

The Chinese Luxury Traveler 2015



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Welcome Note

This year marks the fifth consecutive year that Hurun and ILTM Asia have cooperated to produce The Chinese Luxury Traveler, a report that follows the Chinese luxury travel industry. The report analyses the travel and consumption patterns of China's high net worth individuals over the past year and examines the high-end tourism industry among Chinese travelers in collaboration with China's first private customised travel agency, DIADEMA, HH Travel and Magic Travel. Currently, this is the largest, most comprehensive study targeting China's super tourists that is conducted in the country.

According to statistics provided by the China Tourism Academy, in 2014, China further solidified its position as the world's largest market for outbound tourism and spending. The number of outbound tourists reached a staggering 116 million, up 17.8% over the previous year. The tourist consumption was USD 140 billion, an increase of 18 %. The China Tourism Academy continues to hold relatively optimistic expectations for the tourism economy in 2015, predicting outbound tourism to hit 135 million.

In addition to collaborating with these three high-end luxury travel agencies to conduct the necessary surveys, Hurun has also joined forces with ILTM and GHC to study the most popular luxury travel agencies. For the first time, Hong Kong, Macau, and Taiwan have been included in the study.

The survey indicates that travel remains the most popular leisure pursuit among China's high net worth individuals, and that the popularity of the Maldives as a destination has continued to grow among this group. The average number of days respondents spent travelling during the year was 20. The average family consumption reached USD 58,000 for this year, or USD\$22,580 per capita. The popularity of the North and South Poles as travel destinations increases each year, netting an average expenditure of USD\$19,300 per capita. When reporting desired destinations for the next three years, Europe ranks first with leisure travel and seeing the world cited as top motivations for travel. The spring festival holiday was peak season for family tours. More than half of the respondents chose their own destinations and made their own hotel bookings. The influence of travel agencies showed a dramatic increase over the previous year, with more respondents opting for the agencies' standard trips. WeChat was the most desirable add-on function for a cell phone, with the WeChat public page being the most widely accessed source for travel news. Air China and Emirates were the most frequently used Airlines membership card.

Happy Reading!



Peninsula—Preferred Hotels of the Super-Rich
Source: Hurun Best of the Best Rewards 2015

10 Key Findings

1. Fast increase in overseas travel. Chinese high net worth individuals, defined as individuals with wealth of CNY 10 million (equivalent to US\$1.6m), travelled overseas four times last year, totaling 33 days, of which leisure travel made up 20 days, up 10% or two days, and business travel made up 13 days. Total number of outbound trips in 2014 increased 17.8% year on year, to 116 million, according to the China Tourism Academy

2. Luxury travel buyers influence grew. More than two thirds of China's super travellers, defined as individuals who spent US\$30,000 or more on travel last year, arranged their leisure travel with a luxury travel agency. Customized service and well-planned itineraries were the key considerations for a good travel agency.

- **Mainland China Outbound Luxury Travel Agencies 2015 Top 12:** (alphabetical order): 8Continents Travel, Ctrip, CTS, CITS, CYTS, Diadema, HH Travel, Mytour Travel, Magic Travel, Sinbad Travel, Wild Travel and Zanadu.

- American Express was the outstanding performer across Hong Kong, Macau and Taiwan. **Hong Kong Outbound Luxury Travel Agencies 2015 Top 5** were: American Express, Cathay Pacific Holidays, Swire Travel, Wincastle Travel and Westminster Travel. **Macau Outbound Luxury Travel Agencies 2015 Top 5** were: American Express, Hong Thai Travel Service, JIT Macau, Macau CTS and Macau CITS. **Taiwan Outbound Luxury Travel Agencies 2015 Top 5** were: Asuka International Travel Services, American Express, IT IS, Lion Travel and Royal Jetway Express. Rupert Hoogewerf, Hurun Report Chairman and Chief Researcher said: "For luxury hotels around the world, Mainland Chinese luxury travellers now spend as much as those from HK, Macao and Taiwan. This is why Hurun Report has, for the first time, added in the luxury travel agencies from Hong Kong, Macau and Taiwan."

3. Travel destinations with Chinese characteristics.

- **Antarctica** was the destination of choice last year for Chinese super travelers, especially during the Chinese New Year holiday. 49% went for the landscape. The **Maldives** have grown in popularity as a destination these last two years, surging to third place in the preferred international luxury travel destinations. **Australia** retained its top position with **France** a firm second. **Dubai** has also seen a strong growth these past few years, coming in fourth. Among European destinations, **UK** and **Italy** showed significant increases in popularity. Domestically, Sanya and Tibet led the way.

- **Specific comparison between US, Japan, France, Australia and the UK.** The **US** was the country respondents had been to most frequently, with 5 trips in their lifetime, and plans to go a further twice in the next three years. It also scored highest for business and visiting friends and family. **Japan** scored highest for shopping and culinary experiences. **France** and the **UK** scored well for shopping and business. **Australia** scored highest for leisure. Interestingly, for these Chinese respondents, the best culinary experiences were to be had in Japan, with the UK beating France into third place.

4. Most memorable trip last year and Chinese New Year. The most memorable trip of 2014 was a 13-day trip with 6 friends, one day and one friend in the group more than last year. For Chinese New Year, it was with family, and a smaller group of 4 people. In both cases, half travelled business class, compared with only a third last year.

5. When to travel. The top choice for travel time was the summer holidays, followed by the October national holiday and Spring Festival. However, 56% of respondents chose the off peak season, an 11% increase over the previous year. Chinese New Year was the peak season for family travel. 93% were travelling with family members or friends.

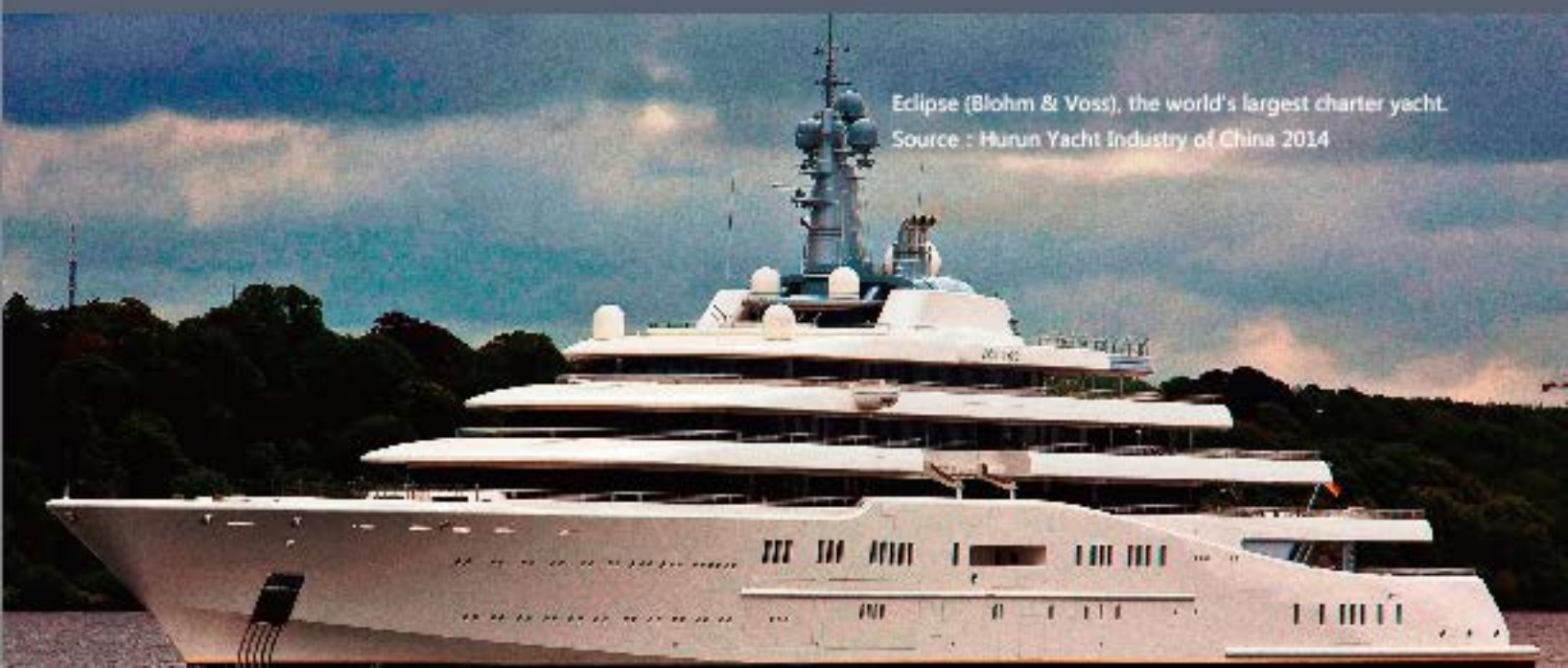
6. Hotels. More than half of China's super travellers made their own hotel bookings. The **Peninsula** topped the list of preferred luxury hotel brands for the first time, followed by the **Mandarin Oriental**. **Shangri-La**, which topped the ranking for the past decade, dropped down to the fifth this year. However, for reward cards, **Hilton** and **Marriott** led the way for 29% and 26% respectively. Hoogewerf said, "China's luxury travellers may prefer the idea of luxury hotel brands like the Peninsula and Mandarin Oriental, but their most-used reward cards are still with the Hilton and Marriott."

7. Air travel. **Air China**, the leading Chinese member of the **Star Alliance**, was the run-away winner of the best frequent flyer program, with 66% of respondents being members. There has been a surge in flying business class in the past year. **Singapore Airlines** was the winner of the best business and first class.

8. Looking forward 3 years. There is a clear trend towards experiential travel, especially as China's high net worth individuals are doing more business travel than ever before. Physical and spiritual relaxation lies at the heart of their leisure travel needs, demonstrated in the rise of **medical tourism**. Europe and America can expect to lead the way for Chinese luxury travellers, coming in first and second 47% and 45% respectively.

9. Impact of smartphones. **WeChat** overtook email as the most used function on smartphones at 58%, up 19%. WeChat was also the most widely accessed source for travel news, at 42%, followed by travel apps. 94% of respondents have installed travel APPs on their smartphones, led by **Ctrip** (49%) and **Qunar** (15%). For taking photos, smartphones have overtaken professional cameras, although half of the respondents claimed to have a camera costing more than USD\$3,000, with **Canon** leading the way. The subject matter of their photos has shifted to people (47%), rather than rivers and oceans (42%), animals (41%), and natural scenery like hills and mountains (31%).

