



中国千禧一代的 出境旅游 & 购物

Chinese Millennials — Revealing Their
Outbound Traveling and Shopping Secrets

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杰西卡的秘密 Jessica's Secret CEO

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中国千禧一代旅游购物的有趣特征

Fun Facts of Chinese Millennials' tourism shopping



杰西卡的集团

Jessica's Secret Group



Part 1

“杰西卡的秘密” APP简介

About Jessica's Secret App

比价工具 Price Comparison Tool

国家/地区	货币	价格	人民币
中国香港	港币	595.00	¥ 595.00
英国	英镑	62.45	¥ 550.45
World Duty Free	英镑	62.45	¥ 550.45
哈罗德 (Harrods)	英镑	75.00	¥ 661.07
退税后	英镑	62.50	¥ 550.89
塞尔福里奇 (Selfridges)	英镑	75.00	¥ 661.07
退税后	英镑	62.50	¥ 550.89
Aelia (伦敦机场)	英镑	64.00	¥ 564.11
新加坡	新元	139.30	¥ 702.17
欧元区	欧元	73.19	¥ 661.07

已知最低价(中国香港): ¥522.71
国内参考价: ¥850.00

商品价格信息覆盖了超过40个国家、400家商场以及1500万个SKU，每30分钟根据实时汇率进行更新。

Price information covering over 40 countries, 400 stores, and 15million SKUs, updated based on real-time exchange rate every 30 minutes.

促销活动 Promotions

- 西班牙英格列斯百货 菲拉格慕 特选礼遇 5%返现
- 昇恒昌免税店 进店消费 可享受3%返现
- 杰西卡客人 香港各大连锁表行 最高可享受 87折V F优惠
- 仁川机场 三益免税店 最高返现 8%
- 法国·品牌专卖店 特选礼遇 4%返现
- 格乐丽雅免税店63 独家礼遇 18返现

韩国·优惠券列表

- 新罗免税店: 43万韩元代金券+追加10%折扣
- 新世界免税店(明洞): 韩际新世界免税店最高9万韩元优惠
- 乐天免税店: 乐天优惠券

日本·优惠券列表

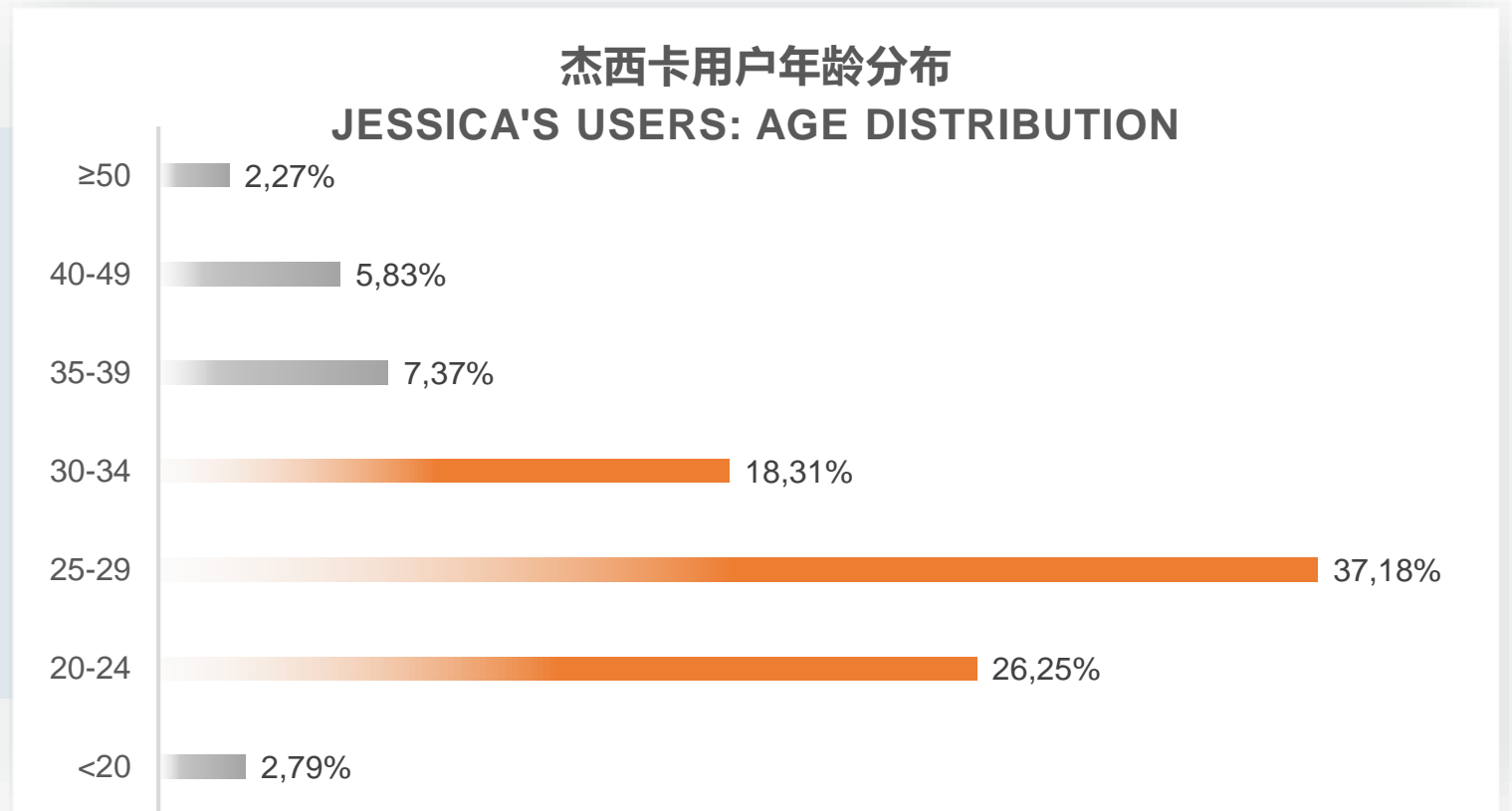
- 精选商户 7折起
- 松本清: 5% off
- Laox: 8%免税+5%优惠
- 东武百货: 东武百货池袋店9%OFF优惠券

优惠券 Coupons

“杰西卡的秘密” 近90%的用户是千禧一代

Almost 90% of Jessica's Secret App Users Are Chinese Millennials

- 总用户数 Total users: 1,200,000
- 日活用户 Daily active users: 23,000
- 周活用户 Weekly active users: 94,000
- 月活用户 Monthly active users: 230,000



中国千禧一代的典型特征

Prominent Features of Chinese Millennials

- ✓ 中国千禧一代群体由于成长于特殊的历史阶段和社会环境，逐渐形成了独特的购物消费习惯。
- ✓ In China, as millennials are born and raised in a certain historical context and social environment, their distinctive consumption concepts are gradually formed.

