



Juwai.com

国际房产搜索引擎

Where Chinese find international property

JUWAI SURVEY

Chinese Consumer International
Travel Survey 2018

January 2018

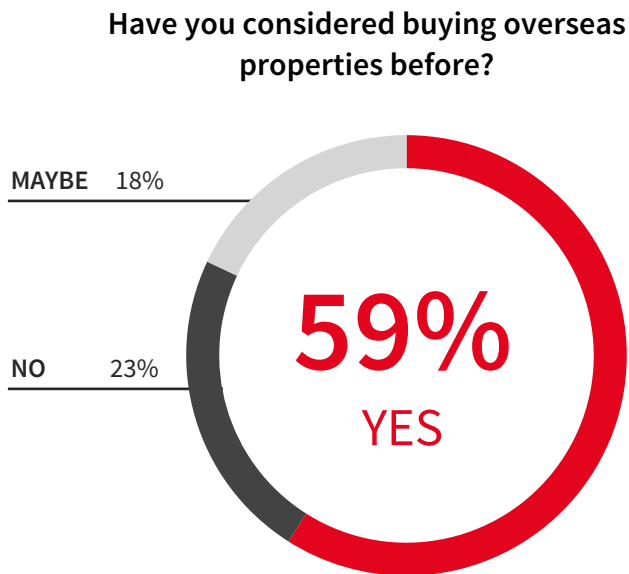
Chinese 2018 outbound travel survey highlights

Juwai.com surveyed 256 Chinese consumers about their travel and property investment plans over Chinese New Year and the rest of 2018.

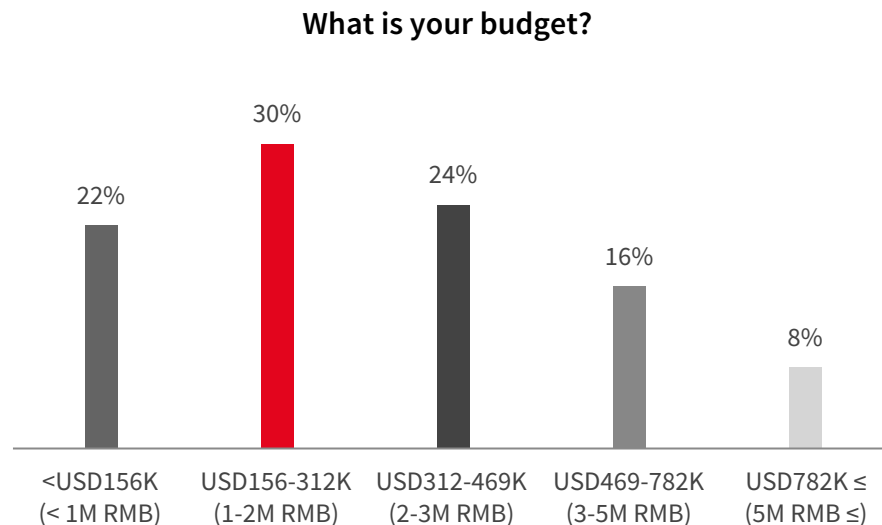
- **77%** of ALL Chinese respondents **have considered buying overseas property.**
- **92%** plan to travel internationally in 2018. Of this 92%:
 - **25%** intend to travel outbound during the Chinese New Year Golden Week, while **48%** intend to travel overseas during off-peak months throughout the year.
 - **29%** picked North America as their top vacation region for 2018, followed by Asia (**23%**), Australasia (**20%**), and Europe (**19%**).
 - **77%** have property purchase intentions in mind:
 - Of this 77%, **60%** intend to purchase property in their holiday destination, while **17%** say they may consider doing so.
 - **58%** are considering emigrating to the destination they're visiting abroad, while another **20%** say they might consider doing so.
 - **26%** say the US is their ideal investment destination, while **19%** and **18%** prefer Australia and Asia, respectively.
- Of the **77%** considering to purchase property in the countries they're travelling to in 2018:
 - **49%** will or may schedule appointments to meet international real estate agents during their travels abroad.
 - **74%** plan to meet with 2 or more real estate agents.
 - **54%** found their agents on Juwai.com.
- Of the **51%** who do **NOT** plan to schedule appointments with agents beforehand, **30%** intend to make contact upon arrival, while **65%** say they will only make spontaneous contact with agents if they see a random property they like while travelling.
- Of the **23%** **NOT** considering to buy property in countries they're travelling to, **20%** say they will or may consider buying overseas property in the near future – of which **55%** who intend to buy within 2 years' time or earlier.
- Of the **8%** who do **NOT** intend to travel abroad in 2018:
 - **70%** cite a lack of personal free time as their main reason for not travelling in 2018.
 - **25%** say they will or may consider buying property overseas, with **50%** citing 'living environment' as their main motivation.

