



Beyond the Ivory Ban

Research on Chinese Travelers While Abroad

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Introduction

From the 31st of December 2017, China banned the commercial processing and trade of elephant ivory, which has inevitably altered the way in which ivory is purchased in the region.

China's bordering markets have had their own legal and illegal ivory trade since long before the ban and in some cases, this is driven by local demand. In other cases, often in tourist spots, products are aimed at Chinese nationals traveling in the area.

As illustrated by GlobeScan and WWF's 2019 report "Demand under the Ban – China Ivory Consumption Research 2019", some Mainland Chinese nationals intend to travel to other markets for their ivory purchases since the ban. From information identified in this annual tracking survey which focused on 16 cities in China with active ivory markets before the ban came into effect, a substantial percentage of people who travel outside Mainland China at least twice per year were found to have high intentions of persistently purchasing ivory, despite the ban.

The ivory ban is widely recognized as a game changer for elephant conservation. However, more work must be done to tackle illegal wildlife trade, including urgent action to reduce intention of ivory purchases from Chinese travelers visiting neighboring countries. Therefore, in-depth research on Chinese travelers' ivory consumption overseas is urgently needed so that effective messaging can be developed to influence this important group of consumers.

Methodology

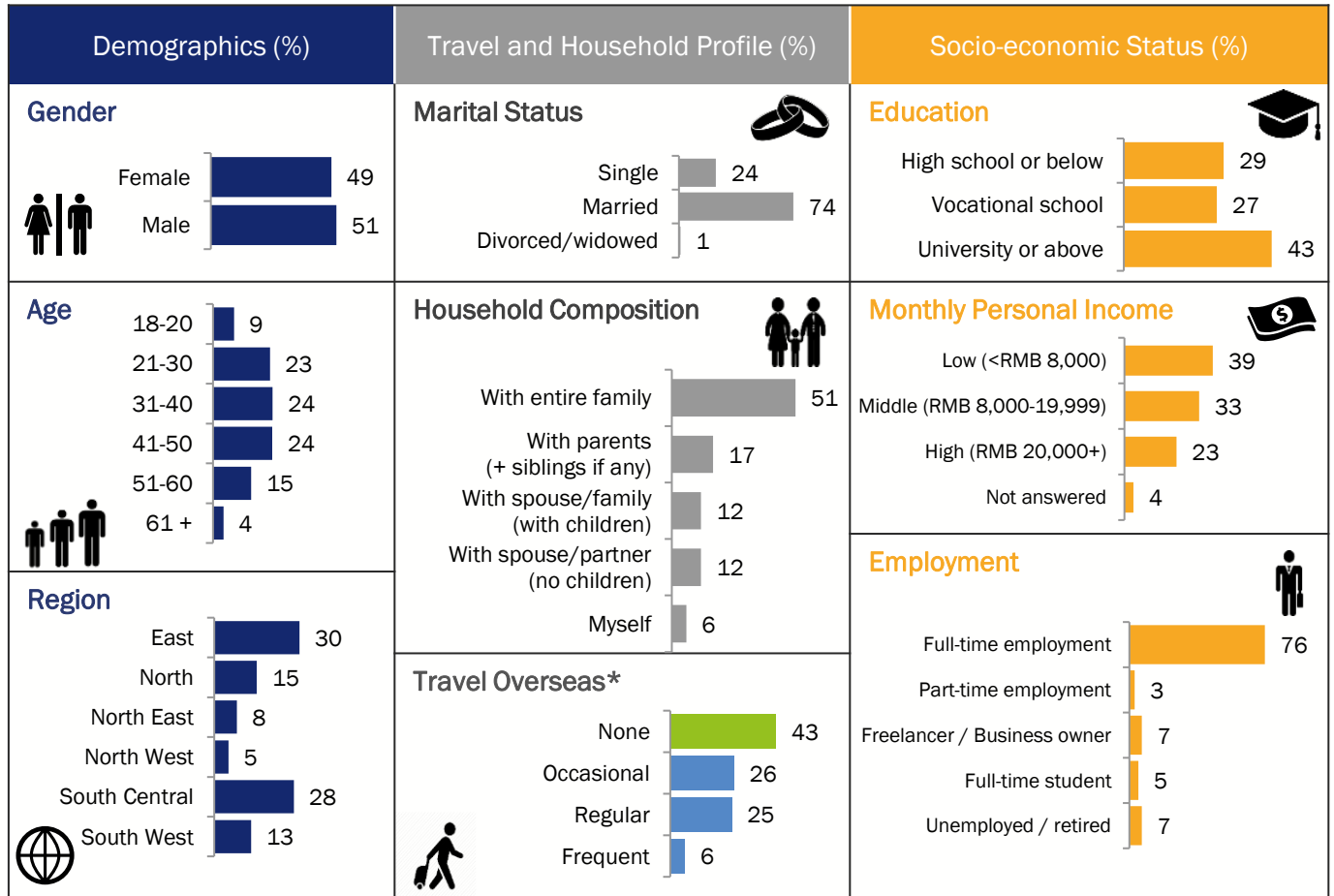
In this survey, we seek to better understand the motivations and potential influencing factors of outbound Chinese national travelers, specifically about their purchases of wildlife parts and products while abroad, with a focus on elephant ivory and a secondary focus on rhino horn. This research will serve as baseline data for future initiatives in relation to attitudes, values, motivations, and behaviors of the buyers, users, and intending consumers of elephant ivory while traveling, as well as identifying the hotspots of ivory purchase and investigating the groups that are most likely to purchase ivory while abroad. This study was focused on travelers to 7 target destinations – Cambodia, Hong Kong SAR, Japan, Laos, Myanmar, Thailand, or Vietnam.

