China Strategic Plan Progress Report

The China 2020 Strategic Plan aims to ensure Australian tourism remains competitive in the fast growing market for outbound travel from China. Launched in June 2011, the Plan was developed by Tourism Australia in collaboration with industry and government stakeholders. It is a key deliverable of the “Grow Demand from Asia” plank of the Australian Government’s Tourism 2020 Strategy. Under the Tourism 2020 Strategy, China is projected to be worth between A$7.4 billion and A$9 billion by the end of the decade.

The plan identifies five pillars that are pivotal to being competitive and winning market share in China:
1. Knowing the customer
2. A dedicated geographic strategy
3. Delivering quality Australian tourism experiences
4. A healthy aviation development environment
5. Strong partnerships between Government and industry

Since the launch of the Plan, inbound tourism from China has gone from strength to strength. China is Australia’s fastest growing and most valuable inbound market. Chinese tourists were worth A$3.7 billion to the Australian tourism industry in 2011 and 542,000 visited – a 19 per cent rise on 2010.

A new Asia Marketing Fund was announced by the Australian Government in the 2012/13 Budget. The fund will deliver an additional A$48.5 million to Tourism Australia’s budget over the next four years. A proportion of the additional funding is expected to be used to accelerate Tourism Australia’s development plans in China, helping Australian tourism deliver on its Tourism 2020 goals.

At December 2011, Chinese consumers contributed A$3.7 billion in total overnight spend to the Australian economy. China is currently tracking above the upper scenario of the Tourism 2020 goal.
Know the Customer

Knowing the target customer is the foundation for all Tourism Australia marketing activity. To help Australian tourism achieve Tourism 2020, in-depth understanding of the target customer is vital.

**Know the Customer**

- Identify and target Chinese consumers who are predisposed to travel to Australia and who will do and spend more when they visit.
- Undertake research to gain insights into the Chinese target customer including:
  - economic potential
  - travel motivations
  - preferred distribution and media channels
  - desired tourism products and experiences
- Use and share research insights with government and industry to drive targeted marketing communications and inform product and experience development.

**Progress Snapshot**

- Identified best prospect target customers through dedicated research. All marketing activity is focused on these customers.
- Commissioned research to improve understanding of the travel needs and behaviours of target customers - foundation for refining marketing activity and product development.
- Shared insights on target customers with governments and industry across Australia.
- China Online projects launched:
  - $1 million project to translate tourism products and information into Simplified Chinese on the Australian Tourism Data Warehouse. A further A$500,000 for development of an online tool for tourism operators so that visitors can book and pay online.
  - Plans announced to build a Tourism Australia website in China to provide Chinese travellers with tailored in-language information.

**Leisure Target Customer in China**

In late 2011, Tourism Australia commissioned GfK Blue Moon to conduct research into the long-haul travel behaviour and preferences of leisure target customers to improve understanding of what drives their travel decisions. Following release of the research in March 2012, presentations and workshops were held with government and industry stakeholders to share and discuss findings. The research provided insights into the needs of target customers and knowledge to assist Australian industry to develop and refine its approach in China.

Who they are:

- Affluent couples - men and women aged 30-49 years who are amongst the wealthiest of China’s population.
- Live in Primary cities of Beijing, Shanghai and Guangzhou and Secondary cities including Chongqing, Chengdu, Hangzhou, Nanjing, Shenyang, Shenzhen, Tianjin, Wuhan, Xiamen.
- Experienced travellers with an independent travel mindset who want to explore and experience local culture.

Research Highlights:

- Australia is a ‘must visit’ holiday destination.
- Australia offers what the target customer wants – nature and laid back lifestyle with the comforts of a developed country. This appeals to target customers in both Primary and Secondary cities.
- Group travel is preferred when visiting a destination for the first time, but as Chinese travellers become more experienced they like some flexible travel options.
- Traditional travel advertising and travel media are key influencers, with social media becoming increasingly important.
- The internet is used to research and plan but target customers rely on travel agents to book their travel.
- Chinese travellers would welcome ‘China friendly’ products and services, e.g. Chinese food, signage, Mandarin speaking guides.
- Australia’s visa processing system is viewed as comparable or better than other countries.

“Tourism Australia’s Know the Customer research will help us build products that will connect with this valuable market. This research provides the groundwork for future product development.”

Felicia Mariani, Managing Director, ATEC
Business Events Target Customer in China

With the appetite for business events increasing in China, Business Events Australia and the Association of Australian Convention Bureaux commissioned TNS to research Australia’s business events opportunities in China and provide insights into how to capitalise on these opportunities.

