

# China's Outbound Travel Market Wrap-up 2025



**iSuite Insights**

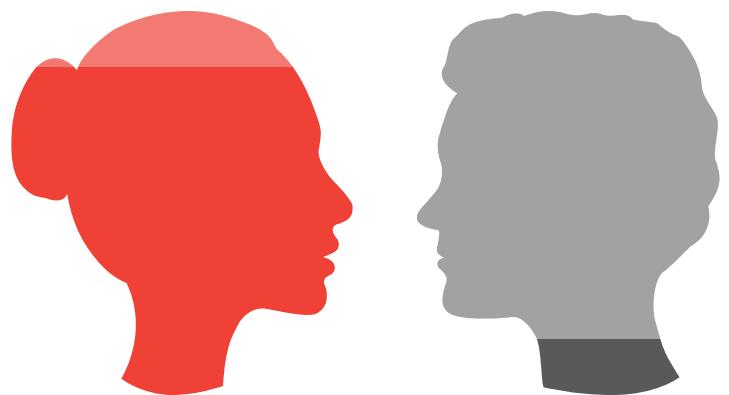
Issue #22 – Nov 2025

# The Rebound of China Outbound Travel Market

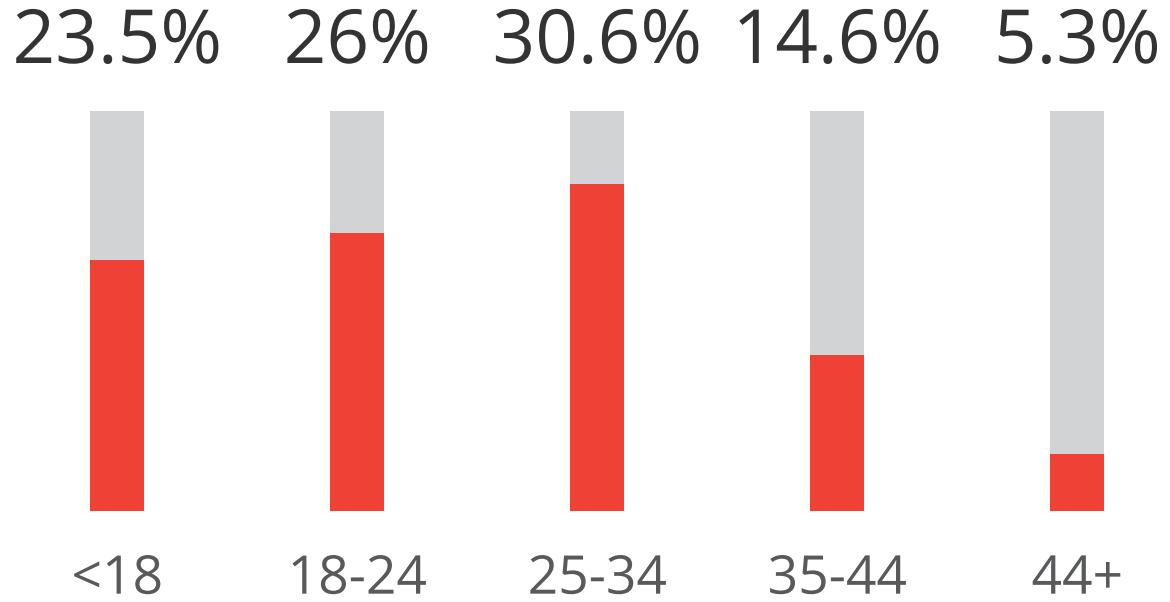
- **US\$140B** market in 2024
- Projection: **USD 386B** Market by 2033,  
**CAGR 13.5%**
- Size of the opportunity is large,  
Growth path is steep

