

Chinese Visitor Snapshot

Tourism Tasmania Research Snapshot February 2016

Introduction

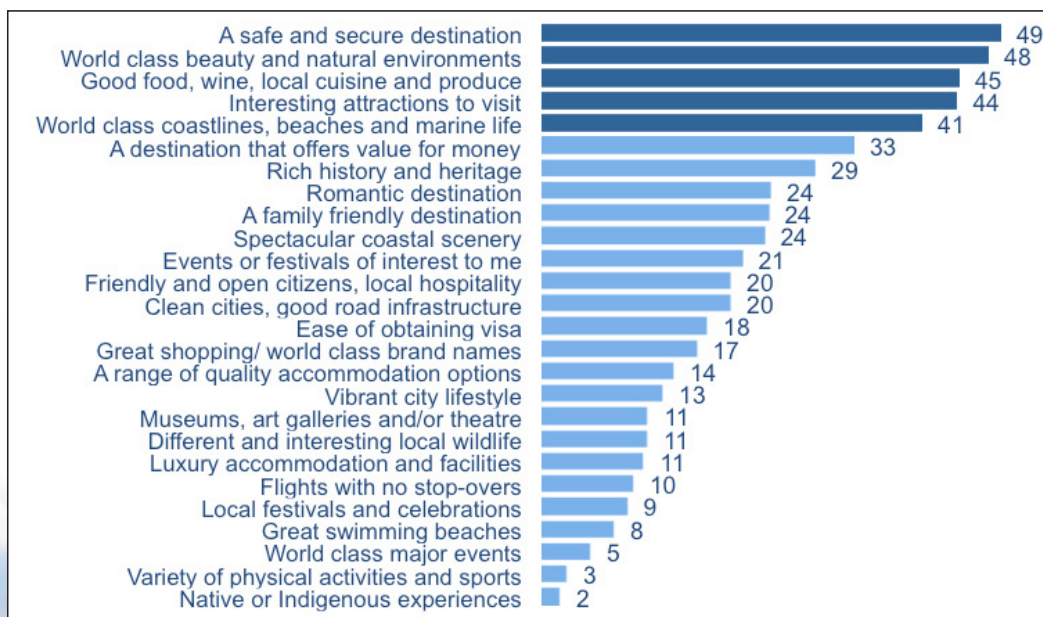
China remains the world's fastest-growing source of travellers due to rapid urbanisation, rising disposable incomes and relaxation of restrictions on foreign travel. The volume of international trips made annually by Chinese travellers has risen from 10 million in 2000 to 83 million in 2012.

Findings from Tourism Australia's Consumer Demand Project indicate that when Chinese leisure travellers look for a travel destination they look for, in order of importance; safety and security, world class beauty and natural environments. Good food and wine, interesting attractions, and world class coastlines are also very important in the Chinese market, rating in the top five most important factors among over 40% of respondents

Australia's coastline, wildlife and food and wine are the most appealing Australian attractions, with wildlife rating as the most preferred Australian experience. These are all areas in which Tasmania excels and puts the state in a very strong position to attract Chinese visitors.

Key importance factors for holidays

– Tourism Australia, Consumer Demand Project – China, 2015



Read as: 49% of Chinese respondents ranked 'a safe and secure destination' in their top 5 most important factors.





864,200 Chinese Visitor Arrivals to Australia

28,100 Chinese Visitors to Tasmania

Visitor Numbers

According to the International Visitors Survey (IVS), around 864,200 Chinese visitors came to Australia in the year ending June 2015. Fifty-two per cent were on holiday with 20 per cent visiting friends and relatives and 13 per cent coming for education. Over the past 5 years Chinese visitors to Australia have grown by an average 13 per cent every year.

In the same period around 28,100 Chinese visitors came to Tasmania, or around 3 per cent of all Chinese visitors to Australia. The Chinese visitor market for Tasmania has grown at an annual rate of 29 per cent for the past 5 years. Forty-six per cent of these visitors were here on holiday, 29 per cent were visiting friends and relatives, and 14 per cent were here for education.

