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)

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

Data from Yearbook of China Tourism (2000-2010) and 2011 China Outbound Tourism Annual Report.
Total Number of Mainland Outbound Travelers

<table>
<thead>
<tr>
<th>Year</th>
<th>Business Purpose</th>
<th>Private Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>4.84</td>
<td>5.63</td>
</tr>
<tr>
<td>2001</td>
<td>5.19</td>
<td>6.94</td>
</tr>
<tr>
<td>2002</td>
<td>6.54</td>
<td>10.06</td>
</tr>
<tr>
<td>2003</td>
<td>5.41</td>
<td>14.81</td>
</tr>
<tr>
<td>2004</td>
<td>5.87</td>
<td>22.98</td>
</tr>
<tr>
<td>2005</td>
<td>5.89</td>
<td>25.14</td>
</tr>
<tr>
<td>2006</td>
<td>5.72</td>
<td>28.80</td>
</tr>
<tr>
<td>2007</td>
<td>6.03</td>
<td>34.92</td>
</tr>
<tr>
<td>2008</td>
<td>5.71</td>
<td>40.13</td>
</tr>
<tr>
<td>2009</td>
<td>5.45</td>
<td>42.21</td>
</tr>
<tr>
<td>2010</td>
<td>5.88</td>
<td>51.51</td>
</tr>
</tbody>
</table>

Data from China Tourism Annual Report (2000-2010)
<table>
<thead>
<tr>
<th>Year</th>
<th>5 Most Popular Destinations for Mainland Chinese</th>
</tr>
</thead>
</table>
| 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

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>%</th>
<th>Characteristics</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>59.3</td>
<td>High school</td>
<td>26.7</td>
</tr>
<tr>
<td>Female</td>
<td>40.7</td>
<td>Degree</td>
<td>36.9</td>
</tr>
<tr>
<td>Masters and above</td>
<td>10.4</td>
<td>&lt;= 3000 / mo / Family</td>
<td>32.8</td>
</tr>
<tr>
<td>&lt; 18 years</td>
<td>1.1</td>
<td>3001-5000</td>
<td>32.8</td>
</tr>
<tr>
<td>18-25</td>
<td>22.7</td>
<td>5001-10,000</td>
<td>23.2</td>
</tr>
<tr>
<td>26-35</td>
<td>40.0</td>
<td>&gt;10,000</td>
<td>11.2</td>
</tr>
<tr>
<td>36-45</td>
<td>27.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>46-60</td>
<td>8.6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Reason to Visit Casino

- Gaming: 12.02%
- Sightseeing, participating in gaming in passing: 52.46%
- Sightseeing: 35.52%
Motivation of Gaming

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

- Baccarat: 17.18%
- Slots: 10.97%
- Dice: 10.77%
- Ball (sports): 9.11%
- Wheel of fortune: 8.28%
- Horse racing: 7.45%
Time in Casino

- < half day: 38.83%
- About 1 day: 27.13%
- 1-2 days: 17.02%
- 3-4 days: 8.51%
- > 4 days: 8.51%
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

(5=Significant Impact  4=Important Impact  3=Some Impact  2=Limited Impact  1=No impact)
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
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.