



A PASSION FOR TRAVEL & LUXURY

ZÜRICH • MUNICH • ATHENS



Next Generation Chinese Travelers

How Gen Z & Millennials Are Redefining Outbound Tourism

White Paper by Joern Pfannkuch / Cinnamon Circle

FACTS & FIGURES

NEXT GENERATION CHINESE TRAVELERS

0

of the apps known in the west are popular in China

479 US\$ PER NIGHT

average spending of Chinese travelers / Germany 240\$, USA 220\$

42%

plan their travels according to social media recommendations

70%

of Chinese Gen Z and Millennials book online individually

60%

are looking for city sightseeing

62%

of Chinese are planning solo travel individually

8%

are looking for winter sport holidays

38%

are looking for island holidays

37%

are planning trips with family and friends

WE BRING CHINA'S ELITE TRAVELERS TO YOUR DOOR — AFFORDABLY AND EFFECTIVELY

WHAT YOU NEED

1. Meaningful First Impressions
2. Localization Beyond Translation
3. Designing Shareable Experiences
4. OTA Presence with Impact
5. Communication in China's Digital Ecosystem

SOUNDS COMPLEX? WE MAKE IT SIMPLE.

Yes, all of this might sound like a lot.

But that's where we come in. We've created a smart, bundled service model that lets you benefit from our network, content assets, and production pipeline.

That means: curated excellence — at a surprisingly budget-friendly rate.

WHAT YOU GET

- Online representation in the Chinese market.
- We list your hotel on China's leading OTAs, including translation and detailed descriptions.
- Chinese tourists rely on AI-powered concierges. We program these services for you.
- We showcase your hotel on our social media channels, including WeChat, RED (Xiaohongshu), Douyin, and more.
- You receive European contacts and key accounts throughout the entire process, with no language barriers or cultural clashes.
- Our partners in Shanghai are native Chinese experts who tailor your existing content to suit the preferences of Chinese travelers. Additionally, our partners can assist with specific tasks upon request.

FOR OUR FULL LIST OF SERVICES, PLEASE SEE PAGE 14.

FOREWORD

RESPECT AS THE FOUNDATION OF CROSS-CULTURAL STRATEGY

This publication is an invitation — to look beyond clichés, and into the heart of cultural connection.

At the core of any meaningful cross-cultural marketing lies one essential value: mutual respect. Respect for the individual behind the demographic. Respect for cultural nuance. Respect for difference — and for what unites us.

Statistics, by nature, simplify. They segment, generalize, and box in behaviors. That's useful — necessary, even — to recognize patterns, develop strategies, and make informed decisions. But let me be clear: this White Paper is not about “the Chinese” seen through a Eurocentric lens. Nothing could be further from my intent.

Yes, we aim to provide a working idea of the Chinese luxury traveler in 2025 — and yes, that involves a degree of generalization. But every reader should keep in mind: behind every datapoint is a person with their own story, their own dreams, and their own way of seeing the world.

My own journey began decades ago, as a student of sinology. In the late 1980s, I traveled through Mainland China for three months, later studied in Taipei, and spent formative time in Hong Kong. That was the beginning of a deep, lifelong affinity — and, I would say, love — for Chinese culture.

Growing up in a publishing family, journalism came naturally. Over the years, I became the publisher of VIEWS, a guest magazine for luxury hotels such as Zurich's Baur au Lac — a hotel consistently ranked among the world's best. I have visited hundreds of hotels across the globe, from the grandest icons to hidden gems.



Magazine presentation at Kempinski Beijing



Interview about European luxury hotels and travel destinations for a Chinese radio station

This expertise led me to establish Cinnamon Circle, a boutique PR agency focused on crafting unforgettable experiences in luxury hospitality.

Throughout all these projects, one dream remained: to build a bridge — in person or online — between Europe and China. A bridge built not just on business goals, but on curiosity, appreciation, and mutual benefit.

Today, I realize this dream with a trusted team in Shanghai. Together, we introduce distinguished hotels and hotel groups to China's travel-savvy audiences. We tell the stories of entire regions, and promote products to carefully curated target groups. While many Western platforms are blocked in China, our local partners ensure your content is delivered through the right channels — perfectly localized, culturally fluent, and strategically optimized.