77% of ALL respondents have considered buying overseas property

Of the 256 respondents, 77% say they have considered buying overseas property



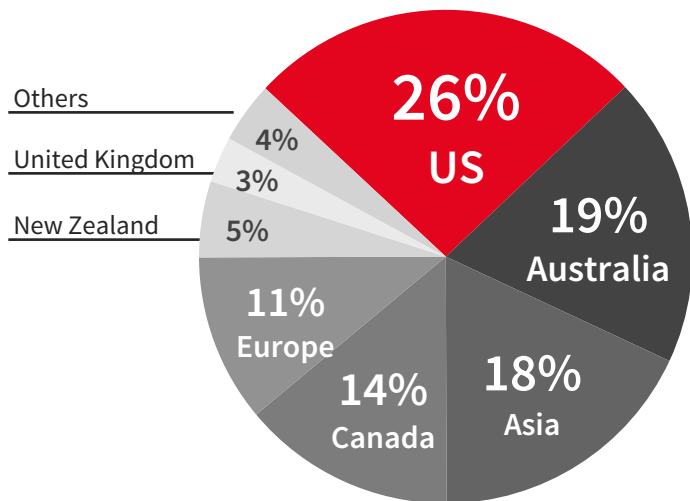
76% say they are willing to invest USD469,000 (3 million RMB) or below on buying a home abroad



Of the 77% who have considered buying overseas property

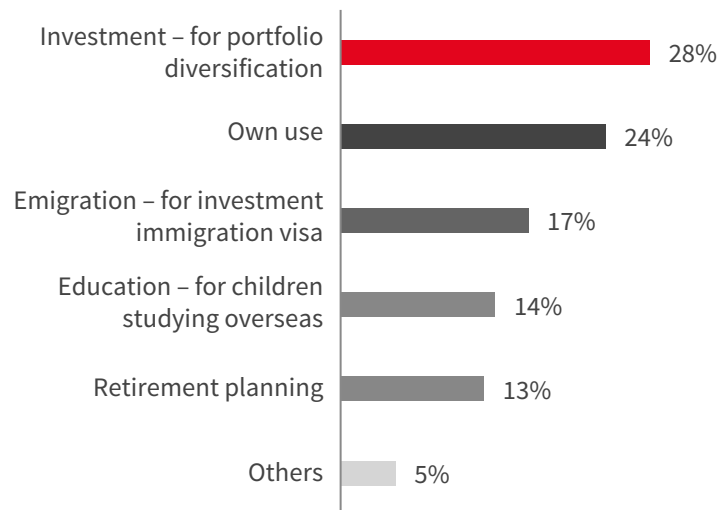
26% prefer the US for investment, followed by Australia (19%)

Which country would you like to purchase an overseas home in? (Select all that apply)



28% cited 'investment purposes' as their main motivation to buy properties abroad

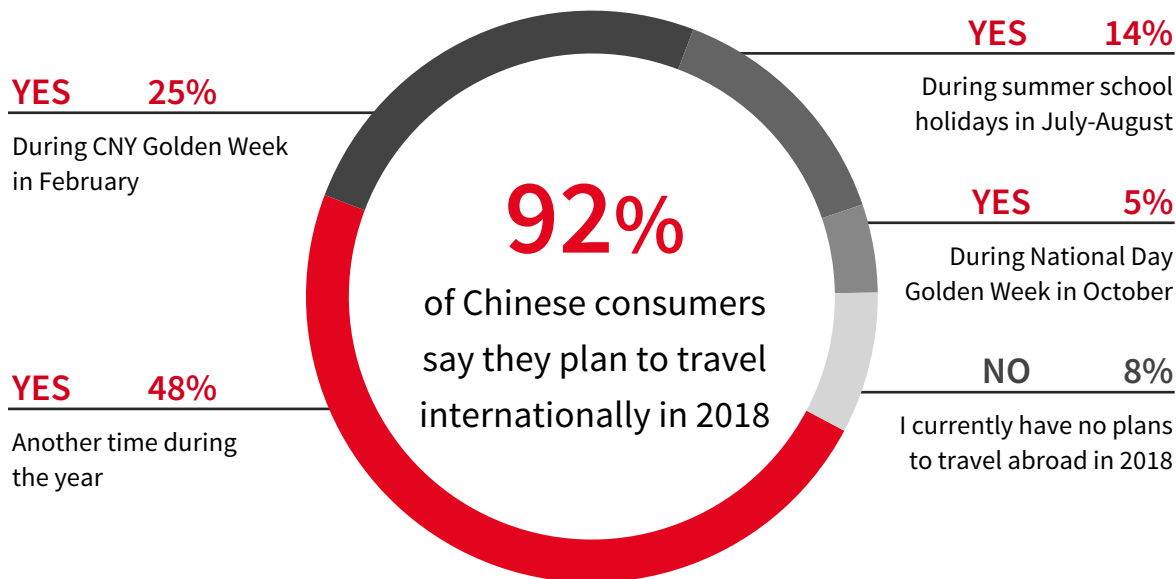
What are your reasons for buying an overseas property? (Select all that apply)