10. Travel retail. The Chinese luxury consumer is now the absolute Number One consumer of luxury in the world, with 35% of the total consumption of luxury, according to a recent report by tax refund brand Global Blue. Russians came in a distant second place with 13%. Europe was the destination of choice for luxury shopping, with France leading the pack for 22% of respondents. For gifting, **Apple** overtook **Hermes** to become the preferred luxury brand to gift, although spending on gifting declined 5% year on year, on the back of the government's anti-corruption campaign.



Eclipse (Blohm & Voss), the world's largest charter yacht.
Source : Hurun Yacht Industry of China 2014

Welcome Note

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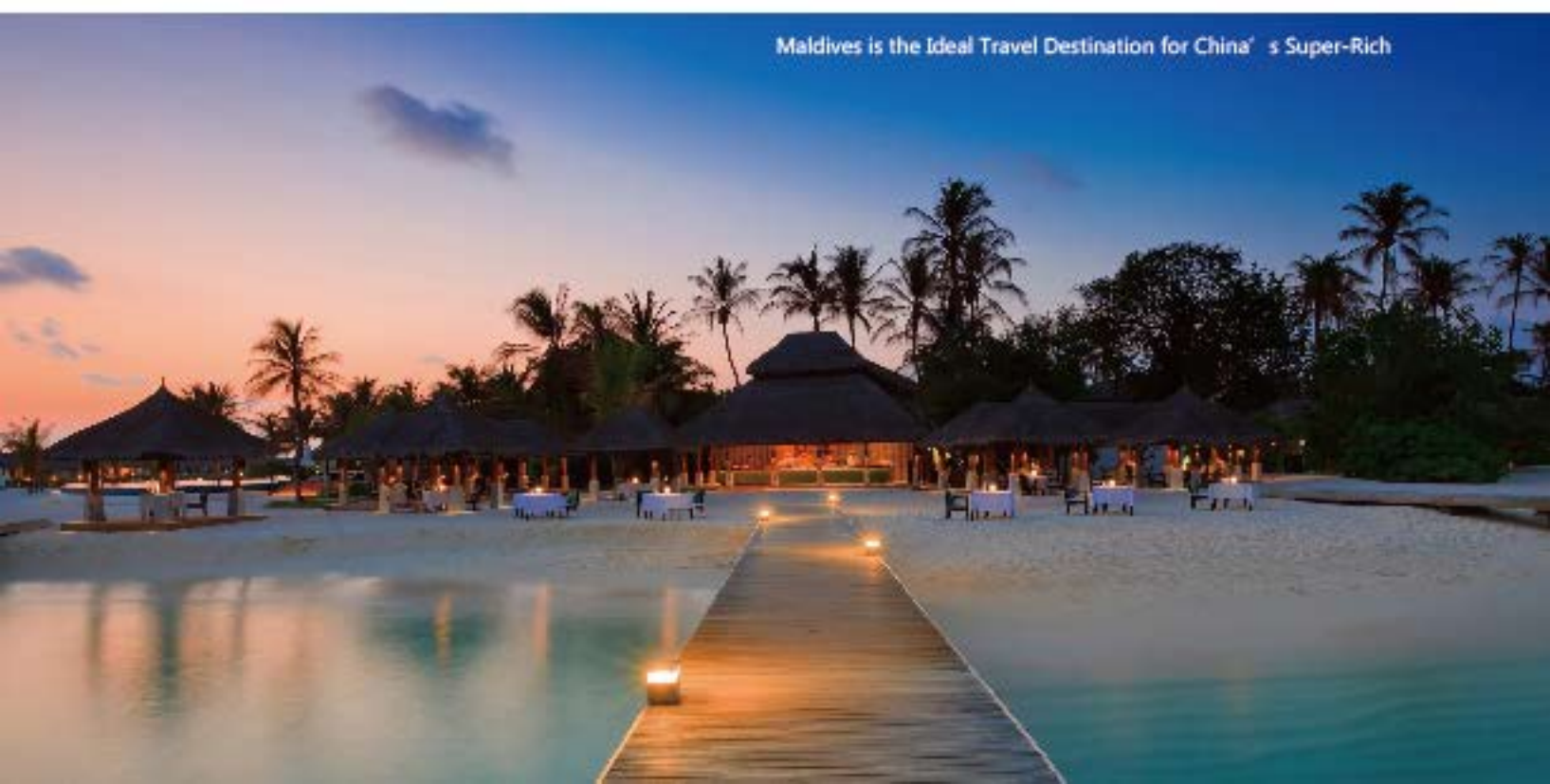
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About Hurun Report

Maldives is the Ideal Travel Destination for China's Super-Rich



Chapter 1: China's Wealthiest – Lifestyle Review

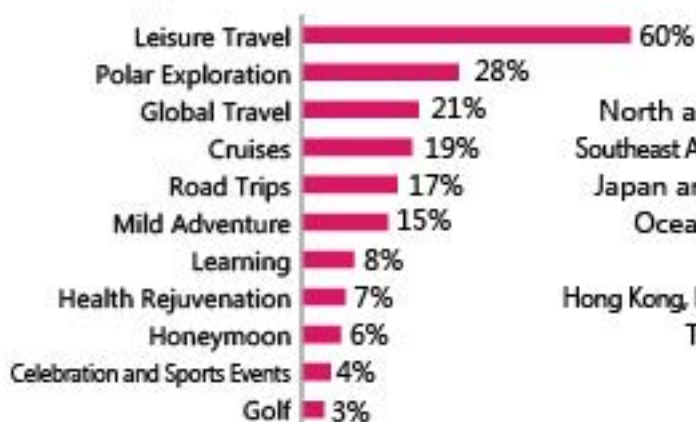
The results presented in this report were obtained from a bespoke survey of 291 super luxury travellers, defined as individuals who spent US\$30,000 or more on travel in the past 12 months, making this the largest and most significant survey of the Chinese outbound luxury travel sector. Hurun Research Institute carried out the survey between March and May in association with three of China's leading luxury travel agencies: Diadema, HH Travel and Magic Travel. HH Travel and Magic Travel are the bespoke luxury travel brands of listed companies Ctrip and UTour respectively. The survey asked respondents for their travel trends, and three specific case studies: Their most memorable trip last year; Their Chinese New Year trip this year; and their leisure travel plans for the next three years.

55% of respondents were from the first-tier cities of Beijing, Shanghai and Guangzhou, with the rest from 23 provinces and including HK, Taiwan and Macao for the first time. Respondents were 40 years on average, married and with a 13-year-old child. They have a net worth of US\$13 million and last year spent an average of US\$58,000 on travel with the family. They were very international, having worked, studied or lived overseas for two years, travelled to 27 countries and taken 2.5 cruises. One third had travelled to Antarctica last year.

The Rising Popularity of the North and South Poles

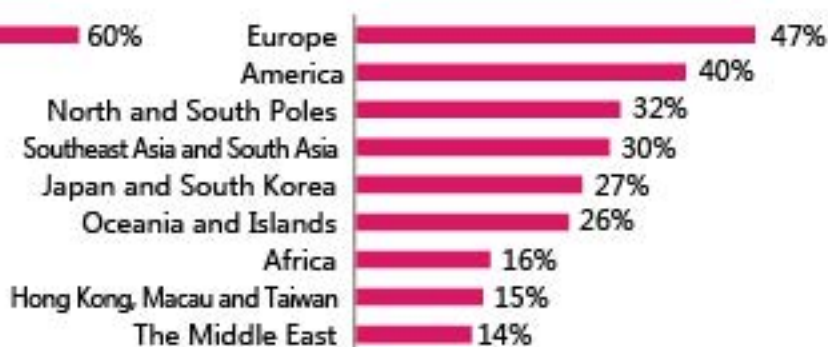
Last year, the favourite themes for holidays centered around leisure travel (60%) and polar explorations (28%). The most common destinations were Europe, at 47%, and the US, at 40%. Southeast Asia and the North and South Poles were also popular destinations, making up a third of tours taken last year. Opportunities to travel to the North and South Poles have increased over the previous year. Of the 300 Chinese super travellers who travelled last year, 100 made the journey to the North or South Pole.

Travel Subject for the Past Year



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Travel Destinations in for the Past Year



Source: Hurun Chinese Super Luxury Travellers Survey 2015

South Pole is the ideal polar-exploration destination for China's super travellers



Air China, the Preferred Airlines of Super Travellers

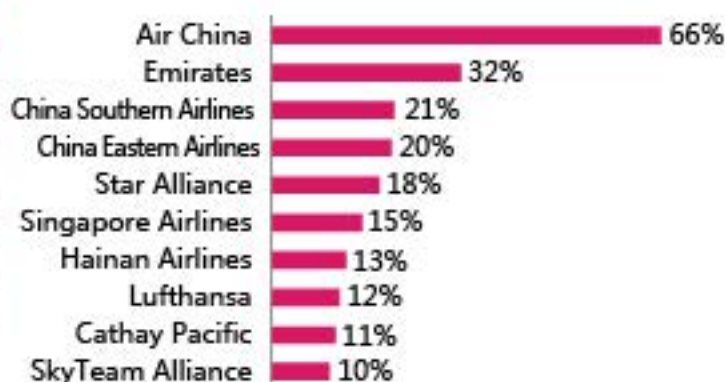
In choosing travel agencies, the super traveller puts great emphasis on customised service and well thought out, well planned itineraries, evidenced by the 60% of respondents who stated this preference. In addition, super travelers also expect travel agencies to provide unique, innovative travel experiences, with 41% of respondents indicating a preference for innovative itineraries and 36% ranking the specialised resources available through the agent as a high priority. With regard to air travel, more than half of the super travellers hold gold card or higher status in an airline loyalty program. Air China topped the list, with 66% of respondents reporting activity with the national carrier.

The Reason for Preferring to Use a Travel Agent

| Rank | Reason | Ratio |
|------|------------------------------|-------|
| 1 | Customised Service | 62% |
| 2 | Well Planned Itinerary | 61% |
| 3 | Innovative Itinerary | 41% |
| 4 | Effective Problem Solving | 38% |
| 5 | Specialised Resources | 36% |
| 6 | Compatible Fellow Travellers | 26% |
| 7 | Prompt Communication | 9% |

Source: Hurun Chinese Super Luxury Travellers Survey 2015

Preferred Airline Loyalty Card



Source: Hurun Chinese Super Luxury Travellers Survey 2015

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Gulfstream, the most preferred business jet brand in China.