Who they are:
- Corporate business events decision-makers from selected industry sectors, including direct selling, insurance, pharmaceutical, automotive, IT and electronics
- Business event planners
- Work in primary cities of Shanghai, Beijing and Guangzhou.

Research highlights:
- **Australia is a highly aspirational business event destination**, with one in five survey respondents choosing Australia as their preferred destination
- **Innovative team building activities in Australia’s natural landscapes** should be included in communications as they provide a real point of difference for the Chinese business events customer
- **Value for money and safety** are important factors when choosing the destination for an incentive trip. Australia needs to promote its vast range of options for incentive itineraries as well as its safety and security
- **Customised event experiences** encourage recommendation and repeat visitation, whether this be involvement by Australian Government officials or services provided in Mandarin
- Building **relationships with travel and event agencies as well as corporate clients** is vital to winning business.

Increased Resourcing

Tourism Australia will increase marketing spending in China by 41% in 2012/13, after doubling marketing spend in 2011/12. It is expected that the Asia Marketing Fund will dedicate additional resources to China.

In mid-2011, Tourism Australia increased its presence in mainland China, moving its North Asia hub from Hong Kong to Shanghai, and putting plans in place for additional satellite offices in Beijing and Guangzhou. Tourism Australia has a dedicated team of 17 staff in Greater China.
Know the Customer

The *There's nothing like Australia* campaign was successfully rolled out in China

**Consumer Marketing**

**Cooperative Marketing**

Over the past year, Tourism Australia has continued to work in collaboration with State and Territory Tourism Organisations and industry partners to deliver marketing activities with a common voice in the China market. Tourism Australia’s global campaign, *There’s nothing like Australia*, was the foundation for this approach. Partners included the South Australian Tourism Commission, Tourism Western Australia, Destination New South Wales, Tourism Victoria, China Southern, Singapore Airlines/Silk Air, Qantas Airways, Cathay Pacific/Dragon Air.

**Trip in a Minute**

The “Trip in a Minute” campaign was rolled out in July 2011. Tourism Australia sponsored a Chinese couple to travel to Uluru, Canberra and Sydney and film their holiday. The video was then edited and promoted as a one minute film clip on Sina Weibo and Tudou.com. As at May 2012, the video has had 870,000 views. Sina Weibo is a microblogging website like Twitter and Facebook that has 300 million registered users. Tudou.com is one of the largest video sharing websites in China. It attracts up to 300 million monthly unique visitors.

**Dream Come True**

“Dream Come True” was a joint initiative by Tourism Australia, Travel Channel TV (China’s leading travel channel with an audience reach of 400 million) and Sina.com (one of the biggest online portals in China). Chinese consumers were asked to share their Australian dream holiday, with the chance to win a holiday in Australia.

**Discover Your Australia**

An online drama, “Discover Your Australia”, was filmed in Australia in March 2012, with Taiwanese pop stars Show Lo and Rainie Yang. Five ten-minute episodes were filmed in New South Wales, Victoria and Tasmania.

Show Lo and Rainie Yang have a combined social media following of 25 million fans throughout China. Significant media exposure was generated from the campaign across Asia. The “the making of” promotional videos of the show were broadcast over five weeks from April 2012. To date these promotional videos have generated over 86 million views in Greater China across major online viewing platforms. Three music videos featuring Show Lo and Rainie Yang were also filmed and promoted on Asia’s major TV channels.
There’s nothing like Australia launch, Shanghai, June 2012

On 4 June 2012, Tourism Australia unveiled the latest phase of its global campaign, There’s nothing like Australia in Shanghai. The campaign features Australia’s unique and distinctive experiences and has a strong focus on using digital channels, social media and advocacy to showcase Australia to the world. As part of its commitment to using new technology to tell Australia’s story, Tourism Australia has launched an interactive tablet application that inspires consumers with further detail about the locations featured in the advertisement. Augmented reality promotions in the popular and up market suburb of Xintiandi in Shanghai were also part of the launch. The campaign will focus on six key cities in China during 2012/13: Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou and Nanjing. Media channels will include TV, Digital, Out-of-Home, Print and Mobile.

Technology to assist independent travellers from China

In early 2012, Minister for Tourism Hon Martin Ferguson AM MP, launched China Online Projects.

