



## Chinese and Halal Tourism

- with Tony Everitt, General Manager Asia Markets and Fazal Bahardeen, CEO at Crescentrating

Key discussion points: webinar, 10 October 2012

## China

### Targets

- Beijing, Shanghai, Guangdong
- Top tier two (e.g. Jiangsu, Zhejiang)
- Mono NZ ADS group tours (target doubling to 30 per cent in 3 years)
- FIT (target doubling to 25 per cent in 3 years)
- Incentive travel

### Distribution

- **ADS (Approved Destination Status)**
  - Government to Government treaty
  - Now 96 ADS agents for NZ in China - 35 new ones
  - Australia has the same list
  - 3 day turn-around for group visas
  - 5 day turn-around for FIT visas (new 2012)
  - Only ADS agents are legally allowed to run promotions
- **Independent Holiday Visitors**
  - 20,994 independent holiday visitors in YE June 2012 (10,888 or YE June 2011)
  - Stay in New Zealand for longer than Chinese tour group holiday visitors (possibly around 16 days on average)
  - Visit more regions than tour group holiday tourists (5 on average)
  - Do more activities than tour group holiday tourists



## Who's doing what?

Agents can be classified into:

1. Pure wholesalers
2. Online Travel Agents (OTAs)
3. Mixed wholesale/retail
4. Integrated retailers
5. Niche top-end specialists

Categories three, four and five provide the best opportunities for introducing new products and regions.

## Premier Kiwi Partners (PKP)

- 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

## Bringing your product to market

- Work with inbound operators - ADS operators list: [www.tourismnewzealand.com](http://www.tourismnewzealand.com)
- TRENZ
- Famils - seeing is believing
- Sales calls to market - planning, persistence, patience
- Chinese language material essential to demonstrate commitment
- Sister cities!

## Halal

### Strategic Importance

- Muslims represent 1 Billion out of the 2.9 Billion Additional world population between 1990 and 2030\*
- In 2011 travel by Muslims was \$126B – 12% of the global market for travel
- 13 per cent of global Muslim spend comes from Western Europe!
- Muslim tourists' expenditure annual growth rate is expected to be at 4.8 per cent through 2012-2020. Global expected average growth rate is 3.8 per cent for the same period



## Halal markets

- Demonstrated potential from Malaysia
- Indonesia a rising star in Asia's economy
- India has a large Muslim population
- Middle East an opportunity
- Global diaspora
  
- Self-drive, small group, and incentive opportunities as well as group tours
- Malaysians and Indians in particular generally confident English speakers
- Welcome low-season demand

## Halal friendly tourism – definitions

- **Muslim** = those who practice Islamic faith
- **Shar'ia** = set of teachings governing Islamic faith
- **Halal** = what is lawful and permissible for Muslims
- **Haram** = what is not permissible for Muslims
- **Tayyib** = wholesome, good, healthy
- **Halal + Tayyib** = permissible + wholesome, good, healthy

## Halal friendly tourism

### Essentials:

- Halal food services
- Prayer facilities

### Good to also have:

- Water usage friendly bathrooms
- Ramadan services & facilities

Visit Crescentrating at [www.crescentrating.com](http://www.crescentrating.com)

For further information on Halal requirements refer to [www.fianz.co.nz](http://www.fianz.co.nz)