Source: Business Jets and Hurun China Rich List 2015

Hurun Best of the Best Rewards 2015

Peninsula: Most Preferred Hotels of the Super-Rich; The Hilton: Most Preferred Rewards Card for the Super Travellers

The range of hotels the super-rich opt for has grown increasingly diverse. The Peninsula ranked highest, followed by the rapidly soaring Mandarin Oriental Hotels. The Shangri-La, the most popular among the super rich for the past 11 years, dropped to fifth place this year. The Marriott and Sofitel have shown significant improvements in their ranks.

Top 15 Preferred Luxury Hotels

| Rank | Hotel | Ratio |
|--------|-------------------|-------|
| 1↑ | Peninsula | 19.8% |
| 2↑ | Mandarin Oriental | 14.2% |
| 3↓ | Ritz Carlton | 14.0% |
| 4↑ | Park Hyatt | 13.9% |
| 5↓ | Shangri-La | 13.8% |
| 6↓ | Four Seasons | 13.6% |
| 7↑ | The Marriott | 12.0% |
| 8↑ | The Hilton | 11.6% |
| 9↓ | Sheraton | 8.6% |
| 10 - | Westin | 7.8% |
| 11↓ | Intercontinental | 6.1% |
| 12↓ | Kempinski | 5.3% |
| 13 new | Sofitel | 4.7% |
| 14↓ | Grand Hyatt | 4.5% |
| 15↓ | Fairmont | 3.1% |

Source: Hurun Best of the Best Awards 2015

Sanya Firmly Ranked as the Number One Destination Within China

Sanya ranked as the top travel destination in China for the fifth consecutive year, with Tibet coming in second and Hong Kong third. Yunnan, Hangzhou, Xinjiang and Macau all dropped in the rankings, marking the second consecutive year Yunnan and Hangzhou and Xinjiang have fallen. Entering the top ten for the first time this year are Taiwan, Shanghai and Xiamen.

Most Popular Travel Destinations Within China

| Rank | Destination | Ratio |
|-------|-------------|-------|
| 1 - | Sanya | 33.5% |
| 2↑ | Tibet | 25.3% |
| 3↓ | Hong Kong | 19.0% |
| 4 new | Taiwan | 17.0% |
| 5↓ | Yunnan | 16.2% |
| 6 new | Shanghai | 6.8% |
| 7↓ | Macau | 6.5% |
| 8↓ | Hangzhou | 6.0% |
| 9 new | Xiamen | 5.7% |
| 10↓ | Xinjiang | 4.5% |

Source: Hurun Best of the Best Awards 2015

Note: ↑ - Increase in ranking from last year; ↓ - Decrease in ranking from last year; - Same rank as last year; new - New in the list

The Hilton ranked top (29%) for reward cards used by super-rich travellers, followed by the Marriott (26%), Shangri-La (25%) and Ritz Carlton (23%).

Top 10 Most Used Hotel Rewards Card

| Rank | Rewards Card | Ratio |
|------|------------------|-------|
| 1 | The Hilton | 29% |
| 2 | The Marriott | 26% |
| 3 | Shangri-La | 25% |
| 4 | Ritz Carlton | 23% |
| 5 | Starwood | 22% |
| 6 | Intercontinental | 18% |
| 7 | Hyatt | 16% |

Source: Hurun Best of the Best Awards 2015

Maldives the Ideal Travel Destination for China's Super-Rich

In the international tourism sector, the Maldives has soared in popularity among the super rich over the past two years. Australia retains its top position, with France ranked second. Among European destinations, the UK and Italy showed significant increases in popularity, while the appeal of Germany and Switzerland declined. The US was not among top rankers, since many of China's wealthy class travel there for business rather than leisure. However, overall, China's super travellers still made the most trips to the US. Places with distinctive features, such as Hawaii or Dubai, have also been favourite destinations among wealthy Chinese travellers in the past 2 years.

Most Popular International Travel Destinations

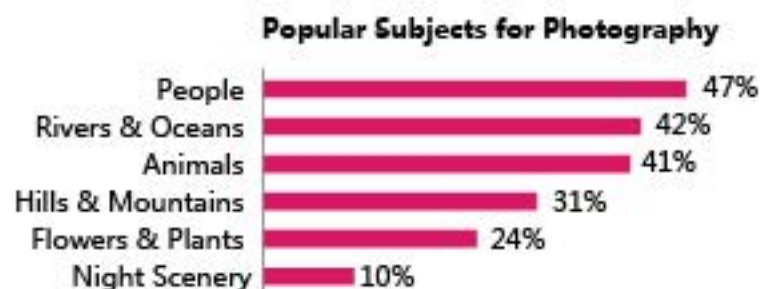
| Rank | Destination | Ratio |
|-------|-------------|-------|
| 1 - | Australia | 26.5% |
| 2 - | France | 25.7% |
| 3↑ | Maldives | 22.1% |
| 4↓ | Dubai | 15.2% |
| 5↓ | Switzerland | 14.9% |
| 6 new | Italy | 13.3% |
| 7↓ | USA | 11.0% |
| 8 new | UK | 9.4% |
| 9↓ | Japan | 9.1% |
| 10 - | New Zealand | 8.0% |
| 11↑ | Hawaii | 6.1% |
| 12 - | Thailand | 5.3% |
| 13↑ | Canada | 4.7% |
| 14↓ | Singapore | 4.5% |
| 15↓ | Germany | 3.1% |

Source: Hurun Best of the Best Awards 2015

Note: ↑ - Increase in ranking from last year; ↓ - Decrease in ranking from last year; - Same rank as last year; new - New in the list

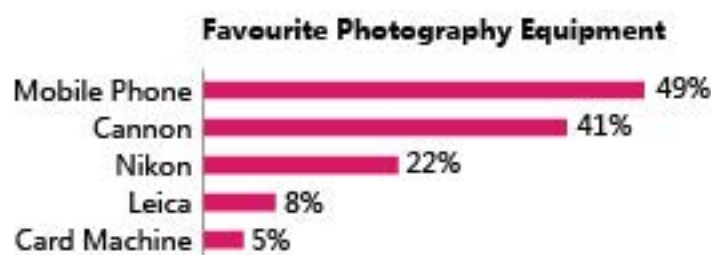
People The Most Popular Photography Subject While Travelling

92% of super travellers will record their travel memories through photography. 47% said people were the most popular subject, followed by rivers and oceans (42%), animals (41%), and natural scenery like hills and mountains (31%).



Source: Hurun Chinese Super Luxury Travellers Survey 2015

For taking pictures, super travellers prefer to use their cell phones (49%), but when choosing professional cameras, half of them cost more than USD\$3,200. Canon remains the hottest brand constituting a fourth of the market share.



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Picture of Everest is shot by Huang Nubo, who is one of the entrepreneurs in Hurun Global Rich list 2015.

HURUN GLOBAL RICH LIST
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More Than Half of Super Travellers Book Their Own Hotels

Travel decisions include inspiration and motivation, planning itineraries and reserving hotels. Different kinds of trips call for different travel decisions. This study does an analytical comparison between the most memorable trips in 2014, and Spring Festival trips made in 2015.

Similarities

Travel Destination:

- The North and South Poles are the most popular destinations for both trips, (28% and 34% respectively)

Itineraries:

- More than 60% of the respondents chose the destinations on their own
- The percentage of standard packages booked was the highest (37%), while the proportion for self-designed travel packages dropped greatly from last year
- For slightly altered packages, the greatest changes were made in the number of attractions visited
- Most respondents travelled with family and friends, making up more than 90% of travelers, the same trend as the previous year

Hotel Reservations:

- More than half of the respondents made hotel reservations themselves
- Most reservations were made through travel agencies (48% and 60%)

Differences

Motivation:

- The most memorable trips were motivated by friends (34%), but Spring Festival trips were motivated by family members (42%), both of which decreased, by 11% and 10% respectively
- It is worth noting that in both types of trips, there was a significant increase in the proportion of travellers being motivated by travel agencies

Planning Itineraries:

- 21% of the memorable trips were self-designed, but Lunar New Year trips ranked higher in self-designed trips (29%)

Hotel Reservation:

- Among the memorable trips, 38% of respondents reserved hotels through a third party website, while the same method of reservation only accounted for 28% of Spring Festival trips, for which the majority of respondents reserved their hotels through travel agencies



After the Shanghai Formula One international Race 2014, Hurun Report is going to hold Vintage car race in September of this year, which is from Hong Kong to Beijing.

Chapter 2 : Special Research on the Chinese Super Traveller

WeChat, the most desirable add-on function for cell phones;
WeChat public page, the most widely accessed source for travel news

The super-rich turned their attention back to social activities this year, with traditional media remaining the main source of news. Television ranked number two, and newspapers fourth. Worth noting is the fact that social media networks have become an especially lively scene, represented by WeChat, which ranked number three.

In contrast, China's female super rich population has a greater enthusiasm for gaining information, demanding broader choices of media streams and channels of communication. They prefer social media networks, and more female than male respondents prefer WeChat and Weibo. The male super rich are more partial to television.

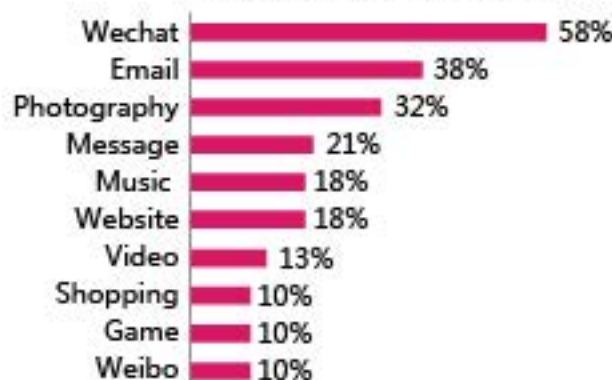
Media and Channel of Communication Used by the Super-Rich

| Rank | Type | Ratio | Male | Female |
|------|-------------------|-------|-------|--------|
| 1 | Social Activities | 47.8% | 50.3% | 50.4% |
| 2 | Television | 35.1% | 39.0% | 34.7% |
| 3 | WeChat | 34.2% | 31.8% | 41.3% |
| 4 | Newspapers | 33.6% | 31.8% | 31.4% |
| 5 | Online News | 29.5% | 28.2% | 33.9% |
| 6 | Magazines | 25.1% | 24.1% | 27.3% |
| 7 | Twitter | 11.8% | 8.2% | 18.2% |

Source: Hurun Best of the Best Awards 2015

Besides basic functions such as making calls, the most commonly used add-on function of cell phones is WeChat, at 58%, a 19% increase over last year. It saw the fastest growth in popularity in the past year, followed by email (38%) and photos (32%), with the former declining in popularity by 14% and the latter increasing by 6%. Users of Twitter have continuously declined, falling 14% from the previous year to reach a low of 11.8% this year.