If you're seeking an authentic, respectful, and profitable entry into the Chinese market — welcome. This White Paper is your starting point.

— Joern Pfannkuch
Founder of Cinnamon Circle

» CHINA’S TRAVEL MARKET IS BACK —
YOUNGER, MORE DEMANDING, AND MORE
DIGITAL THAN EVER BEFORE. «

Travel Patterns of Chinese Tourists



Source: Qunar 2023 Travel Data Report • Created with Datawrapper

1. INTRODUCTION
WHY THIS WHITEPAPER?

FROM LUXURY TO LIFESTYLE

China’s outbound tourism has returned — but it’s not the same as before. A new generation of travelers, led by Gen Z and Millennials, is reshaping global travel behavior with fresh expectations, new digital habits, and an appetite for deeper, more meaningful experiences.

Where group tours and sightseeing once dominated, today’s Chinese travelers seek individuality, cultural connection, and social currency. Understanding their values and travel patterns is key for any destination, brand, or hospitality provider aiming to remain relevant in this high-potential market.

WHY YOUNG CHINESE SEE THE WORLD DIFFERENTLY

For China’s new generation of travelers, going abroad is no longer an occasional indulgence – it’s a lifestyle choice deeply woven into personal identity and social expression. Travel reflects who they are, how they see themselves, and how they wish to be seen.

In a world shaped by digital connectivity and aesthetic storytelling, destinations and experiences are carefully curated not just for enjoyment, but for visibility. Each trip becomes part of a broader narrative – shared on platforms like Xiaohongshu (RED), WeChat, or Douyin – where visuals, emotions, and cultural codes intersect.

For young Chinese women in particular, travel represents a form of self-care, empowerment, and status. It offers a stage to explore global aesthetics, enjoy sensorial luxury, and collect moments that resonate with inner values.

This whitepaper explores the drivers behind this cultural evolution – and offers practical guidance for brands and hospitality providers who want to stay relevant. From emotional branding to content strategies, we outline what it takes to become part of this connected, experience-driven journey.

Welcome to a new era of travel — one where relevance is not built on price or prestige, but on resonance.

» GEN Z AND MILLENNIALS ARE REDEFINING TRAVEL — WITH VALUES, STYLE, AND A GLOBAL MINDSET. «

Chinese Travelers Born in Decade...



Source: Ctrip.com • Created with Datawrapper

2. WHO ARE CHINA'S NEW TRAVELERS? GEN Z & MILLENNIALS AS DRIVING FORCES

Millennials (born 1980–1996) and Gen Z (born 1997–2012) are now the core of China's outbound travel market. With greater spending power, digital savviness, and a thirst for self-expression, they are shaping the future of tourism more than any generation before. According to the ITB China Travel Trends Report, travelers born in the 1990s and 2000s now account for **40% of outbound travel**, surpassing the post-80s segment. They travel independently, explore with intention, and expect travel experiences to align with their lifestyle narratives.

NUMBERS, SPENDING & FREQUENCY

- Gen Z and Millennials travel **up to three times more** than older generations
- **42% of Gen Z** choose destinations based on short video content
- Women lead the market: making up **56% of outbound travelers** and spending nearly **8% more** than men on average

DEMOGRAPHICS: URBAN, MOBILE, AND GLOBAL-MINDED

Most next-gen travelers come from **first- and second-tier cities** such as Shanghai, Shenzhen, Chengdu, or Hangzhou. They are digital natives, fluent in visual culture, and open to the world — as long as it speaks to them in **aesthetic, emotional, and relevant ways**.

» CHINESE TRAVELERS SPEND THE MOST – 479 USD PER NIGHT. DISCOVER WHAT DRIVES THEIR PREMIUM MINDSET. «

Spending per Night in US\$



Source: Tourism Economics / ITB China • Created with Datawrapper

3. HIGH-SPENDING, HIGH-POTENTIAL:
WHY CHINESE TRAVELERS LEAD THE GLOBAL MARKET

UNDERSTANDING WHAT MOVES CHINESE LUXURY TRAVELERS

Chinese travelers lead the world in travel spending — averaging an impressive 479 USD per night. That’s nearly double the spend of guests from the UK (243 USD), Germany (240 USD), or the US (220 USD). But these figures speak to more than just economic capacity. They mark a deeper shift in values: a move toward experience-driven, emotionally meaningful, and quality-focused consumption.