Data were collected in both qualitative and quantitative phases. The quantitative phase took place in August 2019. Four groups of 8 travelers who had purchased ivory or rhino horn products while traveling outside of Mainland China were interviewed for approximately 2 hours in Guangzhou and Beijing.

The quantitative phase took place from October 2019 to January 2020. Respondents who had traveled outside of Mainland China to any of the target destinations at least once in the past 24 months was directed to a questionnaire about their travel habits and knowledge of, and interactions with, ivory and rhino horn while traveling.

Sample Profile and Overview

Quotas were set on region, age, gender and education. These quotas applied to *all survey participants (n=5291)*, to ensure as accurate a representation as possible of travelers and non-travelers, and travelers to each destination.



43%

Non-travelers (n=2120): respondents who have **not** traveled anywhere outside of Mainland China in the past three years.



Surveyed about their perceptions of ivory and rhino horn trade outside of Mainland China

57%

Travelers (n=3011): respondents who have traveled anywhere outside of Mainland China in the past three years.



Surveyed about their travel habits and knowledge of and interactions with ivory and rhino horn while traveling, and answer questions about a previous destination:

Assigned Travel Destination	Weighted Sample Size	% of Total Sample
Cambodia	370	12
Hong Kong SAR	457	15
Japan	422	14
Laos	389	13
Myanmar	375	12
Thailand	407	14
Vietnam	591	20
Total travelers	3011	

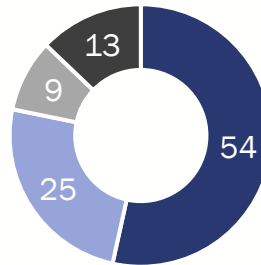
Overall Travel Behavior

 **92%**

of travelers are traveling for **leisure**
(e.g. vacation, festivals, shopping)

Travel Arrangements

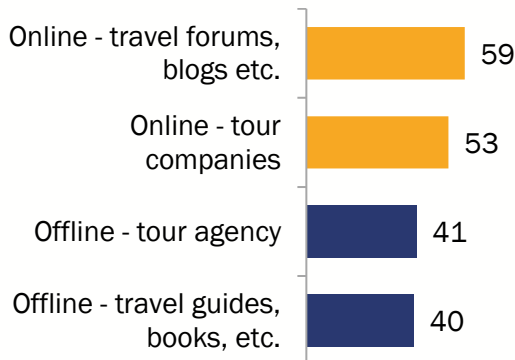
Base: Leisure Travelers (%)