Mobile Phone Usage Patterns



Source: 2015 Hurun Chinese Super Luxury Travellers Survey 2015

Following the rapid rise in popularity of WeChat, the WeChat public page has become the most widely accessed source for travel news, at 42%. Second most popular was travel apps at 26%. 94% of respondents installed travel apps, by far the most popular being C-trip (49%), followed by qunar.com (15%).

| C-trip | Qunar | eLong | Tuniu | Tongcheng | Ali Travel | Lvmama | Daodao | Others | None |
|--------|-------|-------|-------|-----------|------------|--------|--------|--------|------|
| 49% | 15% | 7% | 5% | 3% | 3% | 2% | 1% | 1% | 6% |

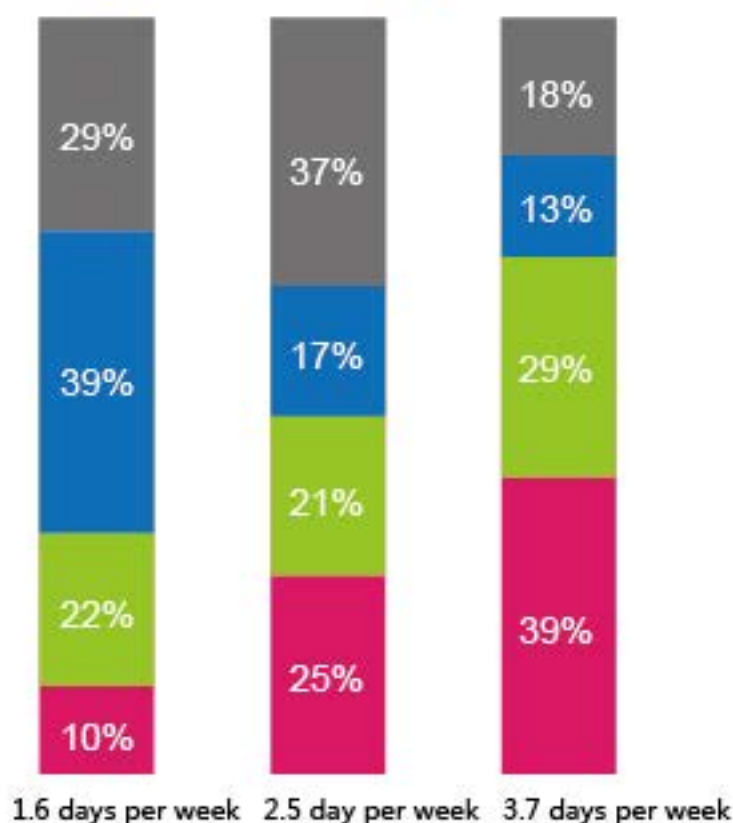
Source: Hurun Chinese Super Luxury Travellers Survey 2015

Super Travellers Prefer Watching Television to Reading Magazines and Newspapers

China's super travellers show a great preference for watching television over reading magazines and newspapers. Nearly 40% watch television every day, and 30% watch one to five days a week. By contrast, 29% of the respondents do not read magazines, and 40% only read magazines one to three days a month. 37% do not read newspapers, but the percentage of daily readers is not low, at 25%, most of whom are older. 32% of the respondents over 45 read the newspaper every day.

Frequency of Media Use

Everyday 1-5 days per week 1-3 days per month None



Magazine



Newspaper



Television

Source: Hurun Chinese Super Luxury Travellers Survey 2015



Super Traveller's Most Memorable Overseas Trip in the past year

Case Study 1

13

In the past one year, trips to the North and South Poles were the most memorable for super travellers, trending upward to 28%. America ranked second (10%), followed by European countries (8%, represented by France and England). Worth noting is that South American countries have gained appeal for the super travelers because of their local customs and practices, represented by interest in Mexico (2%) and Peru (2%). Amid seeking extreme challenges and novel experiences, Chinese super travelers still wish to relax in their travels and vacations.

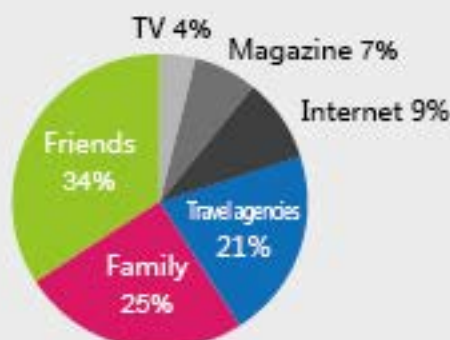
| Rank | Destination | Ratio |
|------|-----------------------|-------|
| 1 | North and South Poles | 28% |
| 2 | USA | 10% |
| 3 | Europe | 8% |
| 4 | Africa | 5% |
| 5 | Australia | 4% |
| 10 | Mexico | 2% |
| 10 | Peru | 2% |

Source: Hurun Chinese Super Luxury Travellers Survey 2015

In this most memorable trip, 90% of the respondents travelled with family or friends. Compared to 2013, the average number of people travelling together has increased from one to six people. The number of travel days have also increased from one to six days. Those who took business class increased from 15% to 49%. Those who took economy class fell from nearly 60% to 47%.

Friends' recommendations (34%) were the main motivation for this most memorable trip, falling 11% from last year. By comparison, family (25%) and travel agencies' (21%) opinions have both gone up by 5%. More than 60% of the super travellers selected their own travel destinations. The proportion of travellers who let family members choose the destinations has significantly increased, reaching 26%. For this trip, 53% of the super travellers booked their own hotels, mainly through travel agents and third party websites (47% and 38% respectively).

Inspired Travel Motivation



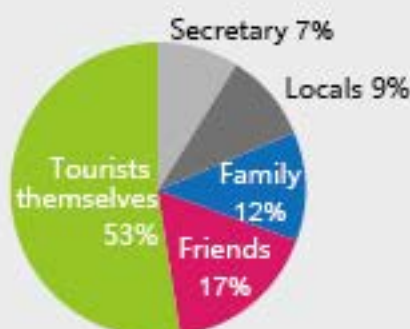
Source: Hurun Chinese Super Luxury Travellers Survey 2015

Destination Decision Maker



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Hotel Booker



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Super Traveller's Most Memorable Overseas Trip in the past year

In choosing itineraries, more and more super travellers are giving more attention to standard travel packages. There is an obvious decline in self-designed packages, slipping from 42% to 21%. The greatest preference is for standard packages (37%), of which fully standard and slightly altered packages make up 24% and 23% respectively. The most altered item of the package is the number of attractions (51%), followed by hotels (27%), number of travel days (27%), and meals (26%).

Itinerary Choice



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Most Frequently Slight-Altered Item in Package



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Hotel Booking Method



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Super Travelers' 2015 Spring Festival Travel

Case Study 2

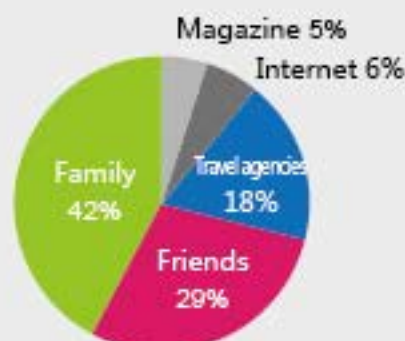
This year, the percentage of super travellers going overseas during the Spring Festival decreased, declining from last year's 54% to 44%. Among them, 93% travelled with family or friends. The average number of travellers per group was four, with an average of 12 travel days. The most common number of travel days was five to eight days (34%) or more than 15 days (32%). Those who took business class (47%) outnumber those who took economy class (43%), a 12% increase over last year. In choosing travel destinations, 34% of super travellers chose to visit the South Pole during the Spring Festival, with polar travel becoming a hot travel fad. Short trips have also increased from last year, with Japan, Bali and Korea being popular choices.

| Rank | Destination | Ratio |
|------|-------------|-------|
| 1 | South Pole | 34% |
| 2 | Japan | 8% |
| 3 | Bali | 6% |
| 4 | Korea | 6% |
| 5 | Maldives | 5% |
| - | Others | 41% |

Source: 2015 Study on Luxury Travel and Lifestyle by Hurun Report

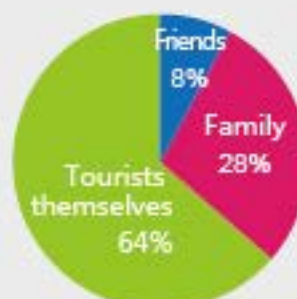
Family opinions (42%) presented the most common reason for travel during the Spring Festival, declining 10%. Next, friends' recommendations (29%) showed a slight increase. Compared to last year, more super travellers chose the travel destinations on their own, reaching 64%, while destinations chosen by family members dropped to 28%. More than half of the super travellers reserved hotels themselves during the Spring Festival, but most did so through travel agencies (60%). Reservations through a third party website account for 28%.

