



# Hong Kong Tourists to Guilin

A market research by



# Carla VENNIN

**MSC in International Hospitality Management**

**Rooms Division - Island Shangri-La Hong Kong**

**vennin.carla@gmail.com**

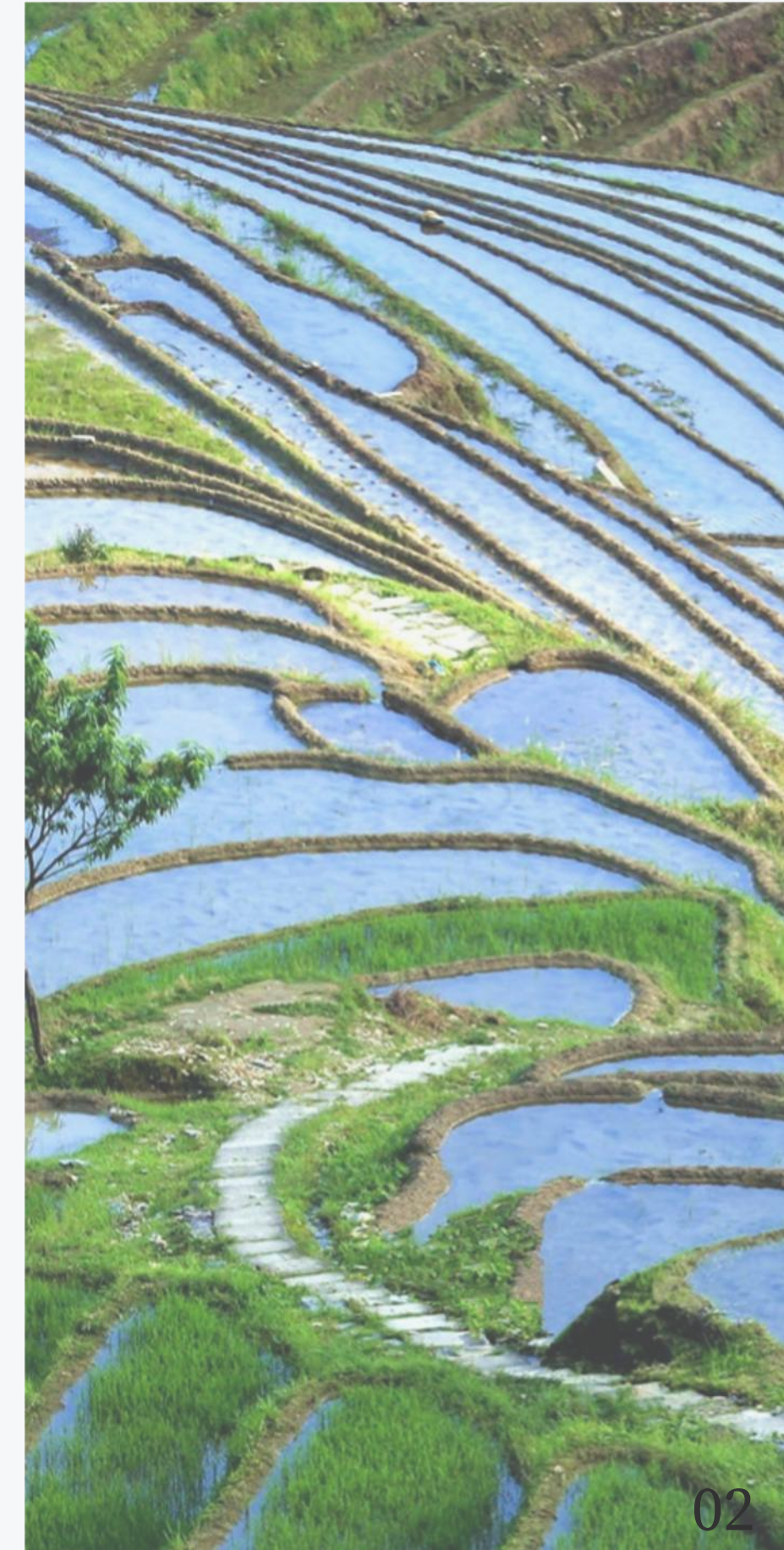
**WeChat +852 9849 1804**

**WhatsApp +33650926504**



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# INTRODUCTION

## Research Problem

- ▶ Declining growth trend of Hong Kong visitors to Guilin

## Research Questions

- ▶ How could Guilin attract Hong Kong's
  - Residents
  - Millenials & Younger generations
  - Foreign residents
- ▶ How to attract visitors during/after pandemic?