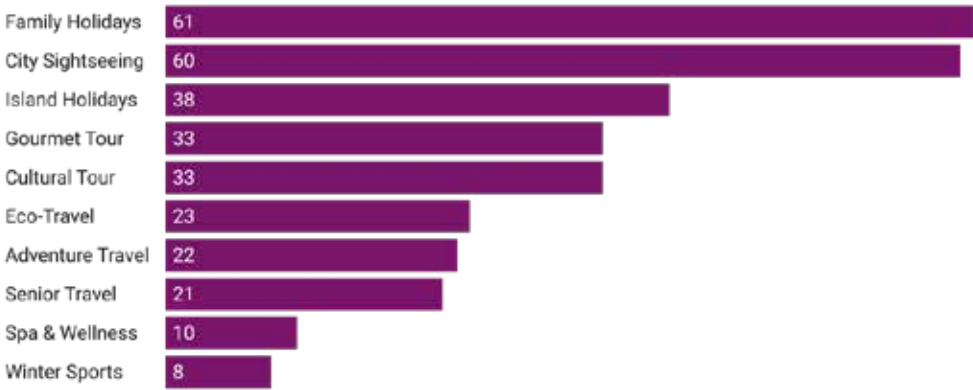
For hotels, destinations, and premium brands, this represents an extraordinary opportunity. Chinese Gen Z and Millennial travelers, in particular, are seeking more than comfort — they’re looking for authenticity, aesthetics, and personal resonance. And they’re willing to invest in experiences that feel both exclusive and emotionally enriching.

Whether it’s a boutique hotel, a luxury spa escape, or a thoughtfully curated retail moment — success lies in understanding the human values behind the numbers.

This e-book is your guide to turning attention into loyalty. From cultural fluency to digital fluency, we explore the strategies that create real impact — and real connection.

» NEW FORMATS, NEW SEASONS,
NEW DESTINATIONS — TRAVEL BECOMES A
CURATED ACT OF SELF-EXPRESSION. «

Travel Themes of Chinese Tourists



Source: ITB China Buyer Survey • Created with Datawrapper

4. NEW TRAVEL FORMATS & EMERGING THEMES FROM PACKAGE TOURS TO CURATED INDEPENDENCE

The era of all-inclusive group tours is fading fast for young Chinese travelers. Today's Gen Z and Millennials prefer **self-guided or semi-curated trips**, inspired by social media and peer recommendations. They design their journeys for flexibility, personal storytelling, and aesthetic coherence — travel that feels both spontaneous and intentional.

MICRO MOMENTS & SEASONAL REINVENTION

Travel is shifting toward **unexpected places and unconventional timing**. Think island retreats in autumn, alpine city getaways in spring, or winter wellness in South Tyrol. The traditional peak-season calendar is losing relevance. The goal: to discover new spaces before the crowd — and to capture a unique narrative.

WINTER SPORTS: THE NEW SOCIAL SYMBOL

The Alps are emerging as a prestige destination for Chinese winter travelers. Many already ski, while others learn on-site — drawn by the combination of top-tier infrastructure, majestic scenery, and the **European winter lifestyle**: ski by day, spa by evening, fine dining at night. For Gen Z, it's not just sport — it's social theater.

CULTURAL IMMERSION & CITY WALKS

There's growing demand for **hands-on cultural experiences**: walking tours, local market visits, art and history trails, or cooking classes. Urban experiences in **less mainstream cities** (like Lucerne, Salzburg, or Verona) are particularly attractive to those seeking cultural richness without the tourist overload.

FAMILY TRAVEL ACROSS GENERATIONS

Intergenerational travel is booming. Adult children take parents abroad — sometimes to revisit places tied to their education or life milestones. Family trips are no longer limited to young kids: they're also about bonding, caregiving, and shared wellness experiences — often beautifully chronicled on social media.

