

# UNDERSTANDING THE CHINESE MARKET



## MARKET OVERVIEW

In 2015, China was Australia's second largest inbound market for visitor arrivals and the largest market for total expenditure and visitor nights.



Holiday<sup>o§</sup>

**53%**



Visiting friends & relatives<sup>o§</sup>

**19%**



Business<sup>o§</sup>

**9%**



Education<sup>o§</sup>

**14%**



**\$8.3bn**

Total spend<sup>2</sup>  
(↑ 45 per cent)



**Average nights stayed<sup>o</sup>**

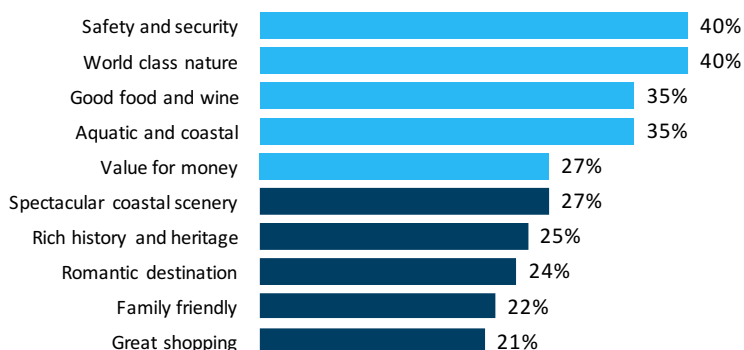


**Median nights stayed<sup>o</sup>**

The information in this fact sheet comes from Tourism Australia's (TA) international consumer research study the 'Consumer Demand Project' (CDP). The CDP was set up in 2012 to look into how global consumers view Australia and what most motivates them to visit.

Insights from the CDP have been used extensively to inform and support development of TA's strategic direction, campaign development as well as to inform the tourism industry of potential opportunities to build the value of Australian tourism. The research is used to help shape the future marketing of Australia and identify opportunities to make the country's tourism offering more attractive to overseas visitors.

## Most important factors when selecting a holiday destination



Read as: 40% of respondents rate 'safety and security' among the top five most important factors when choosing a holiday destination.

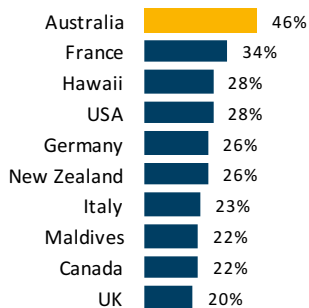
Notes: <sup>o</sup>Average nights: the sum of all nights divided by the sum of all visitors. <sup>\*\*</sup>Median nights: represents the midpoint length of stay for which 50% of visitors stay less and 50% stay longer, removing the impact of very long stay visitors. <sup>o</sup>Data refers to an average of 2011-2015. <sup>§</sup> Refers to share of arrivals of respective purpose.  
Sources: 1. Department of Immigration and Border Protection, December 2015. 2. Tourism Research Australia, International Visitor Survey, December 2015.

# AUSTRALIA'S POSITION AND OPPORTUNITY

## Purchase funnel

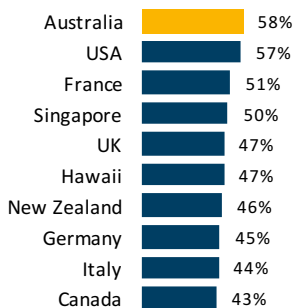
### Aspiration

Which of the following destinations are you *considering travelling to* in the next 4 years?



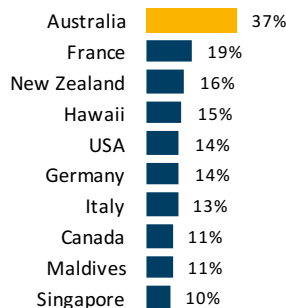
### Awareness of holiday experiences

How aware would you say you are of the holiday experiences on offer in the following destinations?



