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.

Source: Juwai Chinese Consumer International Travel Survey 2018
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.

Have you considered buying overseas properties before?

- YES: 59%
- MAYBE: 18%
- NO: 23%

What is your budget?

- <USD156K (<1M RMB): 22%
- USD156-312K (1-2M RMB): 30%
- USD312-469K (2-3M RMB): 24%
- USD469-782K (3-5M RMB): 16%
- USD782K ≤ (5M RMB ≤): 8%

Source: Juwai Chinese Consumer International Travel Survey 2018
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)

- US: 26%
- Australia: 19%
- Canada: 14%
- Asia: 14%
- Europe: 11%
- New Zealand: 5%
- United Kingdom: 3%
- Others: 4%

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)

- Investment – for portfolio diversification: 28%
- Own use: 24%
- Emigration – for investment immigration visa: 17%
- Education – for children studying overseas: 14%
- Retirement planning: 13%
- Others: 5%

Source: Juwai Chinese Consumer International Travel Survey 2018
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?**

- **YES** 25%
  - During CNY Golden Week in February
- **YES** 48%
  - Another time during the year
- **YES** 14%
  - During summer school holidays in July-August
- **YES** 5%
  - During National Day Golden Week in October
- **NO** 8%
  - I currently have no plans to travel abroad in 2018

92% of Chinese consumers say they plan to travel internationally in 2018

*Source: Juwai Chinese Consumer International Travel Survey 2018*
Of the 92% who plan to travel internationally in 2018

Where are you planning to travel to overseas?

**ASIA**
- Thailand: 61%
- Malaysia: 20%
- Singapore: 17%
- Japan: 15%
- Vietnam: 7%
- Cambodia: 6%
- Indonesia: 6%
- Korea: 4%
- Greater China: 4%
- Laos: 2%
- Sri Lanka: 2%
- Philippines: 2%
- Turkey: 2%
- India: 2%

**TOP 4 REGIONS**
- 29% North America
- 23% Asia
- 20% Australasia
- 19% Europe

Source: Juwai Chinese Consumer International Travel Survey 2018
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

<table>
<thead>
<tr>
<th>How many outbound holiday trips are you planning to take in 2018?</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>24%</td>
</tr>
<tr>
<td>2</td>
<td>50%</td>
</tr>
<tr>
<td>3</td>
<td>12%</td>
</tr>
<tr>
<td>4 or more</td>
<td>14%</td>
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<table>
<thead>
<tr>
<th>Who do you intend to travel with overseas?</th>
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<tbody>
<tr>
<td>With immediate family</td>
<td>53%</td>
</tr>
<tr>
<td>With partner/spouse</td>
<td>23%</td>
</tr>
<tr>
<td>With friends</td>
<td>12%</td>
</tr>
<tr>
<td>Alone</td>
<td>8%</td>
</tr>
<tr>
<td>With relatives</td>
<td>2%</td>
</tr>
<tr>
<td>Others</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What activities will you engage in while on vacation overseas? (Select all that apply)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural and leisure sightseeing</td>
<td>52%</td>
</tr>
<tr>
<td>Property hunting</td>
<td>21%</td>
</tr>
<tr>
<td>Visiting family and friends</td>
<td>14%</td>
</tr>
<tr>
<td>Experiential activities and adventures (skydiving, diving, etc)</td>
<td>4%</td>
</tr>
<tr>
<td>Shopping</td>
<td>2%</td>
</tr>
<tr>
<td>School or college/university tour</td>
<td>2%</td>
</tr>
<tr>
<td>Medical or wellness</td>
<td>0%</td>
</tr>
<tr>
<td>Others</td>
<td>6%</td>
</tr>
</tbody>
</table>
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?**

- **NO** 22%
- **MAYBE** 20%
- **YES** 58%

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

- **NO** 23%
- **MAYBE** 17%
- **YES** 60%

Source: Juwai Chinese Consumer International Travel Survey 2018
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?**

