

# CHINA

INTERNATIONAL MARKET UPDATE 2025

## MARKET OVERVIEW

- China is South Australia's 2nd largest inbound market and is ranked 1st for expenditure as of June 2025.
- South Australia generally attracts affluent middle class couples and families residing in the first tier cities of Shanghai, Beijing, Guangzhou and Shenzhen.
- Visitors from China to South Australia generally travel independently or in customised small group tours and seek immersive experiences.
- Travel periods are generally short in duration with the majority of nights spent in capital cities.
- Key experiences include world class wine and dining experiences, nature and wildlife, and coastal and aquatic experiences.\*
- 65% of Chinese visitors to South Australia have been to Australia before.\*
- 21% of visits are for the purpose of Holiday, 52% for Visiting Friends and Relatives (VFR) and 20% for Education.\*



## FAST FACTS & FIGURES

Data is an annual average over 2 years ending June 2024-June 2025

CHINA	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
VISITS (SA)	12,000	21,000	1,000	7,000	40,000
VISITS (AUS)	352,000	286,000	80,000	251,000	819,000
NIGHTS (SA)	122,000	1,317,000	7,000	924,000	2,369,000
NIGHTS (AUS)	4,935,000	12,594,000	1,170,000	27,529,000	46,229,000
ALOS - NIGHTS (SA)	10	61	6	124	59
ALOS - NIGHTS (AUS)	14	44	15	110	56
EXPENDITURE (SA)					\$253m

ALOS = AVERAGE LENGTH OF STAY. VFR = VISITING FRIENDS AND RELATIVES.  
\*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING JUNE 2024-JUNE 2025.  
#A HIGH AVERAGE DUE TO EDUCATION VISITORS.

## SNAPSHOT OF CURRENT STATISTICS – JUNE 2025

### VISITORS

👤 48k

### NIGHTS

🌙 2.6m

### AVERAGE LENGTH OF STAY

📅 54 nights<sup>#</sup>

### EXPENDITURE

💰 \$358m

### AVERAGE SPEND

💳 \$138 per night      \$7,417<sup>#</sup> per visitor

### INTERNATIONAL RANKING IN SOUTH AUSTRALIA

🏆 #2 for visitors  
#1 for nights  
#1 for expenditure

### AIR ACCESS

#### DIRECT AIRLINES

- China Southern Airlines (CZ) (Guangzhou to Adelaide)
- Cathay Pacific (CX) (Hong Kong to Adelaide)
- China Eastern Airlines (MU) (Shanghai to Adelaide)

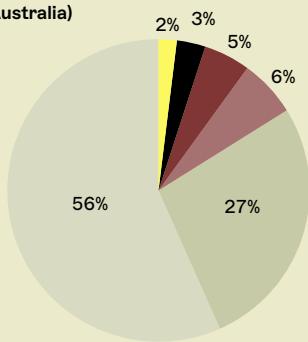
#### KEY CONNECTING AIRLINES

- Singapore Airlines (SQ)
- Malaysia Airlines (MH)
- Air China (CA)
- Multiple airlines offering connections via other Australian airports

## VISITOR ACCOMMODATION TYPE AND TRAVEL PARTY DESCRIPTIONS\*

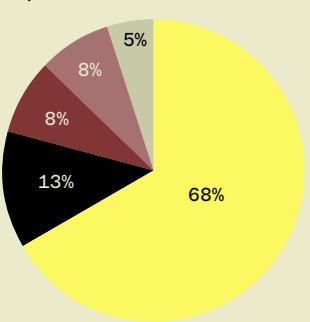
### Visitor accommodation type (in South Australia)

- Own property
- Hotels and similar accommodation
- Other private accommodation
- Other accommodation
- Rented house/apartment/flat/unit
- Friends or relatives' property



### Travel party description (to South Australia)

- Travelling alone
- Family group - parents and children
- Adult couple
- Friends or relatives travelling together
- Other travel party