1 年龄 Age

出生于1982年-2000年
Born between year 1982 and 2000

2 购买力

Consumption Strength

高盛曾提到，中国千禧一代“是目前世界上最重要的一个群体”。
Goldman Sachs has said Chinese millennials are “the most important demographic in the world today”.

3 高度依赖互联网

Reliance on the Internet

中国千禧一代的成长和互联网的发展紧密重合，他们是名副其实的“互联网原住民”。
The growth of this generation coincided with the development of the Internet at about the same time, making them “real Internet natives”.



Part 2

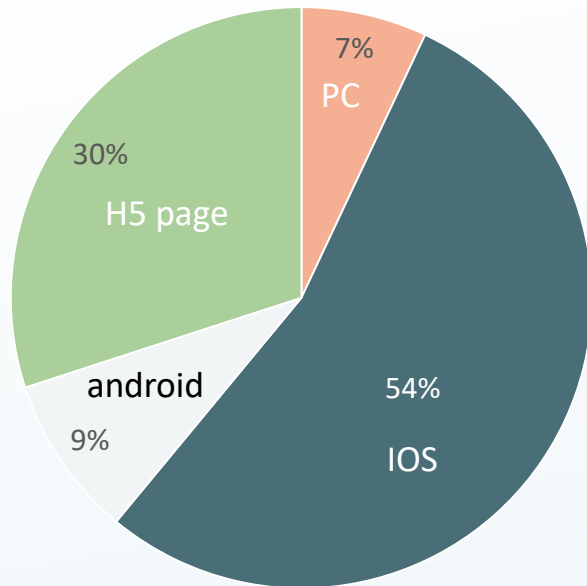
中国出境购物千禧一代的互联网行为&喜好
Chinese Millennials' Outbound Consuming
Behavior and Preference on The Internet

中国旅游购物的千禧一代：上网设备使用习惯

Tourism Shopping Lovers--Chinese Millennials : Mobile Device Using Habits

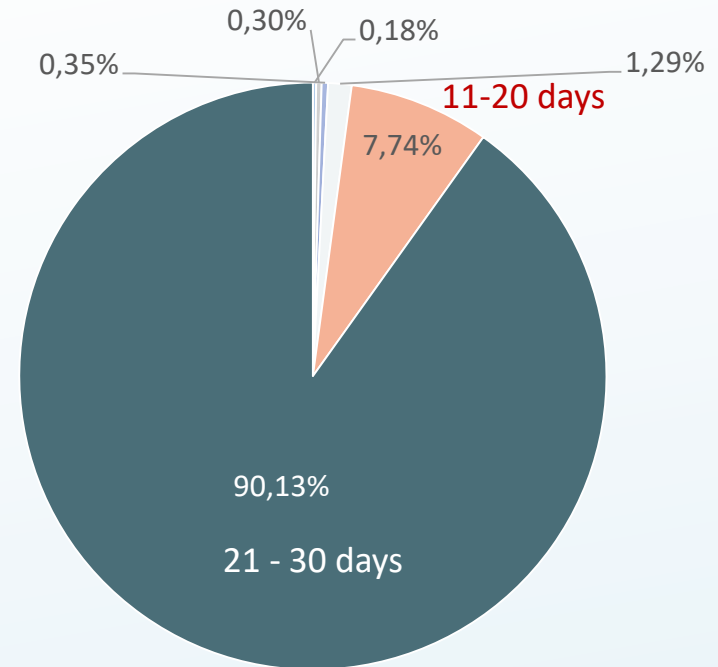
✓ 移动设备成为绝对主流 Mobile device becomes dominant

上网访问渠道使用分布
Channels Used for Online Activities



PC ios android H5 page

杰西卡用户：每月智能手机使用活跃天数分布
Jessica's Users: Active Days Using Mobile Phones per Month



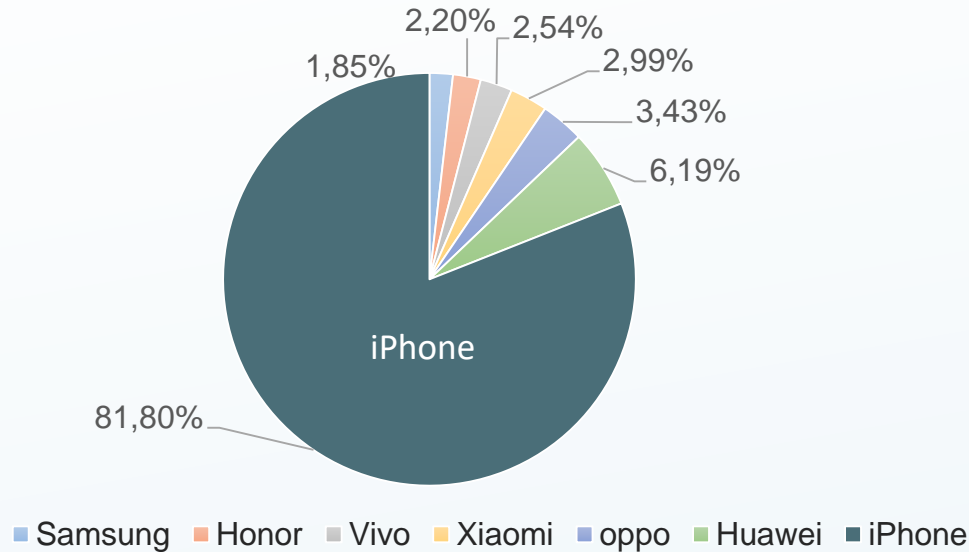
1day 2-3 days 4-5 days 6-10 days 11-20 days 21-30 days

中国旅游购物的千禧一代：上网设备使用习惯

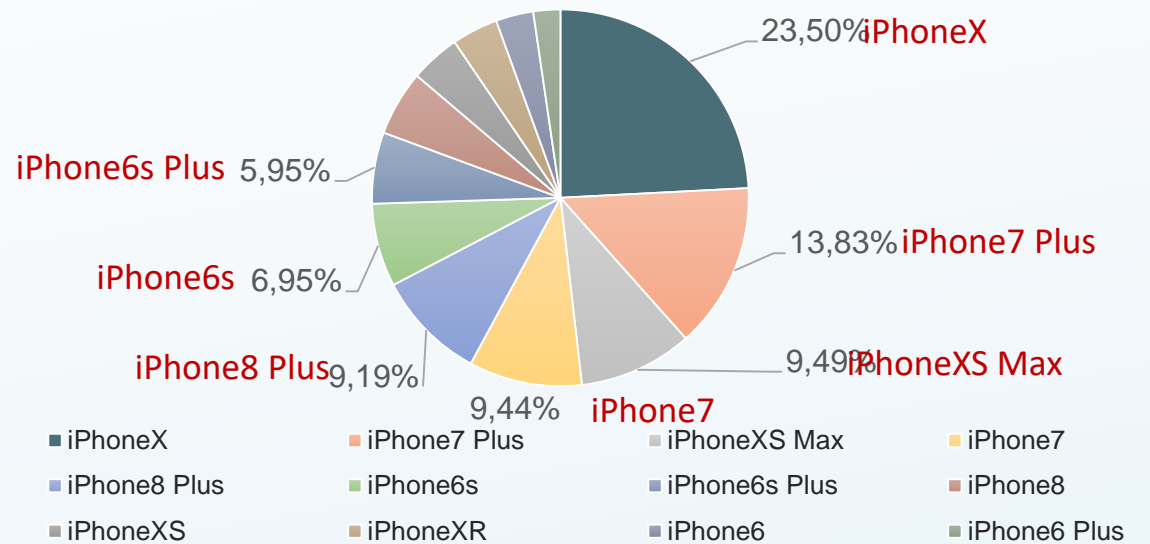
Tourism Shopping Lovers--Chinese Millennials : Mobile Device Using Habits

