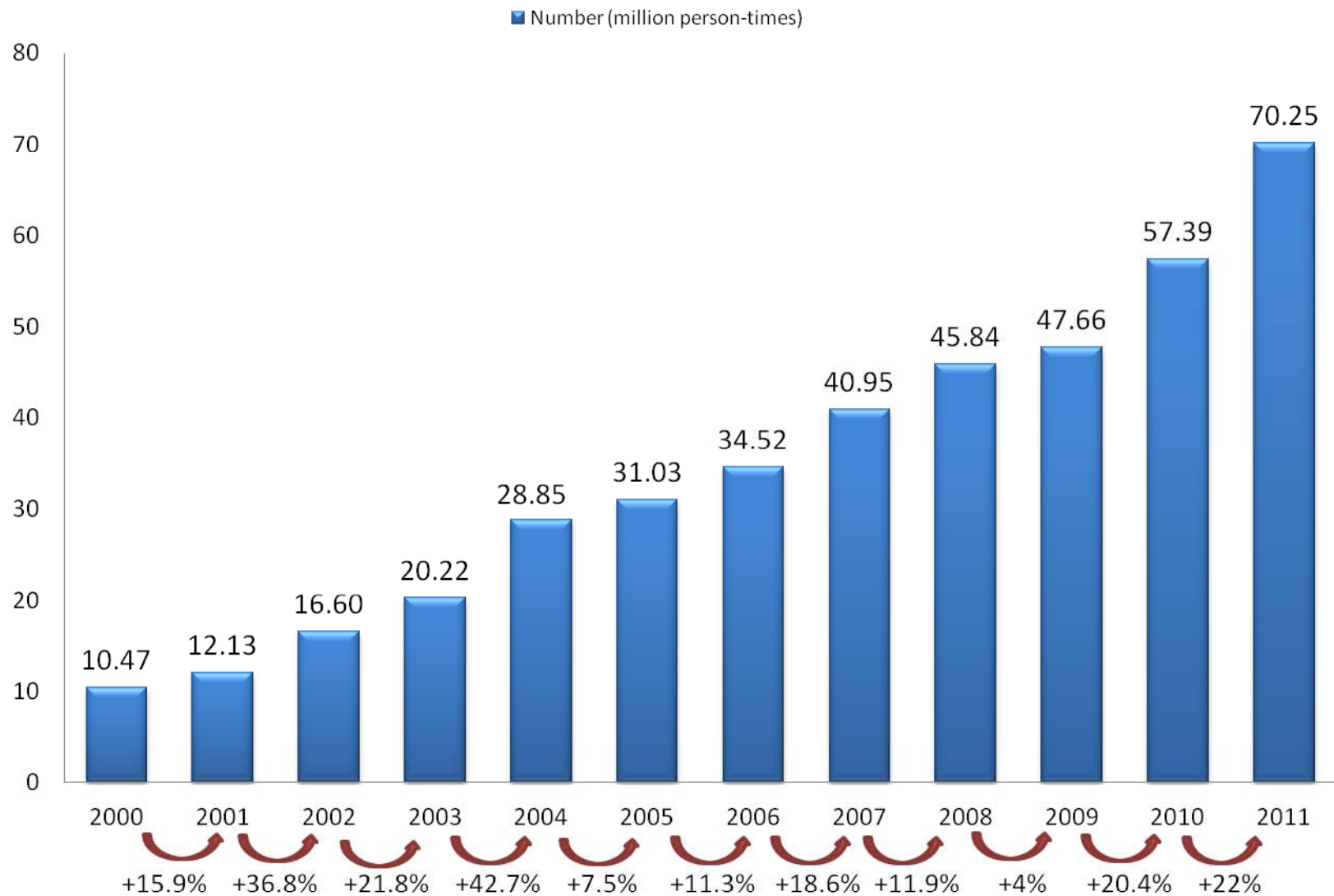# Selection of Gaming Destinations among Mainland Chinese