Visitor Expenditure

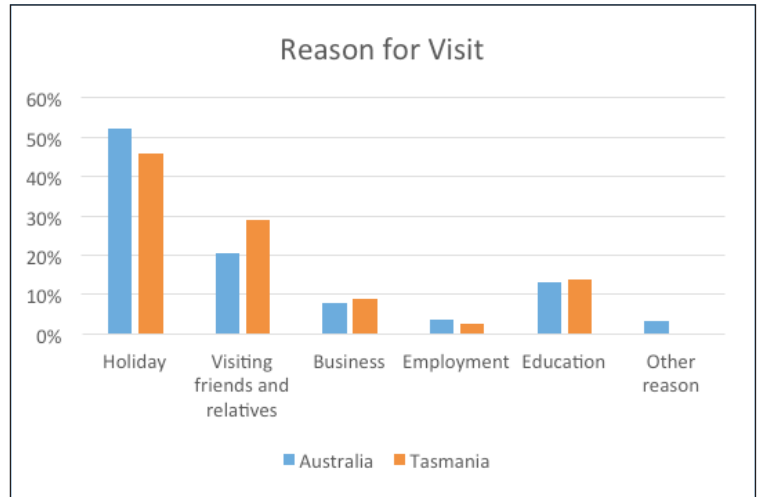
According to the IVS, in 2014-15 Chinese visitors in Australia spent an average \$133 per night.

During the same period the total annual spend from the China market in Tasmania was \$41 million with an average spend per night of \$184 and an average spend per visitor of \$1459.

In the High Spending Asian Leisure Visitor report the two big areas for expenditure were in 'Shopping to take home' and 'Food, drinks and accommodation'.



\$41 million spend in Tasmania



Average length of stay in Tasmania – 8 nights





**China to Australia
Most popular time to
travel to Australia:
Oct, Jan – Feb and Jul – Aug.**

Length of Stay

According to the IVS, visitors from China spent a total of 36,775,662 nights in Australia, with an average length of stay (ALOS) of 42.2 nights while the average tourist in Australia had an ALOS of 35.9 nights.

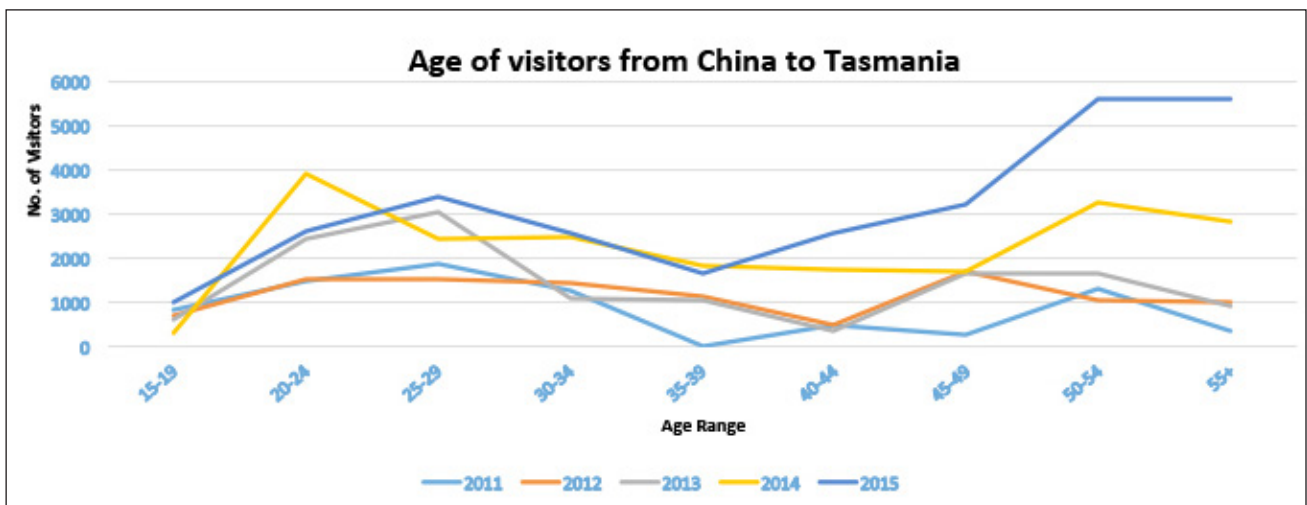
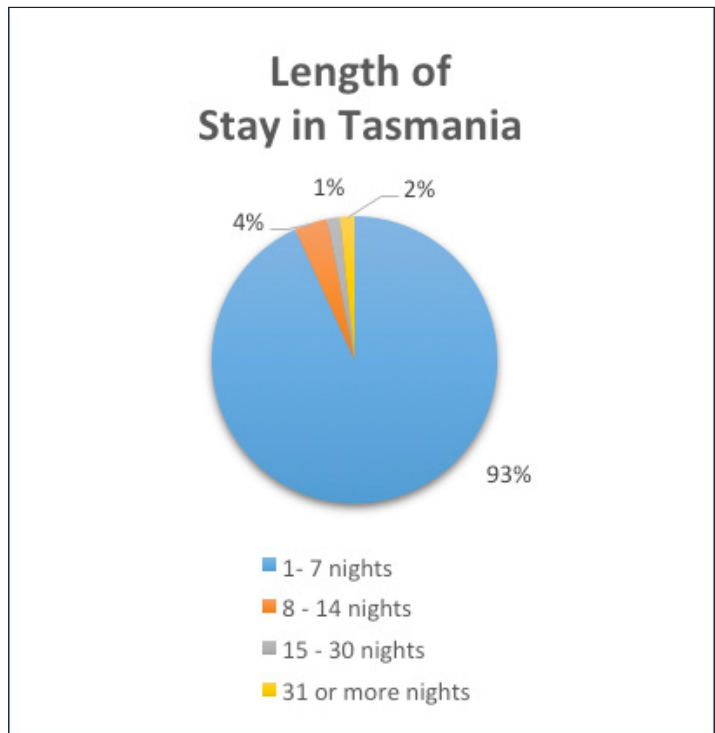
Chinese visitors to Tasmania spent a total of 222,767 nights in the state with an ALOS of 7.9 nights. This was slightly below the 8.5 night ALOS for all visitors to Tasmania.

