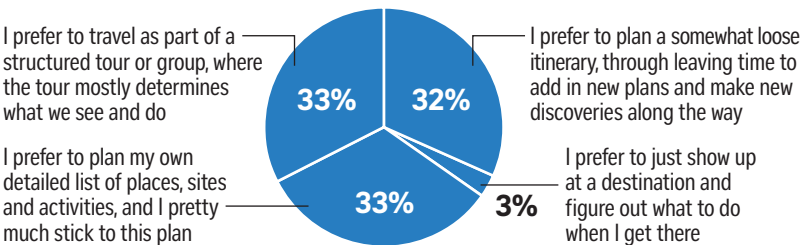


Savvy travellers

As Chinese tourists become more well travelled, the things they want to see, do and experience while on overseas holidays have changed. Here are the key findings of a survey conducted in 16 cities across China.

When you travel to a foreign country, which one of the following best describes how you prefer to travel?



NOTE: Percentage figures do not add up to 100 due to rounding off.
Survey conducted from March 13 to 21 this year. 1,500 people aged above 18 who had travelled outside the country in the past 18 months took part in the survey.

Source: THE INNOVATION GROUP STRAITS TIMES GRAPHICS