

CHINA

INTERNATIONAL MARKET UPDATE 2026

MARKET OVERVIEW

- China is South Australia's 4th largest inbound market and is ranked 1st for expenditure as of March 2026.
- 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, nature and wildlife, and coastal and aquatic.
- 65% of Chinese visitors to South Australia have been to Australia before.*
- 33% of visits are for the purpose of Holiday, 41% for Visiting Friends and Relatives (VFR).*



FAST FACTS & FIGURES

Data is an annual average over 2 years ending March 2025-March 2026

CHINA	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
VISITS (SA)	15,000	18,000	2,000	11,000	45,000
VISITS (AUS)	439,000	290,000	82,000	294,000	952,000
NIGHTS (SA)	147,000	630,000	20,000	1,546,000	2,343,000
NIGHTS (AUS)	6,626,000	11,727,000	1,216,000	33,971,000	53,540,000
ALOS - NIGHTS (SA)	10	35	10	143	52
ALOS - NIGHTS (AUS)	15	40	15	115	56
EXPENDITURE (SA)					\$348m

ALOS = AVERAGE LENGTH OF STAY. VFR = VISITING FRIENDS AND RELATIVES.
*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING MARCH 2025-MARCH 2026.
#A HIGH AVERAGE DUE TO EDUCATION VISITORS.

SNAPSHOT OF CURRENT STATISTICS – MARCH 2026

VISITORS

 37k

NIGHTS

 2.55m

AVERAGE LENGTH OF STAY

 69 nights[#]

EXPENDITURE

 \$390m

AVERAGE SPEND

 \$153 per night \$10,474[#] per visitor

INTERNATIONAL RANKING IN SOUTH AUSTRALIA

 #4 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)

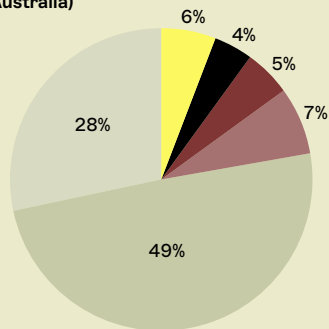
KEY CONNECTING AIRLINES

- Singapore Airlines (SQ)
- Malaysia Airlines (MH)
- Multiple airlines offer connections via other Australian airports

VISITOR ACCOMMODATION TYPE AND TRAVEL PARTY DESCRIPTIONS*

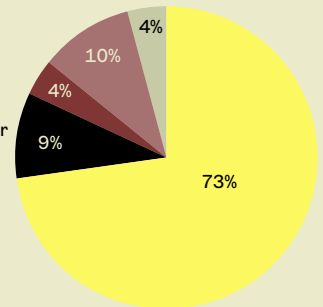
Visitor accommodation type (in South Australia)

- 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)

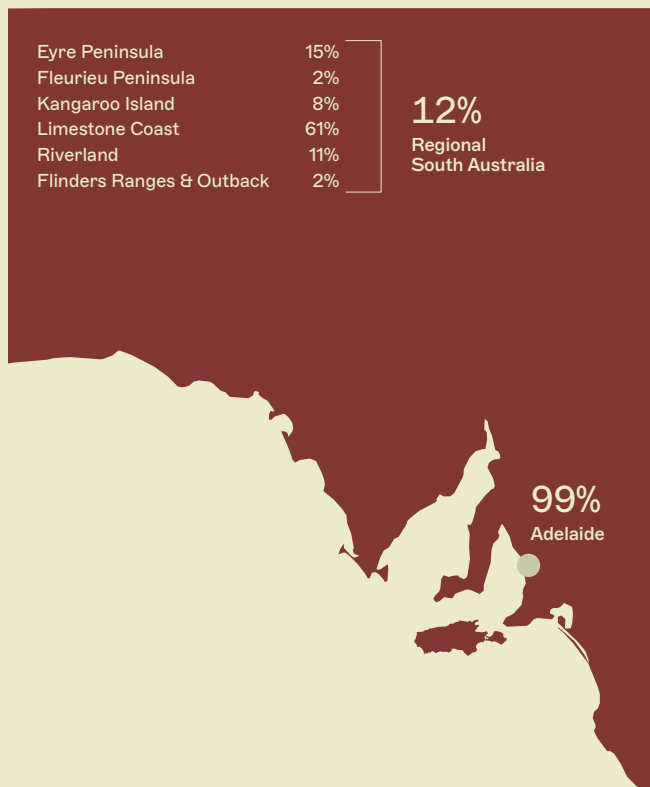
- Travelling alone
- Family group - parents and children
- Adult couple
- Friends or relatives travelling together
- Other travel party



