

# INTERNATIONAL MARKET PROFILE

## CHINA

### MARKET OVERVIEW

- ▶ The China market has grown rapidly to become South Australia's second largest inbound source market and the largest of all Asian markets.
- ▶ Travel periods are generally short in duration with the majority of nights spent in capital cities.
- ▶ South Australia generally attracts affluent middle class couples and families residing in the first tier cities of Shanghai, Beijing, Guangzhou and Shenzhen.
- ▶ These experienced overseas visitors travel independently or in customised small group tours and seek immersive experiences.
- ▶ South Australia is positioned as a destination that offers Australia's best wine and dining experiences, coupled with nature and wildlife, and coastal and aquatic experiences.

### FAST FACTS & FIGURES

Data is based on a 3 year annual average for the years ending Dec 2016 – Dec 2018 for all purpose visitors.

CHINA	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
Visits (SA)	25,000	15,000	4,000	12,000	54,000
Visits (AUS)	770,000	318,000	86,000	291,000	1,235,000
Nights (SA)	202,000	468,000	65,000	1,774,000	2,509,000
Nights (AUS)	7,519,000	12,382,000	1,118,000	31,359,000	52,378,000
ALOS - Nights (SA)	8	31	16	148	46
ALOS - Nights (AUS)	10	39	13	108	42
<b>EXPENDITURE</b>					<b>\$356,000,000</b>

### APPEALING EXPERIENCES

- ▶ Nature and wildlife experiences in Adelaide, Adelaide Hills and Kangaroo Island.
- ▶ Aquatic and coastal experiences in Adelaide and Kangaroo Island.
- ▶ Adelaide and surrounding areas that offer quality food and wine experiences.
- ▶ Self-drive journeys including the Adelaide to Melbourne Touring Route (Southern Ocean Drive including the Limestone Coast) and Epicurean Way.
- ▶ The Eyre Peninsula's abundant seafood, coastal and aquatic experiences.

### TARGET MARKET PROFILE

- ▶ The 'high value traveller' market, who are market experienced travellers looking for quality, unique and immersive experiences.
- ▶ The large number of Chinese students studying in Adelaide and their visiting friends and relatives (VFR) represent an opportunity within the VFR travel market.

### KEY THEMES

- ▶ Food & wine
- ▶ Nature & wildlife
- ▶ Luxury
- ▶ Coastal
- ▶ Soft adventure
- ▶ Shopping

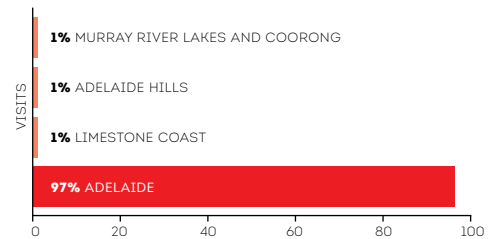
### KEY CITIES IN CHINA

- ▶ First tier – Shanghai, Beijing, Guangzhou and Shenzhen.
- ▶ Second Tier – Chengdu, Hangzhou, Qingdao.

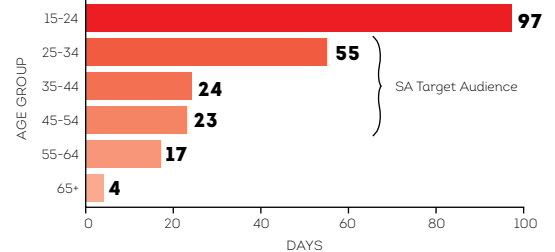
### AIR ACCESS

- ▶ China Southern Airlines provides direct air access to Adelaide.
- ▶ Key airlines which provide access to Adelaide with one stopover include Singapore Airlines, Cathay Pacific, Qantas, Malaysia Airlines, China Eastern Airlines and Air China.

### KEY SOUTH AUSTRALIAN OVERNIGHT DESTINATIONS

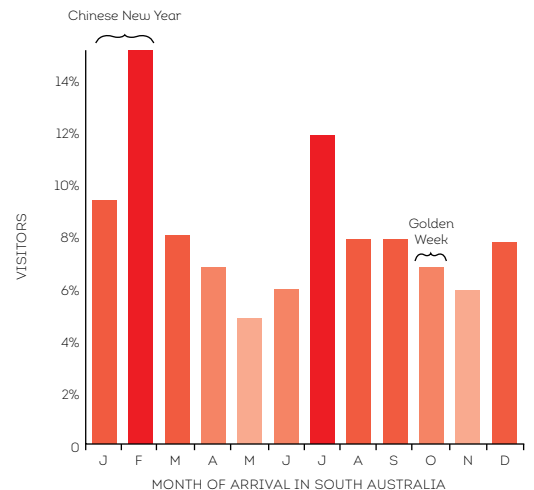


### LENGTH OF STAY IN SOUTH AUSTRALIA BY AGE GROUP



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

### SEASONALITY



Note: Peak travel period to Australia during Chinese New Year in January/February and Golden Week in October.