- Independent
- Agency
- Tailored tour
- Semi-independent

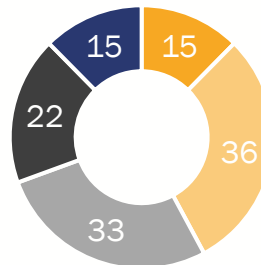
Travel Research Methods

Base: All Travelers (%)



Travel Period

Base: All Travelers (%)



- Lunar New Year
- National Day Holidays
- Summer Vacation
- Another public holiday
- Other time

Reasons to Travel

Base: All Travelers

Most important reasons to travel



I can spend time in nature

I can experience the local cuisine

I appear more fun by having experiences traveling abroad

Least important reasons to travel



I can consume wild (exotic) meat



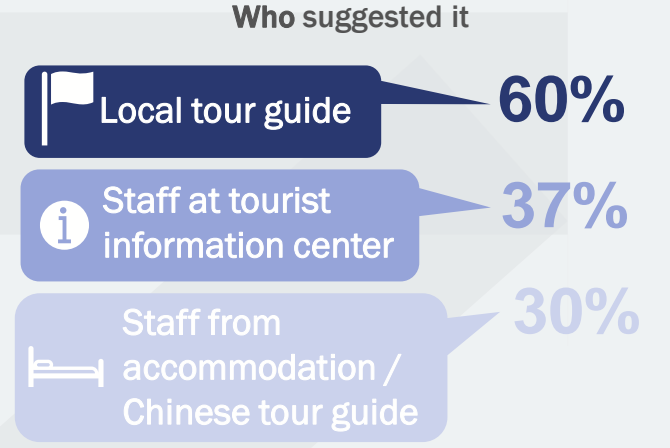
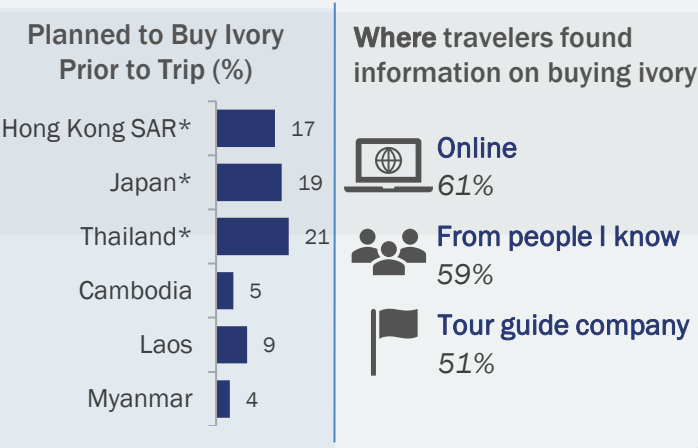
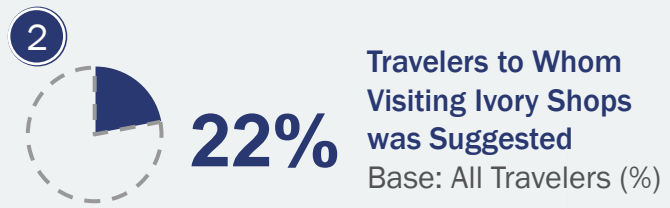
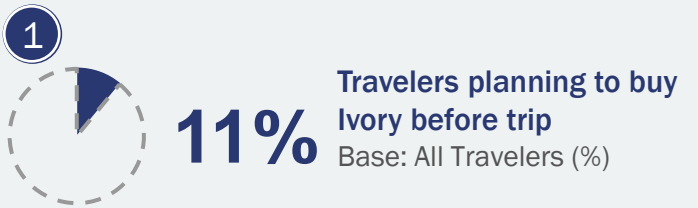
I can shop for ivory