Cathy H.C. Hsu

Introduction
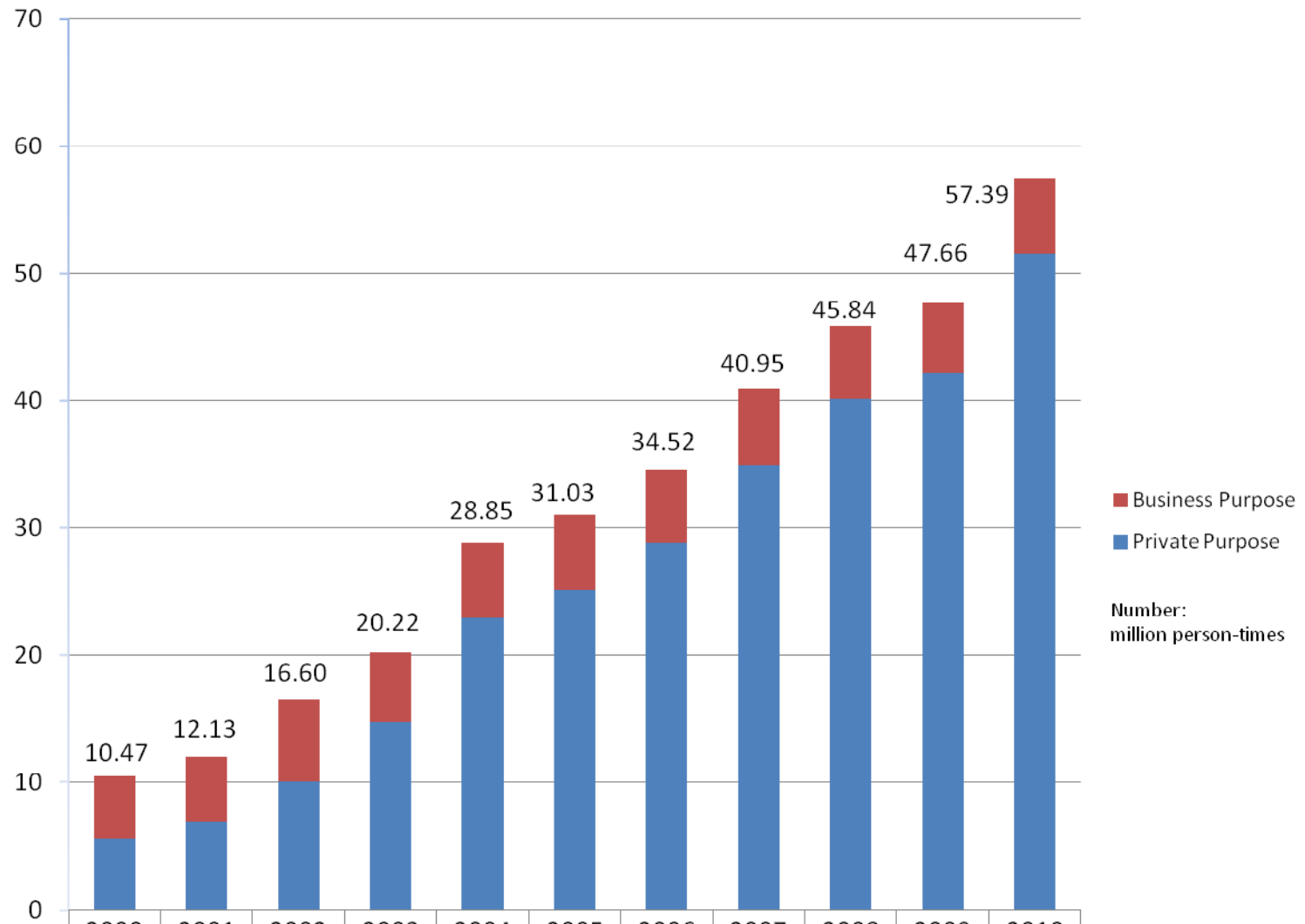
- Increasing Chinese outbound tourists

Total Number of Mainland Outbound Travelers

Number (million person-times)

Year	Number	Growth
2000	10.47	
2001	12.13	+15.9%
2002	16.60	+36.8%
2003	20.22	+21.8%
2004	28.85	+42.7%
2005	31.03	+7.5%
2006	34.52	+11.3%
2007	40.95	+18.6%
2008	45.84	+11.9%
2009	47.66	+4%
2010	57.39	+20.4%
2011	70.25	+22%

data from Yearbook of China Tourism (2000-2010) and 2011 China Outbound Tourism Annual Report

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Total Number of Mainland Outbound Travelers

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Business Purpose	4.84	5.19	6.54	5.41	5.87	5.89	5.72	6.03	5.71	5.45	5.88
Private Purpose	5.63	6.94	10.06	14.81	22.98	25.14	28.80	34.92	40.13	42.21	51.51

Business Purpose
Private Purpose

Number: million person-times

data from China Tourism Annual Report (2000-2010)

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5 Most Popular Destinations for Mainland Chinese

2011

- HK (28.32)
- Macau (19.77)
- Korea (2.37)
- Taiwan (1.85)
- Malaysia (1.74)

2010

- HK (23.10)
- Macau (16.11)
- Japan (1.97)
- Korea (1.96)
- Taiwan (1.66)