92% of ALL respondents plan to travel internationally in 2018

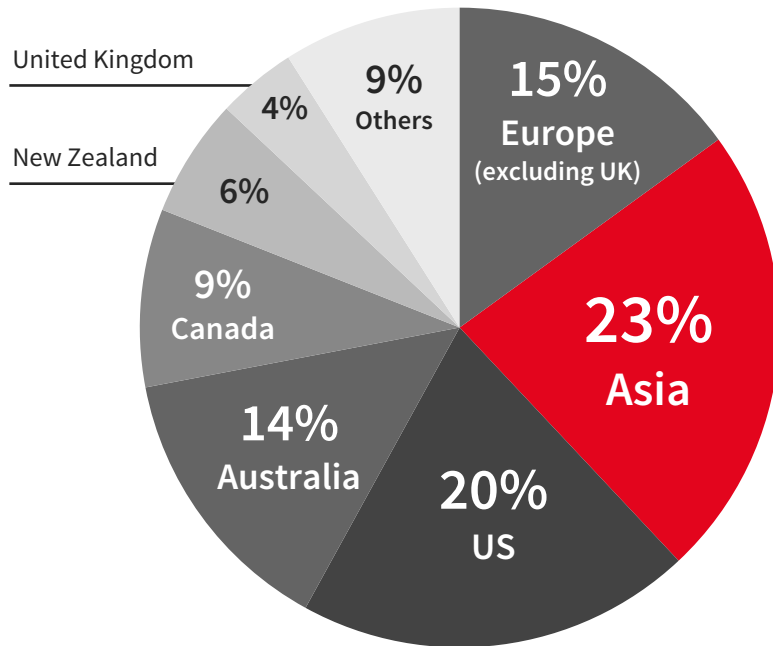
25% plan to travel overseas during Chinese New Year Golden Week
48% plan to travel overseas during off-peak months throughout the year

Do you plan to travel internationally in 2018?

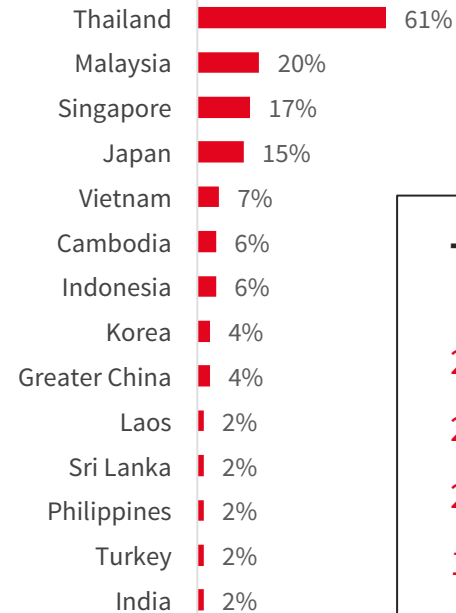


Of the 92% who plan to travel internationally in 2018

Where are you planning to travel to overseas?



ASIA



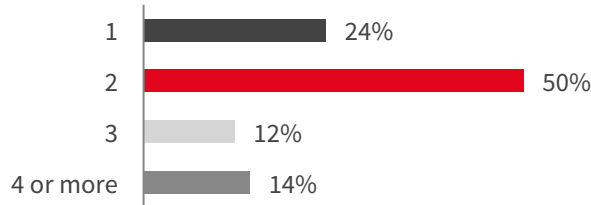
TOP 4 REGIONS

- 29% North America
- 23% Asia
- 20% Australasia
- 19% Europe

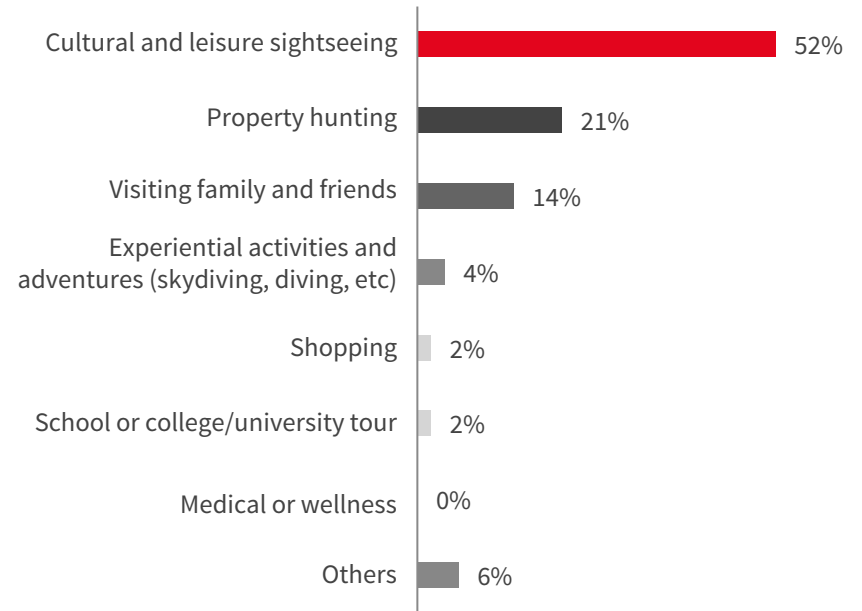
Of the 92% who plan to travel internationally in 2018

76% intend to travel more than once, and **more than half** prefer to travel with family

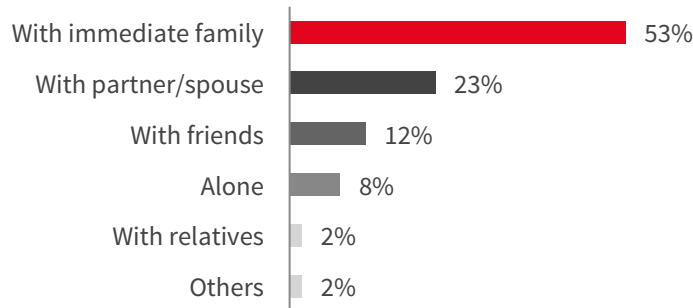
How many outbound holiday trips are you planning to take in 2018?