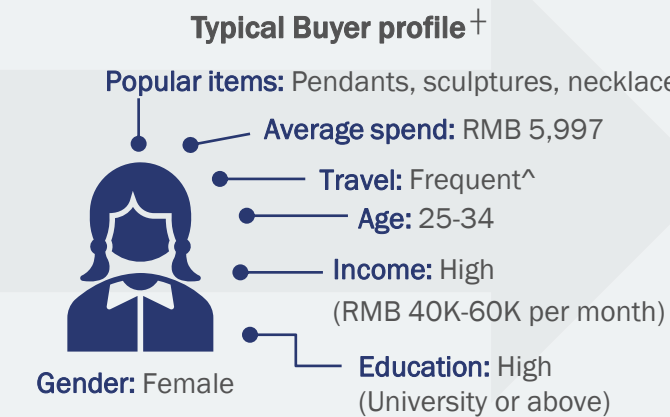
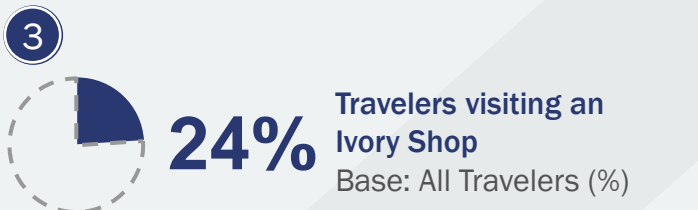
I can shop for rhino horn

Path to Purchase

Travelers Purchasing Ivory Outside of Mainland China



*Note: Ivory purchase is legal under certain circumstances in Hong Kong SAR, Japan and Thailand



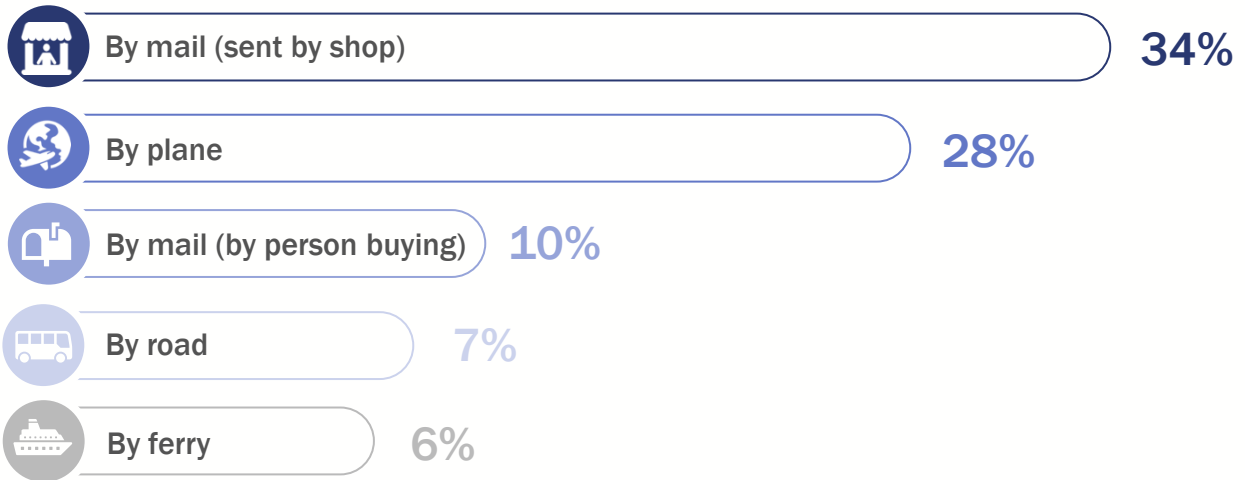
†A typical buyer profile indicates the demographics that are more likely to be represented.
^Travel outside Mainland China four times per year or more.