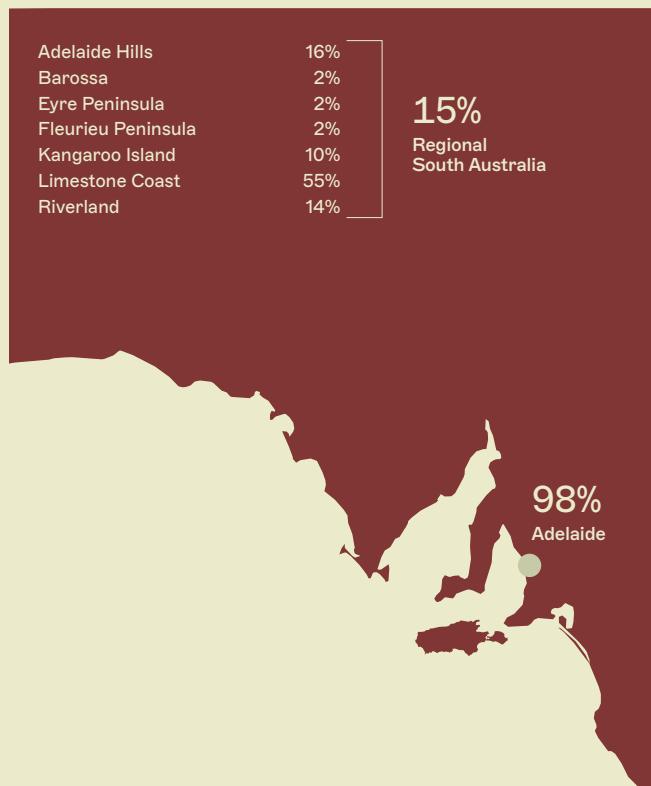


## MARKET INSIGHTS

- Engaging consumers through digital means is critical for successful consumer promotion, however all western platforms such as Facebook, Instagram, Twitter and YouTube are blocked.
- Social media and travel advice websites in Chinese are used heavily during the consumer travel planning process. The South Australian Tourism Commission (SATC) is active across all key platforms including WeChat, RED, Weibo and Douyin, promoting a range of South Australian experiences to an engaged audience.
- It requires some effort to establish a presence on digital and social platforms specific to China. Therefore, operators may wish to leverage the SATC's owned social media activity, as well as other existing social media accounts with large followings through WeChat, Weibo, Douyin or RED.
- The SATC continues to develop strong relationships with key travel trade partners in market to ensure that the trade is aware of South Australia and the various offerings.
- Most group tour arrangements are handled by the Chinese inbound tour operators (ITOs) in Adelaide, however Chinese ITOs based in Sydney and Melbourne are also 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 trade 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 online travel agencies (OTAs), leading to both current and future business from China.
- While trade partners are important, the market is digitally sophisticated, and consumers will shop around for the best deal possible, moving between traditional partners and online deals.
- South Australia tends not to be a mass group tour destination, but it has potential to be included in private group tours for experienced and high-end travellers.

## VISITOR DISPERSAL\*



## FACTORS FOR CHOOSING TO VISIT SOUTH AUSTRALIA\*



78%

World-class beauty and natural environments



60%

The local wildlife



58%

Friendly and welcoming citizens



33%

Good food and wine



32%

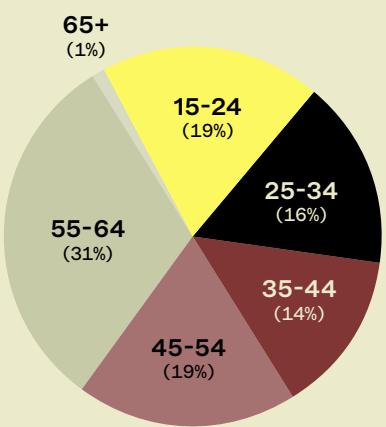
Clean cities, good roads and signposts

## TARGET MARKET PROFILE



High value travellers who are experienced travellers looking for quality, unique and immersive experiences.

## CHINESE VISITORS TO SOUTH AUSTRALIA BY AGE GROUP\*



## BOOKING PREFERENCES



49%

Online Travel Agent  
(eg. Ctrip)