What activities will you engage in while on vacation overseas?
(Select all that apply)



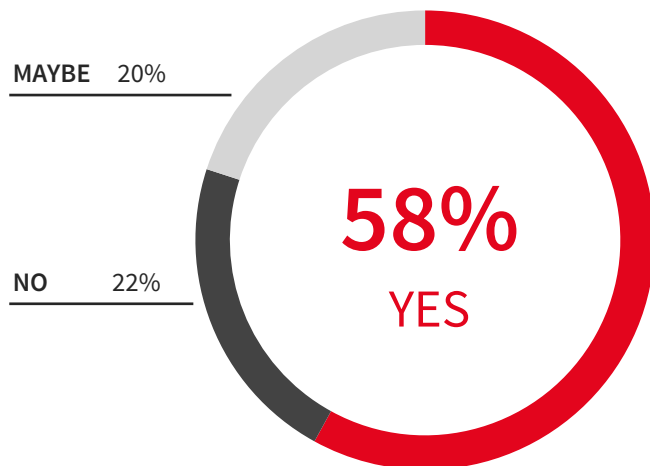
Who do you intend to travel with overseas?



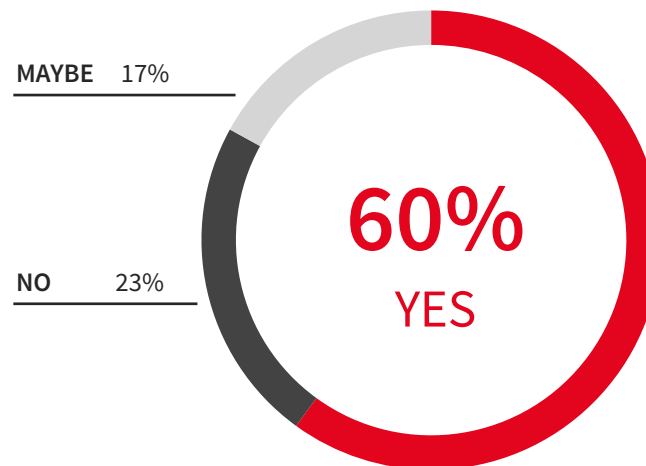
Of the 92% who plan to travel internationally in 2018

78% have considered emigrating to the destination they are travelling to, while 77% have considered purchasing property there

Are you considering to emigrate to any of these countries that you're visiting abroad?



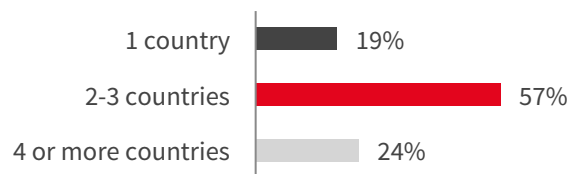
Are you considering to buy property in any of these countries that you're visiting abroad?



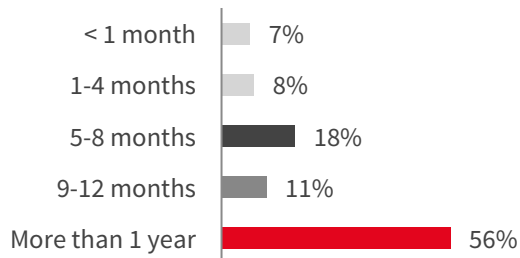
Of the 77% considering to buy property in countries they're travelling to

26% say the US is their ideal investment destination, while 19% and 18% prefer Australia and Asia, respectively

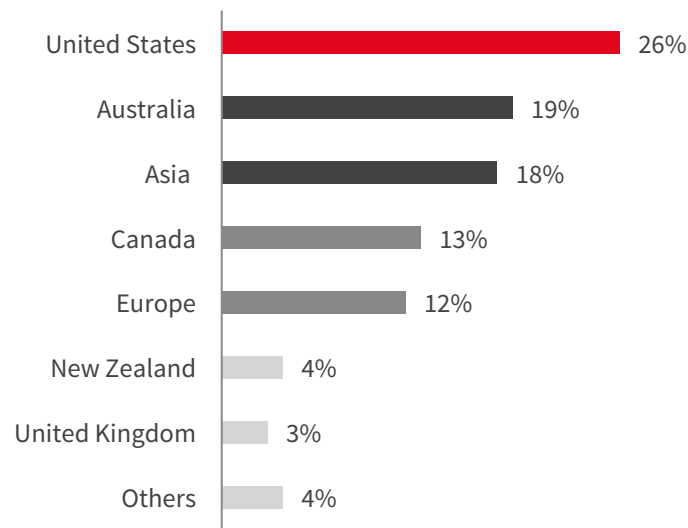
How many countries have you been researching so far, in terms of their property market?



How long have you been researching properties for purchase in these countries?