2009

- HK (18.67)
- Macau (15.13)
- Japan (1.55)
- Korea (1.47)
- Vietnam (1.34)
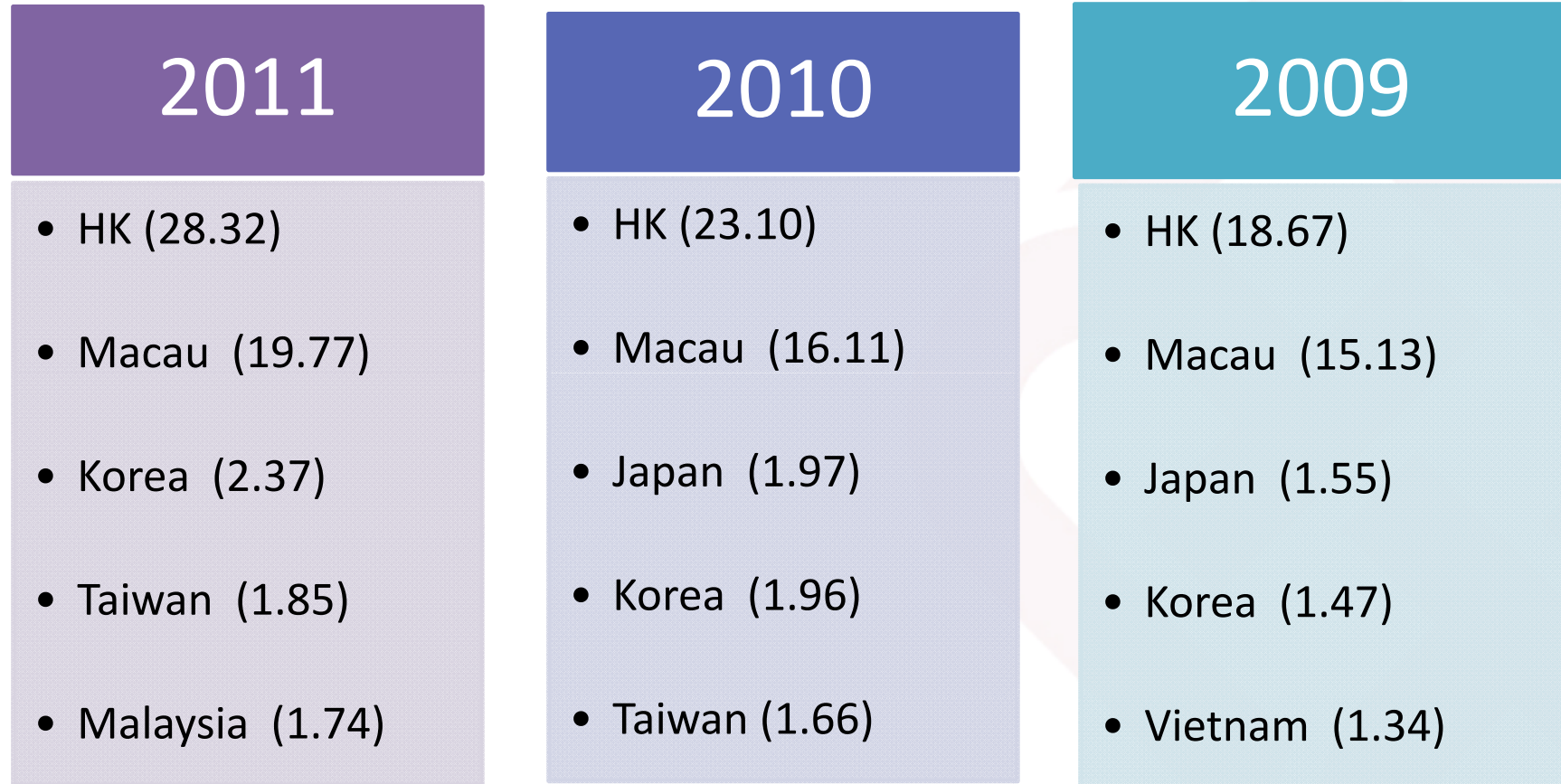
number stands for million person-times

data from Yearbook of China Tourism (2009-2010) and 2011 China Outbound Tourism Annual Report

Introduction

- Increasing Chinese outbound tourists
- Casino development in neighboring countries/region
- Main markets and revenue source

Introduction

- Increasing Chinese outbound tourists

- Casino development in neighboring countries/region

- Main markets and revenue source

- Reports on mainland Chinese' casino visitation and gaming behavior have been limited

- Thus, this study was to identify factors that influence the selection of gaming destinations among mainland Chinese