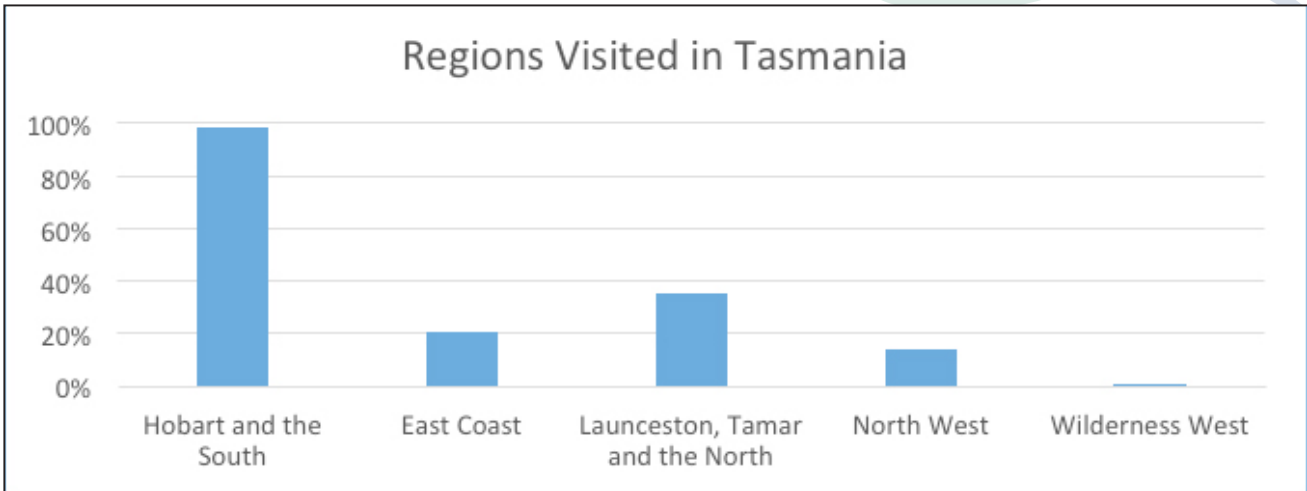
Visitor Demographics

Since 2009, Chinese arrivals from all age segments to Australia have been growing. The largest market for China is the 55+ age group this market segment has been growing by 22 per cent year-on-year.

The largest group of visitors to Tasmania from China are in the 50+ age range with a smaller secondary market in the 25-29 range.

According to the IVS, Chinese visitors to Australia and Tasmania are either predominantly older travellers working full time or retired/on a pension, with a secondary market of young single travellers who are living at home and studying. There is also a growing segment of midlife singles and couples coming to Australia. Sixty five per cent of Chinese visitors to Tasmania travelled as a couple.