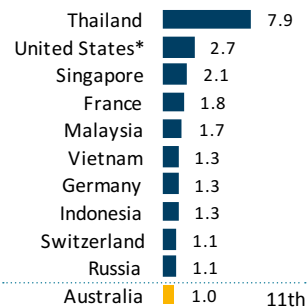
### Intention

Which of the following destinations are you *actively planning to visit for* a holiday in the next 2 years?



### Visitation

millions of trips in 2015<sup>1</sup>



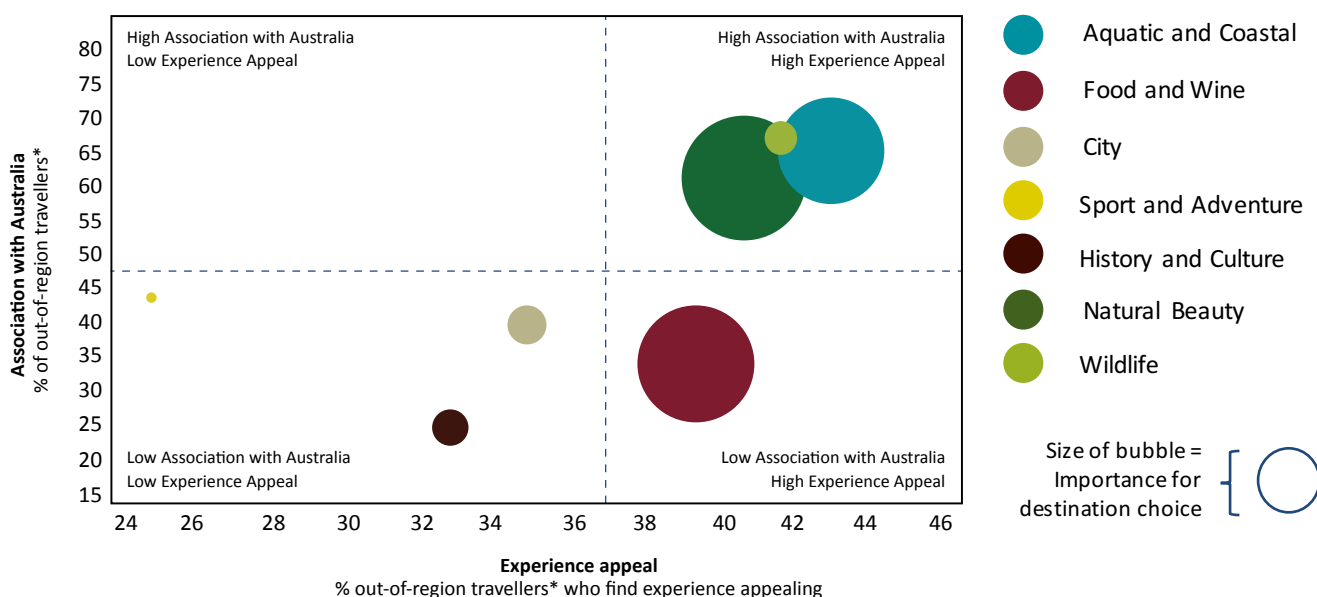
Read as: 46% of Chinese consumers are considering travel to Australia in the next 4 years, while 37% are intending to visit in the next 2 years. Australia is ranked #11 for visitation against other out-of-region (OOR) destinations for Chinese travellers.

Notes: \*Hawaii is included in US for visitation figures as cannot be separated. Sources: 1: Tourism Economics, YE2015

## Opportunity matrix

The opportunity matrix is a comprehensive way to showcase the opportunity for Australian tourism through identifying the key thematic appeals and experience categories.

Among the Chinese market, Australia performs strongest with respect to natural beauty, aquatic and coastal and wildlife. Aquatic and coastal experiences have a slightly stronger level of appeal and association with Australia (higher and to the right), while natural beauty experiences are considered most important (larger bubble). Food and wine experiences are also important among this market, but generate lower levels of association with Australia.