» XIAOHONGSHU, WECHAT, DOUYIN & CO.
INSPIRE, GUIDE, AND DECIDE — VISUALLY,
EMOTIONALLY, AND ON THE GO. «

5. DIGITAL INSPIRATION & PLATFORMS

XIAOHONGSHU: WHERE TRAVEL BEGINS

For China’s Gen Z, every journey starts on **Xiaohongshu (RED)** — the go-to platform for lifestyle discovery, travel planning, and visual storytelling. Originally a beauty-sharing app, RED has evolved into **China’s most powerful search engine for aspirational living**, especially among young women.
If your destination, hotel, or experience isn’t visible on RED, it likely **doesn’t exist** in the eyes of this demographic. The mantra »If it’s not on RED, it didn’t happen« reflects a reality where **presence equals relevance**.

SHORT VIDEOS RULE: DOUYIN, WECHAT CHANNELS, SOUL

Video content drives decision-making. According to recent studies, **42% of Gen Z travelers** choose destinations based on short videos. Whether via Douyin (TikTok China), WeChat Channels, or platforms like Soul, the key is **authentic, emotionally engaging, and beautifully framed storytelling**.
A compelling 20-second moment can spark more bookings than a polished campaign — if it feels real and shareable.

INFLUENCERS & USER-GENERATED CONTENT

Influencer posts and UGC play a central role in destination discovery. KOLs (Key Opinion Leaders) help shape taste, validate choices, and create a sense of FOMO. At the same time, genuine posts from peers often hold more **emotional weight** and drive actual decisions.

VISUAL STORYTELLING IS THE NEW STANDARD

Hotels and destinations must design with **shareability** in mind. Every corner, experience, and detail should be photogenic, narratable, and easy to tag. Whether it’s an afternoon tea with a mountain view or a minimalist spa with glowing candles — the experience must be both **lived and performable**.

Online Channels used by high-spending Chinese travelers

Channel	Pre-Trip -- Dreaming	Pre-Trip -- Planning	Pre-Trip -- Booking	In-Trip
Physical ad				
Out of home ad	High	Low	n.a.	n.a.
Search engine				
Baidu	n.a.	low	low	n.a.
Social Media				
WeChat	High	High	n.a.	High
Xiaohongshu	High	High	Low	High
Douyin	High	Low	Low	Low
Weibo	Low	n.a.	n.a.	n.a.
Bilibili	Low	n.a.	n.a.	n.a.
OTA				
OTA-Booking	n.a.	n.a.	High	n.a.

Source: Qunar 2023 Travel Data Report • Created with Datawrapper

» FOR CHINESE TRAVELERS, TO FEEL WELCOME MEANS BEING UNDERSTOOD, RESPECTED, AND ADDRESSED — IN A CULTURALLY FLUENT AND EMOTIONALLY INTELLIGENT WAY. «

Recommendations for DACH Hotels – Strategic Overview

Recommendation	Target Group / Benefit	Implementation Tip
Strengthen Digital Presence in China	Younger travellers, FIT (Free Independent Travellers)	Create a Xiaohongshu account, launch a WeChat Mini Program
Flexible Booking Models	Last-minute travellers, self-organised guests	Offer fully cancellable rates, partner with OTAs
Wellness & Ambience Focus	Wellness-oriented and status-conscious guests	Use air purifiers, soft lighting, natural design
Cultural Understanding	First-time visitors, senior travellers	Train staff in cultural etiquette, provide Mandarin basics
Offer Local Experiences	Millennials, Gen Z	Introduce cultural walks, food tastings, photo-friendly spots
Ensure Visible Safety & Hygiene	All guest segments	Display hygiene protocols clearly, offer multilingual emergency info

Created with Datawrapper

6. HOW BRANDS, HOTELS & DESTINATIONS SHOULD RESPOND

WHAT DOES »BEING WELCOMING« REALLY MEAN?

For Chinese Gen Z and Millennials, a warm welcome is more than polite service — it's **cultural sensitivity and emotional recognition**. This includes:

- Thoughtful gestures in Mandarin (e.g. welcome messages via WeChat)
- Consideration of everyday habits (e.g. hot water availability, breakfast customs)
- A respectful tone without clichés or over-simplification

The most memorable hospitality is subtle yet meaningful — it signals **»we see you«** without overcompensating.

LOCALIZATION BEYOND TRANSLATION

Simply translating brochures is no longer enough. Success depends on **adapting your narrative to Chinese cultural perspectives**:

- What makes this moment share-worthy on RED?
- Which emotions are triggered by your brand story?
- How does the experience align with self-identity and taste?

