

# INFOGRAPHICS: WHERE, WHEN AND WHY CHINESE TRAVEL ABROAD



The new Chinese traveller is increasingly independent and as a result demanding of more distinctive and genuine experiences during travelling abroad.

More experienced Chinese travellers think of themselves as explorers, and they see group travel as ordinary. Young generation Chinese travelers from upper-class families have already traveled abroad within group tours as children. They do not need to have the

compulsory picture of the Big Ben or the Eiffel Tower. They seek out fresh experiences that make them stand out of the crowd in their social groups. Independent travellers from China look for more authentic experiences that increase their reputation and prestige.

Tourism Review brings new infographic where, when and why Chinese travel abroad:

[http://www.tourism-review.com/infographics/chinese\\_traveller.jpg](http://www.tourism-review.com/infographics/chinese_traveller.jpg)

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