Read as: Food and wine experiences are important among the Chinese market, and while there is a high level of tested appeal for Australia's food and wine experiences, the unprompted association with these types of experiences is weaker than average.

Notes: \*Out-of-region travellers refers to consumers travelling outside their region of residence.

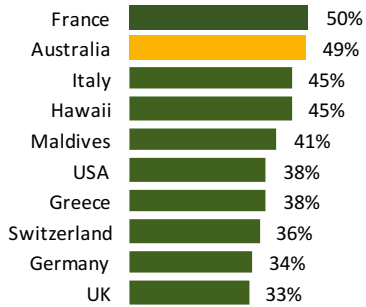
# NATURE AND WILDLIFE

## How does Australia rate?

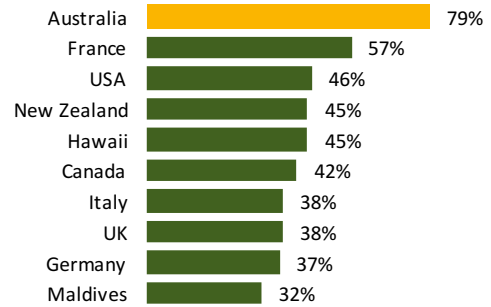
Respondents were asked to indicate which destinations they associated with the following factors. Each respondent was provided with a list in excess of 50 international destinations.

### World class nature

#### Respondents who have not visited Australia



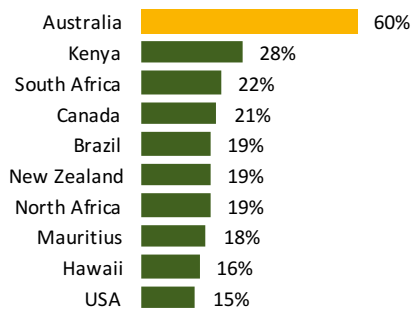
#### Respondents who have visited Australia



Read as: 49% of respondents who have not visited Australia associate Australia with 'world class nature.' This figure rises to 79% among those who have visited.

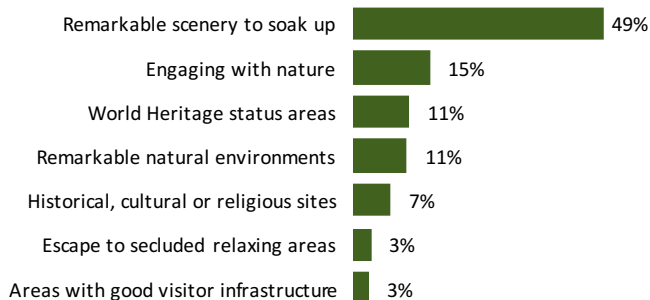
### Unique and interesting wildlife

#### Total respondents



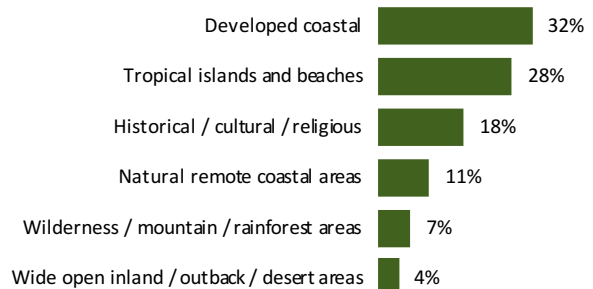
Read as: 60% of total respondents associate Australia with 'unique and interesting wildlife.'

### Elements of 'world class nature'



Read as: 49% of respondents said that 'remarkable scenery to soak up' is a key element of 'world class nature'.

### Most important types of 'world class nature'



Read as: 32% of respondents said 'developed coastal' environments are an important type of 'world class nature'.