- ✓ 83.81%的杰西卡用户使用价格超过3000元的手机
- ✓ 83.81% of Jessica's Users use mobile phones priced over ¥ 3,000

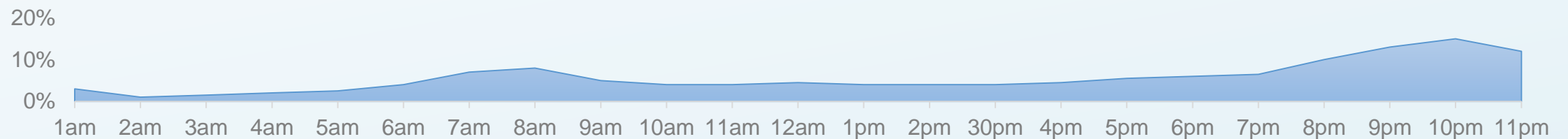
杰西卡用户：在用手机品牌分布
Jessica's Users: Smart Phone Brands in Use



杰西卡平台iPhone机型分布
Percentage Shares of Different iPhone Models on Jessica's Secret



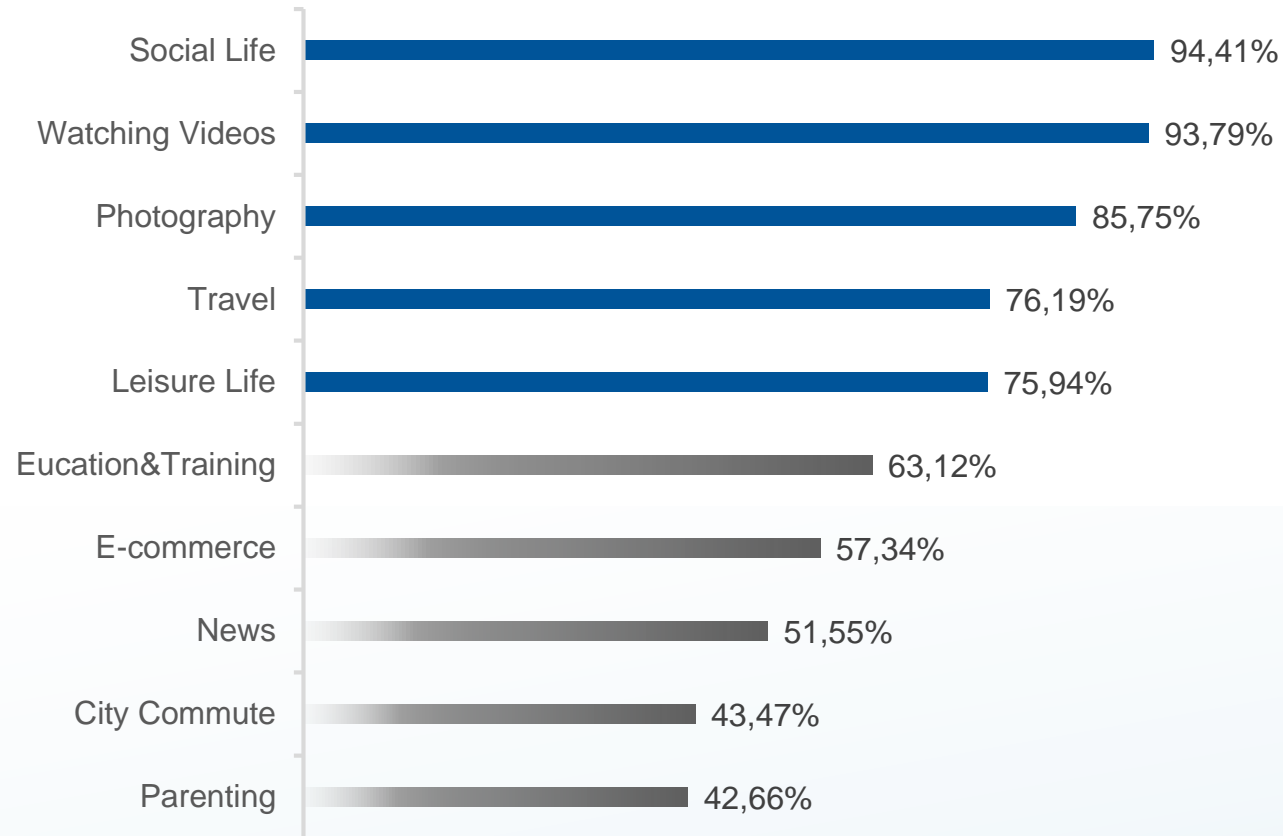
杰西卡用户：上网时间热度分布
Jessica's Users: Online Period Distribution



