

INTERNATIONAL MARKET PROFILE HONG KONG



Market Overview

Hong Kong represents a small but steady market that has direct air access to Adelaide.

Majority of consumers speak some English and are mature travellers.

Hong Kong consumers seek value for money.

South Australia is positioned as an appealing and relaxing holiday destination for free and independent travellers seeking Australia's best food and wine, nature and self-drive experiences.

Hong Kong visitors have limited dispersal to regional South Australia, yet visitation through the Limestone Coast and Kangaroo Island indicates that this market enjoys self-drive journeys along some of the states iconic touring routes.

Air Access

Hong Kong consumers can reach Adelaide direct via Cathay Pacific Airways. Airlines that provide direct access to Adelaide with one stopover include Qantas and Singapore Airlines.

Key Themes

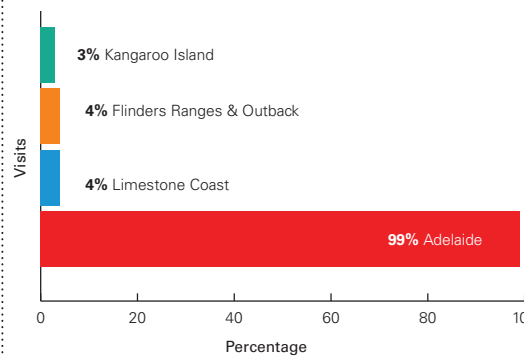
Food and wine; nature and wildlife; self-drive

Fast Facts and Figures

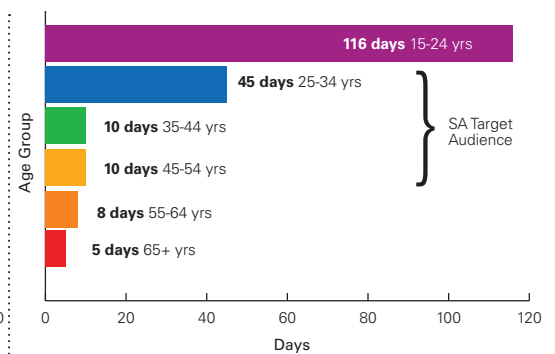
Data is based on a 3 year average for the years ending June 2012 to June 2014 for all purpose visitors.

	HONG KONG				
South Australia	Holiday	VFR	Business	Other	Total
Visits	4,000	2,500	1,000	2,000	9,000
Nights	62,000	40,000	4,000	246,000	351,000
Average Length of Stay (nights)	16	16	4	123	39
Expenditure	\$32,000,000				

Key South Australian Overnight Destinations



Length of stay in South Australia by age group

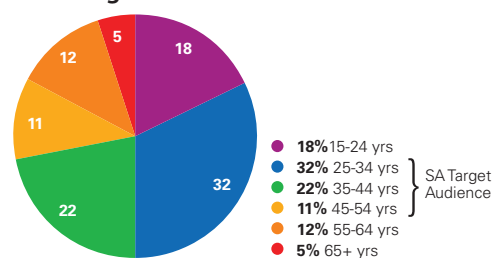


Appealing Experiences

- South Australia is a perfect self-drive destination as indicated through visitation on the Limestone Coast as part of the Southern Ocean Drive (Melbourne to Adelaide touring route) and Flinders Ranges as part of the Explorers Way (youth only).
- Kangaroo Island provides some of the best natural and wildlife experiences.

Average length of stay is influenced by longer staying education and VFR sectors.

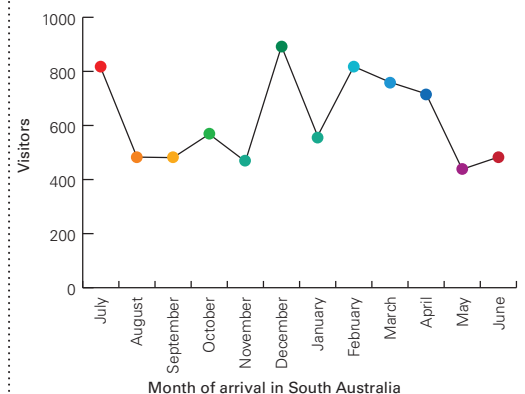
Visitor Age Profile



Target Market Profile

Educated professionals, 28-50 years old in middle to high class groups who enjoy fine food and wine as well as nature and will travel to experience it. Have been to Australia previously and are willing to travel independently and undertake activities such as self-drive, and stay nights outside of the main cities. This segment may travel with children during school holiday periods.