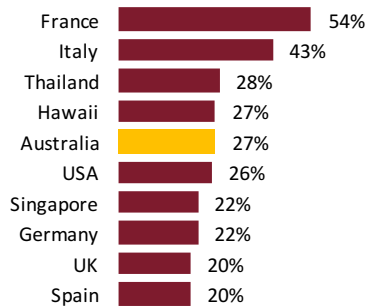
# FOOD AND WINE

## How does Australia rate?

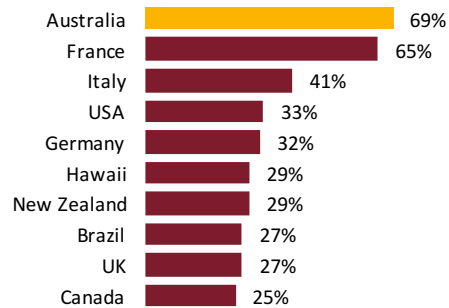
Respondents were asked to indicate which destinations they associated with the following factors. Each respondent was provided with a list in excess of 50 international destinations.

### Good food and wine

#### Respondents who have not visited Australia



#### Respondents who have visited Australia



Read as: 27% of respondents who have not visited Australia associate Australia with 'good food and wine.' This figure rises to 69% among those who have visited.

### Current associations with Australian food and wine



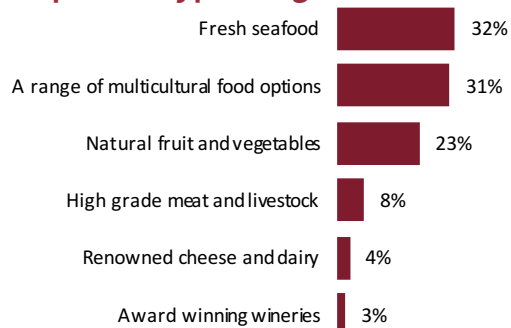
Read as: 56% of respondents associate Australian food and wine with 'fresh food in pristine environments'.

### Elements of 'good food and wine'



Read as: 32% of respondents said 'interesting street-food' is a key element of 'good food and wine.'

### Important types of 'good food and wine'



Read as: 32% of respondents said 'fresh seafood' is an important type of 'good food and wine'.

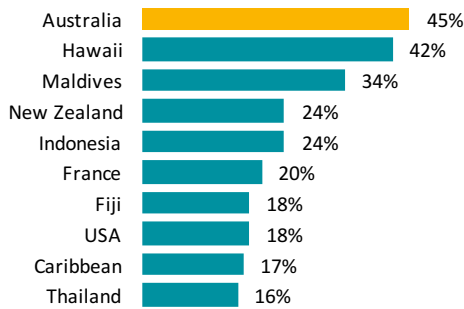
# AQUATIC AND COASTAL

## How does Australia rate?

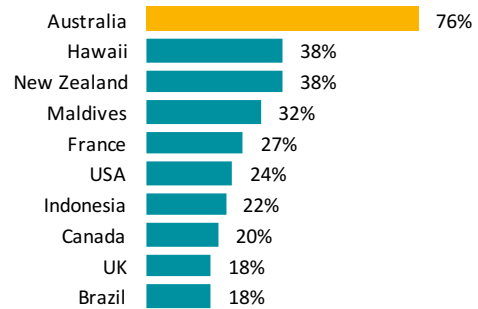
Respondents were asked to indicate which destinations they associated with the following factors. Each respondent was provided with a list in excess of 50 international destinations.

### Aquatic and coastal

#### Respondents who have not visited Australia



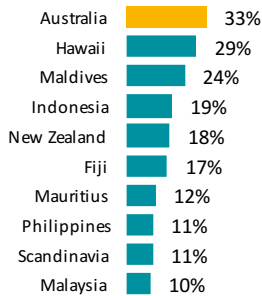
#### Respondents who have visited Australia



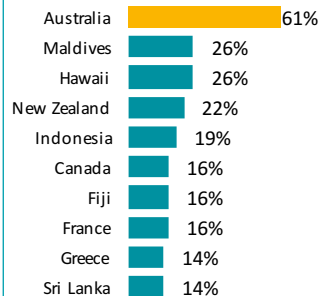
Read as: 45% of respondents who have not visited Australia associate Australia with 'aquatic and coastal' experiences. This figure rises to 76% among those who have visited.