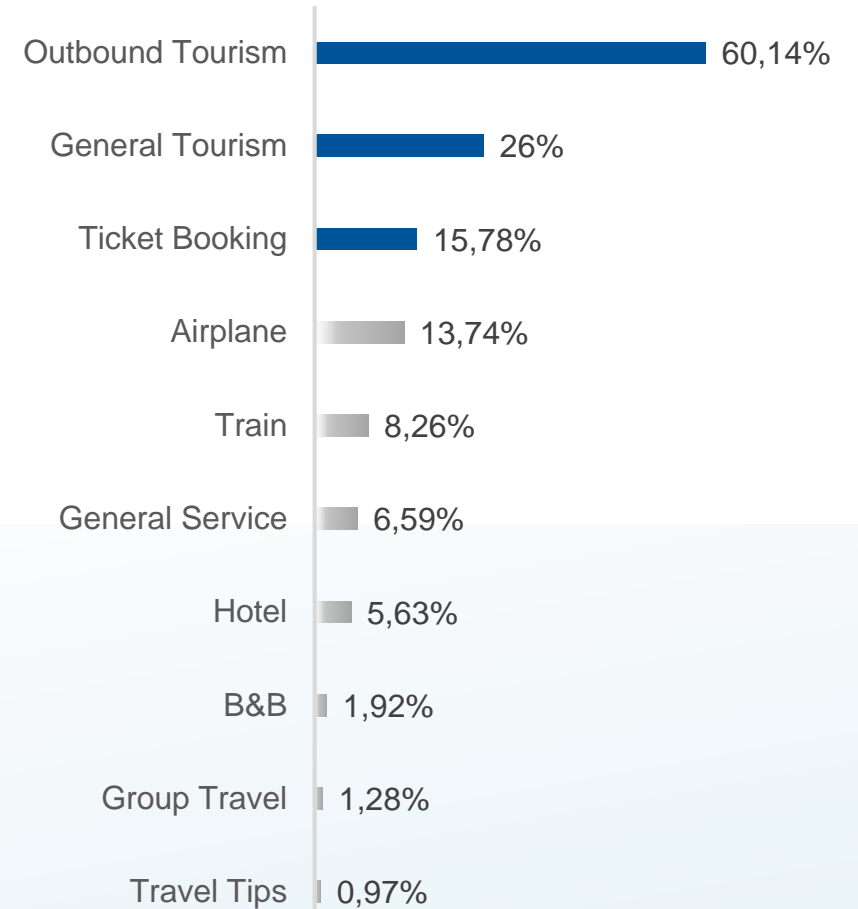
中国旅游购物的千禧一代：上网兴趣喜好

Tourism Shopping Lovers--Chinese Millennials : Internet Browsing Preference

兴趣分布
DAILY LIFE HABITS



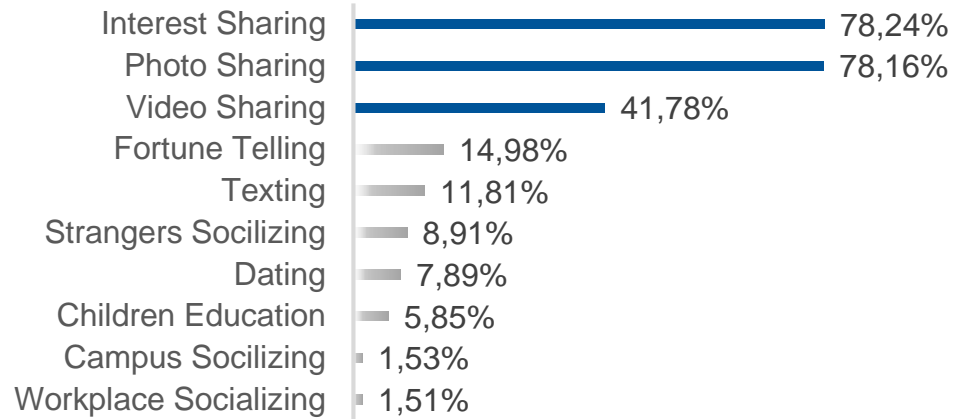
旅行
TRAVEL



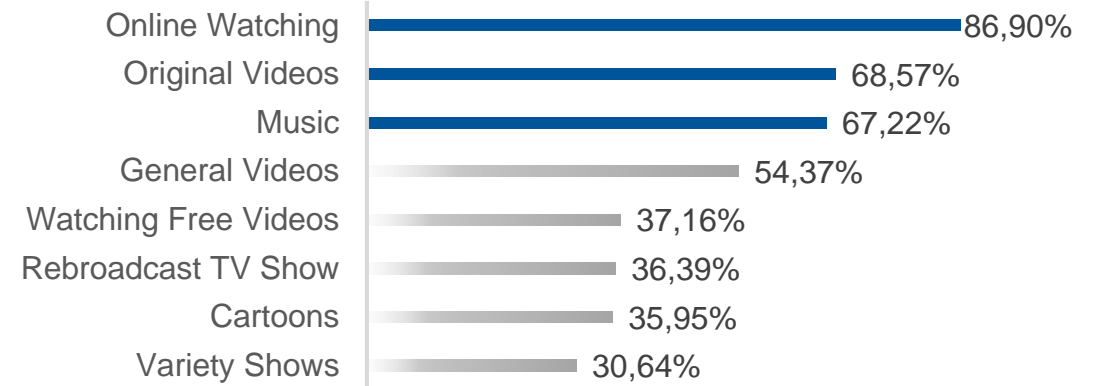
中国旅游购物的千禧一代：上网兴趣喜好

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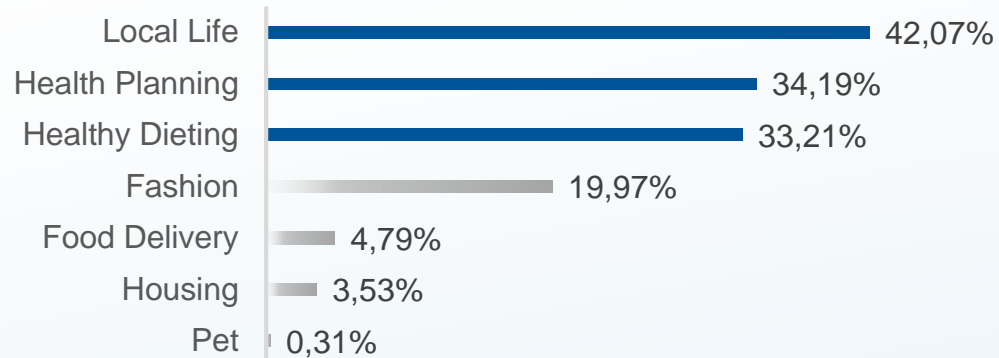
社交 SOCIAL LIFE