Post Purchase

Transporting Ivory back to Mainland China

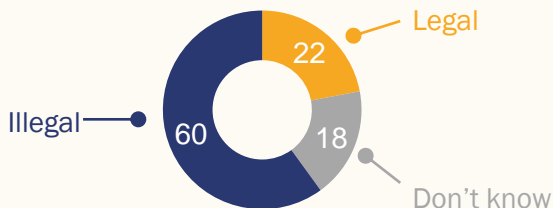
TOP 5 ways the person buying ivory brought it back to Mainland China

Base: Total travelers who bought/knows someone bought ivory/rhino horn



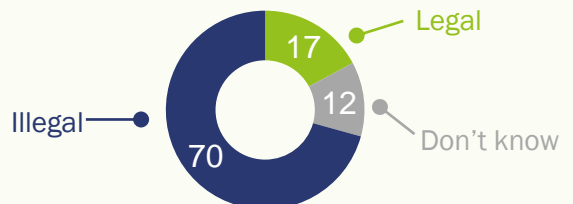
Perceptions of illegality of buying ivory in destinations

Base: All Travelers (%)



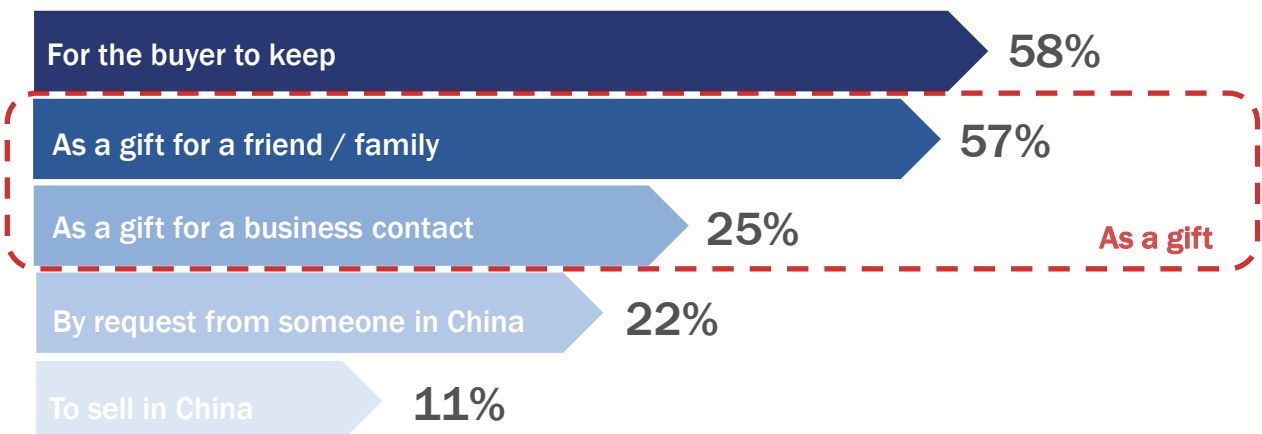
Perceptions of illegality of bringing ivory back

Base: All Travelers (%)



TOP 5 reasons to buy ivory

Base: Total travelers bought/knows someone bought ivory





Destination Snapshot on Purchasing Ivory – Cambodia

Typical Cambodia Traveler Profile* (n=370)

Age: 45-54 (30%)

Education: Low to middle+ (84%)

Gender: Male (60%)

Trip arrangement: Independent (53%)

Income: Low to middle (RMB 20,000 or less per month) (75%)

Before Purchase

Did you plan to buy ivory before your trip?



5%

Did you visit a shop / market that sold ivory?



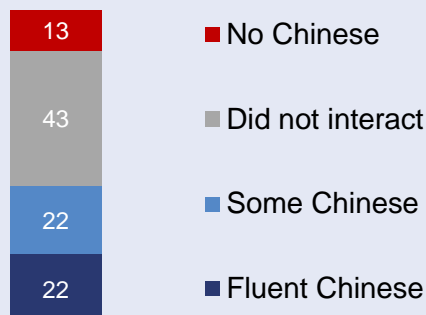
18%

Did anyone suggest visiting a shop that sold ivory while you were traveling?



11%

Did any of the sellers of ivory speak Chinese? (n=189) (%)



Who suggested visiting as shop to you?