### Remote coastal, beach and aquatic locations

#### Respondents who have not visited Australia



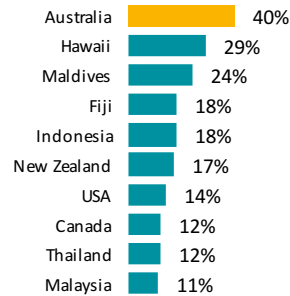
#### Respondents who have visited Australia



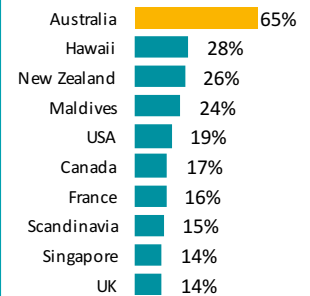
Read as: 61% of respondents that have visited Australia associate Australia with 'Remote coastal, beach and aquatic locations'.

### Aquatic wildlife

#### Respondents who have not visited Australia



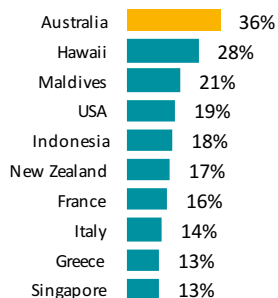
#### Respondents who have visited Australia



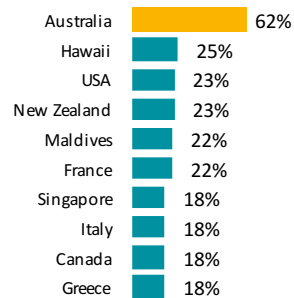
Read as: 65% of respondents that have visited Australia associate Australia with 'aquatic wildlife'.

### Developed coastal and beach locations

#### Respondents who have not visited Australia



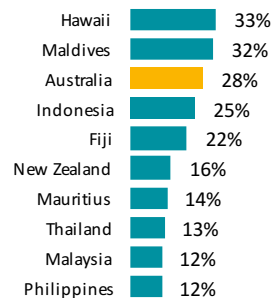
#### Respondents who have visited Australia



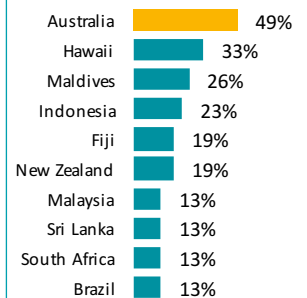
Read as: 62% of respondents that have visited Australia associate Australia with 'developed coastal and beach locations'.