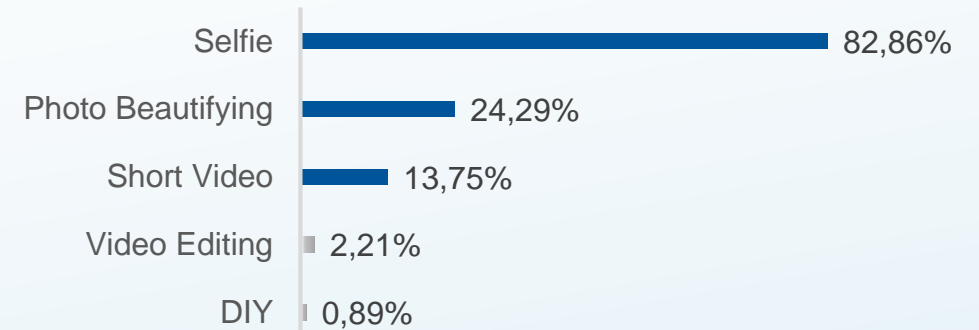
视频观看 VIDEO WATCHING



生活休闲 LEISURE LIFE



摄影 PHOTOGRAPHY





Part 3

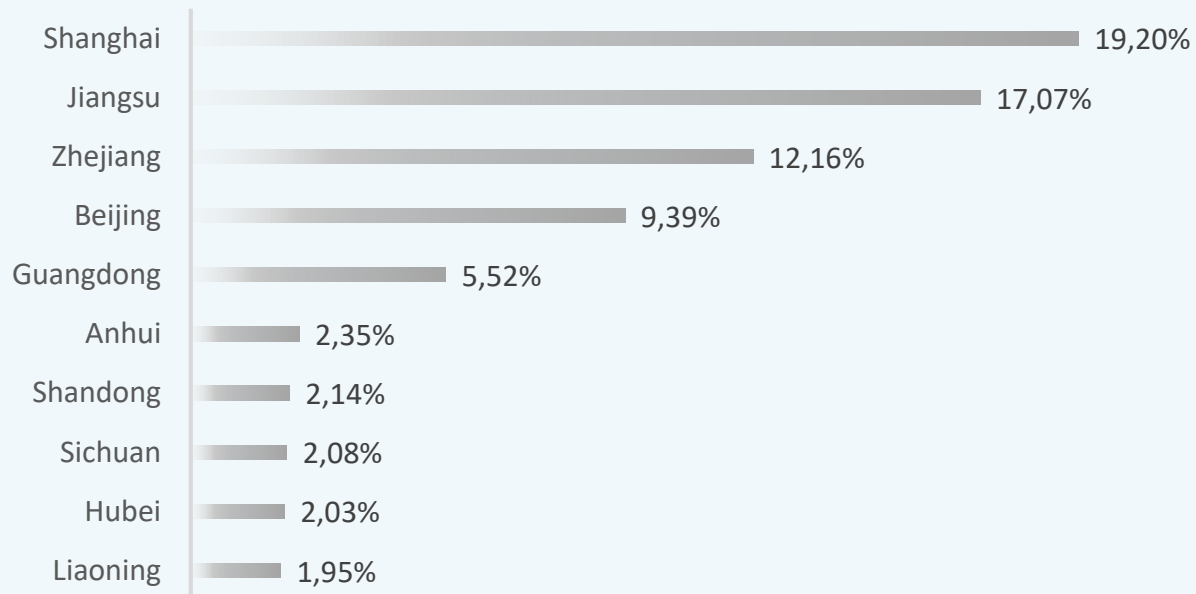
中国千禧一代的出境旅游&购物数据分享
Chinese Millennials' Outbound Traveling & Shopping
Data Sharing