Inspired Travel Motivation



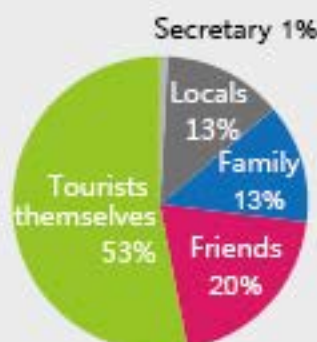
Source: Hurun Chinese Super Luxury Travellers Survey 2015

Destination Decision Maker



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Hotel Booker



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Case Study 2 Super Travelers' 2015 Spring Festival Travel

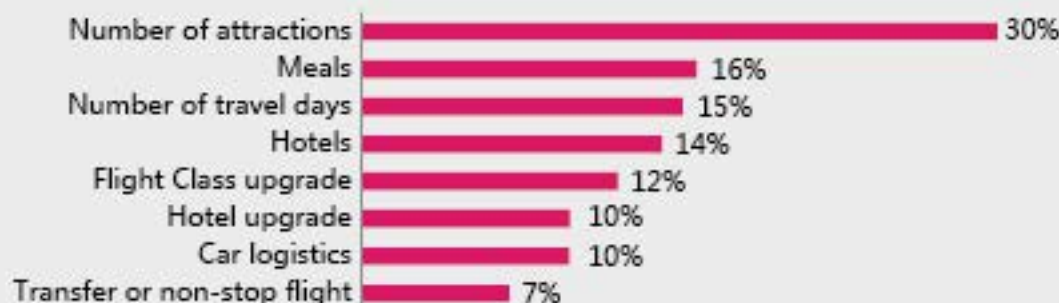
This Spring Festival, super travellers showed an extreme preference for customised travel packages. The percentage of self-designed trips fell from 68% to 29%. Among the customised travel packages, standard packages were the most popular (37%). Completely customised and slightly altered packages came in at 18% and 16% respectively. In contrast to the memorable trips, those who opted for customised packages did not alter much of the package. The majority of changes were made in the number of attractions (30%), meals (16%), travel days (15%), and hotels (14%).

Itinerary Choice



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Most Frequently Slight-Altered Item in Package



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Hotel Booking Method



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Travel trends for the next three years

Leisure (42%) and global travel (36%) are set to be the themes for super travellers for the next three years. Next is polar exploration (32%), with its rising popularity in recent years. This shows that super travellers, whilst hoping to try novel and extreme challenging experiences, crave physical and spiritual relaxation during their travels and vacations. This arises from the fact that the Chinese super-rich have been busier the past year, making more overseas business trips.

When asked about ideal travel destinations for the next three years, Europe, the traditional leisure travel destination, topped the chart at 47%. America ranked number two, at 45%. There was an increase over last year in the number of respondents who chose Europe and America as desired destinations. Other hot destinations include Africa (42%), the North and South Poles (36%), and Oceania and the Pacific Islands (33%). These places are full of mystical charm, with strong unique regional features, a paradise for exploration and adventure.

Dream Travel Theme



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Dream Travel Destination

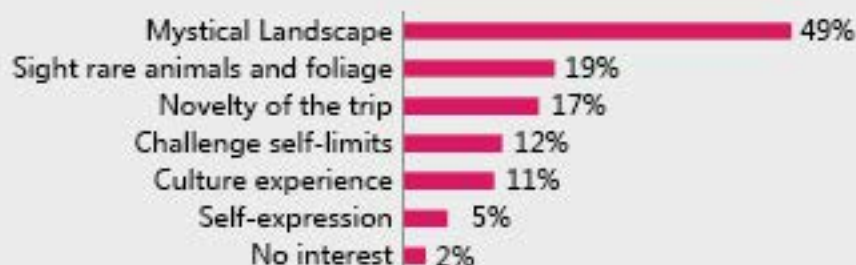


Source: Hurun Chinese Super Luxury Travellers Survey 2015

Case Study 3 Travel trends for the next three years

About 49% of the super travellers who made the journey to the North and South Poles reported that they were attracted by the mystical landscape, 19% by the chance to sight rare animals and foliage, and 17% by the novelty of the trip.

Reason for Interest in Polar Exploration



Source: Hurun Chinese Super Luxury Travellers Survey 2015

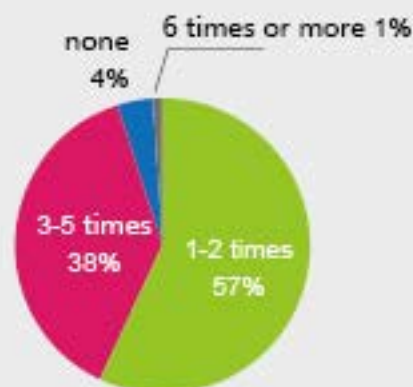
When it comes to the popular time to travel for next year, most of the super travellers prefer variable travel times, 11% more than last year, at 57%. Most of them prefer to travel during the summer holidays (27%), followed by November (22%), and the Spring Festival (21%). When asked about the number of trips, super travellers hope to travel an average of 2.5 times. Those who pick less than five trips reached a high of 95%. Among them, 57% prefer one to two trips. This shows that they value the quality of travels more than the quantity.

Most Desired Travel Time



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Intended Travel Times of Next Year



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Analysis of Travel Habits of Popular Travel Destinations

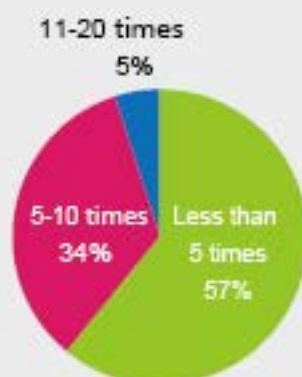
Case Study 4

Travel habits differ with different destinations. About half of the super travellers have been to the US. America, Japan, France, Australia and the UK, are the five most popular travel destinations. The travel habits of these five places have certain representative features.

The US possesses hidden value for development as a travel destination

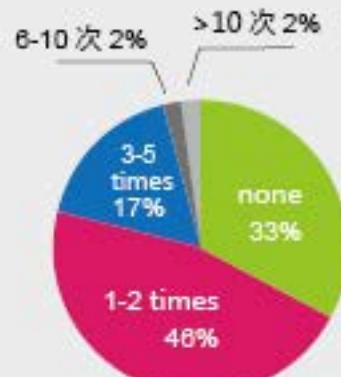
Among the five most popular destinations, the US is the place more than half of the super travellers have been to most frequently. On average, every traveller has been there five times, 34% of them have been there five to ten times, and plan to go there two more times in the next three years. The average length of a visit is 11 days. 45% stay about 9 to 15 days. It is worth noting that to most super rich, the US is a business destination, not so desirable for leisure travel. The super travellers likes going to the US, travelling there more than the super rich, so the US has a great developmental value as a travel destination.

Times of Having Travelled to



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Times Planned to Travel to for the Next 3 Years



Source: Hurun Chinese Super Luxury Travellers Survey 2015

75% of the respondents travel to the US mainly for leisure, followed by business (33%) and visiting relatives and friends (20%). Shopping and food are not factors. 72% of the super travellers go to the US with family, 58% with friends, and the average individual consumption per trip is USD\$11,300, with more than 70% of them budgeting USD\$3,200 to USD\$16,000.

Reason of Travelling to US



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Spending budget per person and trip



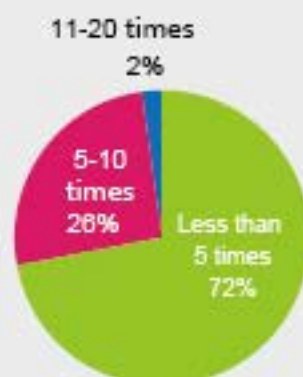
Source: Hurun Chinese Super Luxury Travellers Survey 2015

Case Study 4 Analysis of Travel Habits of Popular Travel Destinations

Japan

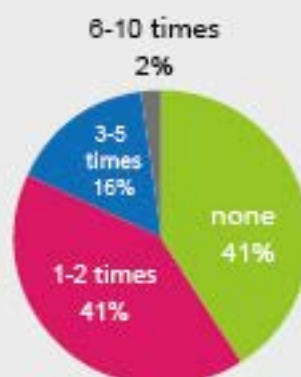
Japan is also one of the countries to which the super travellers makes multiple trips. On average, each person has been there four times. 72% went there five times or less, with each planning to repeat the trip 1.4 times in the next three years. Among the five most popular destinations, Japan is the nearest, so each trip is shortest, about 8.6 days. 60% spend five to eight days.

Times of Having Travelled to



Source: Hurun Chinese Super Luxury Travellers Survey 2015

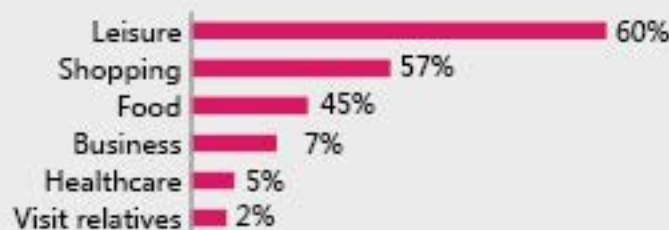
Times Planned to Travel to for the Next 3 Years



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Leisure is the main reason for travel to Japan (60%). Besides that, 57% of super travellers are attracted by Japan's favorable shopping environment, 45% drawn by the food, and 7% by business. Being a haven for shopping and delicious food, 80% of super travellers visit Japan with family and friends. On average, the consumption budget for each person per trip is USD\$8,000. Close to 60% of the respondents have a budget of USD\$3,200 to USD\$8,000.

Reason of Travelling to Japan



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Spending budget per person and trip



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Analysis of Travel Habits of Popular Travel Destinations

Case Study 4

France

France is the most popular travel destination in Europe. On average, each person has been there 4.4 times, with a plan to repeat the visit 1.6 times within the next three years. The average number of travel days per trip is ten days. 41% stay from nine to 15 days.

Times of Having Travelled to



Source: Hurun Chinese Super Luxury Travellers Survey 2015

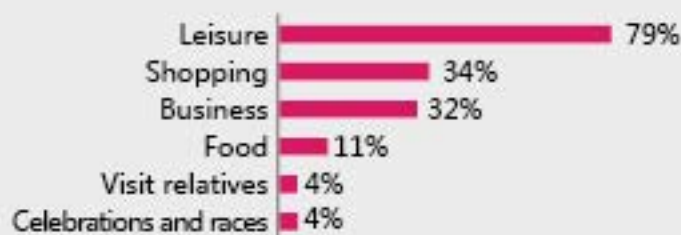
Times Planned to Travel to for the Next 3 Years



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Leisure remains the main reason for travel, at close to 80%, followed by shopping (34%) and business (32%). Almost 80% of super travellers visit France with family, 72% with friends. On average, each person's consumption budget per trip is USD\$12,900. Those who have a budget of USD\$3,200 to USD\$8,000, and those with one of USD\$8,000 to USD\$16,000 each account for 38%.

Reason of Travelling to France



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Spending budget per person and trip



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Case Study 4 Analysis of Travel Habits of Popular Travel Destinations

Australia

Australia is a favourite travel destination among super travellers, with each having been there 3.5 times. On average, each super travellers plans to go to Australia once more in the next three years. The number of travel days per trip is nine days. 48% stay 9 to 15 days.