After Purchase

The incidence rate for ivory purchase while traveling in Cambodia was estimated at:



3.1%

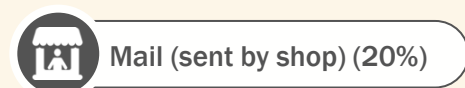
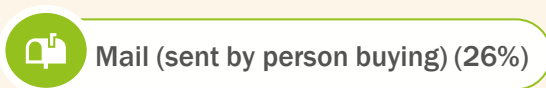
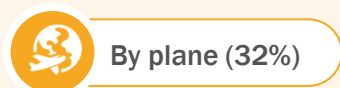
Average spend on ivory (RMB) (n=27)

¥2,940

Is it legal to buy ivory in this destination? (%)



How did this person bring these wildlife products back into China? (n=29)





Destination Snapshot on Purchasing Ivory – Hong Kong SAR

Typical Hong Kong SAR Traveler Profile* (n=457)	Age: 25-34 (31%)	Education: High^ (74%)
	Gender: Female (61%)	Trip arrangement: Independent (67%)
	Income: Middle to high (RMB 8,000 or more per month) (79%)	

Before Purchase

Did you plan to buy ivory before your trip?



Did you visit a shop / market that sold ivory?



Did anyone suggest visiting a shop that sold ivory while you were traveling?



Who suggested visiting as shop to you?



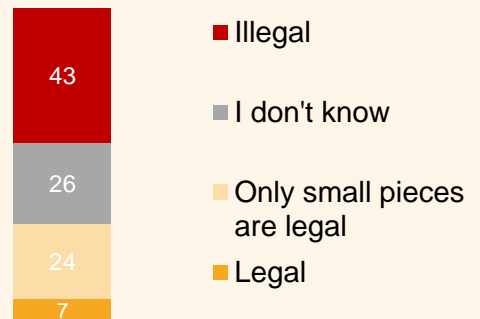
After Purchase

The incidence rate for ivory purchase while traveling in Hong Kong SAR was estimated at:

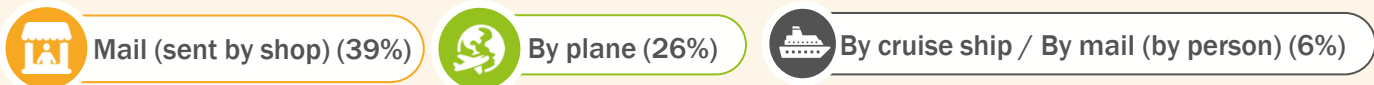


Average spend on ivory (RMB) (n=115) **¥7,166**

Is it legal to buy ivory in this destination? (%)



How did this person bring these wildlife products back into China? (n=123)



*A typical traveler profile indicates the demographics that are more likely to be represented.
^ University or above



Destination Snapshot on Purchasing Ivory – Japan

Typical Japan Traveler Profile* (n=422)	Age: 25-34 (34%)	Education: High^ (83%)
	Gender: Female (54%)	Trip arrangement: Independent (49%)
	Income: Middle to high (RMB 8,000 or more per month) (87%)	

Before Purchase

Did you plan to buy ivory before your trip?



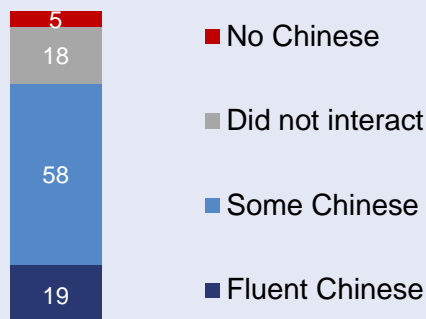
Did you visit a shop / market that sold ivory?



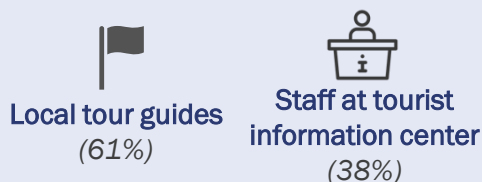
Did anyone suggest visiting a shop that sold ivory while you were traveling?



Did any of the sellers of ivory speak Chinese? (n=250) (%)



Who suggested visiting as shop to you?