中国旅游购物的干禧一代：地域和年龄分布情况

Tourism Shopping Lovers--Chinese Millennials : Area and Gender Distributions

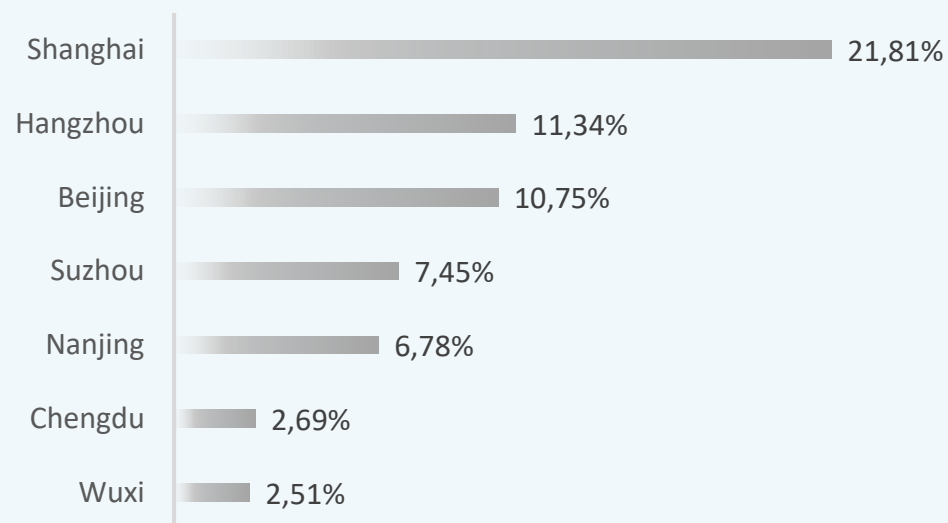
杰西卡用户：省份分布

JESSICA'S USERS: PROVINCE DISTRIBUTION



杰西卡用户：城市分布

JESSICA'S USERS: CITY DISTRIBUTION



性别
Gender

73.9%



女性 Femal

26.1%



男性 Male

中国旅游购物的千禧一代：热门购物国家

Tourism Shopping Lovers--Chinese Millennials :Popular Consuming Regions

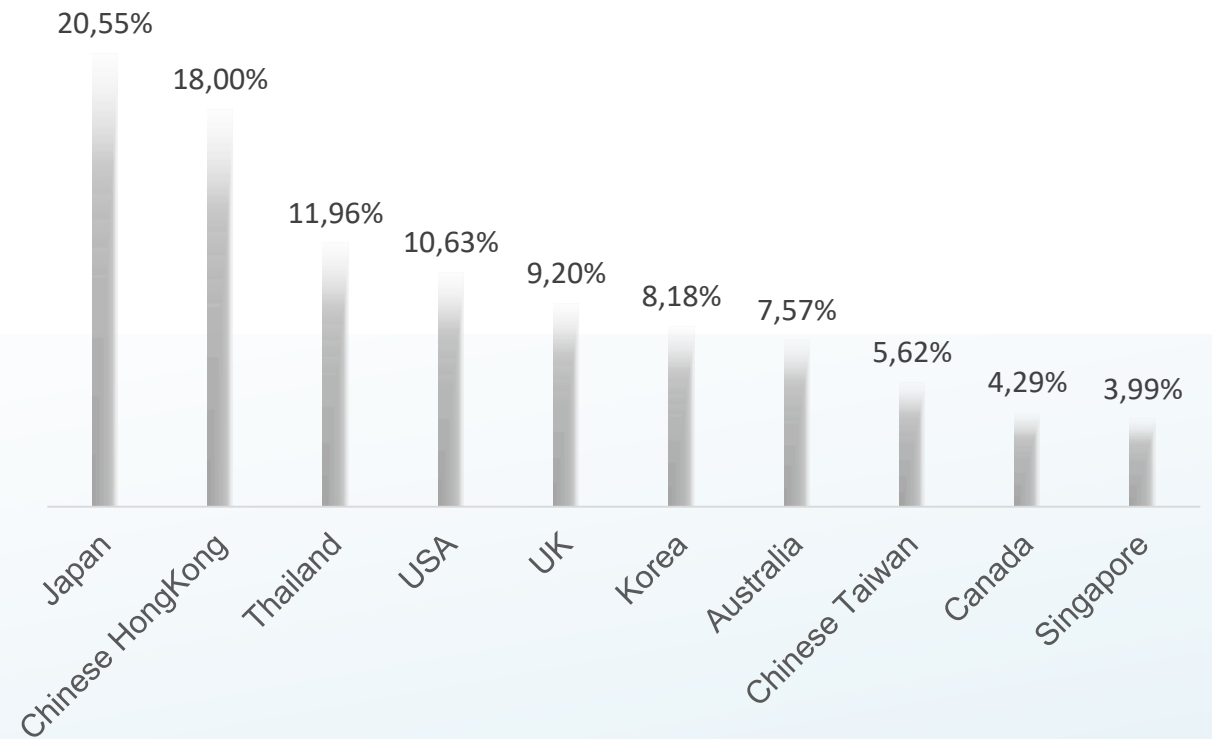
热门旅游购物目的地

POPULAR DESTINATIONS FOR SHOPPING



杰西卡用户：境外国家和地区月活用户占比

JESSICA'S USERS: MONTHLY ACTIVE USERS' PERCENTAGE SHARES

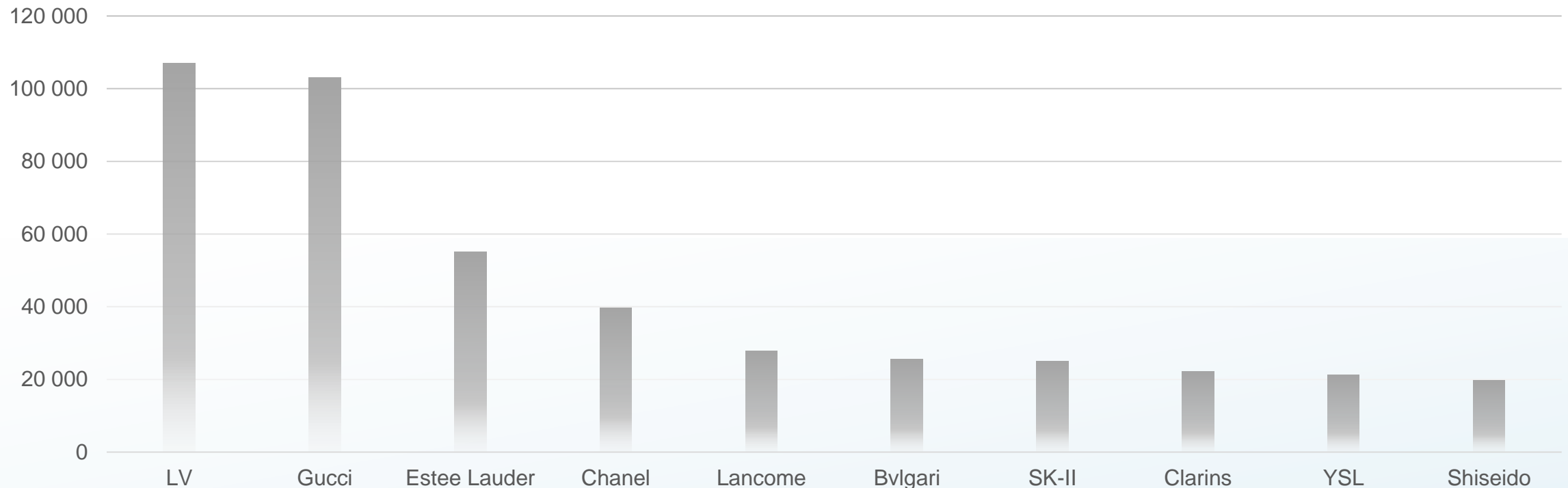


中国旅游购物的千禧一代：热门搜索商品

Tourism Shopping Lovers--Chinese Millennials : Popular Searched Brands

- ✓ 杰西卡用户最喜欢的品牌
- ✓ Favorite brands of Jessica's Users

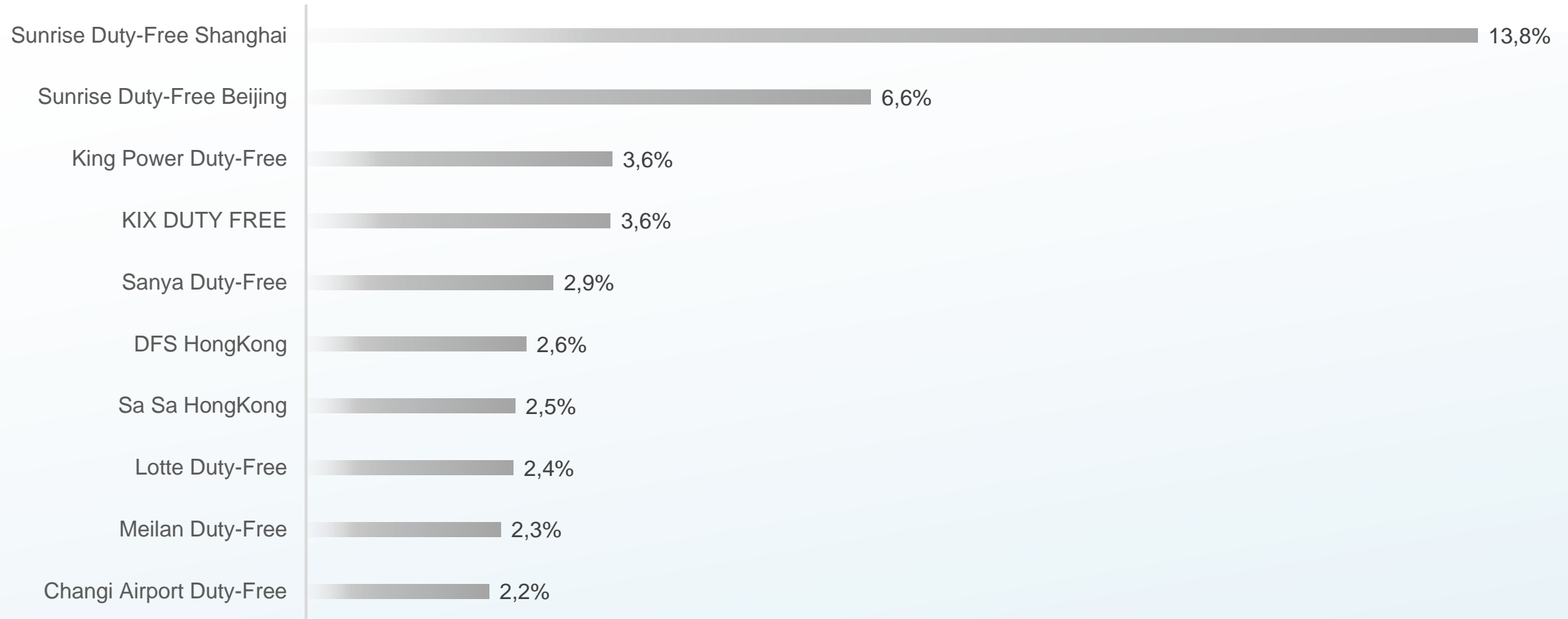
杰西卡平台热门搜索品牌TOP10
TOP 10 MOST SEARCHED BRANDS ON JESSICA'S SECRET



中国旅游购物的千禧一代：受欢迎的零售商

Tourism Shopping Lovers--Chinese Millennials : Popular Retailers

2019年1-3月份热门免税店点击率排名
THE MOST CLICKED DUTY-FREE SHOPS (01-03, 2019)