Times of Having Travelled to



Source: Hurun Chinese Super Luxury Travellers Survey 2015

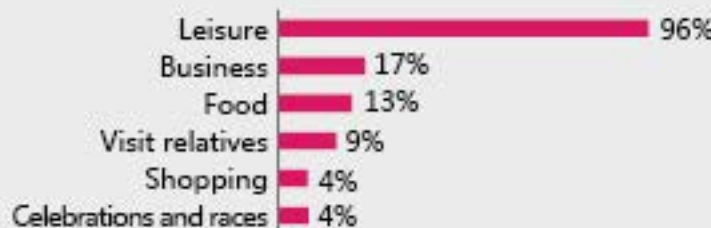
Times Planned to Travel to for the Next 3 Years



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Leisure soars to the top to become the main reason for travel to Australia, at 96%. This is definitely related to the vast land and scarce population of this charming island. 75% of the super travellers choose to travel with family or friends, with an average consumption budget for each person per trip of USD\$10,300. Most of them (43%) have a budget of USD\$3,200 to USD\$8,000.

Reason of Travelling to Australia



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Spending budget per person and trip



Source: Hurun Chinese Super Luxury Travellers Survey 2015

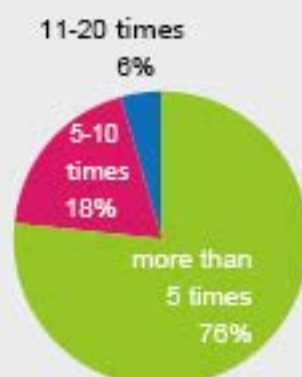
Analysis of Travel Habits of Popular Travel Destinations

Case Study 4

UK

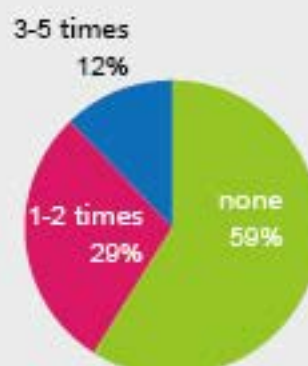
According to the feedback from super travellers who went to England most frequently, each has been there four times. 76% have been there less than five times. On average, each person plans to visit there one more time in the next three years. The average number of travel days per trip is 10. About 65% stay 9 to 15 days.

Times of Having Travelled to



Source: Hurun Chinese Super Luxury Travellers Survey 2015

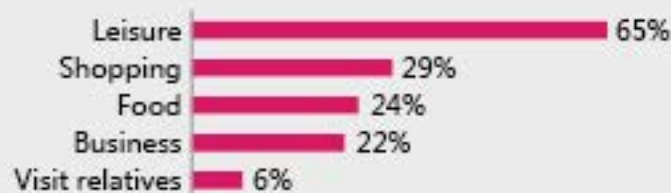
Times Planned to Travel to for the Next 3 Years



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Similarly, leisure is the main reason for visits to England (65%). Shopping ranks second (29%), and delicious food follows (24%), then business (22%). Super travellers prefer going there with friends (81%), rather than family (56%). Colleagues account for 19%. On average, each person's consumption budget per trip is USD\$12,900. About 80% have a budget of USD\$3,200 to USD\$16,100.

Reason of Travelling to England



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Spending budget per person and trip



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Chapter 3: An Analysis of China's International Tourism Retail Industry

International Shopping Tours for Mainland China, Hong Kong and Taiwan

Travellers ranked First in the World for Five Consecutive Years, accounting for 35%

China is the world's largest consumer group of duty free shoppers, followed by Russia and the United States.

The numbers of China's wealthy overseas travellers increased significantly last year. The holidays are longer, and the enthusiasm for travel continues to rise. Over the past year, the development of the international travel retail industry grew rapidly, rising 20% over the previous year. Nearly 70% of luxury brand clothing is purchased from major foreign shopping centres and duty free shops, such as Harrods in the UK, Lafayette in France, Neiman Marcus in the US, and luxury shopping malls. Foreign exchange levels always influence trends in international travel retail, as fluctuations in the Swiss Franc exchange rate had a serious impact on Swiss brands in the global retail market.

| Comparison in Global Duty Free Shopping by Country | |
|--|-------------------------|
| Country/Region | Total Consumption Ratio |
| Mainland China | 30% |
| Russia | 13% |
| USA | 4% |
| Indonesia | 3% |
| Japan | 3% |
| Taiwan | 3% |
| Hong Kong | 2% |
| Thailand | 2% |
| Saudi Arabia | 2% |
| Kuwait | 2% |

Source: Global Blue 2015

Note: ↑ - Increase in ranking from last year; ↓ - Decrease in ranking from last year; = Same rank as last year; new - New in the list

Increase in Short Shopping Trips by Chinese Tourists, Falling Average Consumption

Chinese tourists took more short shopping trips last year, especially to places such as Seoul and Japan, but the average consumption dropped. With the relaxation of visa policies, the appreciation of the RMB, and the increase in the number of flights between China and Europe, changes also occurred in the international travel retail market.

1. The number of middle class travellers increased, resulting in a significant increase in the number of transactions, up 2% compared to the previous year's growth rate. Because the consumer strength of this group of singles is relatively weak, the overall decline of the average consumption expenditure of Chinese tourists fell from EUR€815 to EUR€736.
2. In addition to luxury brands, many niche brands and niche sightseeing destinations are gaining popularity among Chinese tourists.
3. Outbound travel is rising each year, with an average annual growth rate of 15%. Most of the destinations are in Asia, though the number of European sites has increased significantly.

| | 2014 | 2013 | 2012 |
|---|-------------|-------------|-------------|
| Average total consumption and changes of Global tourists | €512 (+4%) | €501 (+10%) | €512 (+29%) |
| Average total consumption and changes of Chinese tourists | €736 (+18%) | €815 (+20%) | €875 (+57%) |

Sources: Global Blue 2015

54% of Chinese tourists' international shopping consumption was in fashion and clothing. Looking at total consumption, Europe is the duty-free shopping paradise of Chinese tourists, with France firmly on top, followed by Germany, the UK and Italy.

| Rank | Destination | Total tax-free shopping consumption |
|------|-------------|-------------------------------------|
| 1 | France | 22% |
| 2 | Germany | 13% |
| 3 | UK | 12% |
| 3 | Italy | 12% |
| 5 | Singapore | 11% |
| 6 | Korea | 8% |

Sources: Global Blue 2015

Annual Tourism Consumption reaches USD\$58,000 per Super Travellers Family and USD\$22,600 for travel shopping per capita

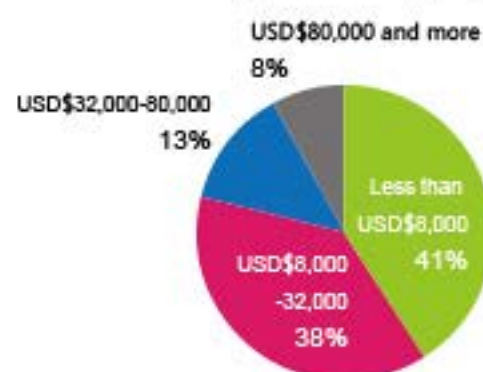
In the past year, the average household of the super travellers' tourism consumption was USD\$58,000, an increase of more than 5.5% over 2013, including consumer spending in the range of USD\$1,600-4,800 accounting for 43%. The per capita shopping expenditure reached USD\$22,600, 41% of which reported expenditures of USD\$8,000 to USD\$32,000.

Yealy Family Travel Consumption



Source: Hurun Chinese Super Luxury Travellers Survey 2015

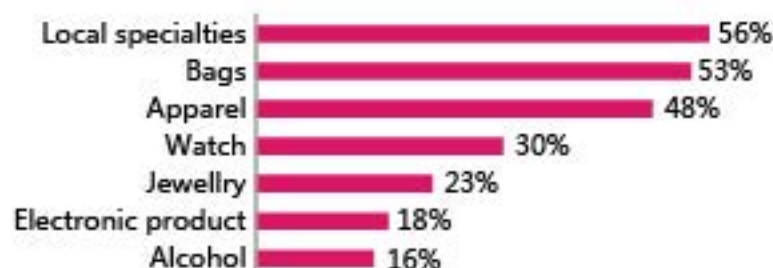
Consumption in Shopping Tourism



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Local specialties (56%), bags (53%), and apparel (48%) were the three main items purchased, with a slight decline in watches and jewellery. 82% of super travellers' shopping was for personal use, 47% for gifts, and only 9% of purchases were made on behalf of others.

Purchased Item for Travel Shopping



Source: Hurun Chinese Super Luxury Travellers Survey 2015

Overall in the past year, enthusiasm for purchasing gifts fell once again by 5%, declining a total of 30% in two years. The increase in the number of overseas trips the super rich made led to the development of international tourism and retail, with 7 out of 10 luxury goods being bought abroad. Men prefer branded gifts, and the selling point of electronics products last year was impressive. Apple products replaced Hermes as the top men's gifts brand, and Samsung made its first appearance in the top ten. Louis Vuitton and Chanel were ranked second and fourth. Gucci and Maotai showed a rapid increase, with Maotai continuing as the only Chinese brand in the top ten. Compared to last year, Hermes slipped from the leading position to seventh, while traditional gift brands Prada, Armani and Burberry fell out of the top ten. Apple products have also become women's top favoured gift. Chanel ranked second, and Dior continued its annual increase, climbing to fourth place this year. Samsung makes its first appearance as the ladies' top ten branded gift item. Overall, branded electronic products are the most popular gifts for the rich.

