ Video sharing site

Review
Ratings

Reviews that are more or less similar to your own perception

Comments from experts; Comments from friends/family

Images/Videos/ Blog/Live Stream/ Reviews

Private Family Tour

Mr. Lee did a fantastic job catering to our young family of five. I told him the things we wanted to see and he made our dreams a reality. When we needed to make modifications for our family Mr. Lee was very flexible and accommodating. He has worked with local and foreign tourist and we would highly recommend his services! Thank you so much for a wonderful tour of Guilin and Yangzhou!
Methodology (quantitative & qualitative)

<table>
<thead>
<tr>
<th>Methods of data collection</th>
<th>Quantitative research</th>
<th>Qualitative research</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Surveys</td>
<td>In-depth interviews</td>
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<tr>
<td><strong>Targeted group</strong></td>
<td>Macau residents who has never been to Guilin</td>
<td>Macau residents who has never been to Guilin</td>
</tr>
<tr>
<td>Total respondents</td>
<td>322 valid samples</td>
<td>29 interviewees</td>
</tr>
<tr>
<td><strong>Structure</strong></td>
<td>55% of the respondents came from young generation (age 15-34)</td>
<td>14 new generation (born after 1980) 15 old generation (born before 1980)</td>
</tr>
<tr>
<td>Analysis method</td>
<td>SPSS – T-test / Regression / Correlation</td>
<td>Coding</td>
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### Respondents' travel information

<table>
<thead>
<tr>
<th>Highlight</th>
<th>Questionnaire</th>
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<tbody>
<tr>
<td>Travel frequency</td>
<td>70%</td>
</tr>
<tr>
<td></td>
<td>1-3 times</td>
</tr>
<tr>
<td>Length of stay</td>
<td>62%</td>
</tr>
<tr>
<td></td>
<td>3-4 days</td>
</tr>
<tr>
<td>Travel budget</td>
<td>42%</td>
</tr>
<tr>
<td></td>
<td>2,000-4,000 MOP</td>
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</tbody>
</table>
The current destination image of Guilin could not pull Macau tourists to Guilin and their travel intention is weak.
Destination image (New generation)

guilin rice noodles

local specialty
river

lot of mountain
guilin scenery

beautiful scenery
guilin

geographic structure
local characteristics
rural city
terraced field

local specialty
guilin

chandelier cave
cave of guilin
destination image

magnificent view
tourist attractions

good view
great mountain

place of interest
natural resources
different culture

much knowledge
little image

person

internet information
specific place
internet information

UNWTO
PATA
SHTM
Leading Hospitality and Tourism
New generation characteristics
Do not have much knowledge about Guilin
Adventurous, local experience, cost-effectiveness, photos
Expectation (Old generation)

lijiang

guilin

river

food

guilin rice noodles

guilin buckles meat

hotel
Old generation characteristics

Food, scenery, activities in nature, accommodations
Recommendations

1. Branding & Promotion
2. Cultural and tourism integration
3. Sanitary and safe tourism environment
Branding

Create strong iconic tourism products

Build solid image focusing on experiential tourism that triggers tourists' emotions.

1. Disclosed the interesting side of Guilin to tourists.

2. Local experience for youngsters

3. Develop a resort area in nature

- In-depth sightseeing tours

- Food and heritage itinerary
Promotion

Official destination videos – experiential tourism, resorts in nature

Tripadvisor, Ctrip, Mafengwo: Expert opinions and website reviews to promote the cost-effectiveness of Guilin tourism. (higher credibility)

Social media with an unopened relationship chain such as WeChat, Line: family, friends, classmates and colleagues. Users has higher credibility in the content about natural scenery.

(Travel KOL) to promote Guilin's activities for youngsters. For examples, rock climbing, rafting, cycling and mountain biking.
Cultural and tourism integration

Combine the cultural customs and traditional festivals into tourism activities.

Create "Instagrammable" spots
Sanitary and safe tourism environment

• As per the findings, intimate relationship between Good value of money and hygiene & cleanliness.
• Maintain high standard of cleanliness in public washrooms
Establish a cleaning standard for shops and hotels

Praise shops and hotels that meet hygiene standard

Vaccinated pins for staff

Promote the campaign and pins to tourists
Suggestions for "i遊桂林" app

- Assist tourists to design their own routes (include days for nucleic acid test)
- Tourists access for nucleic acid test
- Remind tourists nearby festivals and events
- Show forecasted visitors flowrate
- Update on time pandemic announcements of Guilin and near regions, and the place tourists come from.
- Pre-travel: inform tourists pandemic regulation in Guilin. Red/yellow area
Thank You