### Tropical islands and locations

#### Respondents who have not visited Australia



#### Respondents who have visited Australia

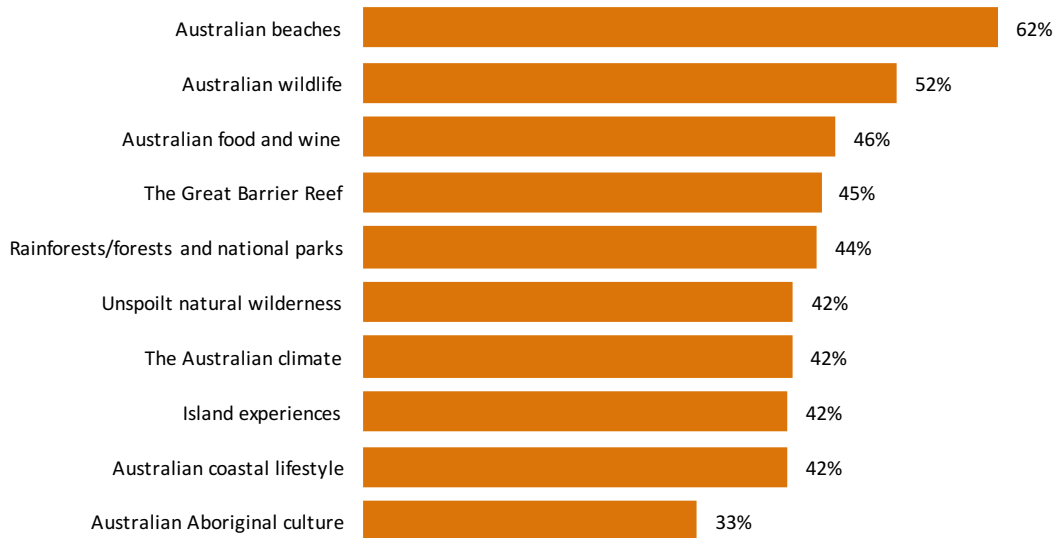


Read as: 49% of respondents that have visited Australia associate Australia with 'tropical islands and locations'.

# ATTRACTIONS AND EVENTS

Attractions and events play a valuable role in attracting visitors to Australia in addition to encouraging visitors to disperse throughout the country and extend their stay.

## Top 10 Australian attractions



Read as: 62% of respondents indicate 'Australian beaches' as an appealing Australian attraction.

## Leisure events

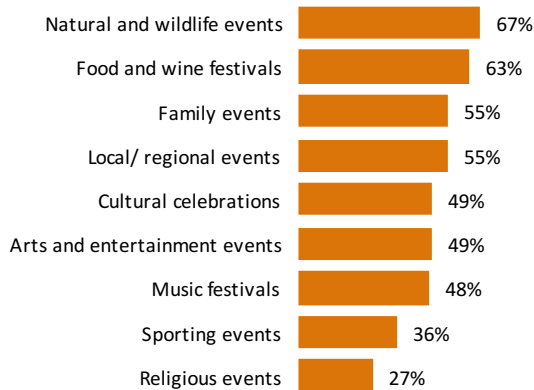
Respondents were asked to what extent they agreed with the following statement:

*When travelling internationally I always look to time my trip and places visited with an event or festival of interest.*



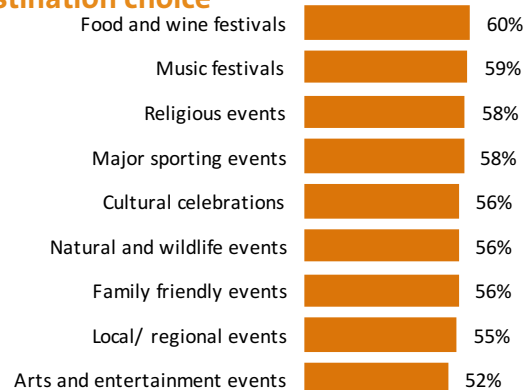
Read as: 75% of respondents indicate that they always look to time their trip and places visited with an event or festival of interest.

## Most appealing events to attend overseas



Read as: 67% of respondents indicate 'nature and wildlife events' as appealing elements when travelling overseas.