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Top 10 Favoured Gift Brands for Wealthy Men

| Rank | Brand | Ratio |
|--------|---------------|-------|
| 1 ↑ | Apple | 20.3% |
| 2 ↑ | Louis Vuitton | 13.4% |
| 3 ↑ | Gucci | 6.8% |
| 4 - | Chanel | 5.5% |
| 5 ↑ | MontBlanc | 4.8% |
| 6 new | Maotai | 4.7% |
| 7 ↓ | Hermes | 3.8% |
| 8 ↓ | Cartier | 3.6% |
| 9 new | Bvlgari | 3.5% |
| 10 new | Samsung | 2.3% |

Source: Hurun Best of the Best Awards 2015

Note: ↑ - Increase in ranking from last year; ↓ - Decrease in ranking from last year; - Same rank as last year; new - New in the list

Top 10 Favoured Gift Brands for Wealthy Women

| Rank | Brand | Ratio |
|-------|----------------|-------|
| 1 ↑ | Apple | 18.9% |
| 2 ↓ | Chanel | 13.2% |
| 3 ↓ | Louis Vuitton | 10.2% |
| 4 ↑ | Dior | 5.1% |
| 5 ↓ | Hermes | 4.1% |
| 6 ↑ | Cartier | 3.7% |
| 7 new | Tiffany | 3.6% |
| 8 ↑ | Giorgio Armani | 3.5% |
| 9 new | Samsung | 3.4% |
| 10 ↓ | Gucci | 1.7% |

Source: Hurun Best of the Best Awards 2015

Note: ↑ - Increase in ranking from last year; ↓ - Decrease in ranking from last year; - Same rank as last year; new - New in the list

Gift purchases have always been an important part of shopping tourism among the super rich. When examining trends in men's gifts in recent years, it is evident that watches are performing poorly, but are still ranked first, showing some rebound (here, the main player has been watches below USD\$3,200). For the first time, this year, electronic products ranked more than red wine. Wine, which was ranked second, has become a popular choice, at 15%, representing a two-fold increase compared to the previous year. The overall decline of wine has been rapid, but billionaires have not lost their taste for it at all. Tobacco and cigars ranked fifth.

In women's gifts, jewellery ranked top for the third consecutive year, at more than 30%, followed by apparel, for which enthusiasm among the rich rose significantly. It is worth noting that electronic products have become the new darling this year, rising 40% compared to last year. Although health care products and works of art retained their rank, the degree of enthusiasm has declined.

When purchasing gifts for the elderly, tourism products and medical products gained popularity for this year, with the degree of enthusiasm increasing by 40% and 19% respectively, embodying the Chinese high-end crowd's strong pursuit of a new path to good health. Health care products are showing a downward trend. When choosing a gift for children, nearly half of the rich chose electronic products, followed by clothing. Billionaires preferred housing as gift.

| Rank | Men's Gifts ^a | Ratio (Growth Compared to Last Year) |
|-------|--------------------------|--------------------------------------|
| 1 ↑ | Watches | 19.2% (+37%) |
| 2 ↑ | Electronics | 14.8% (+21%) |
| 3 ↓ | Wine | 14.7% (-37%) |
| 4 ↓ | Liquor | 13.1% (-) |
| 5 - | Cigarettes&Cigars | 11.2% (+15%) |
| 6 new | High End Spirits | 8.1% (new) |
| 7 - | Art | 6.4% (+4%) |
| 8 new | Tourism Products | 5.9% (+5%) |

| Rank | Gift for Elderly | Ratio (Growth Compared to Last Year) |
|------|----------------------|--------------------------------------|
| 1 - | Health Care Products | 32.6% (-29%) |
| 2 - | Tourism Products | 21.7% (+40%) |
| 3 ↑ | Medical Products | 20.0% (+19%) |
| 4 ↓ | Housing | 9.5% (-120%) |
| 5 - | Gift Cards/Coupons | 7.3% (+16%) |

| Rank | Women's Gifts ^a | Ratio (Growth Compared to Last Year) |
|-------|----------------------------|--------------------------------------|
| 1 ↑ | Jewellery | 36.1% (+4%) |
| 2 ↑ | Clothing | 19.3% (+39%) |
| 3 ↓ | Electronics | 11.5% (+40%) |
| 4 ↓ | Watches | 11.3% (-9%) |
| 5 - | Tourism Products | 9.0% (-8%) |
| 6 new | Health Care Products | 5.1% (-36%) |
| 7 - | Gift Cards/Coupons | 4.9% (37%) |
| 8 new | Art | 2.3% (-40%) |

| Rank | Children's Gifts | Ratio (Growth Compared to Last Year) |
|------|------------------|--------------------------------------|
| 1 - | Electronics | 47.7% (-12%) |
| 2 - | Clothing | 20.2% (+51%) |
| 3 ↑ | Watches | 13.0% (+70%) |
| 4 ↓ | Cars | 7.3% (-18%) |
| 5 - | Jewellery | 4.5% (-37%) |

Source: Hurun Best of the Best Awards 2015

Note: ↑ - Increase in ranking from last year; ↓ - Decrease in ranking from last year; - Same rank as last year; new - New in the list

^a Under 20,000 RMB



Hurun Report will take almost 20 entrepreneurs to Melbourne again for attending The Melbourne cup horse race in November of this year

Chapter 4: 2015 Greater China's Top Outbound Luxury Travel Agencies

According to the latest statistics of ILTM, the top 12 most popular outbound luxury travel agencies are 8 Continents, CITS, Ctrip, CTS, CYTS, Diadema, HH Travel, Magic Travel, Mytour Travel, Sinbad Travel, Wild Travel and Zanadu.

It is worth noting that this is the first time Mainland China, Hong Kong, Macau and Taiwan are included in these statistics. In Mainland China, HH Travel are the top recommended travel agencies. In Hong Kong, Macau and Taiwan, American Express is currently the top travel agency in the outbound tourism market.

The CEO of Hurun Report, Rupert, said that "The gap of outbound travel consumption between Mainland and HK, Macau& Taiwan is much shorter than before. We include HK, Macau and Taiwan in the research this year, because for those hotels, it is very similar of the consumption ability and travel habits of travellers from Mainland and these three areas."

Top 12 Mainland China Outbound Luxury Travel Agencies In Alphabetical Order



American Express



Wincastle Travel



Cathay Pacific
Holidays



Swire Travel



Westminster
Travel



Top 5 Hong Kong Outbound Luxury Travel Agencies In Alphabetical Order

Top 5
Macau
Outbound Luxury
Travel Agencies
In Alphabetical Order

American
Express



Macau CITS



Hong Thai
Travel Services



Macau CTS



JIT Macau



American
Express



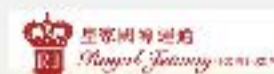
Lion Travel



Asuka
International
Travel Services



Royal Jetway



ITIS



Top 5
Taiwan
Outbound Luxury
Travel Agencies
In Alphabetical Order

Source: Hurun Report, ILTM and GHC

Note:

The results of the best outbound luxury travel agencies were based on a bespoke survey of 72 luxury hoteliers, carried out between April and May in association with ILTM and GHC, a leading luxury travel PR agency. Respondents replied to an unprompted question: "Which are the three most important luxury travel buyers from China that you currently do business with?" For the first time, the survey asked for the luxury travel buyers from Hong Kong, Macau, and Taiwan.

Chapter 5: China's Luxury Tourism Market

The Lifestyle of China's Wealthy

Profile of Millionaires :

- 60% are male, with an average age of 38 years
- 25% are second-generation rich; their main source of wealth is inheritance
- On average, own 4 watches and 3 cars(per family)
- 60% non-smokers , 60% drink alcohol, mainly red wine and whisky
- Average annual leave of 8 days (excluding national holidays), travelling abroad 4 times, and 8 days per month for business
- Travel 8 days a month usually for leisure, reading and road trips, with preferred destinations being France and the Maldives
- Medical tourism destinations such as Maldives and Bali are preferred
- Like to collect ancient calligraphy, painting and watches
- Average daily consumption of USD\$322,000, mainly for daily luxury items, traveling and children's education

| China's Wealthy Market Size | | |
|-----------------------------|----------------|------------------|
| | 6 millionaires | 100 millionaires |
| Beijing | 490,000 | 11,300 |
| Shanghai | 420,000 | 9,100 |
| Guangzhou | 114,210 | 2,700 |
| Shenzhen | 121,500 | 3,000 |
| 2 Tier Cities | 754,560 | 20,650 |
| 3 Tier Cities and others | 999,730 | 20,250 |



Profile of Billionaires

- 70% are male, with an average age of 39 years
- 70% are male, with an average age of 39 years
- On average, own 5 watches and 4 cars (per family)
- More than 50% do not smoke, more than 70% drink alcohol, preferring wine and cognac
- Average annual leave of 12 days (except national holidays), travelling abroad 6 times, and 11 days per month for business
- Travel for leisure, road trips, and family activities; Australia is the preferred travel destination
- Medical tourism destinations such as the Maldives and the US are preferred
- Like to collect ancient calligraphy and contemporary art
- Average daily consumption of USD\$480,000, mainly for daily luxury items, travelling and children's education

Tourism, the Primary Form of Entertainment for Chinese Tycoons

As Chinese tycoons' choices for leisure and entertainment has become more diversified, the percentage of those choosing travel has declined compared to the previous year, but still retained top position as the most popular form of recreation. The second is reading and drinking tea, the same as last year, but the level of enthusiasm has declined. Road trips rose to fourth place, while family activities are extremely important to the female rich and billionaires. It is worth noting that food, fishing, and yachts represent trendy leisure activities and are garnering more attention.

| Top 15 Favourite Leisure Activities for the Wealthy | | |
|---|-----------------------|-------|
| Rank | Leisure Entertainment | Ratio |
| 1 - | Travel | 24.5% |
| 2 - | Reading | 14.5% |
| 3 - | Tea Drinking | 11.7% |
| 4 ↑ | Road Trips | 10.6% |
| 5 ↓ | Family Activities | 9.9% |
| 6 new | Gourmet Dining | 6.8% |
| 7 new | Fishing | 4.1% |
| 8 new | Yachts | 3.5% |
| 9 ↓ | SPA | 3.4% |
| 10 ↓ | Wine Tasting | 2.4% |
| 11 - | Karaoke | 2.2% |
| 12 new | Foot Spa | 2.1% |
| 13 ↓ | Pet Keeping | 2.0% |
| 14 ↓ | Photography | 1.6% |
| 15 new | Gardening | 0.1% |

Source: Hurun Best of the Best Awards 2015

Note: ↑ - Increase in ranking from last year; ↓ - Decrease in ranking from last year;

- Same rank as last year; new - New in the list

Running, the Fastest Rising Sports Activity in the Last Two Years

For the rich, especially men, golf, swimming, and running are the most common sports activities. The rich female shows a preference for yoga, of which popularity has grown to 27%, followed by golf. The level of enthusiasm of running is rising fast, up 33% from last year. The popularity of horse riding and skiing also increased significantly.