Methodology

- Questionnaire survey
  - Review of destination choice literature and expert interviews
  - Expert panel review
  - Pilot test (n = 48)
- Convenience sample of 400 mainland Chinese who had visited or were visiting gaming destinations
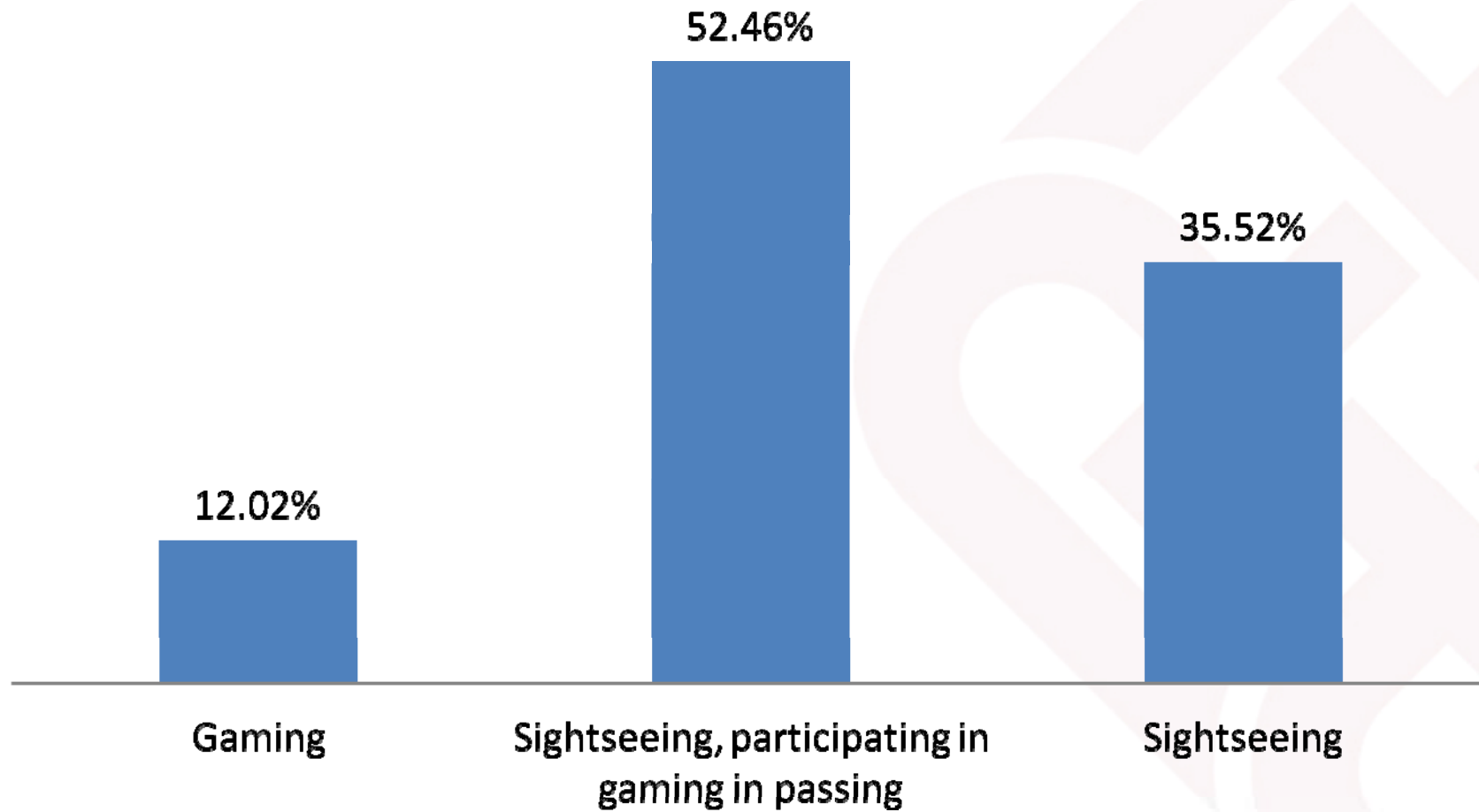
Data Collection

- 200 were distributed on the borders of Macao and Vietnam → 149

- 200 were distributed through travel agencies based in Shanghai, Beijing, Shenzhen, and Hangzhou → 74