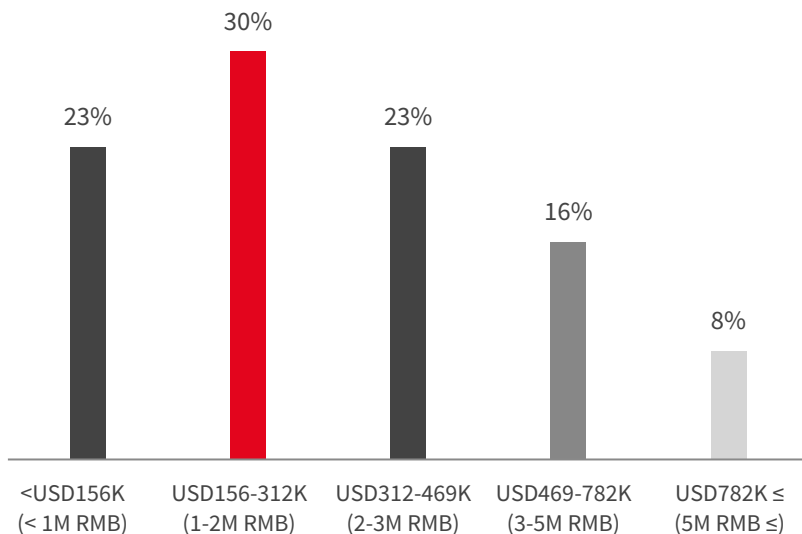
Which country would you like to purchase an overseas home in? (Select all that apply)



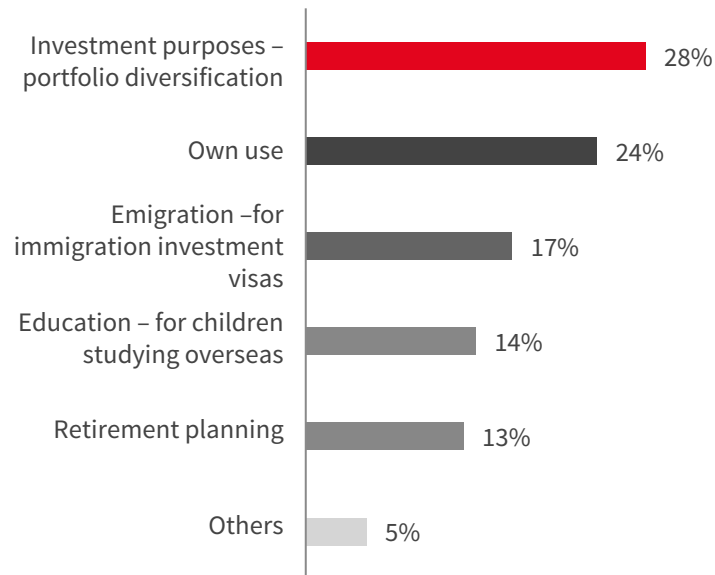
Of the 77% considering to buy property in countries they're travelling to

76% say they are willing to invest up to USD469,000
(3 million RMB) on buying a home abroad

What is your budget?

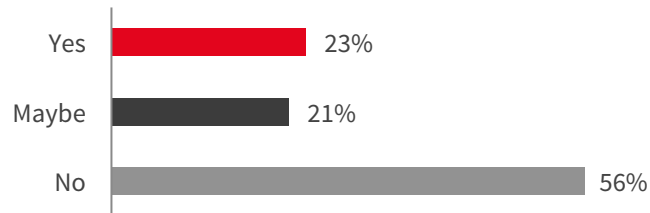


What are your reasons for buying an overseas property? (Select all that apply)

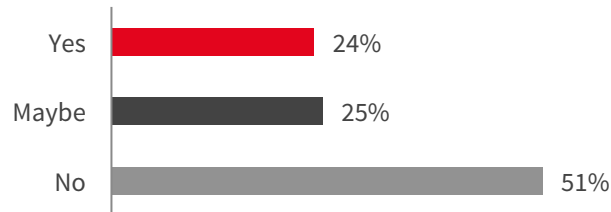


Of the 77% considering to buy property in countries they're travelling to

Do you plan to view properties during your travels abroad over the Chinese New Year Golden Week?



Do you plan to schedule any appointments to meet with international real estate agents before your trip?



44% say they will or may view properties during their travels over Chinese New Year Golden Week

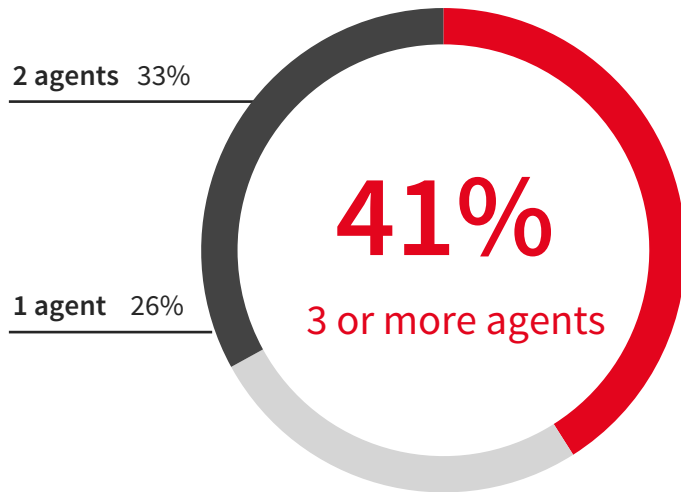
49% say they will or may schedule appointments with international real estate agents before their trip

Of the 49% who will or may schedule appointments with international real estate agents

