

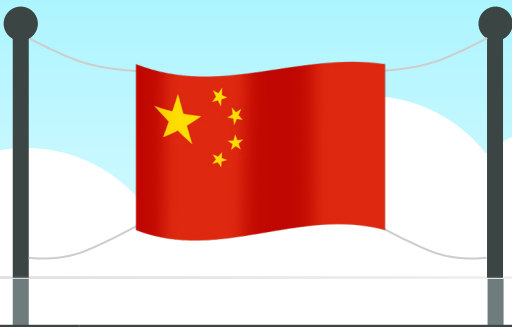
# CHINA IS FLYING HIGH AGAIN

**62%**  
plan to travel internationally within a year of it being allowed






**73%**  
leisure accounted for nearly three-quarters of intended travel

**78%**  
three-quarters intend to fly in the next 12 months

**96%**  
want to get back to the skies



Jeremy Bowen, Cirium CEO, said:  
“The survey highlights the Chinese traveler’s confidence in flying domestically and pent-up demand when it comes to flying internationally.”  
“Results also show the importance of health and safety measures to increase the confidence in traveling internationally.”

TOP DESTINATIONS Health and safety COVID-related comfort		
	MACAU	54%
	SINGAPORE	47%
	HONG KONG	44%
	RUSSIA	29%
	AUSTRALIA	27%

TOP REGIONS Shifts in travel choice		
ARRIVAL REGION	2021 SURVEY*	2019 PRE-COVID**
SOUTHEAST ASIA	1	2
EUROPE	2	3
AUSTRALIA / NEW ZEALAND	3	6
EAST ASIA	4	1
NORTH AMERICA	5	4
MIDDLE EAST / AFRICA	6	5
SOUTH AMERICA	7	7

\*Respondents’ region of choice | \*\*Cirium Core, flights tracked 2019

## RIGHT MEASURES TO BE IN PLACE

Top three measures that could increase motivation to fly

- 1ST** Increased cleaning at the airport and on the aircraft
- 2ND** Increased personal space onboard the aircraft
- 3RD** Touchless technology at airports and onboard

Chinese travelers are highly supportive of initiatives to facilitate safe travel



**88%**  
say yes to health passports



**88%**  
will adopt apps for touchless travel



**96%**  
say yes to mandatory mask wearing

“There is a clear preference for Southeast Asia, so the challenge faced is to bring back travel to other markets such as East Asia, which was a previous top destination.”