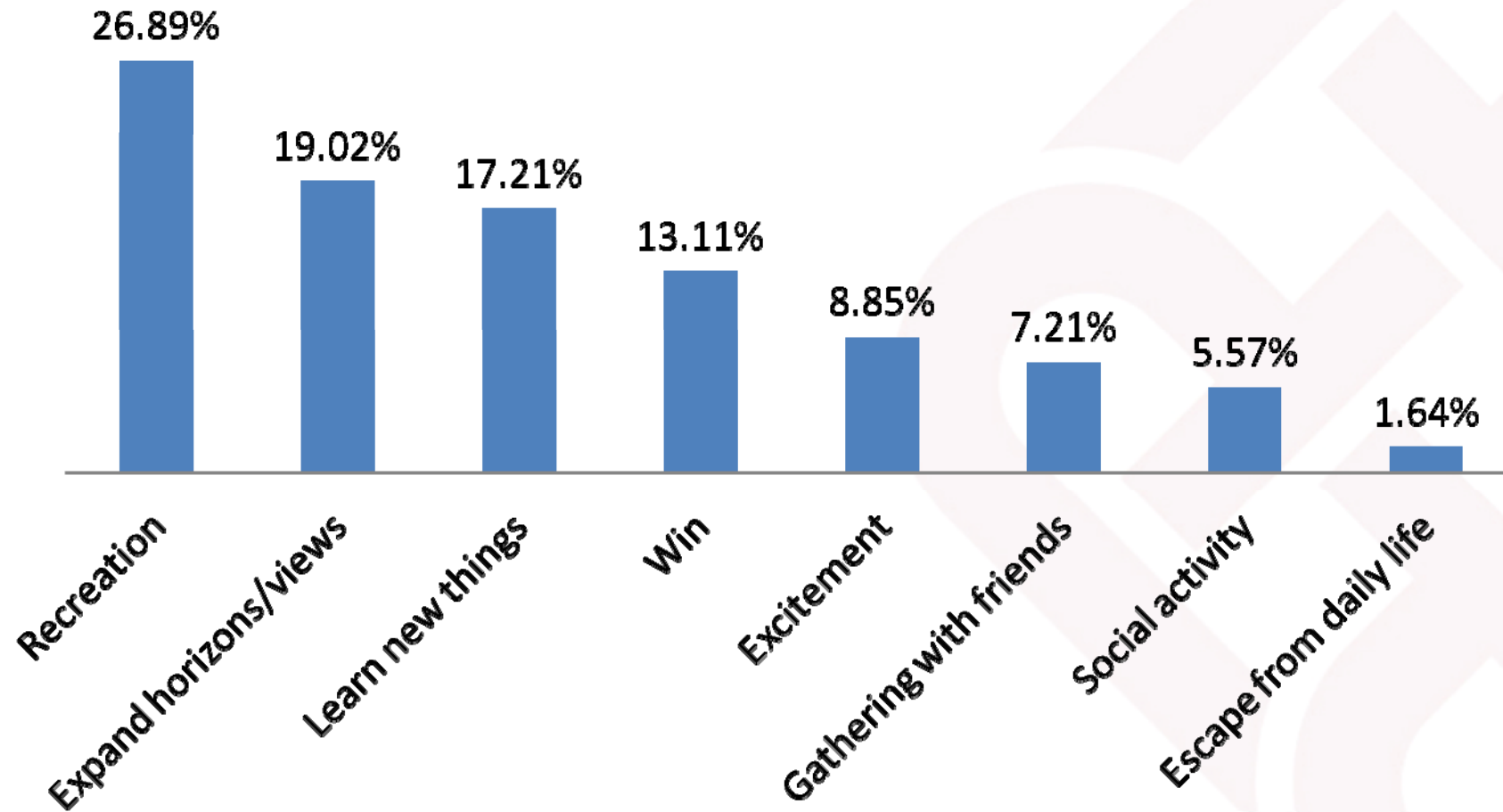- A total response rate of 55.8%

Respondent Profiles

Characteristics	%	Characteristics	%
Male	59.3	High school	26.7
Female	40.7	Degree	36.9
		Masters and above	10.4
< 18 years	1.1		
18-25	22.7	≤ 3000 / mo / Family	32.8
26-35	40.0	3001-5000	32.8
36-45	27.6	5001-10,000	23.2
46-60	8.6	>10,000	11.2

Reason to Visit Casino

52.46%	
35.52%	
12.02%	

Gaming — 12.02%

Sightseeing, participating in gaming in passing — 52.46%

Sightseeing — 35.52%

Motivation of Gaming

26.89% — Recreation
19.02% — Expand horizons/views
17.21% — Learn new things
13.11% — Win
8.85% — Excitement
7.21% — Gathering with friends
5.57% — Social activity
1.64% — Escape from daily life

