

Understanding Experience Seekers in the Chinese Market

Tourism Australia's global market segment 'Experience Seekers' was targeted because they:

- Are likely to undertake long haul travel
- Are high yield prospective travellers
- Are likely to disperse beyond the major capital cities and gateways and are,
- Non-rejectors of Australia

Experience Seekers can be found in different age groups, income levels, and regions. They have a mind set and attitude to life that stretches well beyond the category of travel including personal development and everyday life. Experience Seekers also have global commonalities; they:

- Are experienced travellers for whom travel plays a big part in life
- Look to challenge themselves, be it physically, emotionally or mentally
- Desire a high level of engagement with the local people and culture
- Wish to experience, not witness destinations
- Like to avoid the tourist route, preferring locations that are untouched

Chinese Experience Seekers

In broad terms, they:

- Are inspired by a range of sources. The more popular forms of inspiration include word of mouth recommendations, TV travel programmes, newspapers, internet travel sites and travel brochures
- Are more likely to plan their holiday around sampling local cuisine, shopping, nature, the beach and visiting friends and family. Further to this, once at the destination they are more likely to eat at restaurants, get to know the locals, go shopping at local markets, attend live theatre and visit friends and family
- Are likely to stay in 2/3 star and 4/5 star hotels. Moreover they are more likely to stay with family and friends than other long haul travellers

- Are more likely than other travellers to read the local, national and international news sections and travel section, and are less likely to read the employment and sports sections.

Xinmin Evening in Shanghai, *Beijing Evening News* in Beijing and *GZ Daily* in Guangzhou are the most popular publications among Experience Seekers

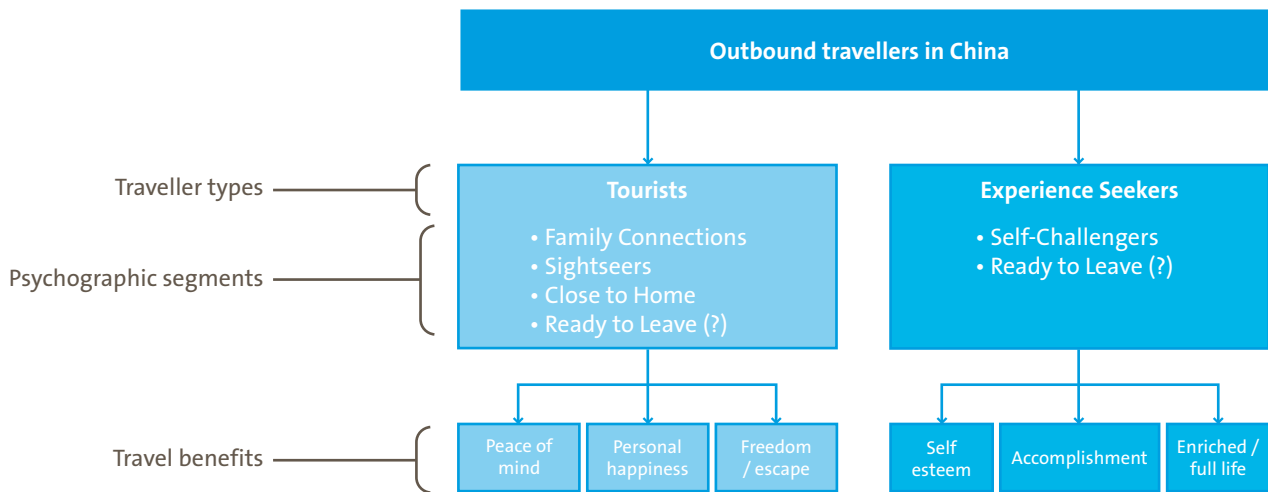
- * Are not major readers of magazines, however are more likely to read travel, news, fashion, health and food magazines than other types of publications

- * Have limited interest in the radio (1 in 3 Experience Seekers do not listen to the radio). China National Radio (CNR) 1 is one of the more popular stations

- * Demonstrate no clear indication of a favoured TV channel and have limited interest in television. Preferred types of programming include international and domestic news, eastern serials, leisure, travel and films

- * Use the internet for similar purposes to other long haul travellers however; notably they are less frequent internet users. The most popular websites among this segment include sina.com.cn, soho.com, 163.com and yahoo.com.cn

The following diagram illustrates the two primary outbound traveller types in China, core psychographic segments and key travel benefits sought.



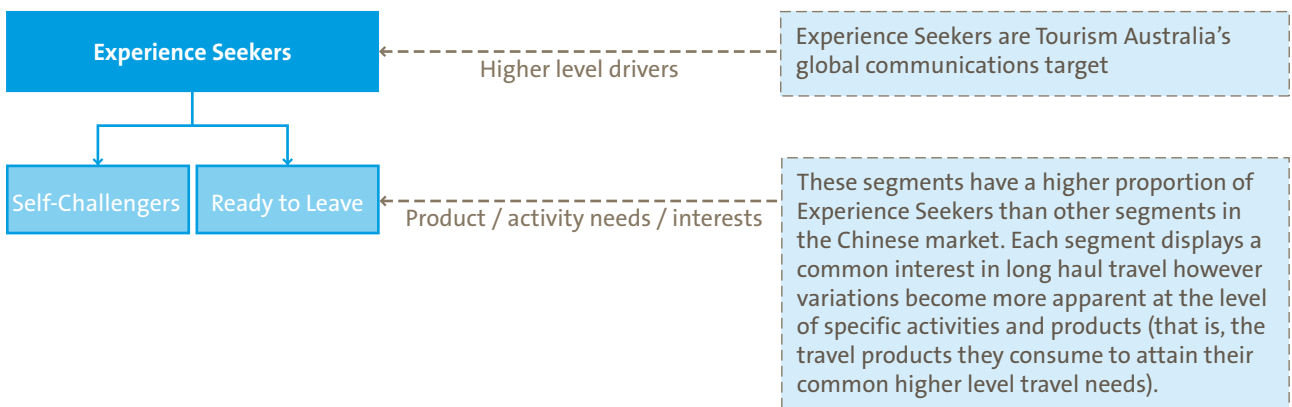
So, how does the Experience Seeker target relate to the five current psychographic holiday segments in the Chinese market (Self-Challengers, Ready to Leave, Family Connections, Sightseers and Close to Home)?