# Audience Demographic

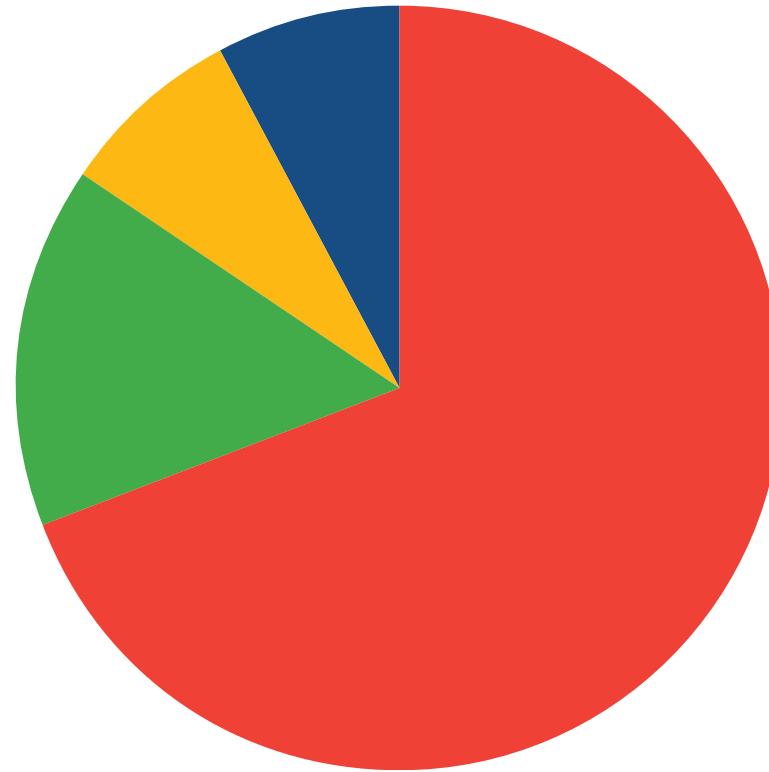
## Gender



## Age



## Audience Segment



# Trending Note Types on Xiaohongshu\*



\*By no. of engagement: the number of likes, comments & collects

Source: iFans data as of October 2025

# Top 5 Hashtags by Engagement

No. of engagement\*

1	#旅游	176M
	Travel	
2	#vlog	119M
3	#旅游万粉扶持计划	112M
	10k-fan Travel Support Plan	
4	#周末去哪儿	91M
	Where to go this weekend	
5	#旅游攻略	79M
	Travel Guide	

\*Engagement refers to the number of likes, comments & collects

Source: iFans data as of October 2025

# Top Travel Destinations\*



1

Japan

**51.2M**

ENGAGEMENT

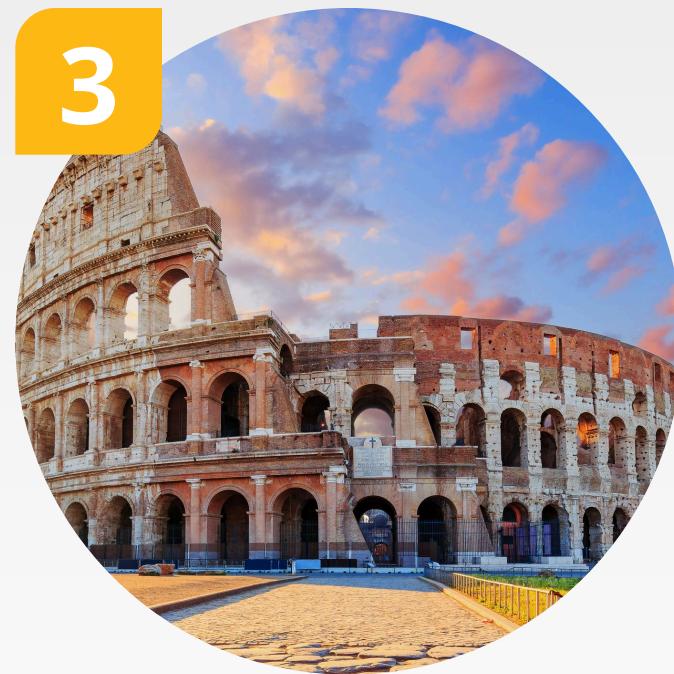


2

USA

**40M**

ENGAGEMENT



3

Italy

**39.1M**

ENGAGEMENT

4 Hong Kong  
**36.6M**  
ENGAGEMENT

5 UK  
**30.1M**  
ENGAGEMENT

6 France  
**24.3M**  
ENGAGEMENT

7 Korea  
**21.1M**  
ENGAGEMENT

8 Thailand  
**8.3M**  
ENGAGEMENT

9 Malaysia  
**4.4M**  
ENGAGEMENT

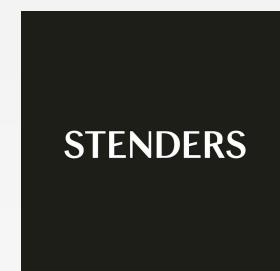
\*By no. of engagement: the number of likes, comments & collects

Source: iFans data as of October 2025

# Observations from the Top 3 Business Notes on Outbound Travel\*

# of engagement

1



施丹兰  
STENDERS

300K

“替你们试过了，全球旅居真的很爽！”

“Tried it for you – global travel living is really great!”

2



Visa

178K

“日本 ‘0现金’ 出行挑战，一天能干多少事情？”

“Tried it for you – global travel living is really great!”

3



招商银行  
China Merchants Bank

174K

“日本超全捡垃圾攻略！如何爽吃好价谷？”

Japan super full trash-picking guide! How to enjoy good deals?

# Key Takeaway

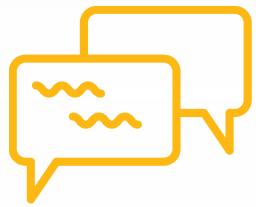
- 1 Strong Rebound:** China's outbound travel market continues its robust recovery in 2025, with increasing trip volumes and spending.
- 2 Experience-Driven Travelers:** Scenic showcases and practical travel guides dominate, showing the growing preference for authentic and informative content.
- 3 Cross-Category Opportunities:** Brands from other sectors may tap into travel narratives through lifestyle storytelling, fun challenges, and destination-themed campaigns.



iFans offers multi-dimensional data analytics for KOLs on Xiaohongshu (RedNote). Enabling advertisers, MCN, and content creators to identify premium KOL resources and track competitors' social activities.



KOL  
Analysis



Comprehensive  
Brand Analysis



Real-time  
Insights



AI  
Analysis



**Website** [ifans.i-click.cn](http://ifans.i-click.cn)



**Email** [sales\\_hk@i-click.com](mailto:sales_hk@i-click.com)