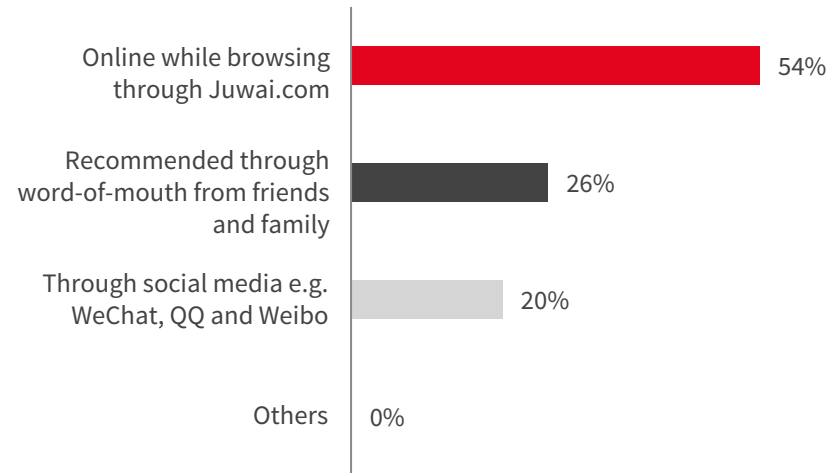
74% plan to meet with 2 or more real estate agents

54% found their agents on Juwai.com

How many real estate agents do you intend to meet while travelling overseas?

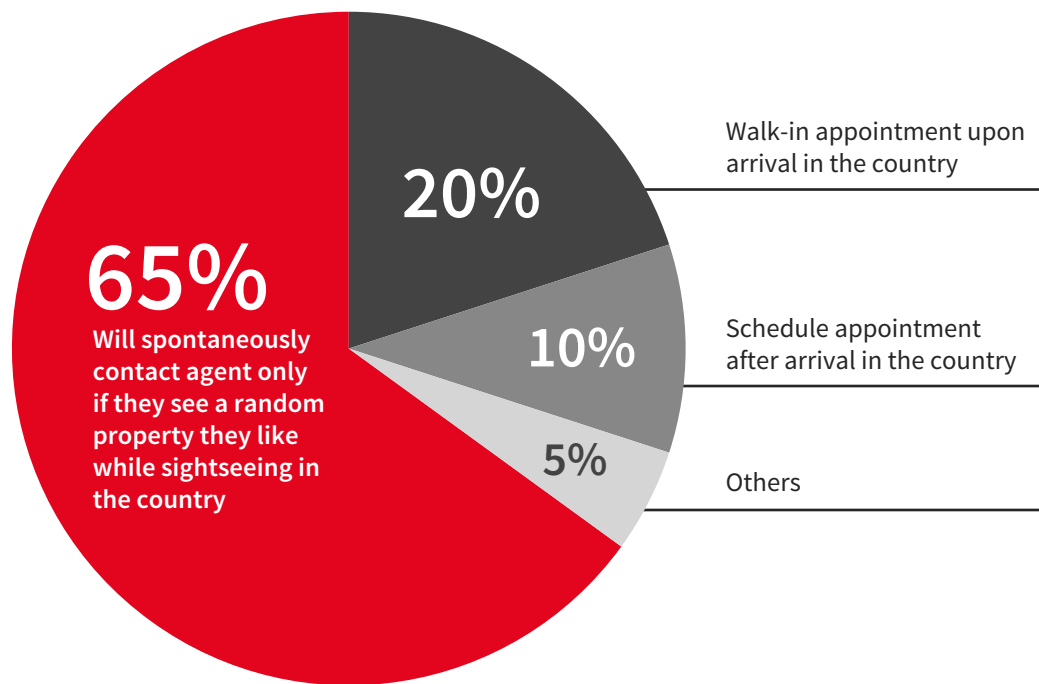


How did you find out about these real estate agents based overseas?



Of the 51% who do NOT plan to schedule appointments with international real estate agents

How do you intend to property hunt, if you have no set appointments with real estate agents based in the country you're visiting?

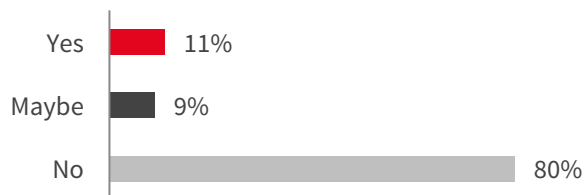


30% say they intend to make contract upon arrival in the country

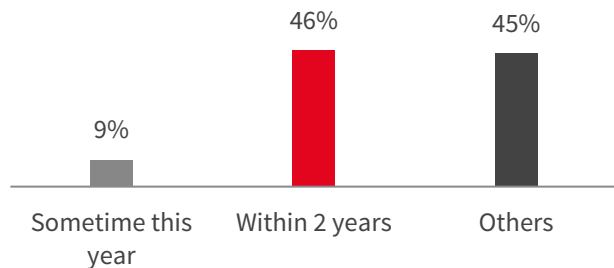
65% say they will only make contact with agents if they see a random property they like while travelling

Of the 23% who are **NOT** considering to buy property in countries they're travelling to

Are you considering to buy overseas property in the near future?



When do you intend to buy overseas property?