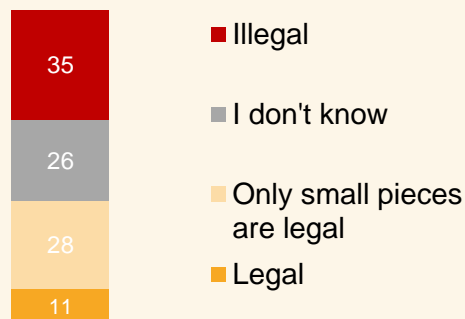
After Purchase

The incidence rate for ivory purchase while traveling in Japan was estimated at:

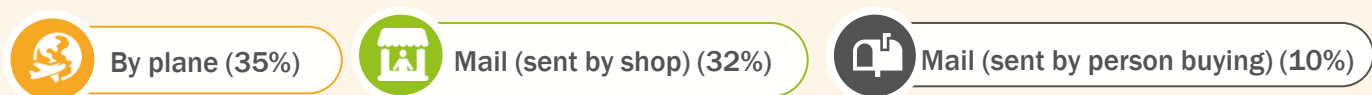


Average spend on ivory (RMB) (n=125) **¥6,598**

Is it legal to buy ivory in this destination? (%)



How did this person bring these wildlife products back into China? (n=134)



*A typical traveler profile indicates the demographics that are more likely to be represented.
^ University or above



Destination Snapshot on Purchasing Ivory – Laos

Typical Laos Traveler Profile* (n=389)

Age: 35-44 (36%)

Education: Low to middle+ (88%)

Gender: Female (51%)

Trip arrangement: Independent (47%)

Income: Low to middle (RMB 20,000 or less per month) (81%)

Before Purchase

Did you plan to buy ivory before your trip?



9%

Did you visit a shop / market that sold ivory?



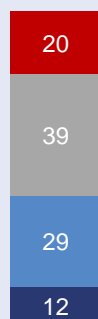
17%

Did anyone suggest visiting a shop that sold ivory while you were traveling?



13%

Did any of the sellers of ivory speak Chinese? (n=213) (%)



- No Chinese
- Did not interact
- Some Chinese
- Fluent Chinese

Who suggested visiting a shop to you?



Chinese tour guides (48%)



Local tour guides (40%)

After Purchase

The incidence rate for ivory purchase while traveling in Laos was estimated at:



4.3%

Average spend on ivory (RMB) (n=31)

¥5,174

Is it legal to buy ivory in this destination? (%)



- Illegal
- I don't know
- Only small pieces are legal
- Legal

How did this person bring these wildlife products back into China? (n=36)



Mail (sent by shop) (40%)



By road (18%)



Mail (sent by person buying) (14%)



Destination Snapshot on Purchasing Ivory – Myanmar

Typical Myanmar Traveler Profile* (n=375)

Age: 45-54 (38%)

Education: Low to middle+ (85%)

Gender: Male (58%)

Trip arrangement: Independent (59%)

Income: Low to middle (RMB 20,000 or less per month) (74%)

Before Purchase

Did you plan to buy ivory before your trip?



4%

Did you visit a shop / market that sold ivory?



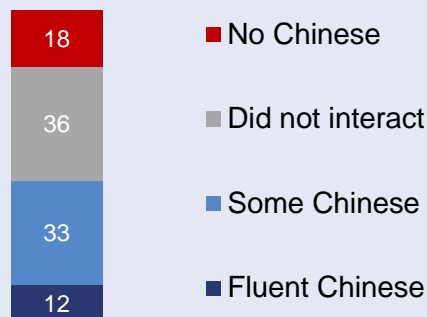
15%

Did anyone suggest visiting a shop that sold ivory while you were traveling?

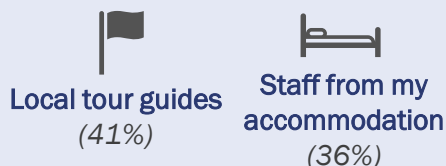


8%

Did any of the sellers of ivory speak Chinese? (n=161) (%)



Who suggested visiting as shop to you?