Tourism Australia will manage two online independent traveller technology projects in China. The first focuses on translating all of the Australian Tourism Data Warehouse’s accommodation, product and experience information into Simplified Chinese. The second focuses on development of a Chinese consumer website hosted in China that improves connectivity and usability for Chinese consumers.
**Geographic Strategy**

*Prioritising and focusing resources strategically will enable Tourism Australia to maximize growth opportunities in China*

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<tr>
<th>STRATEGY</th>
<th>PROGRESS SNAPSHOT</th>
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<tr>
<td>• Identify the cities and regions where resources should be prioritised to take advantage of China’s potential for the Australian tourism industry</td>
<td>• Geographic expansion plan finalised. The plan will guide Tourism Australia’s future marketing activities</td>
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<tr>
<td>• Implement phased roll-out of Tourism Australia’s marketing in these cities and regions</td>
<td>• Target cities categorised</td>
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<td></td>
<td>• Resourcing plan developed</td>
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<td>• 2012-13 China Annual Operating Plan developed in alignment with the China 2020 Strategic Plan</td>
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<td>• Stakeholders on-board - shared geographic strategy with industry partners and governments</td>
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<td>• State and Territory Tourism Organisations’ plans broadly align with the Geographic Strategy</td>
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Tourism Australia is expanding its marketing and distribution activities via a three phased approach to 2020. This will involve expanding its marketing activities to up to 30 cities by 2020.

The Hubs of Beijing, Shanghai and Guangzhou will remain the key focus as around 40 per cent of Tourism Australia’s target customers live in these cities - now and out to 2020. Hub cities have direct air services and well established distribution networks.

Growth and Developing cities are predominantly located close to the hub cities and rely on them for aviation access, distribution and product development. Growth cities have developed travel distribution networks, while Developing cities have relatively immature travel distribution networks for Australia.

Tourism Australia concentrates its brand and consumer marketing efforts in the Hubs and key Growth Cities. Trade and distribution will be the initial focus in developing cities. Tourism Australia will build upon the strong distribution network of Aussie Specialist agents in line with this Geographic Strategy.

**Targeted China Cities**

![Map of China showing Hubs, Growth Cities, and Developing Cities](image-url)
Quality Australian Experiences

Developing culturally sensitive products and delivering high quality tourism experiences is the foundation for Australia’s competitive advantage

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<th>STRATEGY</th>
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<tr>
<td>• Use research and insights to help industry deliver tourism products and experiences the Chinese consumer wants, focusing on high quality products and services</td>
<td>• “Huang Ying Nin – Welcome Chinese Visitors” project launched to increase the cultural awareness and export readiness of the Australian tourism industry</td>
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<tr>
<td>• Encourage tourism operators to develop ‘China Ready’ products and services</td>
<td>• Industry is taking the lead in developing products and experiences that meet the needs of Chinese travellers</td>
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<td></td>
<td>• Customer Feedback Management System rolled out, improving identification of quality issues</td>
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<td></td>
<td>• Quality Experiences Action Plan completed</td>
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<td></td>
<td>• Continued Enhancement of the Approved Destination Status Scheme</td>
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Quality Australian Experiences

Tourism Australia developed a Quality Australian Experiences Action Plan in September 2011 in consultation with the Department of Resources Energy and Tourism, industry, and State and Territory Tourism Organisations. This action plan identified key priorities and lead agencies responsible for delivering initiatives to lift the quality of Chinese visitors’ experiences.

Approved Destination Status Scheme

The Department of Resources Energy and Tourism continued to lead the management of the Approved Destination Status (ADS) scheme. The 2011 Memorandum of Understanding between China and Australia confirmed the continuation and enhancement of the ADS scheme to provide a superior customer experience by lifting quality standards. Achievements of the ADS scheme over the past year include:

• Roll-out of a number of enhancements to the ADS scheme from 1 July 2012:
  > Establishment of a taskforce comprising representatives from Australian Government, State and Territory agencies. This taskforce will co-ordinate periodic ‘blitz’ activity to target undesirable activity in the ADS market
  > Implementation of perpetual ADS scheme authorization for approved Inbound Tour Operators and removal of non-active Inbound Tour Operators. This will alleviate administrative burden and ensure that only Inbound Tour Operators that are committed to the market work in this space
  > The ADS Code of Business Standards and Ethics will come into effect from 1 July 2012.

• 51 ADS Inbound Tour Operators are now part of the scheme
  > A Workshop was held in December 2011 to educate Inbound Tour Operators on the ADS scheme and provide an update on Tourism Australia’s activity in China
  > ADS Advisory Panel meetings were held every six months to identify ways to improve the ADS scheme
  > In China, Tourism Australia expanded the Aussie Specialist Program network to over 6,000 registered travel agents. Aussie Specialist agents assist travellers with visa processing and undergo training on Australian tourism destinations and experiences.