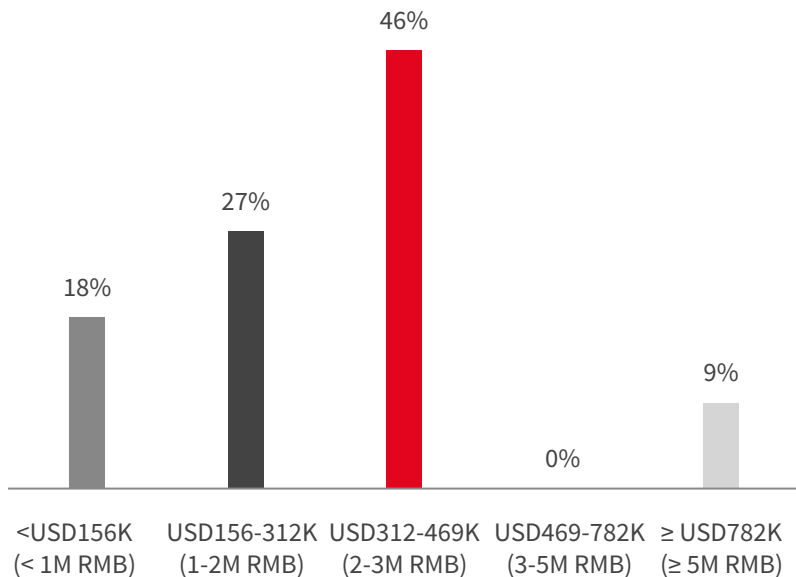


20% say they will or may consider buying overseas property in the near future – of which **55%** intend to buy within 2 years or earlier

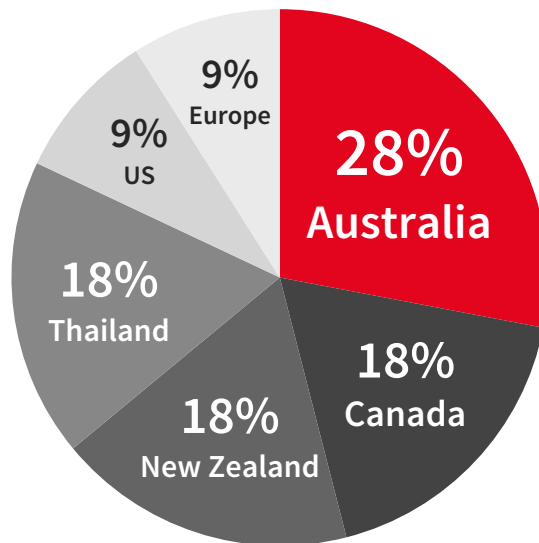
Of the 20% who intend to buy overseas property in the near future but not during their travels

91% say they are willing to invest up to USD469,000 (3 million RMB) on buying a home abroad

What is your budget?



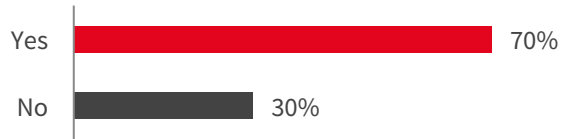
Which country would you like to purchase an overseas home in? (Select all that apply)



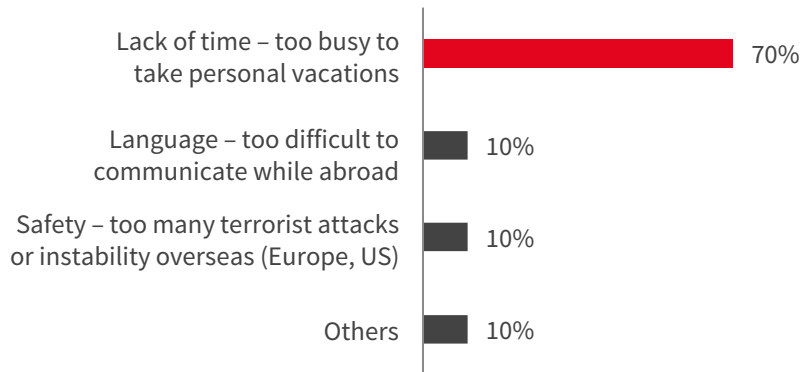
Australia is their preferred investment destination, followed by Canada, Thailand, and New Zealand

8% of ALL Chinese respondents do NOT plan to travel internationally in 2018

Have you travelled overseas in the past before?



Is there a reason why you do not plan to travel overseas in 2018? (Select all that apply)



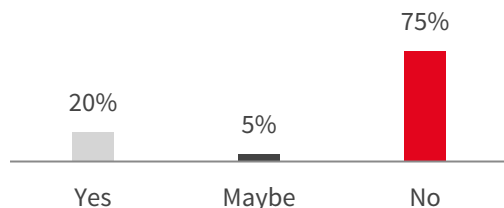
70% say they have travelled overseas before

70% cite a lack of personal free time as their primary reason for not travelling abroad in 2018

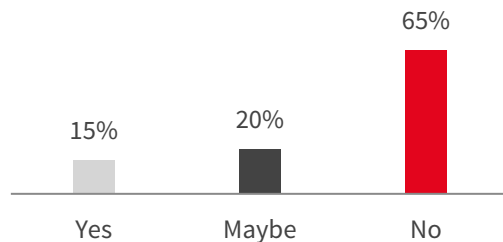
Of the 8% who do NOT plan to travel internationally in 2018

25% say they will or may consider buying property overseas,
of which 50% cited 'living environment' as their main motivation to do so