True localization means rethinking **visual language, tone, and storytelling** — not just swapping words.

DESIGNING SHAREABLE LEISURE EXPERIENCES

To resonate, experiences must offer more than value — they need a **narrative arc**. Popular formats include:

- Private tastings or after-hours cultural access
- Sunrise yoga with panoramic views
- Curated city walks with local experts
- Hands-on art, food, or wellness sessions

These aren't just activities — they're **story opportunities**, crafted for memory and media.

OTA FLUENCY: MASTERING PLATFORM LOGIC

Trip.com, Ctrip, and other Chinese OTAs follow **different rules** from Western platforms. To stand out, brands must:

- Create rich, localized content with **appealing visuals and reviews**
- Embrace mobile-first, social-integrated presentation
- Offer **native payment methods** like WeChat Pay and Alipay

A strong presence on these platforms translates to **visibility, trust, and conversion**.

» IT'S NOT SERVICES THAT MAKE YOU A DESTINATION. IT'S THE STORIES YOU TELL. «



7. BEST PRACTICE: TURNING PLACES INTO DESIRES — THROUGH CONNECTION AND CULTURE

In a world where services and products are increasingly interchangeable, it's no longer features or pricing that define success – but meaning. Brands, places, and companies that go beyond function and offer emotional resonance become more than providers: they become destinations.

THOSE WHO TELL THE RIGHT STORIES — WHETHER BRANDS, HOTELS, OR CULTURAL INSTITUTIONS — IGNITE DESIRE, IMAGINATION, AND TRUST.

They are the ones who transform transactions into relationships, customers into guests, and fleeting moments into lasting memories.

Whether you are a boutique hotel, a museum, a spa retreat or a lifestyle brand — those who frame their offer as part of a greater journey, one that is sensory, emotional or intellectual, invite people into something far deeper than a purchase. They invite them into a narrative that affirms self-perception, taste and identity.

And identity is powerful currency.

It shapes loyalty more than any loyalty program ever could.

True brand affinity doesn't arise from discounts or convenience. It arises from resonance — from the feeling of being understood, inspired, reflected. From the sense that »this speaks to me« or »this is part of who I am.«

The brands that recognize this shift – and act accordingly – don't just generate attention. They generate belonging. And that makes all the difference.

» AI, WELL-BEING, AND LIVE COMMERCE —
THE FUTURE OF TRAVEL IS SMART, SOULFUL,
AND SHAREABLE. «

Frequent Keywords in Chinese Travel Searches



Created with Datawrapper

8. OUTLOOK 2025+

TECHNOLOGY AS A TRAVEL CATALYST

Artificial intelligence, personalized apps, and immersive content will increasingly guide how Chinese travelers plan and experience trips. Gen Z expects not just utility, but **inspiration-on-demand**: real-time curation, AI-based recommendations, and location-aware storytelling are becoming the new norm.

NEW SEGMENTS, NEW PRIORITIES

China's travel market is becoming more diverse:

- Gen Z travelers looking for **community-based and values-driven experiences**
- Affluent Millennials seeking **design, wellness, and slow luxury**
- Older generations traveling more often and spending more consciously
- LGBTQ+ travelers searching for **safe, stylish, and inclusive destinations**

Each of these groups demands **nuanced, relevant offerings** — and new forms of representation.

LIVE-COMMERCE & INSTANT DECISIONS

Live-stream travel sales are turning desire into immediate action. Platforms like Douyin and RED blend storytelling with e-commerce, enabling real-time engagement and booking. Travel providers must think **beyond advertising** — toward **entertainment-based commerce**.

WELL-BEING & SUSTAINABILITY: THE NEW LUXURY

Rejuvenation is no longer a perk — it's a purpose. Whether through spa escapes, forest bathing, plant-based dining, or mindful architecture, Chinese travelers increasingly define luxury as **emotional renewal**. Sustainability and environmental consciousness are not just trends; they're part of **lifestyle credibility**.

CHINA'S OUTBOUND EVOLUTION CONTINUES

Despite geopolitical fluctuations, one thing is clear: Chinese travelers are back — **more discerning, digital, and demanding** than ever. Those who recognize this shift and embrace it with style, depth, and relevance will earn the attention — and loyalty — of a new travel elite.