Information Sources

Bar chart showing information sources: Internet 31.10%, TV/Radio 16.89%, Friends/family 16.09%, Travel agency 11.53%, Advertisement 8.04%
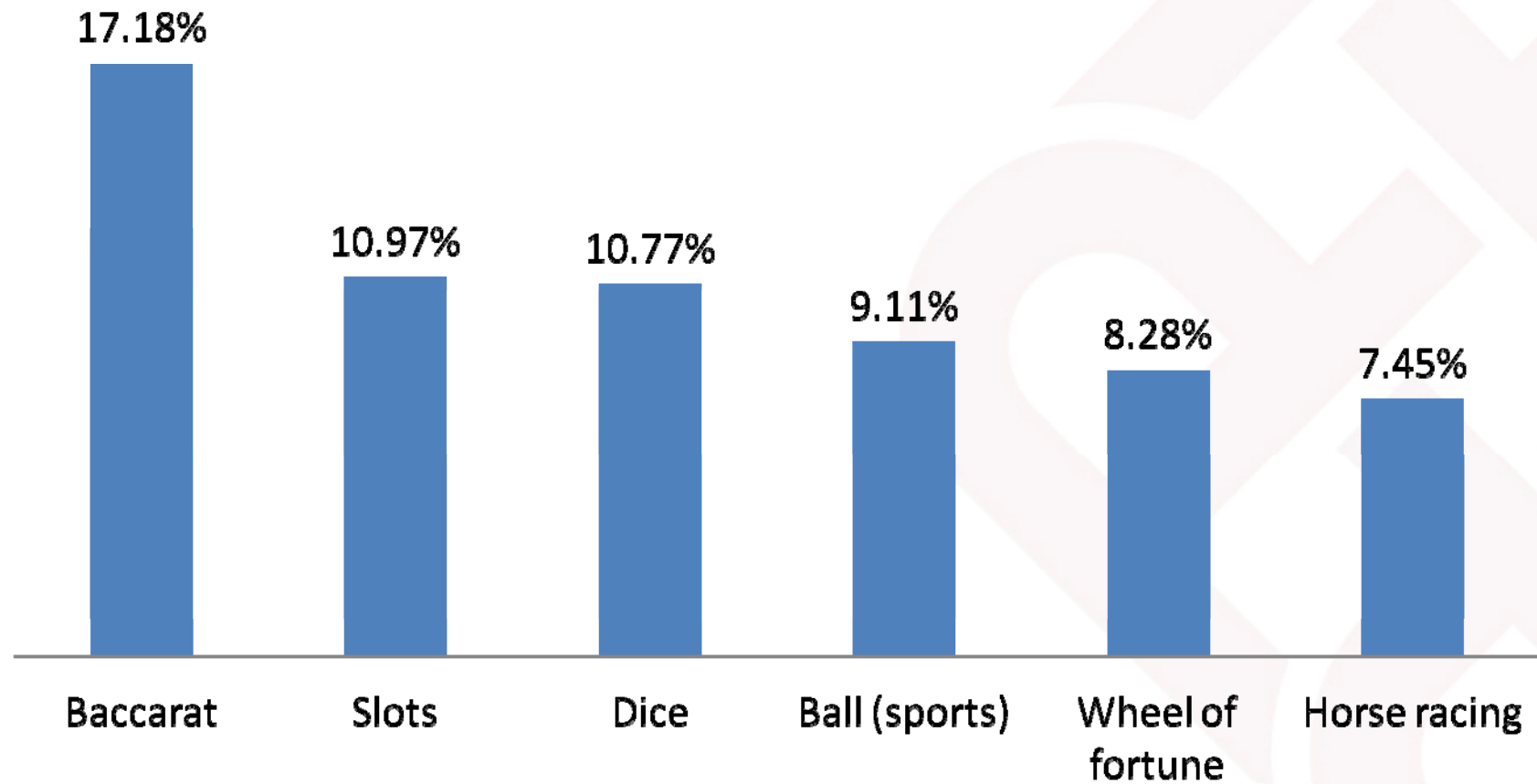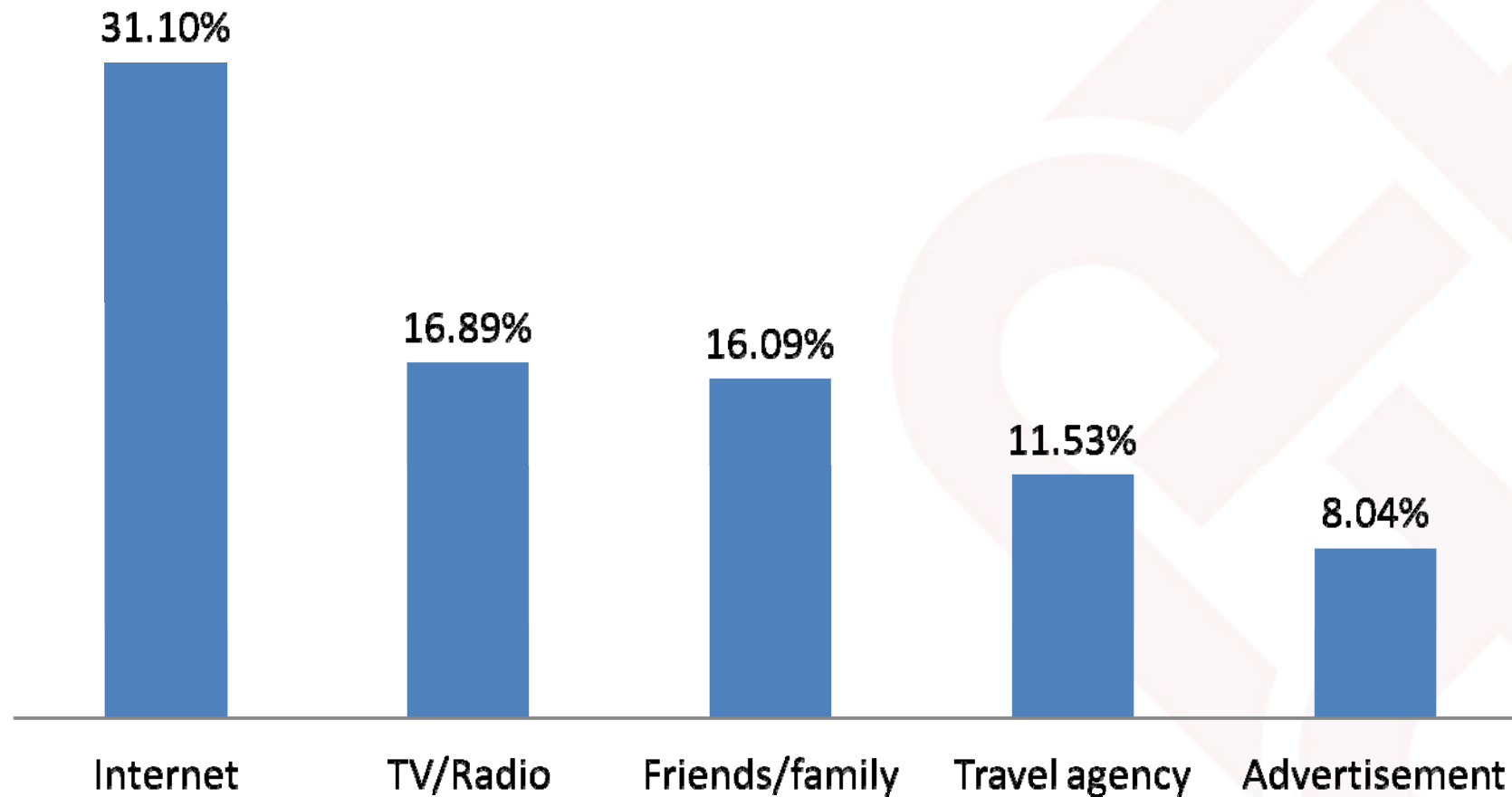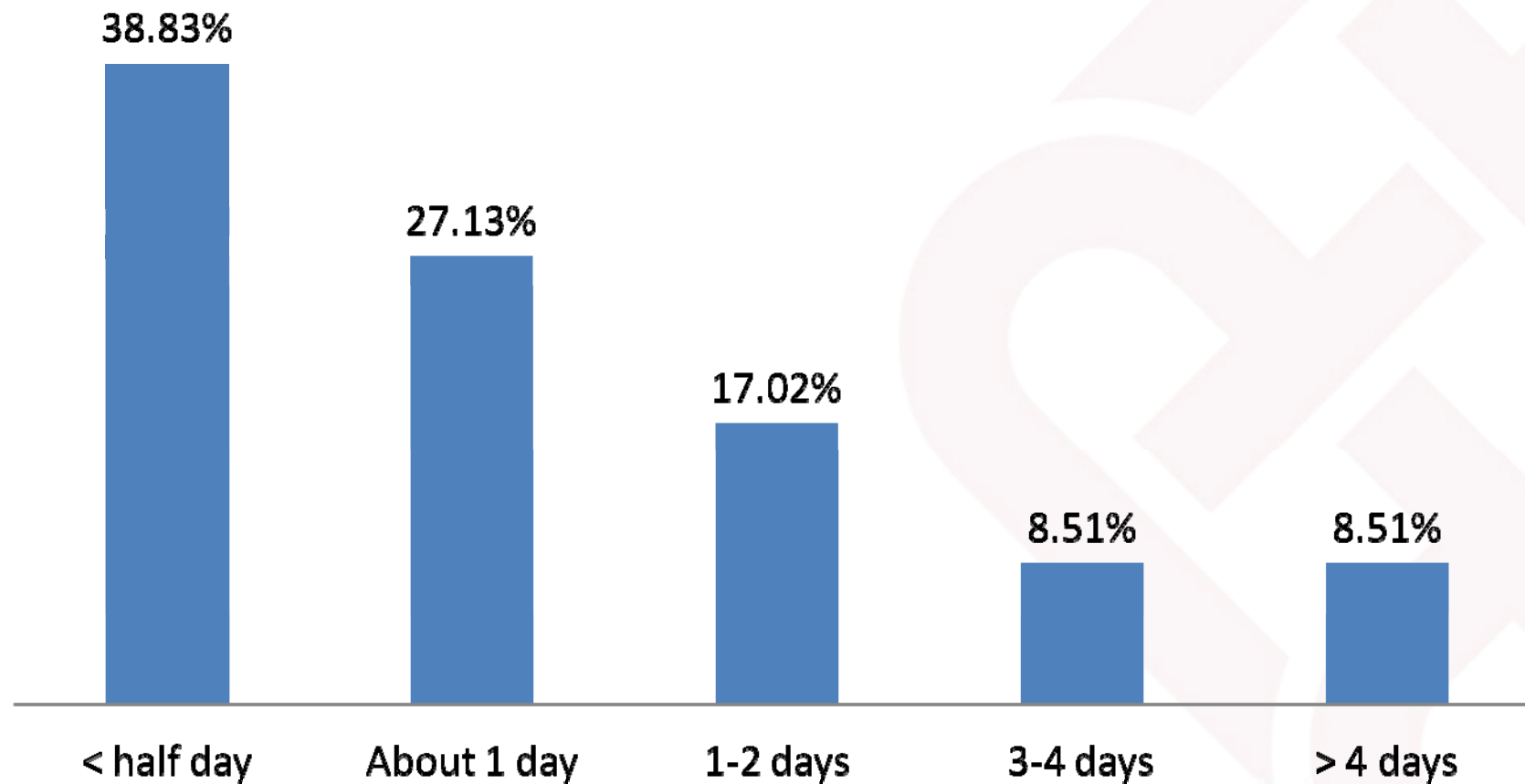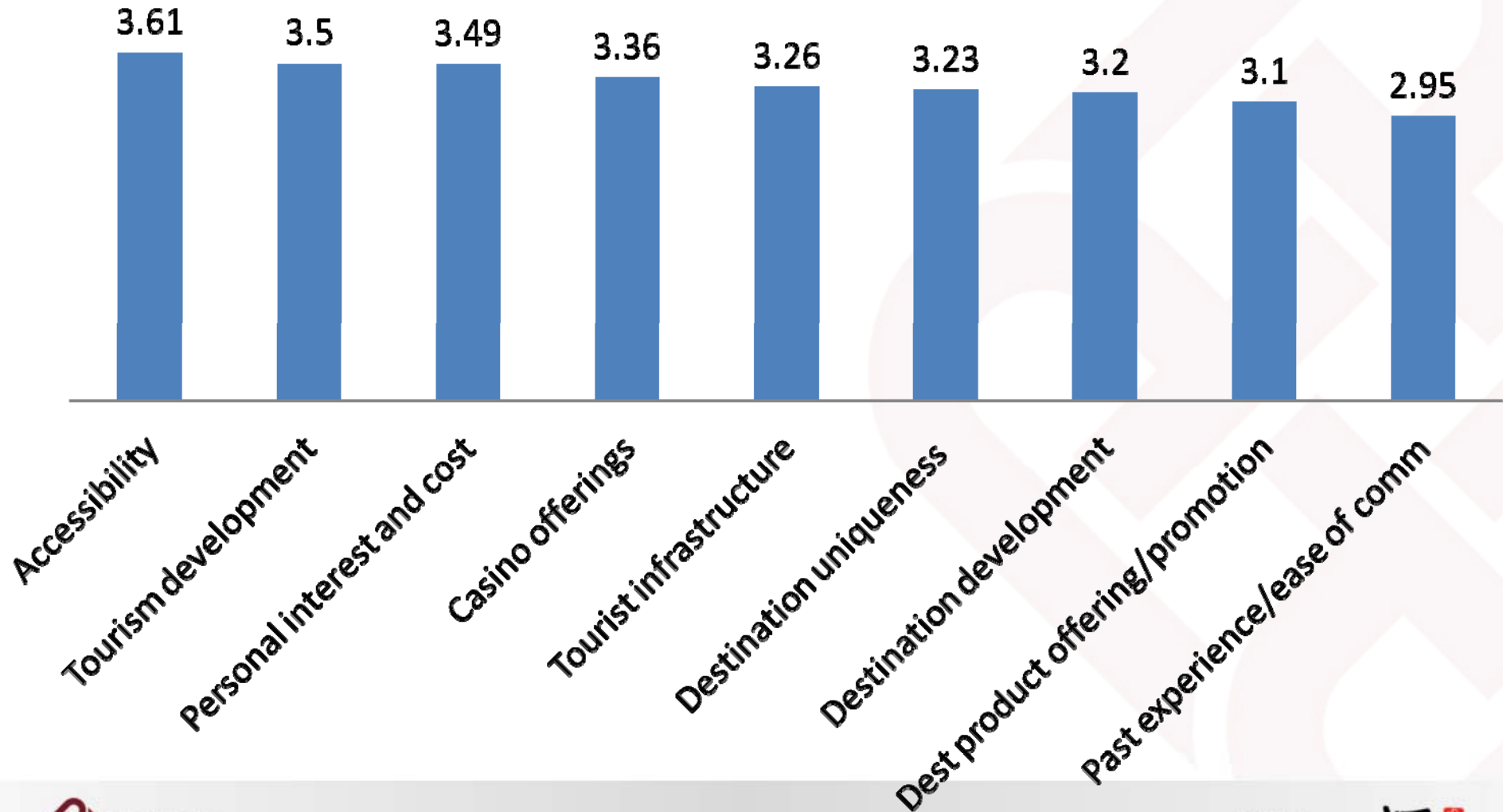
Factors Influencing Gaming Destination Selection

- Factor analysis of 46 items

- 39 items retained

- 9 factors explaining 62.57% of the variance

Factors Influencing Gaming Destination Selection

Implications – Primary

- Accessibility: distance, visa, political and social stability

- Tourism development: management quality, service quality, atmosphere

- Personal interest and cost: target market income, stimulate interest

- Casino offerings: activities, confidentiality, facilities, guest relations, shows and entertainment

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Implications – Secondary

- Tourist infrastructure: F&B, lodging, transportation, shopping (m=3.26)

- Destination uniqueness: historical, cultural, natural, urban

- Destination development: cost of living, culture similarity, social/economic development

- Destination product offering/promotion: tourist attractions and promotions

- Past experience/ease of communication

Thank you.