Visitor Satisfaction Research

Tourism Research Australia developed a range of questions on visitor satisfaction with the quality of Australian tourism experiences. These questions have been included on the International Visitor Survey since early 2012. Questions are asked about tour experiences, tour guides, shopping and payment. Insights from this research will assist industry in developing China ready products and services.

Under the 2011 Memorandum of Understanding on Strengthening Tourism Co-operation between Australia and China, Tourism Research Australia will explore opportunities for collaborative research and research exchange with tourism institutions in China.

Increased Cultural Awareness

The “Huang Ying Nin – Welcome Chinese Visitors” project was launched on 13 June 2012, providing A$600,000 under the Tourism 2020 Strategic Tourism Investment Grants program. The project will deliver training and support to tourism businesses interested in developing their readiness for Chinese visitors. The project will be rolled-out in the second half of 2012.

T-QUAL Accreditation

To support T-QUAL Accreditation, the Customer Feedback Management System was rolled out between December 2011 and June 2012. The System provides industry stakeholders with access to a central database to view and manage detailed feedback collected from Chinese tourists. The System allows government agencies, the Tourism Quality Council of Australia and T-QUAL Quality Assurance Schemes to identify quality issues in the Australian tourism industry.

China ready products that meet the needs of the Chinese target customer

State and Territory Tourism Organisations and the tourism industry are taking the lead in developing products that meet the needs and preferences of Chinese travellers. For example, national hotel chains including Accor, Hilton and Sheraon are developing programs that deliver customised services to Chinese visitors.

A number of businesses who were successful in obtaining 2011 T-QUAL Grants (Tourism Quality Products) have developed products and experiences to meet the needs of Chinese visitors. It is anticipated that many more innovative businesses will be successful in 2012 and 2013.

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1 ADS is the bilateral tourism arrangement between the Chinese Government and a destination that allows Chinese tourists to undertake leisure travel. Australia and New Zealand were the first destinations to be granted this status in 1999. Without the ADS scheme, Tourism Australia would not be able to market Australia to China. Australia’s ADS scheme is managed through a partnership between the Department of Resources Energy and Tourism, Tourism Australia and the Department of Immigration and Citizenship. Each agency plays an important role in ensuring that the Australian scheme is considered world’s best practice by the China National Tourism Administration.
Quality Australian Experiences...

Sovereign Hill, outdoor museum, Ballarat, Victoria

“We are proud to be the first Australian tourism attraction to open an office in China” (Jeremy Johnson, CEO, Sovereign Hill in January 2012)

Since the early 1990s, Sovereign Hill has been an industry leader in developing China’s inbound tourism market. This has included employing Mandarin speaking guides and providing guide maps and exhibits in Simplified and Traditional Chinese. These initiatives are in addition to the recent introduction of a new tour for Chinese visitors, “The New Gold Mountain Experience”, in response to Chinese visitors seeking more personal and interactive travel experiences.

Burswood Entertainment Complex, Perth
Western Australia (Owned by Crown Limited)

The most important element Burswood identified for attracting visitors from China was the need to have Mandarin speaking staff. 90 per cent of Burswood’s International Operations team speak Mandarin and all staff are trained through ‘China Ready’ workshops which equip staff on how to engage and work with the China market.

Burswood has recently established a relationship with China Southern Airlines which has included publicity and marketing activities, media familiarisations and educational visits.

Crown Limited has a sponsorship agreement with Chinese tennis champion Li Na. Images from the tennis star’s stay at Burswood during the Hyundai Hopman Cup will be used to target Chinese visitors at Perth International Airport.

Accor, operator of hotel brands Sofitel, Grand Mercure, Mercure, Novotel, Ibis, Motel 6 in Australia

Accor is developing a strategy to better cater for Chinese guests. In mid May 2012, the hotel giant announced that 29 of its hotels in Australia have achieved its new “Chinese Optimum Service Standards” aimed at better meeting the expectations of Chinese travellers. “And we expect the number of accredited hotels to at least double during 2012” (Simon McGrath, Chief Operating Officer, Pacific).

Steps to make Chinese visitors feel more at home include: Chinese dishes on menus, Chinese newspapers, television channels, electrical adaptors and welcome kits in Mandarin. There is also special training for Accor staff in cultural differences, enabling them to better serve Chinese people.