» NOW IS THE TIME TO RETHINK CHINA —
STRATEGICALLY, EMPATHETICALLY, AND
WITH TRUE RELEVANCE. «



No Instagram. No Google. No WhatsApp.
Welcome to China's digital world: a parallel universe with entirely different apps, platforms, and rules.

9. CONCLUSION & STRATEGIC RECOMMENDATIONS

THE NEW CHINESE OUTBOUND TRAVELER IS SOPHISTICATED, SELECTIVE, AND FULL OF POTENTIAL.

Gen Z and Millennial travelers from China are not just consumers — they are **curators of lifestyle experiences**, deeply connected to digital culture and driven by values like authenticity, well-being, and social storytelling.

They don't just want to see the world — they want to **feel it, narrate it, and share it**. For brands, destinations, and hotels in Europe, this opens up vast opportunities — but only for those who are ready to understand and respond.

STRATEGIC TAKEAWAYS:

1. MASTER THE PLATFORMS:

RED, Douyin, WeChat Channels, and Trip.com aren't side tools — they're core channels for travel inspiration and decision-making. Understanding their tone, aesthetics, and user behavior is essential.

2. DESIGN EXPERIENCES — NOT JUST SERVICES:

Create narrative-driven formats that are visually stunning, emotionally resonant, and socially shareable. Think small group workshops, personalized itineraries, and intimate local encounters.

3. LOCALIZE MEANINGFULLY, NOT JUST LINGUISTICALLY:

Go beyond translation. Adapt your story, visuals, and value proposition to match the desires, aesthetics, and cultural logic of Chinese audiences.

4. EMBRACE STORYTELLING AS STRATEGY:

Position yourself not as a service provider, but as a story enabler. Who are you? What do you stand for? What makes you worth remembering — and sharing?

5. FOCUS ON QUALITY AND CONNECTION:

Forget mass appeal. What counts is the emotional resonance, the curated detail, and the sense that this experience was made for »people like me.«

By aligning with these evolving preferences, travel brands can build authentic loyalty and cultural relevance — turning one-time bookings into long-term brand affinity.

» BRIDGING CULTURES, BUILDING DESIRE –
OUR TEAM COMBINES DECADES OF LUXURY
EXPERTISE WITH DEEP-ROOTED CHINA
INSIGHT. «

CINNAMON CIRCLE – CONNECTING CULTURES. ELEVATING HOSPITALITY.

Cinnamon Circle is a boutique PR and sales agency with a global spirit and European roots. Based in Munich and Zurich, we specialize in creating visibility, desire and cultural resonance for luxury hotels across the German-speaking markets — and far beyond.

Founded by publisher and PR strategist Joern Pfannkuch, Cinnamon Circle combines over 40 years of expertise in luxury hospitality communication with deep, first-hand knowledge of the Chinese market. Our team includes sinologists, content creators, and digital strategists — including a dedicated China marketing expert based in Shanghai with over 14 years of local experience.

Together with our partner agency GMA in China — a powerhouse of 70 specialists in digital strategy, influencer marketing, OTA management and localization — we deliver full-spectrum support for premium hospitality brands seeking impact in Asia.

What sets us apart is our editorial DNA, cultural sensitivity and personalized approach. From classic PR and social storytelling to RED campaigns, sales missions and tailor-made WeChat experiences — we help you fine-tune your presence and build lasting relevance in the most promising markets of tomorrow.

**At Cinnamon Circle, we don't just represent hotels.
We represent curated experiences — and the art of being remembered.**

10. WHO WE ARE: THE PEOPLE BEHIND CINNAMON CIRCLE

A TEAM OF LUXURY PR AND SOCIAL MEDIA EXPERTS.



Joern Pfannkuch
Founder

Publisher and PR specialist for luxury hotels. 40 years of expertise in the Chinese market.



Inna Kochan-
China Key Account

China marketing specialist with 14 years of study and residency in China, currently based in Shanghai.



Undine Zumpe
Content & Branding

Dynamic content specialist and branding strategist with extensive experience in global markets.



Olga Mineycheva
Business Development

Content creator and customer relationship, extensive knowledge of Eastern European and CIS markets.



Rey Stiegler
Business Development

PR specialist, content manager, and sales professional, extensive knowledge of Western European markets.



GMA CHINA
Shanghai Team

A leading luxury agency in China, GMA provides 70 specialists for any tasks in the Chinese market.