After Purchase

The incidence rate for ivory purchase while traveling in Myanmar was estimated at:

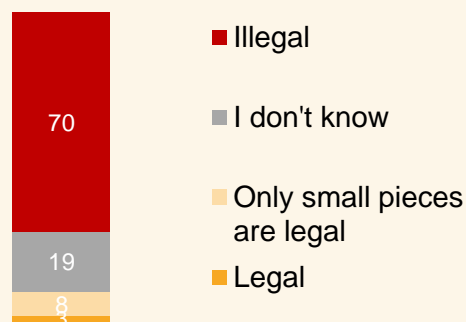


2.2%

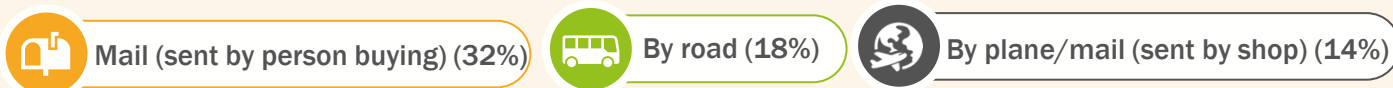
Average spend on ivory (RMB) (n=17)

¥5,955

Is it legal to buy ivory in this destination? (%)



How did this person bring these wildlife products back into China? (n=17)





Destination Snapshot on Purchasing Ivory – Thailand

Typical Thailand Traveler Profile* (n=407)

Age: 35-44 (33%)

Education: High^ (79%)

Gender: Female (55%)

Trip arrangement: Independent (44%)

Income: Middle to high (RMB 8,000 or more per month) (78%)

Before Purchase

Did you plan to buy ivory before your trip?



21%

Did you visit a shop / market that sold ivory?



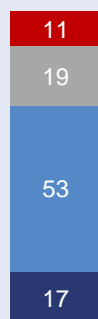
38%

Did anyone suggest visiting a shop that sold ivory while you were traveling?



44%

Did any of the sellers of ivory speak Chinese? (n=282) (%)



- No Chinese
- Did not interact
- Some Chinese
- Fluent Chinese

Who suggested visiting a shop to you?

Local tour guides (71%)

Staff at tourist information center (34%)

After Purchase

The incidence rate for ivory purchase while traveling in Thailand was estimated at:



13.5%

Average spend on ivory (RMB) (n=124)

¥5,835

Is it legal to buy ivory in this destination? (%)



- Illegal
- I don't know
- Only small pieces are legal
- Legal

How did this person bring these wildlife products back into China? (n=133)



Mail (sent by shop) (38%)



By plane (30%)



Mail (sent by person buying) (9%)



Destination Snapshot on Purchasing Ivory – Vietnam

Typical Vietnam Traveler Profile* (n=591)	Age: 45-54 (38%)	Education: Low to middle+ (88%)
	Gender: Male (69%)	Trip arrangement: Independent (57%)
	Income: Low to middle (RMB 20,000 or less per month) (85%)	

Before Purchase

Did you plan to buy ivory before your trip?



4%

Did you visit a shop / market that sold ivory?



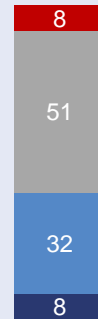
17%

Did anyone suggest visiting a shop that sold ivory while you were traveling?



8%

Did any of the sellers of ivory speak Chinese? (n=300) (%)



- No Chinese
- Did not interact
- Some Chinese
- Fluent Chinese

Who suggested visiting as shop to you?



After Purchase

The incidence rate for ivory purchase while traveling in Vietnam was estimated at:



1.9%

Average spend on ivory (RMB) (n=27)

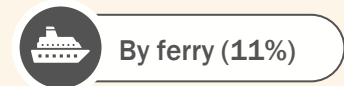
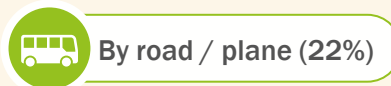
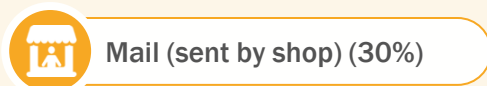
¥3,426

Is it legal to buy ivory in this destination? (%)



- Illegal
- I don't know
- Only small pieces are legal
- Legal

How did this person bring these wildlife products back into China? (n=35)



*A typical traveler profile indicates the demographics that are more likely to be represented.
* Completed vocational school / high school



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