“Chinese visitors are increasingly sophisticated and they have high expectations in terms of service. Accor’s training will ensure staff are attuned to the sensitivities and preferences of our Chinese visitors to Australia in the best way possible” (McGrath).

Phillip Island Nature Parks, manager of the Penguin Parade, Koala Conservation Centre, Churchill Island Heritage Farm and Nobbies Centre, Victoria

Following the successful introduction of a Mandarin audio tour for the Penguin Parade, positive feedback from Chinese visitors prompted the creation of a Mandarin audio tour for all major attractions on Phillip Island - Penguin Parade, Koala Conservation Centre, Churchill Island Heritage Farm and Nobbies Centre - on its recently developed iPhone app. Free Wi-Fi is also offered at the Penguin Parade to encourage Chinese tourists to download the app and audio tours onto their personal devices.

Free Wi-Fi also provides easy access to the Phillip Island Nature Parks’ Simplified Chinese website (www.penguinsparade.cn) and enables Chinese guests to share their Phillip Island Nature Parks experience on popular Chinese social media site, Weibo (weibo.comPhillipisland2011).
Skyrail, Cairns, Queensland

The skill of Skyrail staff is critical to providing an experience that meets the expectations of visitors. To ensure they have the skills to deliver, cultural awareness training is provided with annual refreshers and in recent times, the focus has been on how to best look after Chinese visitors.

Simple measures, such as welcome signage acknowledging Chinese New Year makes Chinese guests feel they are recognised and valued, the first step in providing a great rainforest experience.

Explanatory guides in Simplified Chinese provide details to help guide the Skyrail experience and ensure visitors get the best from their visit.

Jacob’s Creek Visitor Centre, Wine centre, Barossa Valley, South Australia

Providing great customer service is a key focus for the Jacob’s Creek Visitor Centre. For the past three years Chinese Cultural Awareness training has been provided for all employees and Mandarin speaking staff have been secured to ensure delivery of quality, welcoming service for Chinese visitors. Materials such as brochures, tasting notes and menus are also available in Simplified Chinese.

Jacob’s Creek’s goal is to increase Chinese visitor numbers from around 3 per cent in 2011 to 10 per cent by 2020.

Visiting China in 2010 and 2011 as part of the South Australian Tourism Commission China Roadshow and Tourism Australia’s Greater China Travel Mission enabled Jacob’s Creek to not only meet with key inbound and wholesale companies, but also to build strong relationships with other South Australian businesses actively working with the market. It provided the opportunity to learn first-hand about the expectations of Chinese travellers, as well as from other more experienced operators.

Merlin Entertainments Group, Operators of Sydney Aquarium, WILD LIFE Sydney, Sydney Tower Eye, Madame Tussauds Sydney, New South Wales

China is Merlin Group’s number one inbound market. Products have been adapted and enhanced to take advantage of China’s potential. This has included the introduction of additional multi-lingual brochures, attraction maps, signage and express lanes for local Chinese tour guides. At the recently opened Madame Tussards Sydney, Chinese wax figures have been introduced (for example, Jackie Chan).

A dedicated China Trade Strategy has been developed. This includes recruitment of a new business development manager based in Shanghai.

“The China market is our key focus and we estimate on-going significant growth at our Sydney attractions” (Shannon Bailey, Trade Sales, Merlin Entertainments Group).

Melbourne Airport, Victoria

As part of its International Visitor Strategy, Melbourne Airport has focused on making Chinese inbound travellers feel welcome and respected.

Initiatives that have been introduced include:

• Signage in Simplified Chinese and public announcements in Mandarin
• Cultural training for front-line staff to help understanding of the sensitivities of Chinese culture
• Sharing insights with staff on what makes Chinese customers feel comfortable and what makes them uncomfortable
• Providing goods and services Chinese travellers like to buy, including shop layouts that Chinese customers prefer
• Providing dining options preferred by Chinese travellers, and
• Recognising important local celebrations.

Australian Airports with direct flights from China include Sydney, Brisbane, Perth and Melbourne
Aviation Development

A sustainable aviation environment is critical to the success of the China 2020 goal

**STRATEGY**

- Partner with government and industry to support commercially sustainable aviation capacity that meets existing demand as well as immediate growth opportunities
- Focus on:
  - expanding routes and securing more direct services from existing and new airlines
  - undertaking cooperative marketing initiatives with airlines

**PROGRESS SNAPSHOT**

- Record aviation seat capacity between China and Australia, up 52 per cent in 2011 (compared with 2010)
- Increased aviation market share against competitors from 6.5 per cent in 2010 to 8.1 per cent 2011 (IATA)
- Additional direct flights and new Australian destinations launched by China Southern
- Streamlined connections between China’s secondary and primary cities by key Chinese carriers, further improving access
- Launched co-operative marketing campaigns with Qantas, China Southern, Cathay Pacific/ Dragon Air, Singapore Airlines/Silkair

**Aviation Capacity**

Record aviation capacity levels have been achieved between China and Australia over the past year.