Experience Seekers are our global communications target. They share common interests, drivers, and desires in life and travel. The types of media they listen to and the experiences they are looking for from a long haul holiday are also common to Experience Seekers in all markets.

Experience Seekers are an overarching segment whose values, needs and motivations have relevance and

therefore resonate with more than one travel style, holiday type, etc. It is however recognised that Experience Seekers values, needs and motivations are more common in some particular psychographic holiday segments.

In the case of China these holiday segments are Self-Challengers and Ready to Leave.



What does this mean?

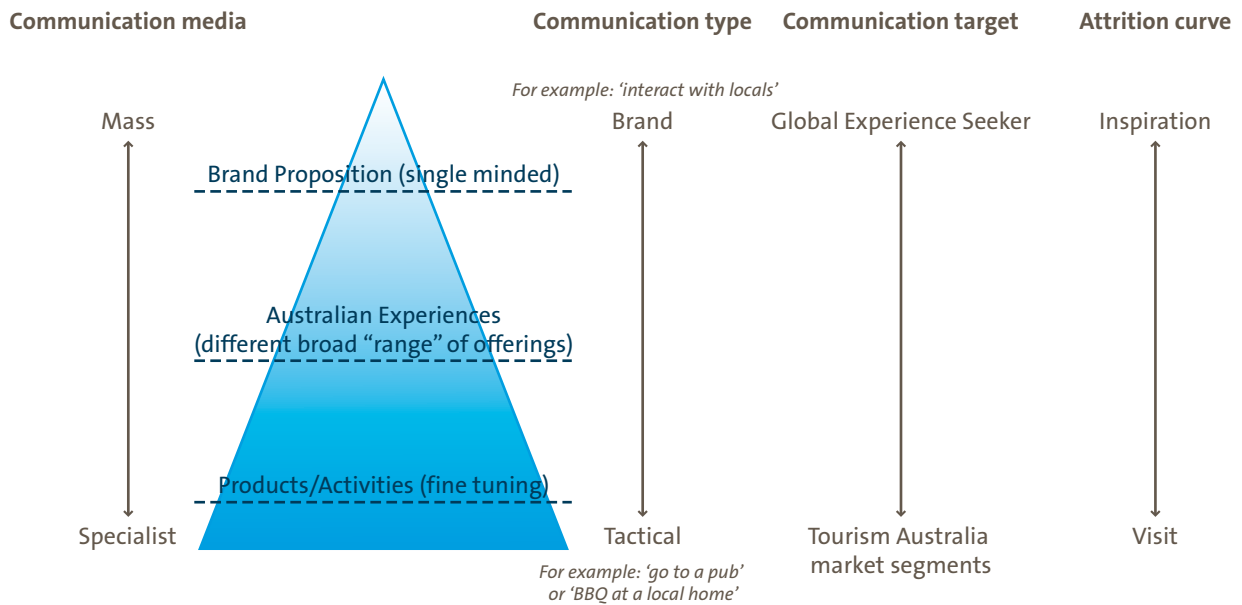
The result of this is that at an over-arching brand communications level, the Experience Seeker is the global target market. However, when communicating information regarding specific products and activities, the opportunity exists to fine tune amongst appropriate holiday segments within the Chinese market.

While Experience Seekers have similar broad drivers for their holidays, the manner in which these can be realised through consuming products or activities can vary among the different holiday segments within each market. Here is an example of what we mean:

A Chinese traveller who prefers a Ready to Leave style holiday and a traveller who prefers a Self-Challenger type

of holiday would both be motivated by Experience Seeker messages about learning, local lifestyle, interacting with locals, etc. The type of products and activities they would seek out (information search) and eventually participate in (what they do at the destination) can, and does vary. For example, interacting with locals – Ready to Leave travellers could obtain this by dining in a pub frequented by visitors and locals. Self-Challengers may obtain this through meeting a local and being invited to their house for a BBQ.

The role of Experience Seekers and the holiday segments in the communications process can be shown diagrammatically as follows:



Further information

This document is one component of a suite of documents Tourism Australia has produced for the Chinese target market.

For a broad snapshot of the Chinese travel market, please refer to:

- *Australia's understanding of the Chinese travel market*

For more information on the China segmentation study, please refer to:

- *The Chinese traveller – segmentation of the Chinese market*

To understand the global communications target market that Tourism Australia is concentrating on, please refer to:

- *Australia's global communications target: the Experience Seeker*

These documents are available on the Tourism Australia website. For any further information you require, please visit the Tourism Australia website at www.tourism.australia.com, or contact your local Tourism Australia office.