## Events with the greatest influence on destination choice

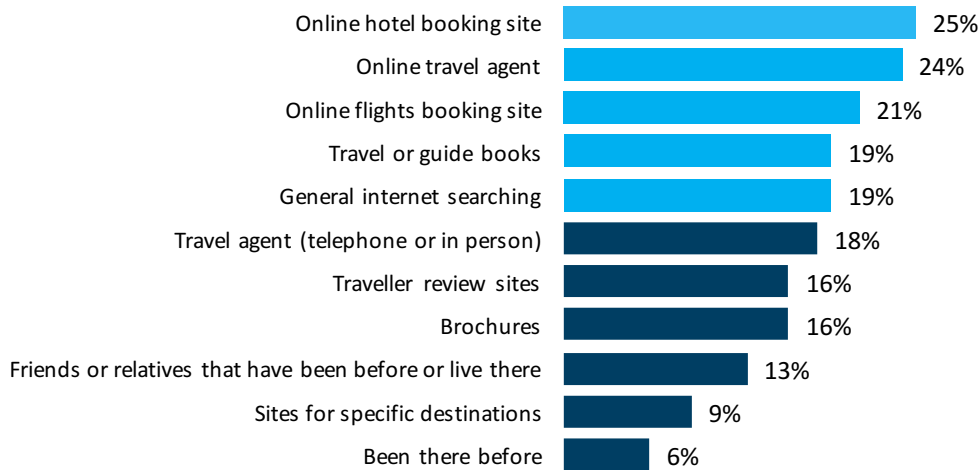


Read as: 60% of respondents indicate the influence of 'food and wine festivals' on destination choice.

# PLANNING AND BOOKING INFORMATION SOURCES

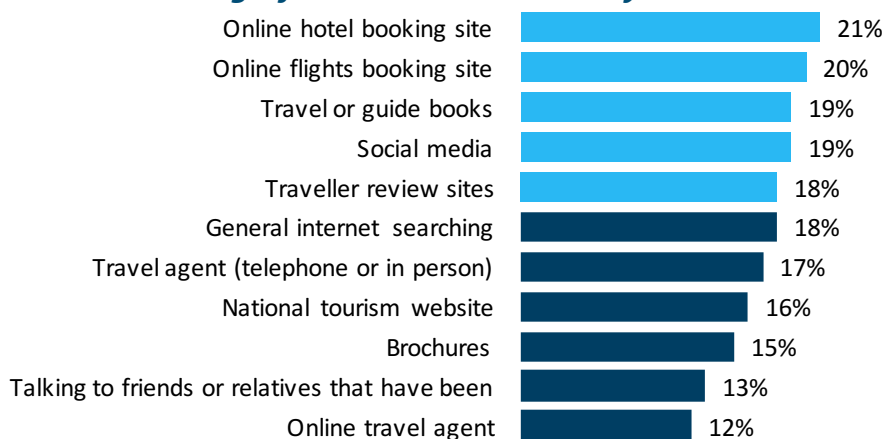
The following charts highlight the information sources that Chinese consumers use to plan and book their holidays.

## Preferred sources for *early planning and holiday inspiration*



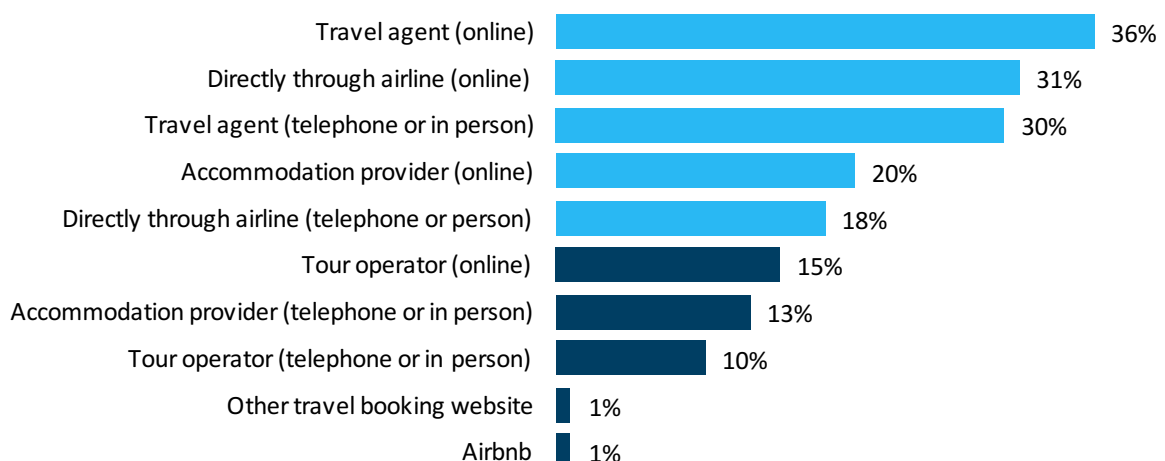
Read as: 25% of respondents indicate 'online hotel booking sites' as a preferred source during the early stages of planning a holiday.