杰西卡的指数 ----February

Jessica's Secret Index-Jointly published with The Moodie Davitt Report

Fragrance



- 1、 **YSL**
Black Opium Eau de Parfum 50 ml



- 2、 **Jo Malone London**
Wood Sage & Sea Salt EDC 30ml



- 3、 **Jo Malone London**
Wild Bluebell EDC 30ml



- 4、 **YSL**
Mon Paris, Eau de Parfum 30 ml



- 5、 **Bvlgari**
50ml EdT Vapo Etui 50ML 83110



- 6、 **Miu Miu**
Eau De Parfum 30ml



- 7、 **Dior**
MISS DIOR EDT BLOOMING BOUQUET 100ml



- 8、 **Gucci**
Bloom 100ml eau de parfum



- 9、 **Chanel**
CHANCE EAU TENDRE Eau de Toilette Vaporisateur 150 ml



- 10、 **Chanel**
BLEU de Eau de Toilette Vaporisateur 100 ml

杰西卡的指数 ----February

Jessica's Secret Index-Jointly published with The Moodie Davitt Report

Skin-care



- 1、 **Estee Lauder**
Estee Lauder Advanced Night Repair
Synchronized Recovery



- 2、 **Estee Lauder**
Advanced Night Repair Eye
Supercharged Complex, 0.5-oz



- 3、 **SK-II**
Facial Treatment Essence 330ml Sleeve



- 4、 **Clarins**
Double Serum 50ml



- 5、 **Shiseido**
Ultimune Power Infusing Concentrate
Serum 50 ml



- 6、 **La Mer**
The Treatment Lotion 150ml



- 7、 **La Mer**
The Moisturizing Cream 60ml



- 8、 **Lancome**
Genifique Advanced Serum Reno 100ml



- 9、 **Clarins**
Clarins Essential Care Double Serum 50 ml



- 10、 **Lancome**
Cleansers Tonique Confort 200 ML

杰西卡的指数----February

Jessica's Secret Index-Jointly published with The Moodie Davitt Report

Make-up



- 1、 **MAC**
Lipstick Morange 3g # chili



- 2、 **Armani**
LIP MAESTRO LUXE IS MORE #405
L5982200 6ml



- 3、 **YSL**
Rouge Volupté Shine #46 Corail in Touch 4g



- 4、 **Tom Ford**
Lip Color – #80 Impassioned



- 5、 **Estee Lauder**
Estee Lauder Double Wear Stay-in-Place
Makeup SPF 10 30ml _1W1_Bone



- 6、 **Armani**
My Armani to Go Cushion Foundation SPF 23 – 2



- 7、 **YSL**
Fusion Ink Cushion Foundation B20 14g



- 8、 **Givenchy**
Prisme Libre Organza Caramel 4 x 3g #1



- 9、 **Estee Lauder**
Futurist Aqua Brilliance Fond de teint Aqua Éclat SPF 15
1C1 - Cool Bone 30ml



- 10、 **YSL**
Rouge pur Rouge The Slim Lipstick N° 21 Rouge Paradoxe 3g

杰西卡的指数----February

Jessica's Secret Index-Jointly published with The Moodie Davitt Report

Leather goods



- 1、 **LouisVuitton**
Speedy Nano M61252



- 2、 **Gucci**
GG Marmont matelassé mini bag
446744 DTDIT 1000 black leather



- 3、 **LouisVuitton**
NéoNoé Rose poudre M44022



- 4、 **LouisVuitton**
Pochette Félicie Monogram Seleção
M61276



- 5、 **Gucci**
GG Marmont matelassé leather super mini
bag 476433 DSVRT 5729 dusty pink
chevron leather



- 6、 **LouisVuitton**
Neverfull MM Cherry currently selected Monogram
Canvas currently selected M41177



- 7、 **LouisVuitton**
Nano Noe M41346



- 8、 **Gucci**
GG Marmont matelassé leather super mini bag 476433
DSVRT 1000 black chevron leather



- 9、 **LouisVuitton**
Pochette Metis Monogram Canvas currently selected M40780



- 10、 **Chanel**
Small Classic Handbag, grained calfskin & gold-tone metal,
black A01113 Y01864 C3906 14.5 × 23 × 6 cm

杰西卡的指数----February

Jessica's Secret Index-Jointly published with The Moodie Davitt Report

Liquor



- 1、 **MOUTAI**
Moutai Feitian Moutai 2014 500ml



- 6、 **CHIVAS REGAL**
Chivas Regal XV 15 Jahre 40% 1L



- 2、 **MOUTAI**
Moutai Feitian Moutai 500ml



- 7、 **MOUTAI**
KWEICHOW MOUTAI 53%(375ml) 37.5cl per btle



- 3、 **CHIVAS REGAL**
The Chivas Brother's Blend 1L



- 8、 **MOUTAI**
Kweichow Moutai Legendary China Collection Li Bai Edition
375ml



- 4、 **Martell**
Martell XO 0.7L



- 9、 **CHIVAS REGAL**
Whisky 12 Anos Flask Chivas Regal 200ml



- 5、 **Wuliangye**
Wuliangye 52% 2013 500ml

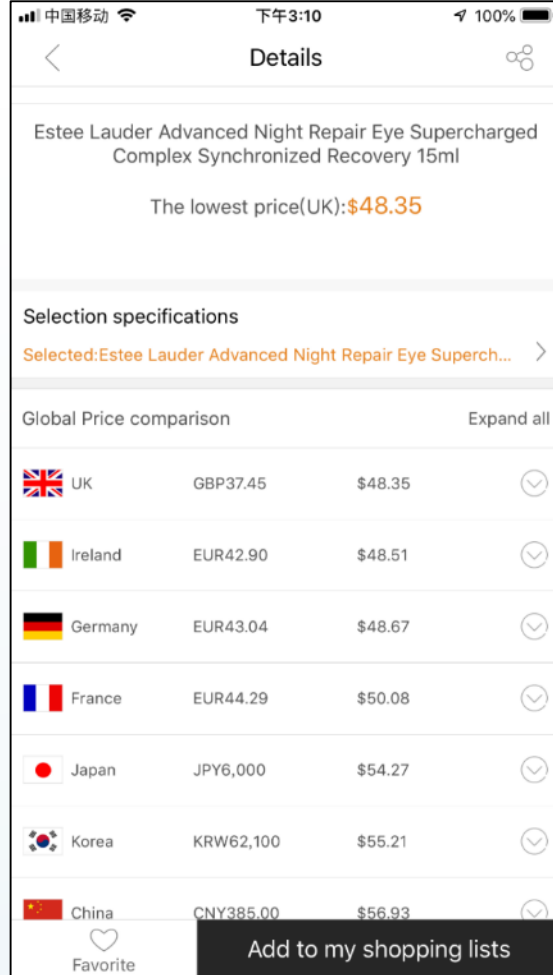


- 10、 **JOHNNIE WALKER**
Johnnie Walker Black 40% 0.2L

中国旅游购物的干禧一代：价格差异如何产生

Tourism Shopping Lovers--Chinese Millennials : What causes the price difference?

- ✓ 为什么同一件商品在不同国家的价格会有所差异?
- ✓ Why the prices of a certain item in different countries are so different?