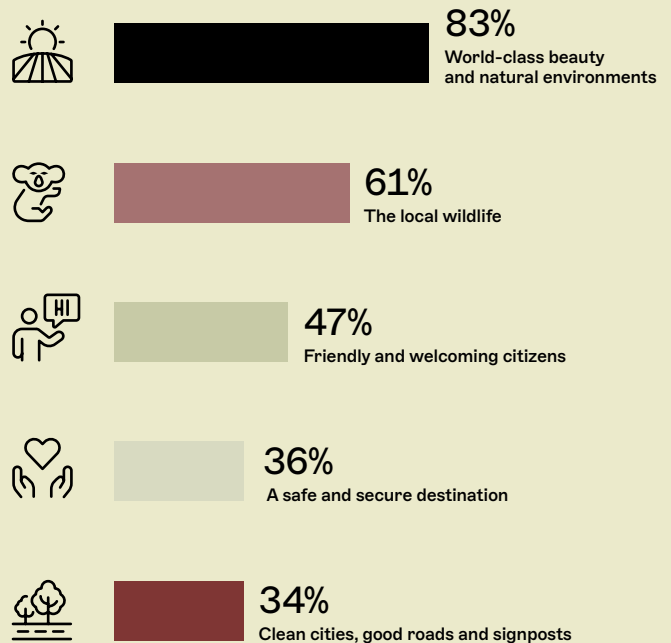
MARKET INSIGHTS

- 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 the market to ensure that the trade is aware of South Australia and the various offerings.
- Most group tour arrangements are handled by 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*



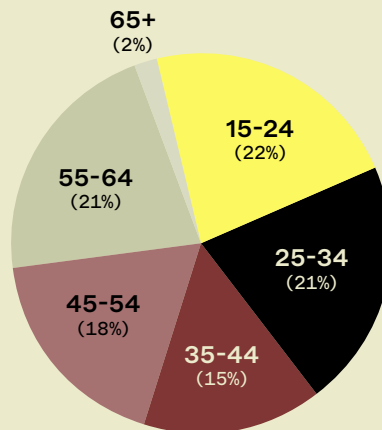
*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING MARCH 2025-MARCH 2026.
+DATA INCLUDES VISITORS WHO TRAVELLED TO MULTIPLE REGIONS FOR ALL PURPOSES.

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



55%
Online Travel Agent
(eg. Ctrip)



40%
Direct with Airline



37%
Retail Travel Agent/
Tour Operator



38%
Direct with
Accommodation



12%
Direct with
Experience Provider



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.
- ✓ Ensure your product is listed with 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

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



TRADITIONAL TRAVEL AGENTS

- Beijing CYTS Holding Co. Ltd.
- Beijing UTour
- China Easy Intl Travel Services (Shanghai)
- Guangdong Kings Tour International Travel
- Guangzhou Golden Joy International Travel/Swallow Holiday
- Guangzhou New Star Travel Company
- GZL International Travel Service
- Oriental Light Travel
- Shanghai Eastern Air International Travel Services
- Shanghai Huacheng Intl Travel
- Shanghai Jingcai International Travel Services
- Shanghai Junyixing
- Shanghai Mint Tours
- Shanghai Tongsheng International Travel Services
- Shanghai Wanguo International Travel Services



LUXURY AND TAILOR MADE TRAVEL AGENTS

- 6renyou
- 8 Continents
- GoFly
- HH Travel
- Hovering Tour
- Sparkle Tour
- Wild China
- Ye International Travel



ADELAIDE BASED INBOUND TOUR OPERATORS

- Australia Unique Travel
- Cheers Travel
- Fortune Dragon
- FZ Holiday & Tours
- My OZ Travel
- Tranquil 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