| The Most Popular Sports Activity Of Male | | |
|--|-----------------|-------|
| Rank | Sports Activity | Ratio |
| 1 ↑ | Golf | 21% |
| 2 ↓ | Swimming | 19% |
| 3 - | Running | 13% |
| 4 ↑ | Horse Riding | 10% |
| 5 ↑ | Skiing | 9% |
| 6 - | Badminton | 8% |
| 7 - | Diving | 7% |
| 8 ↑ | Tennis | 6% |
| 9 ↓ | Rock Climbing | 4% |
| 10 ↓ | Yoga | 2% |

| The Most Popular Sports Activity Of Female | | |
|--|-----------------|-------|
| Rank | Sports Activity | Ratio |
| 1 ↑ | Yoga | 27% |
| 2 ↓ | Golf | 14% |
| 3 - | Skiing | 13% |
| 4 ↑ | Swimming | 12% |
| 5 ↑ | Horse Riding | 10% |
| 6 - | Running | 8% |
| 7 - | Diving | 5% |
| 8 ↑ | Badminton | 4% |
| 9 ↓ | Tennis | 3% |
| 10 ↓ | Rock Climbing | 2% |

Source: Hurun Best of the Best Awards 2015

Note: ↑ - Increase in ranking from last year; ↓ - Decrease in ranking from last year; - Same rank as last year; new - New in the list

Medical Tourism, a New Way for the Rich to Maintain Health

While creating wealth, the rich also pay more attention to physical and mental health. In health management, up to 90% of the rich opt for regular physical exams, followed by family doctors (or health consultants), physical therapy, and health care products. Physical therapy, massage, and spas have been popular with the rich. In addition to traditional health care products, health care, and health clubs, medical tourism as a new mode of health care has become a hot topic. 60% of rich Chinese have engaged in medical tourism in order to relax. Wealthy men also valued the function of medical tourism, while wealthy women were more concerned about beauty treatments. For this year, the Maldives, Bali, and the US were the top three medical tourism destinations favoured by the rich.

For a regular physical examination, the first choice of hospitals for the rich is still their local domestic hospitals (or institutions), at a rate of 7:3 over foreign hospitals. The gap narrows greatly when treating an illness, where the preference for foreign hospitals reaches 40%, an increase of 6% over last year, especially for billionaires, nearly 60% of whom favoured foreign hospitals. When seeking gynecological treatment, domestic and foreign hospitals are favoured equally. When purchasing insurance products, the rich generally focused on pension, accident and medical care.

| Top 6 Favoured Medical Tourism Destinations | | |
|---|---------------|-------|
| Rank | Destination | Ratio |
| 1 — | Maldives | 17.5% |
| 2 — | Bali Island | 12.1% |
| 3 ↑ | United States | 11.2% |
| 4 ↓ | Switzerland | 9.4% |
| 5 ↑ | Canada | 8.5% |
| 6 ↓ | Germany | 5.4% |

| Top 5 Medical Tourism Destinations | | |
|------------------------------------|----------------------|-------|
| Rank | Destination | Ratio |
| 1 — | Recuperation rest | 54.1% |
| 2 — | Physical examination | 22.1% |
| 3 — | Beauty | 18.9% |
| 4 — | Anti Aging | 10.2% |
| 5 ↑ | Plastic Surgery | 4.9% |

Source: Hurun Best of the Best Awards 2015

Note: ↑ - Increase in ranking from last year; ↓ - Decrease in ranking from last year; - Same rank as last year; new - New in the list

Overseas Education, Immigration and Investment Promote Outbound Tourism

80% of wealthy Chinese plan to send their children to study abroad. Over the years, the US and UK have been the top countries favored by students, followed by Australia, Canada and New Zealand. It is noteworthy that the preference for high school and below is to study in the UK, while undergraduates more often prefer the US.



| Preferred Country/Region for Children to Study Abroad | | |
|---|---------------|-------|
| Rank | Country | Ratio |
| 1 | United States | 33.2% |
| 2 | UK | 23.6% |
| 3 | Australia | 13.4% |
| 4 | Canada | 11.3% |
| 5 | New Zealand | 10.3% |
| 6 | Switzerland | 7.2% |
| 7 | France | 3.4% |
| 8 | Others | 3.1% |
| 9 | Germany | 2.7% |
| 10 | Singapore | 1.7% |

Source: Hurun Best of the Best Awards 2015

The trend of investment immigration has promoted the development of international tourism. The US and Canada are the top two immigration investment countries, with Los Angeles, San Francisco, and Vancouver being the most popular destinations for immigrants, accounting for 13.9%, 13.7%, and 13.4% respectively. The third choice for the China's rich to immigrate is Australia, and New Zealand is China's wealthy class's third choice.

| Preferred Immigrant Cities | | |
|----------------------------|---------------|-------|
| Rank | City | Ratio |
| 1 | Los Angeles | 13.9% |
| 2 | San Francisco | 13.7% |
| 3 | Vancouver | 13.4% |
| 4 | New York | 8.6% |
| 5 | Toronto | 8.4% |
| 6 | Seattle | 7.6% |
| 7 | Boston | 4.6% |
| 8 | Melbourne | 4.3% |
| 9 | New Zealand | 4.1% |
| 10 | Sydney | 3.5% |

Source: Immigration and the Chinese HNW 2014

Investment in real estate ranked first in the investment category list, at nearly 30%. Moreover, overseas investment is hottest right now, accounting for more than 40%. With the local real estate market slowing down, overseas purchases are increasing, with North America being especially popular. Los Angeles, San Francisco, and Vancouver are the preferred foreign cities for property purchases by China's wealthy.

The interest in purchasing a vacation home continues to rise. Locally, Sanya is still the city that the rich favour for their vacation home, accounting for 30%. It is the favorite spot of billionaires, followed by Hong Kong. This year, 15% chose to buy vacation homes overseas, ranking third.

| Most Popular Cities for Purchasing a Holiday Home | | |
|---|----------------|-------|
| Rank | City | Ratio |
| 1 | Sanya | 30.2% |
| 2 | Hong Kong | 17.6% |
| 3 | Overseas | 15.0% |
| 4 | Hangzhou | 14.1% |
| 5 | Qingdao | 11.9% |
| 6 | Yunnan | 10.9% |
| 7 | Xiamen | 10.3% |
| 8 | Beijing | 5.5% |
| 9 | Yunnan Dry Sea | 1.3% |
| 10 | Taihu, Wuxi | 0.3% |

Source: Hurun Best of the Best Awards 2015

About Hurun Report Inc.

Nobody Knows China's Rich Better!

Established as a research unit in 1999, Hurun Report Inc. has grown into a leading business and lifestyle media platform targeted at China's high worth individuals, on the back of its flagship Hurun China Rich List and, since 2012, its Hurun Global Rich List. Headquartered in Shanghai, Hurun Report has offices in Beijing, Guangzhou, Chengdu, Sanya, Hong Kong, London, Los Angeles, Chicago and Cochin, India.

The Hurun Rich List has grown to rank the richest individuals of China and India. In 2015, the Hurun Global Rich List ranked 2089 dollar billionaires, benchmarking China's and India's top entrepreneurs in the context of their global peers.

Digital Media. Hurun Report Inc has an award-winning digital media platform, reaching 470,000 unique Chinese high net worths monthly. Hurun Report's digital media is composed of an active social media programme on WeChat and Weibo, mobile and tablet Apps and the hurun.net website.

Traditional Media. 4 print magazines, reaching 485,000 on average a month: Hurun Report targeted at Chinese luxury consumers aspiring to wealth of US\$5m ('Nobody Knows China's Rich Better'); the Hurun Schools Guide series targeted at Chinese parents looking to send their children overseas ('Unlocking the Doors to the World's Best Schools'); Wings & Water targeted at Chinese super luxury consumers with or aspiring to US\$50m ('Beyond First Class') and Horse & Polo China ('For Horse Lovers').

Conferences: Hurun Report Inc hosts over 100 events across China every year, led by its 4 flagships in Shanghai, Beijing, Shenzhen and Sanya every year. Hurun Report Inc hosts a further ten in the US, London, Singapore, Australia and India) every year.



For further information, see Hurun Report's official website (www.hurun.net)
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DIADEMA Profile

Diadema is the leading International travel management company in China market, which was founded in Hamburg, Germany in 2001, and soon set up offices in Guangzhou, Beijing, Shanghai. We focus on developing promoting various thematic leisure tour. Make your dream real, it is our honor to make your dream real!

Diadema offers high-quality tailor-made services to all guests. Our concept is that More than a travel. We concentrate on developing Chinese high-end leisure travel market and provide all tailor-made service of high quality for banks, car clubs and so on.

Diadema is the first organization in China to offer private tailor-made travel service, also is the No. 1 in China to organize the Polar trip professionally, which is the best vendor for the banks, finance organizations, luxury brands, clubs and so on.

We also focus on theme tour, such as Safari tour in Africa, European Luxury tour, Cruise, Health tour, Family travel, golfing, self driving and etc.

Diadema have organized more than 1400 people to Antarctica, 500 people to Arctic in past 6 years, and is the NO.1 in this market in Asia now.





THE RITZ-CARLTON SANYA, YALONG BAY ENTERS A “GOLDEN AGE” IN 2015

An icon of luxurious hospitality with bespoke services, The Ritz-Carlton, Sanya embarks on a new journey, begins an exciting chapter in its history, the “Golden Age” , in 2015. This milestone implies many new privileges and services have been rolled out this year, such as complimentary breakfast for all guests under 12 and provision of 30 children care amenities.

Hotel boasts nearly 30 international ladies and gentlemen from over 13 countries, The Ritz-Carlton Sanya, Yalong Bay took advantage of their multi-cultural staff to completely refresh one of the resort’ s favorite culinary offerings, enlivening guests’ travel experiences in the tropical splendor of Sanya and creating unforgettable culinary memories.

Hotel also launched a new and revolutionary Intelligent Digital Concierge Service through WeChat enlivens guest experience in the context of everyday technology. This offers travelers a convenient and seamless way to discover the destination. No matter where they are located, the real-time service allows visitors to immediately connect with the hotel’ s golden key concierge staff, who will assist with any queries, from transportation services and local travel information to weather conditions and hotel and restaurant reservations.

As The Ritz-Carlton Sanya, Yalong Bay moves into “Golden Age” , the resort prioritizes guest services and maintains a commitment to ever-pursuing a higher level of service excellence, especially as it is located on the exclusive Yalong Bay of Sanya in Hainan - the only tropical island in China.

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