



**100% PURE
NEW ZEALAND**

CHINA MARKET PLAYBOOK

Reach and convert high-value
Chinese travellers



Welcome to the China Market Playbook

China is one of New Zealand's most valuable visitor markets.

Travellers are highly digital, using local platforms to plan and book.

Engaging with this market requires a China-first approach that connects inspiration to booking.

This playbook shows how to reach and convert Chinese travellers if you choose to enter this market – noting that specific business support is often required.

Once you have established your presence on these channels, our China market team can help align your product with Tourism New Zealand content and campaigns.

How to grow your visibility in the China market



1. Be China-ready

Provide Chinese-language content, culturally relevant storytelling and clear product information (including pricing, inclusions and booking steps).

Visit the Tourism New Zealand corporate website for data on [Arrivals](#), [China Visitor Profile](#) and [China Active Considerer Reports](#).



2. Show up in research channels

Leverage social platform friendly content – high-quality visuals, unique experiences and shareable moments.



3. Make it easy to book

Ensure your products are integrated into conversion channels such as Ctrip, Fliggy and newzealand.com, with a strong call-to-action and availability.

How to get started in the China market

Start here to reach and convert Chinese travellers:

1. Reach Chinese travel agents:

Join the Tourism New Zealand Chinese Marketing Hub

2. Amplify your visibility:

Social platforms - RED (Xiaohongshu), Douyin, Weibo

3. Drive bookings:

List on Ctrip, Fliggy, newzealand.com

The following sections cover each area in more detail.

How it works: Customer Journey

Social platforms
(discover & inspire)

OTAs + Tourism
New Zealand
channels
(plan & book)

1. Reach Chinese travel agents

Join the Tourism New Zealand Chinese Marketing Hub to get your product in front of Chinese travel agents.



Training Resources

Access official Chinese-language maps, itineraries, imagery, QR-enabled product posters for agents and the New Zealand Specialist Programme.



Market Campaigns

Stay updated on Tourism New Zealand's active campaigns and register as a trade participant to co-promote.



Partner Directory

Browse the full list of official Tourism New Zealand trade partners and find collaboration opportunities across New Zealand.

Access the hub: Search [新西兰旅业云链接](#) in WeChat, available to New Zealand tourism professionals and Chinese travel trade.

Note: New Zealand Specialist Programme content is shaped centrally.

2. Amplify your visibility: Social platforms

China has a complex digital landscape. Tourism New Zealand operates across key platforms RED (Xiaohongshu), Douyin and Weibo, reaching over 1M+ followers.

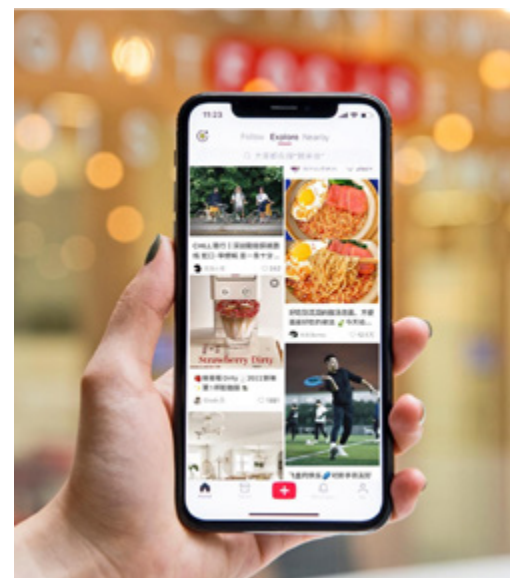
Role of each platform

- RED (Xiaohongshu) – Discovery and inspiration
- Douyin – Video content and broad reach
- Weibo – Amplification and campaign visibility

Key insights

- Travellers research trips up to 90 days in advance
- Demand peaks during Chinese New Year, summer, National Day

Together, these platforms build inspiration and intent, guiding travellers to OTAs and Tourism New Zealand booking channels.



RED (Xiaohongshu)

The leading platform for travel discovery and inspiration, with most KOL content shared here. Home to 100+ industries and 20,000+ products actively searched, discussed and recommended by users.

How to succeed on social

These principles apply across platforms, with a strong focus on RED (Xiaohongshu) for travel discovery and planning.

The three-step strategy



1. Build awareness

- Share inspiring, high-quality visual content
- Work with creators (KOLs)
- Stay visible during key travel periods



2. Influence decisions

- Show real experiences and itineraries
- Highlight unique, shareable moments
- Surface content through search and discovery



3. Drive reach

- Use #FEEL100inNZ #NZMustDo #NZBucketList and join Tourism New Zealand campaigns
- Encourage user-generated content
- Leverage seasonal travel trends

3. Drive bookings

Make your product easy to find and book on trusted platforms.

1. List on major Chinese OTA platforms (Ctrip, Fliggy)

- Be present where travellers actively search and compare
- Work with distribution partners
- Ensure Chinese-language content, pricing and availability

2. Tourism New Zealand channels (newzealand.com, official account on WeChat)

newzealand.com

- Keep your Tourism Business Database (TBD) listing up to date
- Ensure accurate product information and strong imagery

WeChat official account

- Tourism New Zealand-branded experience within WeChat
- Supports planning and booking within a trusted environment
- Not all products are featured

How to get listed:

- Upload or update your listing via the Tourism Business Database (TBD) at register.newzealand.com
- The Tourism New Zealand China team will automatically receive your listing.



**NGĀ MIHI
THANKS**



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