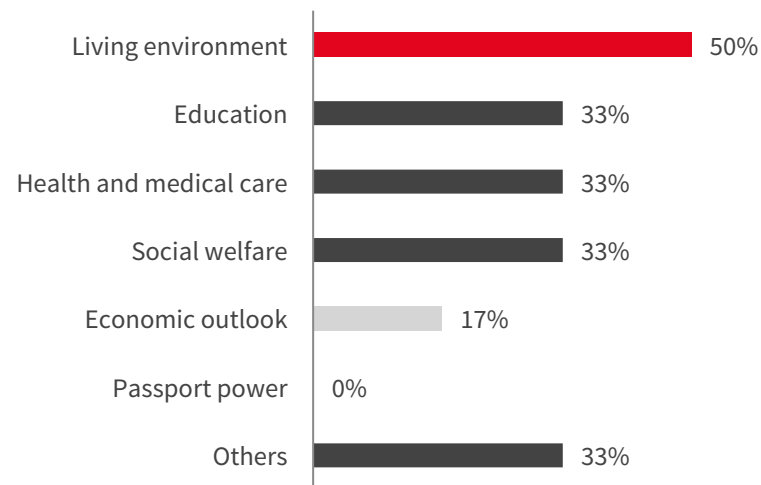
Have you considered buying overseas properties before?



Have you considered emigrating overseas?



What are your reasons for buying an overseas property?
(Select all that apply)

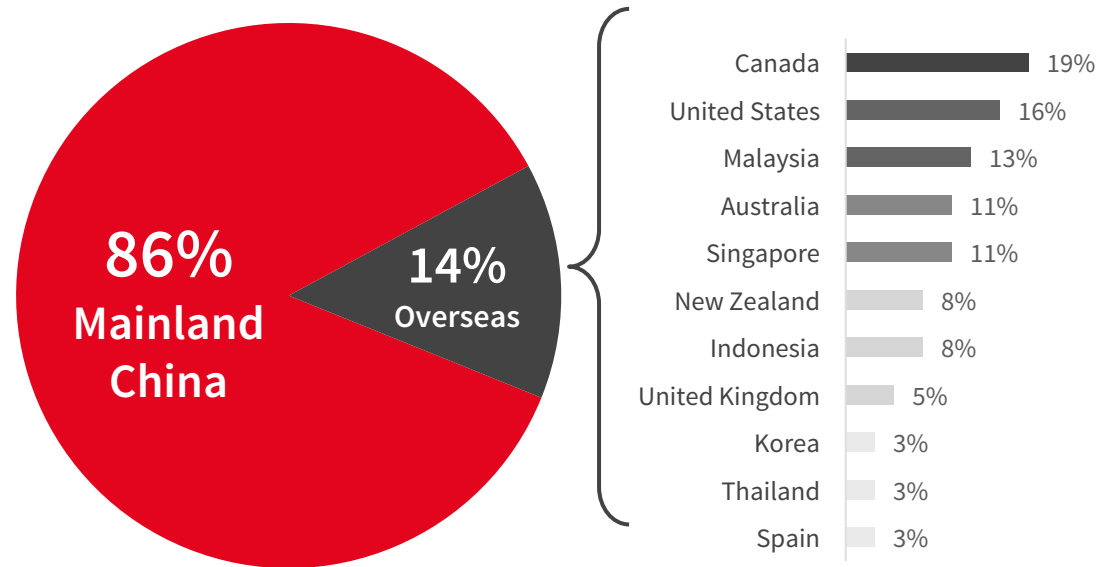


Juwai.com survey methodology

This Juwai.com survey was conducted with 256 Chinese respondents from 28 Chinese provinces and 11 overseas countries to understand the travel plans of Chinese buyers in 2018, as it relates to their overseas property purchasing intentions.

Survey respondents consisted of Chinese consumers through online channels. The data does not reflect any official opinion of Juwai Limited nor its employees.

Profile of consumer survey respondents



(The survey was conducted from 27 December 2017–19 January 2018.)

Exact questions in survey

Chinese Property Buyer Survey on Outbound Travel 2018

- Do you plan to travel internationally for vacation in 2018? (Select all that apply)
- How many outbound holiday trips are you planning to take in 2018?
- Where are you planning to travel to overseas?
- Who do you intend to travel with overseas?
- What activities will you engage in while on vacation overseas? (Select all that apply)
- Are you considering to emigrate to any of these countries that you're visiting abroad?
- Are you considering to buy property in any of these countries that you're visiting abroad?
- Do you plan to view properties during your travels abroad over the Chinese New Year Golden Week?
- How many countries have you been researching so far, in terms of their property market?
- How long have you been researching properties for purchase in these countries?
- Which country would you like to purchase an overseas home in? (Select all that apply)
- What is your budget?
- What are your reasons for buying an overseas property? (Select all that apply)
- Do you plan to schedule any appointments to meet with international real estate agents before your trip?
- How many real estate agents do you intend to meet while travelling overseas?
- How did you find out about these real estate agents based overseas?
- How do you intend to property hunt, if you have no set appointments with real estate agents based in the country you're visiting?
- Are you considering to buy overseas property in the near future?
- When do you intend to buy overseas property?
- Have you travelled overseas in the past before?
- Is there a reason why you do not plan to travel overseas in 2018? (Select all that apply)
- For what reasons would you consider moving overseas?
- Which country would you ideally like to purchase an overseas home in? (Select all that apply)