# BACKGROUND

**UNESCO**

**Natural sceneries**

**Guilin high-speed train**

**Tourist satisfaction rating: 77.07%**

Statista (2019)





# BACKGROUND



旅遊局

DIRECÇÃO DOS SERVIÇOS DE TURISMO

包玉剛圖書館 THE UNIVERSITY LEARNING HUB  
PAO YUE-KONG LIBRARY

# BACKGROUND

## - What are HK visitors looking for?

- ▶ **Safety**
- ▶ **Short length of stay**
- ▶ **Freedom, happiness, enjoyment and health**

# Quantitative Study

- ▶ **124 Valid samples**
- ▶ **39 street surveys**
- ▶ **85 online surveys**





# Qualitative Study

Gender	Have ever been to Guilin		Satisfied or not (for those who have visited Guilin)		Education level		Age group	
Male	5	Yes 9	Yes 8	Bachelor	3	18~29	5	
Female	8	No 4	No 1	Master	6	30~39	3	
				Doctor	4	40+	5	



# Face to Face Interviews



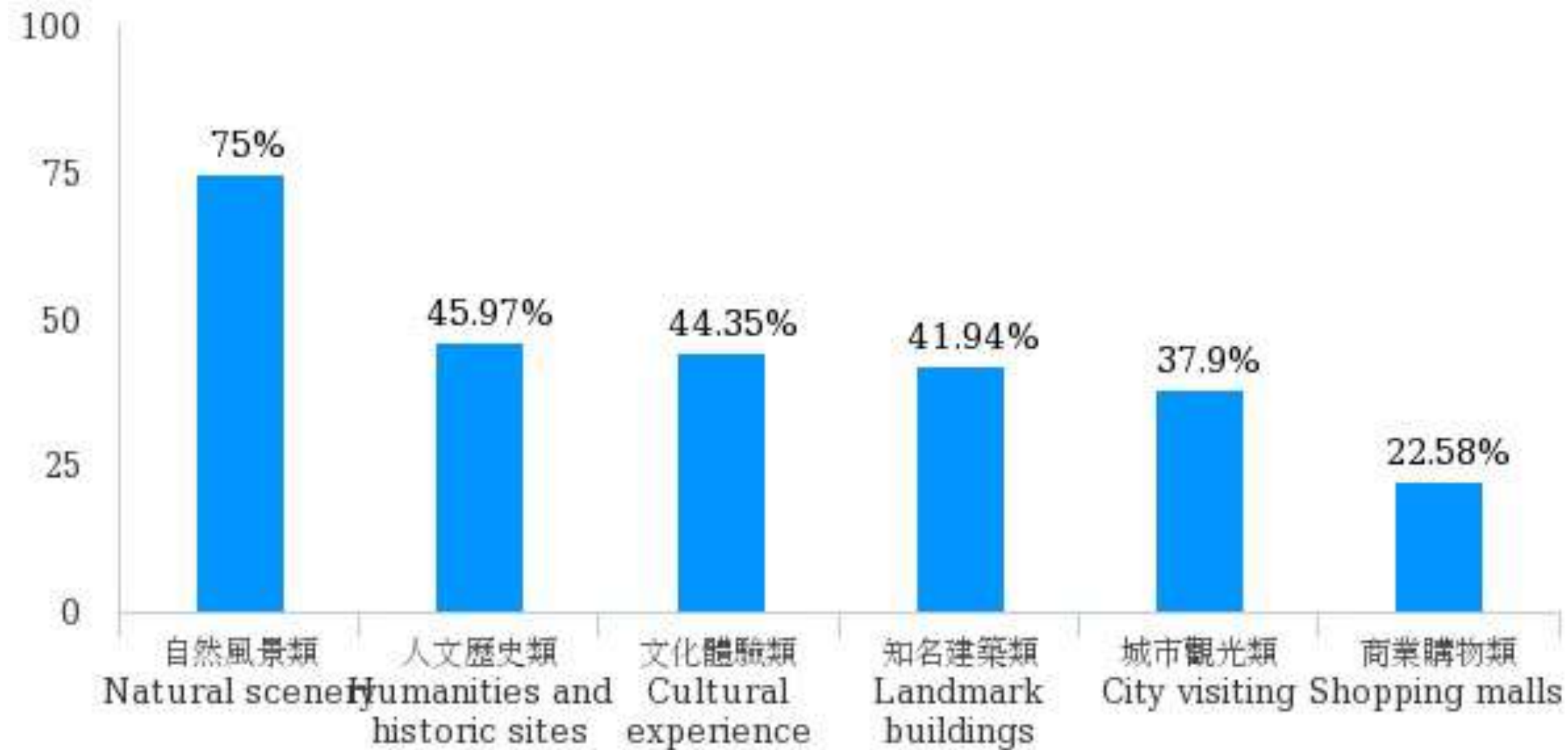
**Casual Venue**  
**Open-ended questions**  
**Video recorded**