33%

Direct with Airline



40%

Retail Travel Agent/  
Tour Operator



20%

Direct with  
Accommodation



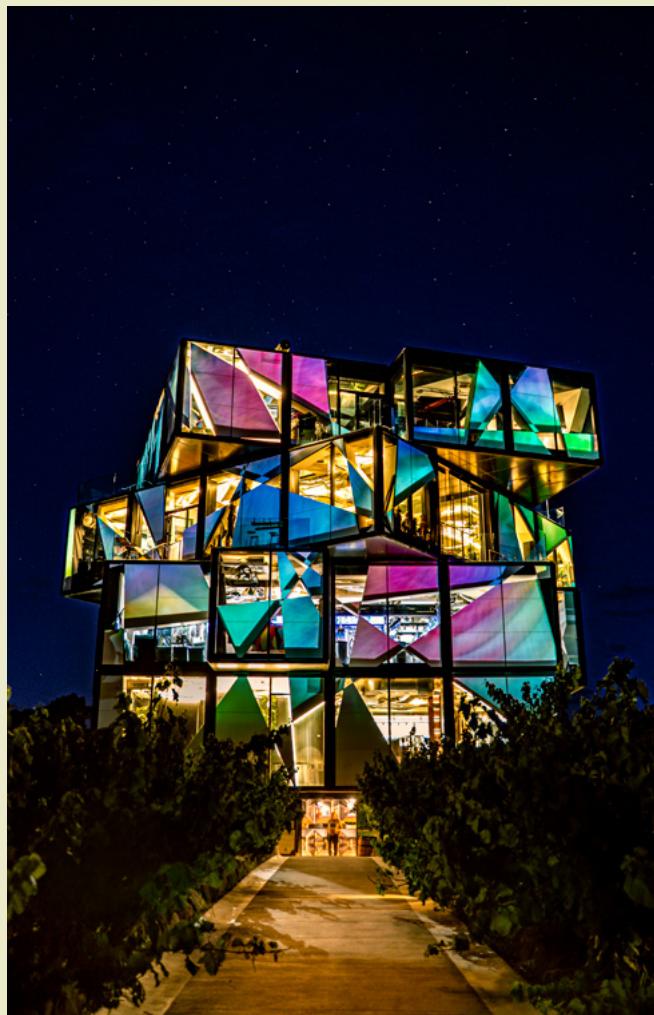
9%

Direct with  
Experience Provider



1%

Other



## CHINA CHECKLIST

Consider the following points when targeting travellers from China:

- ✓ Invest in the long term, and be willing to take advice and adjust your approach and offering as needed for an ever-evolving market.
- ✓ Consider investing in an appropriate level of Chinese language expertise in your business.
- ✓ Play to South Australia's strengths. Demonstrate immersive wildlife encounters and showcase our world-class produce in your collateral and within your business wherever feasible.
- ✓ A translated website and marketing collateral are highly recommended for the market. Mandarin-speaking staff or guides will also add great value in attracting the market to your business.
- ✓ Get listed with the key OTAs.

## KEY DISTRIBUTION PARTNERS

Chinese business is highly competitive and Chinese travel agents do not contract a single ITO. They will instead 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.

Establishing connections with OTAs in China is critical, and uploading your product to their platform is a useful channel to reach independent Chinese travellers.

## TRAVEL AGENTS



### ONLINE TRAVEL AGENTS

- Trip.com/Ctrip
- Fliggy
- Tongcheng.com
- Tuniu.com
- Klook.com
- Lazycat
- Zuzuche.com

### TRADITIONAL TRAVEL AGENTS



- Beijing CYTS Holding Co. Ltd.
- Beijing Tour
- GZL International Travel Service
- Guangdong Comfort Travel Services/Swallow Holiday
- Guangdong Kings Tour International Travel
- Guangzhou New Star Travel Company
- Shanghai Mint Tours
- Oriental Light Travel
- Shanghai Eastern Air International Travel Services

### LUXURY AND TAILOR MADE TRAVEL AGENTS



- 8 Continents
- GoFly
- Dlux
- Charm Deers
- Ye International Travel
- Wild China
- Hovering Tour
- Smart Holiday
- Grenyou



### ADELAIDE BASED INBOUND TOUR OPERATORS

- Australia Unique Travel
- Cheers Travel
- Fortune Dragon
- Four Z's
- Tranquil Travel
- My OZ Travel

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Government of South Australia  
South Australian Tourism Commission

## THE CHINESE ONLINE ENVIRONMENT



- Consumers based in mainland China do not have access to select 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 X (formerly Twitter) are blocked and not accessible in China.
- Mainland China has developed a completely unique digital ecosystem:

Instead of:



there's:



## PAYMENT PLATFORMS



Chinese consumers are used to paying for goods and services using their own payment systems. Allowing these at your business will make it more friendly towards the Chinese market and encourage greater spend.

- WeChat Pay
- AliPay
- Union Pay

## SOCIAL MEDIA



- WeChat  
南澳大利亚旅游
- WeChat Video Channel  
南澳大利亚旅游



- RED  
南澳大利亚旅游局
- Sina Weibo  
南澳大利亚旅游局

- Douyin  
南澳大利亚旅游局

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