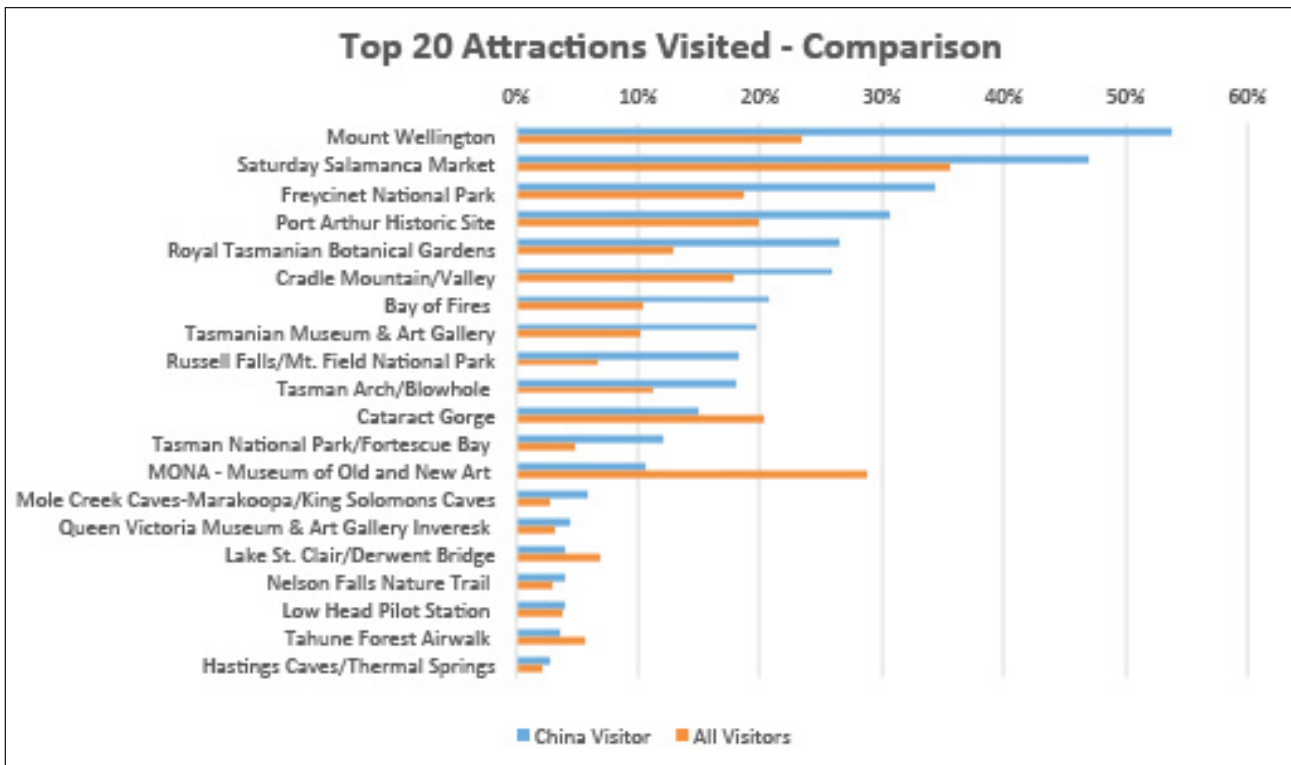


Visitor Activities and Attractions

According to the Tasmanian Visitors Survey in 2014-15, the majority of Chinese visitors to Tasmania spent most of their stay in Hobart and Launceston and their surrounding areas. One of their favoured holiday activities is to purchase local products as gifts for their friends and family, so a visit to Salamanca was popular.

Tasmania's top twenty attractions for Chinese visitors reflects the findings from Tourism Australia's consumer research, with trips to Mt Wellington, Cradle Mountain, Freycinet National Park and Cataract Gorge featuring more prominently than for the typical visitor to Tasmania.

Another key area of interest for Chinese travellers is the history and culture of the destination. This is supported by the high number of visits to Tasmania's Port Arthur Historic Site.



Data source: Tasmanian Visitors Survey

Internet Access and Wi-Fi

When Chinese visitors are abroad, keeping in touch with family and friends is very important and mobile Wi-Fi access and in-room internet connection are highly appreciated. According to the Hotels.com Chinese International Travel Monitor research, 92 per cent of travellers use the Internet to stay connected with friends and family, with 74 per cent specifically making use of free Wi-Fi.

Thirty-three per cent choose local data SIM cards as another option and 31 per cent access overseas data roaming facilities. Ninety-four per cent bring their smartphones with them on a trip and 61 per cent also carry digital or video cameras. Fifty-three per cent take tablet devices, while only around one in four travel with their laptops.

Data sources

Tourism Australia – Consumer Demand Project, Understanding the Chinese Consumer May 2014

Tourism Australia – China Market Profile

Hotels.com, Chinese International Travel Monitor 2015

International Visitors Survey (IVS) Year end June 2015

Tasmanian Visitors Survey (TVS) Year end June 2015

Caution:

You are advised to exercise care when interpreting figures contained in this report. These figures are collected from a sample of respondents. They may be different from the real figure if data from 100 per cent of the population could have been collected. Therefore, these estimates may be subject to chance variation, or sampling error.