# RESULTS

## 1. Guilin's assets

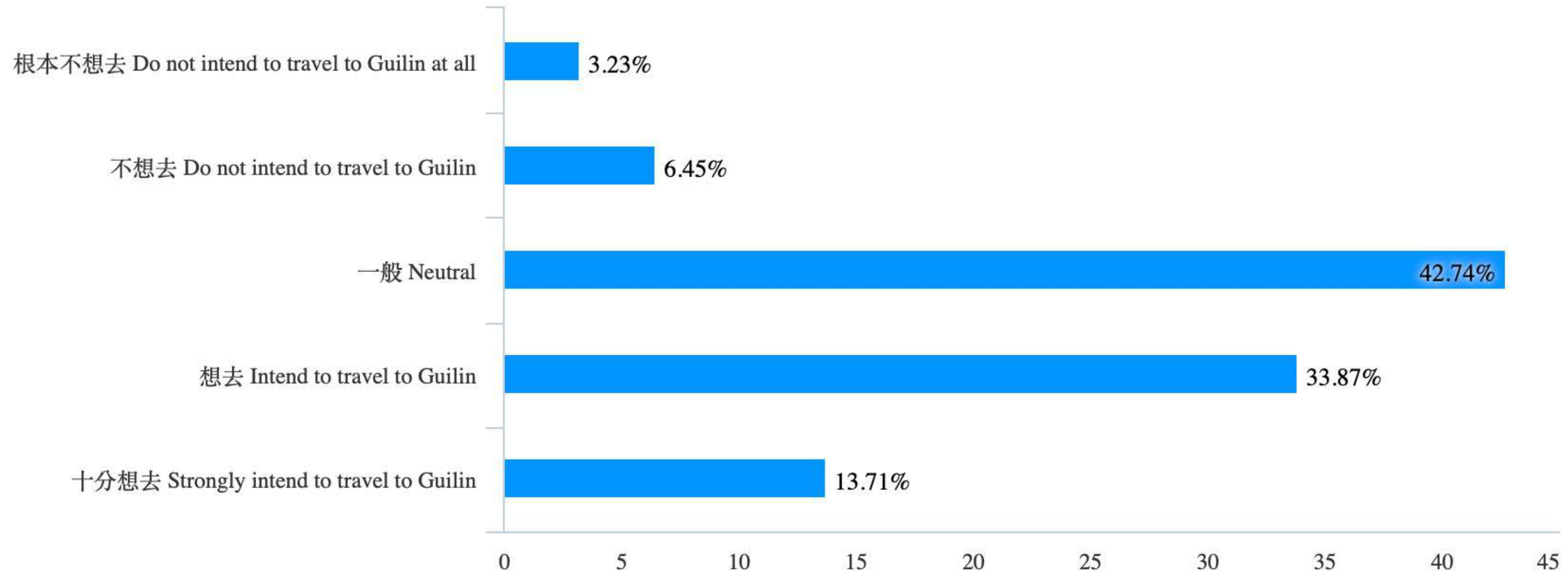
“I think that my mentality is different when I go to Guilin compared to Japan or Korea where I often go for shopping. I would feel more relaxed and appreciate nature in Guilin.”



# RESULTS

## 2. “No rush to visit”

“I think that I have the time to visit this type of place. There is no emergency to visit Guilin now. I would rather fly to other countries for the moment.”



# RESULTS

## 3• Safety and Health

**“I remember being a little scared on the river boat and with the taxis also...”**

## 4• Transportation

**“People have not realized yet that Guilin is very convenient to visit thanks to the train. Everybody is still thinking about the plane.”**

## 5• Language Barriers

**“Non-Chinese speakers might have a hard time to visit and there might be some confusions I think.”**

## 6• Covid-19

**“It must have an impact.....and I am worried about infection. I still need to be isolated.”**

# RECOMMENDATIONS – HK residents

- ▶ **Wellness tourism**
- ▶ **Minority villages and authentic activities**
- ▶ **“Bleisure” segment**
- ▶ **Benchmarking**
- ▶ **Transport convenience**



# RECOMMENDATIONS – HK Millennials

**Rebranding with**

- ▶ **Marketing 2.0**
- ▶ **Co-creation**
- ▶ **Temporary events, contest**



# RECOMMENDATIONS – HK Foreigners

- ▶ **Wellness destination**
- ▶ **Escape from stress and crowds**
- ▶ **Language barriers**





# RECOMMENDATIONS – Covid-19



- ▶ **Safe Travels**
- ▶ **Safer to go in China**
- ▶ **Health and wellness destination**
- ▶ **Away from HK's crowds**

# CONCLUSION

- ▶ **A convenient and easy train access**
- ▶ **A safe place during & after Covid-19**
- ▶ **A modern destination for young generations**
- ▶ **A wellness destination for business and leisure**



# Guilin?

- **A must visit place!**



# Thank you

# Q&A



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