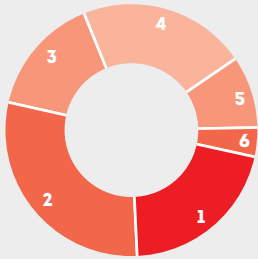


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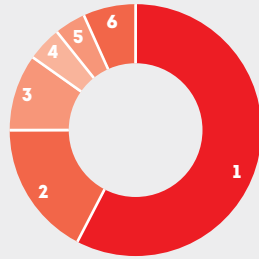


### VISITOR AGE PROFILE



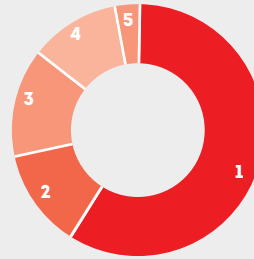
- 1 15-24 **21%**
- 2 25-34 **28%**
- 3 35-44 **17%**
- 4 45-54 **21%**
- 5 55-64 **10%**
- 6 65+ **2%**

### ACCOMMODATION USED



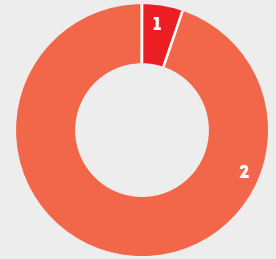
- 1 Rented house/apartment/unit/flat **59%**
- 2 Home of friend/relative **17%**
- 3 Hotel/resort/motel/motor inn **8%**
- 4 Homestay **5%**
- 5 Education institution (University / school dormitory or college) **4%**
- 6 Other **6%**

### TRAVEL PARTY DESCRIPTIONS



- 1 Unaccompanied **59%**
- 2 Adult couple **12%**
- 3 Family group **16%**
- 4 With friends/relatives travelling together **11%**
- 5 Business **2%**

### PACKAGE TOURS



- 1 Package tour **6%**
- 2 Non-package tour **94%**

## MARKET INSIGHTS

- ▶ Most group tour arrangements are handled by the Chinese inbound tour operators (ITOs) in Adelaide, however Chinese ITOs based in Sydney and Melbourne are critically important and need to be engaged.
- ▶ The majority of bookings coming through the travel trade are very cost competitive and the provision of Chinese speaking drivers and guides throughout the journey is preferred.
- ▶ Developing personal relationships with distribution partners is important as well as quick response times to enquiries, being cost competitive and flexible based on itinerary requirements.
- ▶ There is potential to target the Chinese VFR market from Sydney, Melbourne and Brisbane through the travel trade, and this business can lead to future business from China.
- ▶ Engaging consumers through digital means is critical for successful consumer promotion, however all western platforms such as Facebook, Instagram, Twitter and YouTube are blocked.
- ▶ It requires some effort to establish a presence on digital platforms particular to China, especially Wechat and Sina Weibo. Therefore operators may wish to leverage existing accounts with large followings in addition to cooperating with the SATC's media familiarisation program.
- ▶ Social media and travel advice websites in Chinese are used heavily during the consumer travel planning process.
- ▶ While trade partners are important, the market is quickly becoming digitally sophisticated, and consumers will shop around for the best deal possible, moving between traditional partners and online deals.
- ▶ A translated website and marketing collateral is highly recommended.
- ▶ Free or included Wi-Fi is important.

## THE CHINESE ONLINE ENVIRONMENT

- ▶ Consumers based in mainland China do not have access to selected foreign websites.
- ▶ Download speeds on websites hosted outside of mainland China are significantly slower than those websites hosted in China.
- ▶ Websites such as Google, YouTube, Facebook, Instagram and Twitter are blocked and not accessible in China.
- ▶ This has led to the development of a completely unique digital ecosystem in mainland China. Instead of YouTube, there's Youku and Iqiyi; instead of Google, there's Baidu; instead of Facebook, Twitter and Instagram, there's WeChat and Weibo; instead of eBay, there is Taobao.
- ▶ Operators looking to enter into the China market should have an understanding of these websites and having a presence on these platforms is recommended.