Seasonality

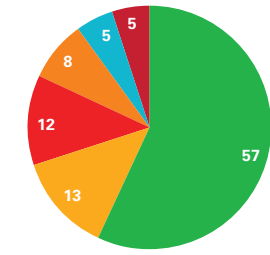


Government of South Australia

South Australian Tourism Commission

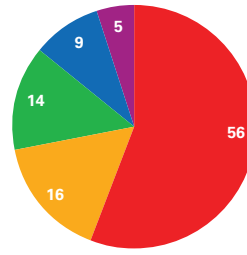
Market Insights

- Most arrangements are handled by the inbound tour operators based in Sydney and Melbourne who are critically important and need to be engaged.
- The South Australian Tourism Commission will continue to focus on free and independent travellers (FIT) in both consumer direct activities and promotions with key airline, trade and affinity partners.
- Generally speaking, Hong Kong people enjoy travelling and travel is part of their lifestyle, indicating that they are experienced free and independent travellers.
- Travellers are cautious about what they spend and the value it offers. They are looking for variety of travel and interactive experiences. They are strong advocates as they enjoy sharing experiences with others either through word of mouth or digital platforms.
- The booking lead time for leisure is short.
- Specialised niche travel agents are growing in the market catering to a specific target segment promoting experiences such as golf, luxury, honeymoon, diving etc. Major travel agents are also looking into developing new and themed itineraries such as EGL Tours is promoting photography, international marathons and cycling tours. Moreover, travel agents have increased their focus online in order to capture a larger market share of FIT travellers.
- Cruise packages are increasingly in demand and popular amongst families.



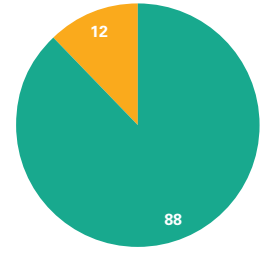
Accommodation used (visitor nights)

- 57% Rented house/apartment/unit/flat
- 13% Homestay
- 12% Home of friend/relative
- 8% Backpacker/hostel
- 5% Hotel/resort/motel/motor inn
- 5% Other



Travel party description

- 56% Unaccompanied
- 16% Adult couple
- 14% With Friends/relatives
- 9% Family Group
- 5% Business



Package Tours

- 88% Non Package Tour
- 12% Package Tour

This data includes Education and VFR purpose sectors.

Key Distribution Partners

Key Distribution Partners
Singapore Airlines Holidays
Travel Expert
Luxe Travel

Key Inbound Tour Operators for Hong Kong are:

- Experience Tours Australia (ETA)
- Australian tours Management (ATM)
- GTA

Top Travel Websites		
Yahoo Travel	Booking.com	Hotels.com
CX	Expedia.com	Zuji.com
Agoda.com	Hong Kong Express	AirAsia.com
TripAdvisor		

Contact

Marketing

Michael Seeliger,
Senior Manager Eastern Hemisphere, Adelaide
michael.seeliger@sa.gov.au

Inbound Distribution

Marc Leopold
Business Manager Inbound Distribution
marc.leopold@sa.gov.au

Source: International Visitor Survey, Tourism Research Australia, Canberra | Department of Immigration and Citizenship (DIAC) | VFR = Visiting Friends and Relatives Definition of Package Tour: Where the international airfares plus some other travel component (transport, accommodation, tour) are paid for before arrival in Australia.

Disclaimer: This summary has been prepared by the South Australian Tourism Commission (SATC) in good faith. While every care has been taken in preparing the information, the SATC does not represent or warrant that it is correct, complete or suitable for the purposes for which you wish to use it. By using this information you acknowledge that it is provided by SATC without any responsibility on behalf of the SATC and agree to release and indemnify the SATC for any loss or damage that you or any third party may suffer as a result of your reliance on this information.