中国移动 下午3:10 100%

Details

Estee Lauder Advanced Night Repair Eye Supercharged Complex Synchronized Recovery 15ml

The lowest price(UK):\$48.35

Selection specifications

Selected:Estee Lauder Advanced Night Repair Eye Superch... >

Global Price comparison Expand all

Country	Local Currency	Local Price	USD Price
UK	GBP37.45	\$48.35	\$48.35
Ireland	EUR42.90	\$48.51	\$48.51
Germany	EUR43.04	\$48.67	\$48.67
France	EUR44.29	\$50.08	\$50.08
Japan	JPY6,000	\$54.27	\$54.27
Korea	KRW62,100	\$55.21	\$55.21
China	CNY385.00	\$56.93	\$56.93

Favorite Add to my shopping lists





Part 4

中国千禧一代旅游购物的有趣特征
Fun Facts of Chinese Millennials' Tourism Shopping

中国旅游购物的千禧一代：有趣的特征

Tourism Shopping Lovers--Chinese Millennials : Fun Facts

◆ 线上注册习惯 Online registration preference

- ✓ 使用电话号码或其它社交账号注册
Register with a phone number or via other social media accounts
- ✓ 用SMS发来的确认码来找回密码
Retrieve password via a verification code sent through SMS

◆ 旅行习惯：何时以及如何计划出游 Travel habits : how and when to make a plan

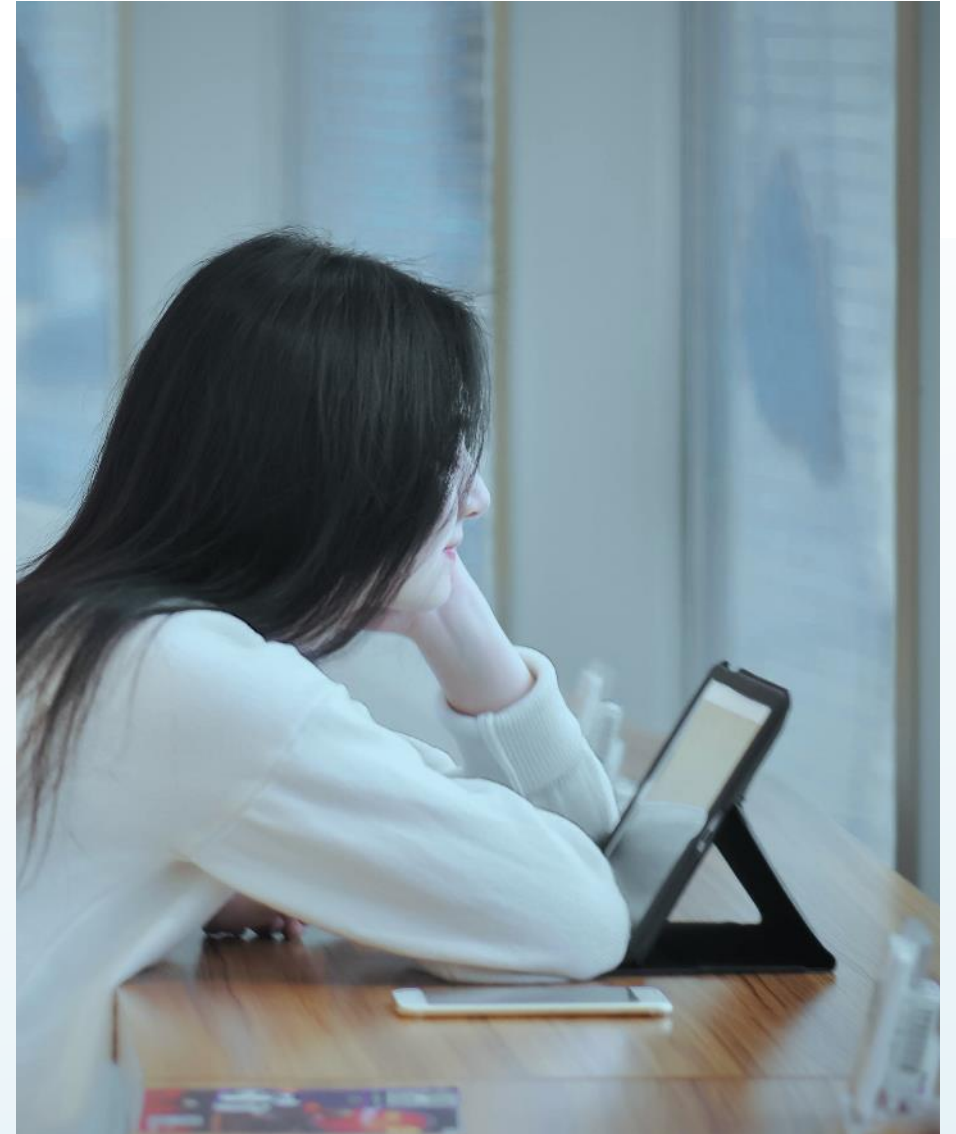
- ✓ 灵活并理性 Flexible and rational attitude
- ✓ >30%的用户提前1个月做旅行准备 >30% preparing to travel 1 month in advance

◆ 线上购物：商品购买 Online shopping habits : making a purchase

- ✓ 提前做信息搜集 Research on dream products ahead of time
- ✓ 线上商品预定 Pre-order online

◆ 线上购物：要求退款 Online shopping habit : requesting for refund

- ✓ 突然不合心意 Just not satisfied
- ✓ 商品太贵 Over-priced
- ✓ 买得不合适 Unsuitable





Part 5

杰西卡的集团
Jessica's Secret Group



01

杰西卡的秘密

Jessica's Secret

- 顾客/旅行者的全球商品比价工具
A price comparison tool for global travelers

02

杰西卡的科技

Jessica's Tech

- 中文pre-order的开发和联合运营
Chinese Pre-order system development and joint-operation
- AI Tracking 价格监测系统
AI Tracking for Price Monitoring
- pre-order入驻杰西卡的联合开发
Joint-development of the pre-order feature on Jessica's Secret

03

杰西卡的咨询

Jessica's Secret App

- 为国际旅游零售业者提供咨询服务
Providing consulting service in Chinese market for global travel retailers



我们
是谁
WHO
ARE
WE

- 旅行购物领域唯一比价APP
The only price comparison app for tourism shopping
- 向 Moodie Davitt Report 提供数据并联合发布 “杰西卡指数”
Provide data sources and publish “Jessica’s Secret Index” jointly with The Moodie Davitt Report
- 2018泰国王权免税店 “最值得信赖线上合作伙伴”
“The most trust-worthy online partner” of King Power Duty Free in 2018
- 泰国王权中文网站的开发及代运营
The developer and operation provider of King Power’s Chinese official website
- 泰国王权免税店在中国大陆最大的综合服务公司
The largest comprehensive service provider in mainland China for King Power Duty Free
- 支付宝、银联全球市场合作伙伴
The global marketing partner of AliPay & UnionPay
- 零售商 “竞争对手价格监测” 服务商
The “competitor price monitoring and analyzing” service provider of retailers



Thanks!

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meng.wang@jescard.com