## PAYMENT PLATFORMS

WECHAT PAY

ALIPAY

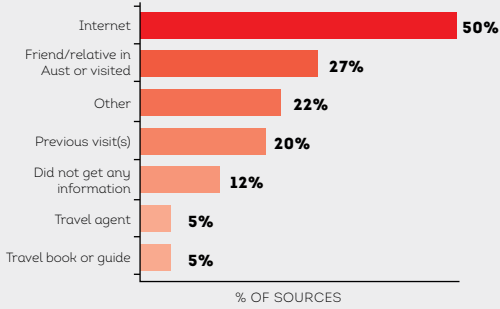
UNION PAY



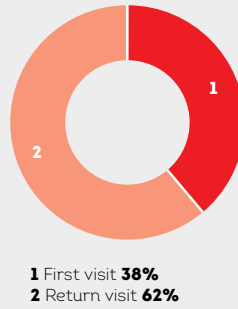
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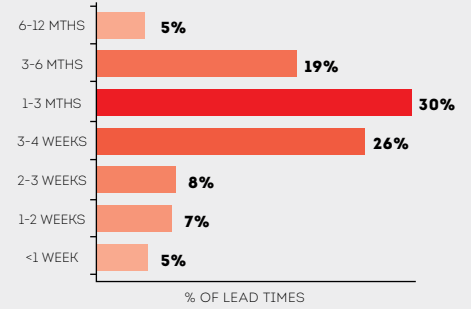
### INFORMATION SOURCES



### FIRST OR RETURN VISIT



### BOOKING LEAD TIMES



### CONTRACTING & BROCHURE TIMES

The best time of year for in-market sales calls is September and October for Chinese New Year tour brochure planning and March and April for July and August tour brochure planning.

### SOCIAL MEDIA

**DOUBAN SITE**  
南澳大利亚旅游局  
[site.douban.com/SouthAustralia/](http://site.douban.com/SouthAustralia/)

**SINAWEIBO MICROBLOG**  
南澳大利亚旅游局官方新浪微博  
[weibo.com/southaustralia](http://weibo.com/southaustralia)



**YOUKU VIDEO**  
南澳大利亚旅游局  
[i.youku.com/u/UNTUzMzg5OTky](http://i.youku.com/u/UNTUzMzg5OTky)

**TENCENT WEIBO MICROBLOG**  
南澳大利亚旅游局官方腾讯微博  
[t.qq.com/southaustralia](http://t.qq.com/southaustralia)

**WECHAT**  
南澳大利亚旅游局



**Tencent Video**  
南澳大利亚旅游局SATC  
[v.qq.com/vplus/cff1f291852ec10bdef1e7c7ee68744c/videos](http://v.qq.com/vplus/cff1f291852ec10bdef1e7c7ee68744c/videos)

### KEY DISTRIBUTION PARTNERS

Chinese business is highly competitive and Chinese travel agents do not contract a single inbound operator but rather request quotations for each tour from multiple agents and proceed to book with the ITO that provides the most competitive quotation for that specific tour.

SHANGHAI CTRIP INTERNATIONAL TRAVEL SERVICE CO LTD

BEIJING CAISSA INTERNATIONAL TRAVEL SERVICE CO LTD

BEIJING CYTS HOLDING CO LTD

GZL INTERNATIONAL TRAVEL SERVICE LTD

CHINA CTS TOURS GUANGZHOU CO LTD

SHENZHEN CEPT INTERNATIONAL TRAVEL SERVICE LTD

SICHUAN CYTS CO LTD / SHUNCHENG HOLIDAY

GUANGDONG COMFORT TRAVEL SERVICES / SWALLOW HOLIDAY

QINGDAO HUAOING INTERNATIONAL TRAVEL SERVICES

BEIJING UTOUR

### TOP TRAVEL WEBSITES

CTRIP.COM	TUNIU.COM	QUNAR.COM
LVMAMA.COM	MAFENGWO.CN	OYER.COM
ALITRIP.COM	ITRIP.COM	

### CONTACTS

#### MARKETING

VIVIENNE LI  
MANAGER, EASTERN MARKETS  
VIVIENNE.LI@SA.GOV.AU

#### DISTRIBUTION

TRADE@TOURISM.SA.COM

Source: International Visitor Survey Dec 16, Dec 17 & Dec 18 conducted by Tourism Research Australia. Unless otherwise stated, all data refers to the Annual Average results for the 3 years from Dec 2016 to Dec 2018. Totals may not add to 100% due to rounding. np = not published due to small sample size. VFR = Visiting Friends and Relatives. ALOS = Average Length Of Stay (Nights). 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. Produced by the South Australian Tourism Commission April 2019.