Tourism Australia, in partnership with the Department of Resources Energy and Tourism, the Department of Infrastructure and Transport, State and Territory Tourism Organisations and airports has worked with airline partners such as China Southern, China Eastern, Air China and Qantas to support growth from China’s key cities.

**Growth in airline seats from China to Australia**

![Graph showing growth in airline seats from China to Australia](image)

**Highlights:**

- Additional 3,700 seats to Australia from China and Hong Kong during Chinese New Year in January 2012. Charter flights operated to Cairns, Sydney, Brisbane and Darwin. China Eastern operated three supplementary flights to Cairns
- China Southern launched three-times weekly Beijing-Guangzhou-Perth service in November 2011
- Additional Air China services between Beijing-Melbourne from January to March 2012
- Daily Beijing-Singapore-Melbourne services launched by Jetstar in November 2011
- Melbourne Airport and Chengdu Airport signed sister airport agreements at Routes Asia 2012, improving links between the two cities.

New and existing carriers continue to express interest in flying to Australia, potentially opening up more Australian destinations such as Adelaide, Cairns and the Gold Coast in the coming years. China Southern will continue to focus on expansion in Oceania. Australia remains key to the carrier’s international development plans, including routes from Europe to Australia.
Strategies

- Continue to expand and strengthen partnerships with Government and industry to provide a strong foundation for Australian tourism’s presence in China

Progress Snapshot

- On-going partnership development and involvement in Australia and in China
- State and Territory Tourism Organisations developing own China Plans
- Strong bilateral tourism relationship with China

Highlights:

- Australia-China Bilateral Tourism Dialogue will be held in July 2012
- Plans are underway for Tourism Australia, The Department of Resources Energy and Tourism and partners to celebrate the 40th anniversary of the diplomatic relationship between Australia and China in 2012
- State and Territory Tourism Organisations are developing state-specific China plans that align with Tourism Australia’s strategic direction
- Tourism Australia launched the Australian Tourism Investment Guide and the five-year partnership arrangement with Austrade in May 2012. The Tourism Investment Monitor was also released by Tourism Research Australia to underpin investment decisions. China is identified as an important source market for investors. The first tourism investment delegation visited Shanghai in June 2012 and presented investment ready tourism infrastructure projects to potential Chinese investors
- Tourism Australia’s China Market Advisory Panel meetings were held in Australia, with industry members providing feedback and advice on Tourism Australia’s strategies in China
- China Industry Advisory Group meetings were held in China, ensuring key Chinese Government agencies and industry partners continue to support Australia’s marketing efforts in China
- The Australian Government Reference Group meeting was held in late 2011. Representatives from Tourism Australia, Department of Resources Energy and Tourism, Department of Immigration and Citizenship, Austrade, and the Department of Foreign Affairs and Trade discussed policy initiatives to further develop inbound tourism from China.

Tourism Investment Guide launch, May 2012
From right: Hon. Martin Ferguson AM MP, Minister for Tourism, Andrew McEvoy, Managing Director, Tourism Australia, Peter Grey, Chief Executive Officer, Austrade
Next steps?

Tourism Australia will continue to work with industry and governments around Australia to roll-out the China 2020 Strategic Plan. Tourism visitors from China offer significant potential for Australia over the next ten years and beyond. Continued momentum is needed in each part of the China 2020 Strategic Plan to achieve this growth.

The response to Tourism Australia’s *There’s nothing like Australia* campaign has been better in China than anywhere else overseas, with over 90 per cent of those who have seen the campaign confirming that they started researching a trip to Australia. With such a solid platform, Tourism Australia is confident that the next phase of the campaign will continue to hit the mark in China and encourage strong visitation and spending.

Want to know more?

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Tourism Australia’s corporate site (www.tourism.australia.com) contains information on the market and the Chinese consumer. Updates on Tourism Australia activities and the China market are published in Tourism Australia’s industry newsletter, Essentials.

For more information on the Approved Destination Status scheme, please refer to ‘Tourism Programs’ at www.ret.gov.au/tourism.

State and regional tourism organisations are also a source of market intelligence on China.