- 1 country: 19%
- 2-3 countries: 57%
- 4 or more countries: 24%

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

- < 1 month: 7%
- 1-4 months: 8%
- 5-8 months: 18%
- 9-12 months: 11%
- More than 1 year: 56%

**Which country would you like to purchase an overseas home in?**

(Select all that apply)

- United States: 26%
- Australia: 19%
- Asia: 18%
- Canada: 13%
- Europe: 12%
- New Zealand: 4%
- United Kingdom: 3%
- Others: 4%

Source: Juwai Chinese Consumer International Travel Survey 2018
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?**

- <USD156K (< 1M RMB): 23%
- USD156-312K (1-2M RMB): 30%
- USD312-469K (2-3M RMB): 23%
- USD469-782K (3-5M RMB): 16%
- USD782K ≤ (5M RMB ≤): 8%

**What are your reasons for buying an overseas property?**

(Select all that apply)

- Investment purposes – portfolio diversification: 28%
- Own use: 24%
- Emigration – for immigration investment visas: 17%
- Education – for children studying overseas: 14%
- Retirement planning: 13%
- Others: 5%

Source: Juwai Chinese Consumer International Travel Survey 2018
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?

- Yes: 23%
- Maybe: 21%
- No: 56%

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

- Yes: 24%
- Maybe: 25%
- No: 51%

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.

Source: Juwai Chinese Consumer International Travel Survey 2018
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?

- 1 agent: 26%
- 2 agents: 33%
- 3 or more agents: 41%

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

- Online while browsing through Juwai.com: 54%
- Recommended through word-of-mouth from friends and family: 26%
- Through social media e.g. WeChat, QQ and Weibo: 20%
- Others: 0%

**Source:** Juwai Chinese Consumer International Travel Survey 2018
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?

- **65%** will spontaneously contact an agent only if they see a random property they like while sightseeing in the country.
- **20%** will schedule an appointment after arrival in the country.
- **10%** will make a walk-in appointment upon arrival in the country.
- **5%** fall under others.

**30%** say they intend to make a 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.

*Source: Juwai Chinese Consumer International Travel Survey 2018*
Of the 23% who are **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%** 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?

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>&lt;USD156K (&lt;1M RMB)</td>
<td>18%</td>
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<tr>
<td>USD156-312K (1-2M RMB)</td>
<td>27%</td>
</tr>
<tr>
<td>USD312-469K (2-3M RMB)</td>
<td>46%</td>
</tr>
<tr>
<td>USD469-782K (3-5M RMB)</td>
<td>9%</td>
</tr>
<tr>
<td>≥USD782K (≥5M RMB)</td>
<td>9%</td>
</tr>
</tbody>
</table>

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

- **Australia**: 28%
- **Canada**: 18%
- **New Zealand**: 18%
- **Thailand**: 18%
- **US**: 9%
- **Europe**: 9%

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

Source: Juwai Chinese Consumer International Travel Survey 2018
8% of ALL Chinese respondents do NOT plan to travel internationally in 2018

Have you travelled overseas in the past before?

| Yes | 70% |
| No  | 30% |

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

- Lack of time – too busy to take personal vacations (70%)
- Language – too difficult to communicate while abroad (10%)
- Safety – too many terrorist attacks or instability overseas (Europe, US) (10%)
- Others (10%)

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

Source: Juwai Chinese Consumer International Travel Survey 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?**

- Yes: 20%
- Maybe: 5%
- No: 75%

**Have you considered emigrating overseas?**

- Yes: 15%
- Maybe: 20%
- No: 65%

**What are your reasons for buying an overseas property?**

(Select all that apply)

- Living environment: 50%
- Education: 33%
- Health and medical care: 33%
- Social welfare: 33%
- Economic outlook: 17%
- Passport power: 0%
- Others: 33%

Source: Juwai Chinese Consumer International Travel Survey 2018
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.

(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)

Source: Juwai Chinese Consumer International Travel Survey 2018