



# The China Market

- with Tony Everitt, General Manager Asia

Key discussion points: webinar, 16 April 2013

## TNZ's China strategy

'Get China Right' by growing over three years

- FIT leisure from 12% to 25%
- Longer-staying group leisure from 6% to 18%
- Incentives

## 'China Right'

Chinese visitors for the six months July-Dec 2012 (cross-referencing several information sources) compared to the same six month period in 2011:

	July-Dec 11	July-Dec 12
Proportion of group visitors	63.9%	61.5%
Proportion of ADS <u>dual</u> visitors	48.3%	45.5%
Proportion of ADS <u>mono</u> and ADS <u>premium dual</u> (long stay or South Island)	5.9%	7.2%
Proportion of <u>independent holiday</u>	14.9%	18.1%
<b>% of "quality" Chinese holiday visitors (i.e. ADS mono + ADS premium dual + general group + independent holiday)</b>	<b>21.8%</b>	<b>27.2%</b>

## PKP launched

- Premier Kiwi Partner (PKP) Programme
- Demonstrate a better business model for agents
- Shopping tours are a sunset industry
- Work with selected outbound agents and their IBO partners to boost their volumes of premium Chinese visitors
- TNZ "endorsed" itineraries, marketing support
- 18 agents in pilot 1 first year programme



## **Celebrating Airline Milestones**

- China Southern Airlines
  - Guangzhou/Auckland non-stop 2<sup>nd</sup> anniversary
- Air New Zealand
  - Reached daily frequency Shanghai/Auckland

## **Visa improvements**

- Multiple-entry validity increased from one year to two years
- Fast-track arrangements for airline elite frequent flyers
  - Chinese Southern Airlines
  - Air New Zealand

## **TNZ incentive plan China**

Destination marketing campaign

- Keyword testing in SEM currently driving to translated MICE page on Business Events website
- Advertising in key MICE publications utilising dedicated Business Events imagery

PR opportunities

- Two key MICE media (attending MEETINGS)

Source and follow up leads

## **Product to market – opportunities for industry**

- ILTM - early June
- CIBTM - early September
- Kiwilink China & Frontline Training - end of October

## **Things that make a difference**

Union Pay acceptance network

- 61 countries and regions outside China
- 580,000 ATMs and 430,000 merchants overseas
- 1.18 million merchants within China