## Preferred sources for *seeking information about a holiday destination*



Read as: 21% of respondents indicate 'online hotel booking sites' as a preferred source for seeking information about a holiday destination.

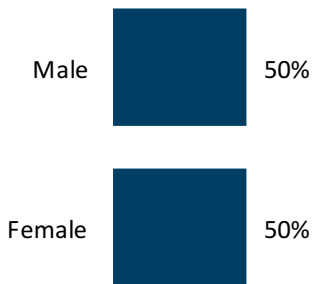
## Preferred sources used to *book a holiday*



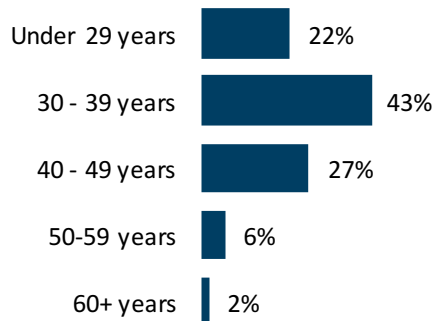
Read as: 36% of respondents indicate 'travel agent (online)' as a preferred source when booking a holiday.

# RESPONDENT PROFILE

## Gender



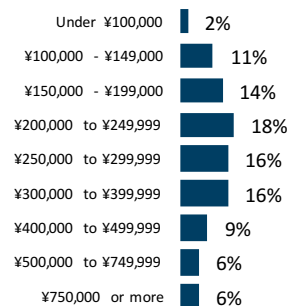
## Age



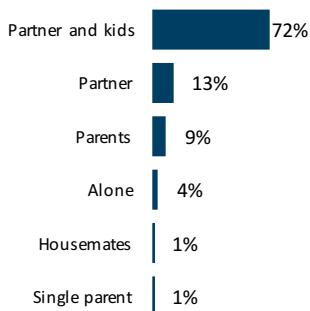
## Place of residence



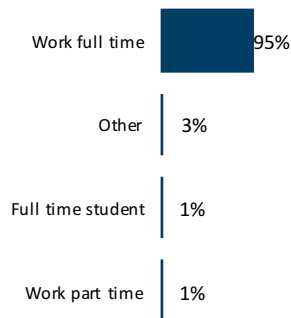
## Income



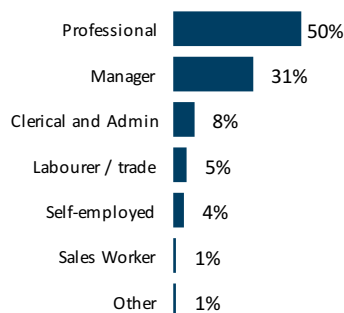
## Living situation



## Employment status



## Occupations



## ABOUT THE RESEARCH

The Consumer Demand Project (CDP) research is carried out by BDA Marketing Planning, a consultancy who specialise in international demand side strategy development and consumer research. It helps determine the strategic priorities to achieve the Tourism 2020 goal, by providing a comprehensive assessment of Australia's current destination appeal and the latent demand potential. The research is conducted annually across eleven of Australia's key tourism markets: China, Germany, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, UK and USA. In 2016, the following markets were integrated into the program: Hong Kong, Taiwan, Canada, Brazil, France and Italy. Over the last five years, Tourism Australia have spoken to over 90,000 international long-haul travellers via online research panels.

## WANT TO KNOW MORE?

Fact sheets for seventeen of Australia's key tourism markets can be accessed at: <http://www.tourism.australia.com/statistics/consumer-demand-research.aspx>

**For more information, please contact:**

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