



China's Outbound Travel Market Wrap-up 2025



iSuite Insights

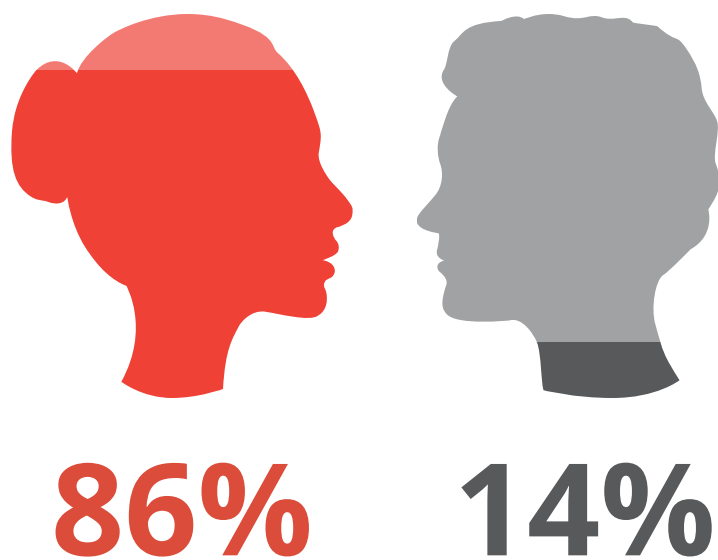
Issue #22 – Nov 2025

The Rebound of China Outbound Travel Market

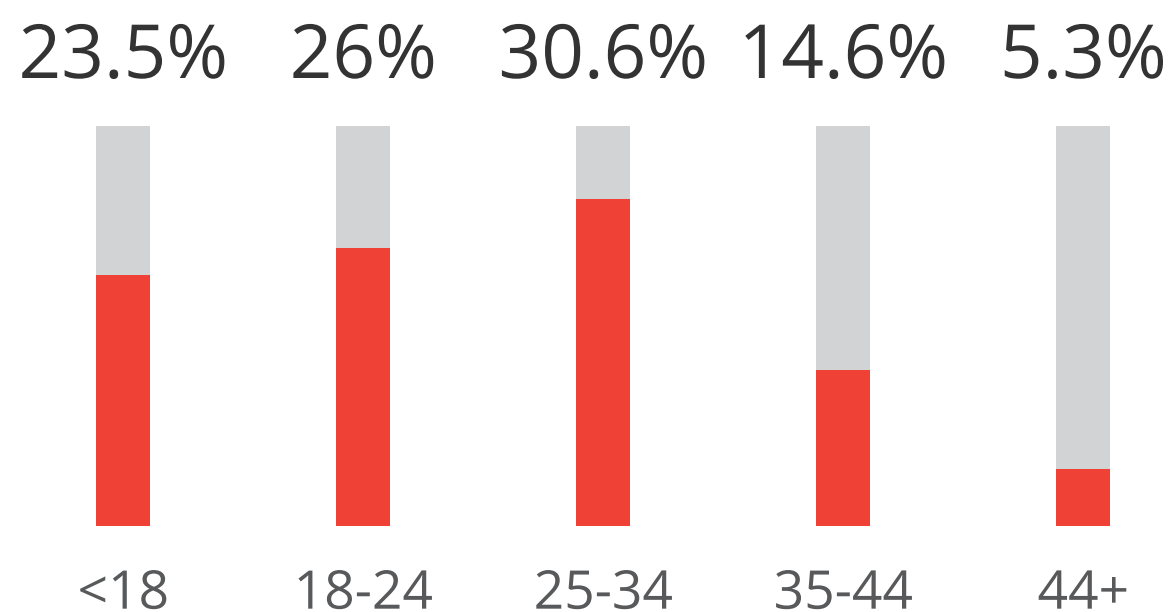
- **US\$140B** market in 2024
- Projection: **USD 386B** Market by 2033,
CAGR 13.5%
- Size of the opportunity is large,
Growth path is steep

Audience Demographic

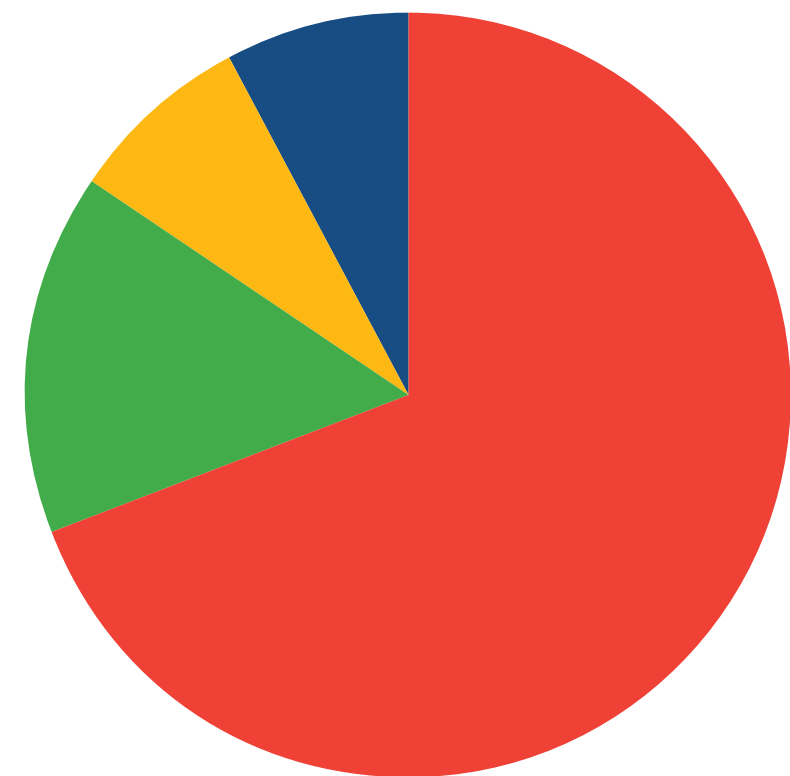
Gender



Age



Audience Segment



69.2% Travel & Outdoor Enthusiasts

15.4% Pet-loving Travelers

7.7% Culture and Arts Lovers

7.7% Celebrity Fans

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

*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



STENDERS

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 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.

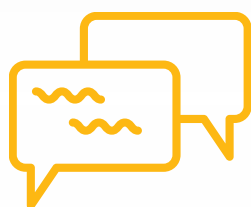


iFans
INFLUENCER

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**



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