

China Tops Singaporeansâ?? North Asian Travel List for June Holidays for Second Consecutive Year, Traveloka Data Reveals

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China has cemented its position as the top North Asian destination for Singaporean travellers heading overseas during the June holidays, according to the latest booking data from travel platform **Traveloka**. The findings mark the second consecutive year that China has topped the rankings for mid-to-long haul travel, with bookings running **40% ahead of Japan** and **130% ahead of South Korea**.

Longer Stays in Major Cities

The data also reveals a shift towards longer stays. Singaporeans are spending an average of **3 to 5 nights** in Chinaâ??s major urban centres â?? Beijing, Shanghai, Hangzhou and Guangzhou â?? suggesting a move away from quick city-hops towards deeper immersive travel experiences.

Rising Stars: Xinjiang, Harbin and Kunming



Beyond the well-trodden tourist trail, several Chinese destinations are seeing remarkable surges in interest. **Urumqi in Xinjiang** has recorded a **40% year-on-year growth** in bookings, driven by travellers drawn to its dramatic landscapes, vast grasslands, and distinct cultural heritage. **Harbin** follows with a **16% YoY increase**, buoyed by its reputation as a winter wonderland â?? though

increasingly popular in warmer months too. **Kunming** has also broken into the top three family destinations, prized for its mild climate and easy access to nature.

What This Means for Travellers

â??Singaporeans are increasingly drawn to Chinaâ??s diverse landscapes and rich cultural experiences,â?• said **Charles Wong, VP Commercial at Traveloka**. â??From iconic cities like Beijing and Shanghai to off-the-beaten-path destinations like Urumqi and Kunming, China offers a travel experience that few other destinations can match.â?•

With direct flights from Singapore to numerous Chinese cities and a growing selection of accommodation options, planning a June holiday to China has never been more accessible. Traveloka recommends booking early, as demand for the school holiday period tends to peak quickly.

Explore flights and hotels at traveloka.com.

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