PARTNERING WITH CINNAMON CIRCLE: BRINGING CHINA'S ELITE TRAVELERS TO YOUR DOOR — AFFORDABLY AND EFFECTIVELY

WHAT WE OFFER

Attracting Chinese Gen Z and Millennial guests requires more than visibility — it demands cultural fluency, emotional relevance, and authentic storytelling. As your strategic content and localization partner, we help you shine in all the right places. Here's what we can do for your hotel:

1. MEANINGFUL FIRST IMPRESSIONS

»Being welcoming« means being seen.

We create moments of emotional resonance — not clichés. Our services include:

- Welcome messages or audio notes in Mandarin (WeChat or QR-triggered)
- In-room gestures that reflect Chinese habits (e.g. tea setup, hot water thermos)
- Staff briefing PDFs on tone, etiquette, and sensitive do's & don'ts
- Cross-cultural copywriting for menus, signage, and info material

2. LOCALIZATION BEYOND TRANSLATION

We don't just translate — we transform. Your brand story deserves to be emotionally relatable for a Chinese audience. We help answer key questions:

- What makes your experience share-worthy on RED/Xiaohongshu?
- Which visuals resonate with aspirational Chinese guests?
- How can your hotel's story be reframed in a way that aligns with Chinese values?

Our localization package includes copy-adaptation, visual storytelling, cultural sensitivity check, and KOL-ready descriptions.

3. DESIGNING SHAREABLE EXPERIENCES

Chinese travelers seek photo moments with a storyline. We curate and position:

- Boutique leisure formats (e.g. sunrise yoga, wine tastings, calligraphy workshops)
- Private-access activities and wellness rituals
- Mini-event storytelling for social sharing
- Content packages that link these moments to your booking funnel

We build emotional arcs — not just itineraries.

4. OTA PRESENCE WITH IMPACT

Chinese OTAs like Trip.com and Ctrip follow different rules.

We manage your presence with:

- Rich visual listings and Mandarin copywriting
- Native reviews and influencer content for trust-building
- WeChat Pay / Alipay setup guidance
- Strategy for RED and Dianping visibility

5. COMMUNICATION IN CHINA'S DIGITAL ECOSYSTEM

We offer setup and content for:

- WeChat Mini Pages (for hotels or experiences)
- Xiaohongshu (RED) brand storytelling
- SEO-optimized Mandarin content
- Influencer briefings and pitch materials

Our approach blends hospitality, culture and tech — all curated for your brand.

SOUNDS COMPLEX? WE MAKE IT SIMPLE.

Yes, all of this might sound like a lot.

But that's where we come in. We've created a smart, bundled service model that lets you benefit from our network, content assets, and production pipeline.

That means: curated excellence — at a surprisingly budget-friendly rate.

Let's talk about what we can create together:

Joern Pfannkuch | Founder & Owner Switzerland Office | Zurich

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E-mail: joern@cinnamoncircle.com



APPENDIX

SELECTED SOURCES & INDUSTRY REPORTS:

- ITB China Travel Trends Report 2024/25
- ITB China Travel Trends Report 2025/26
- Trip.com Group: Outbound Travel Insights
- Ctrip »Women's Travel Consumer Insight Report«
- Bain & Company: China Luxury Market Outlook
- Hotels.com: Digital Usage Study
- Soul App: Gen Z Social Trend Keywords 2024
- Qunar 2023 Travel Data Report

GLOSSARY OF KEY TERMS & PLATFORMS:

- **Xiaohongshu (RED):** A lifestyle platform blending social media and e-commerce. Major hub for travel inspiration among Gen Z women.
- **Douyin:** Chinese version of TikTok. Dominant for short-form travel content and influencer engagement.
- **WeChat Channels:** WeChat's built-in video & story feature, relevant for direct community interaction.
- **Trip.com / Ctrip:** China's largest OTA ecosystem. Key for listings, reviews, and direct bookings.
- **Lazy Health:** Wellness trend emphasizing low-effort, enjoyable health practices (e.g. aromatherapy, easy spa rituals).
- **Self-guided travel:** Travel formats planned independently with digital support and inspiration.
- **KOL (Key Opinion Leader):** Influencer with topic-specific credibility and impact.