

# The Chinese Visitor





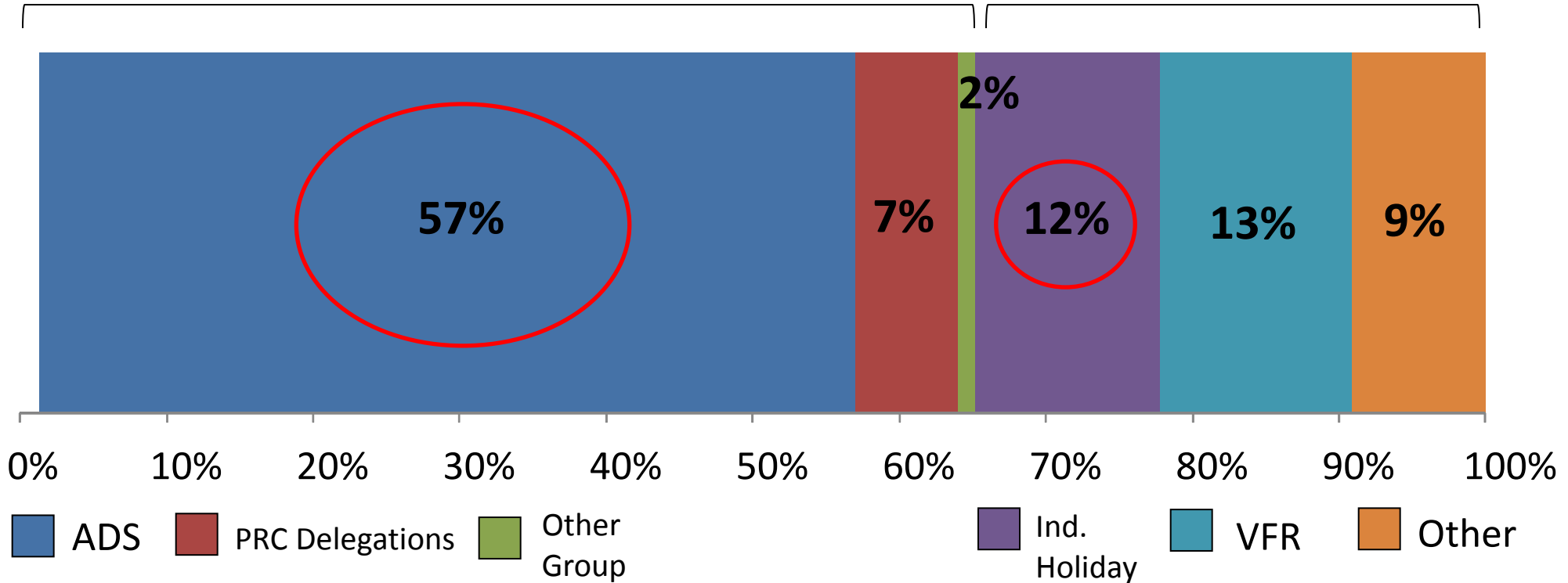
- What does the China visitor market look like?
- Chinese holiday visitors
- Next steps
- Premier Kiwi Partnership Programme

# Chinese International Visitors

YE June 2012

Group 66%

Non-Group 34%



# What is “ADS”?



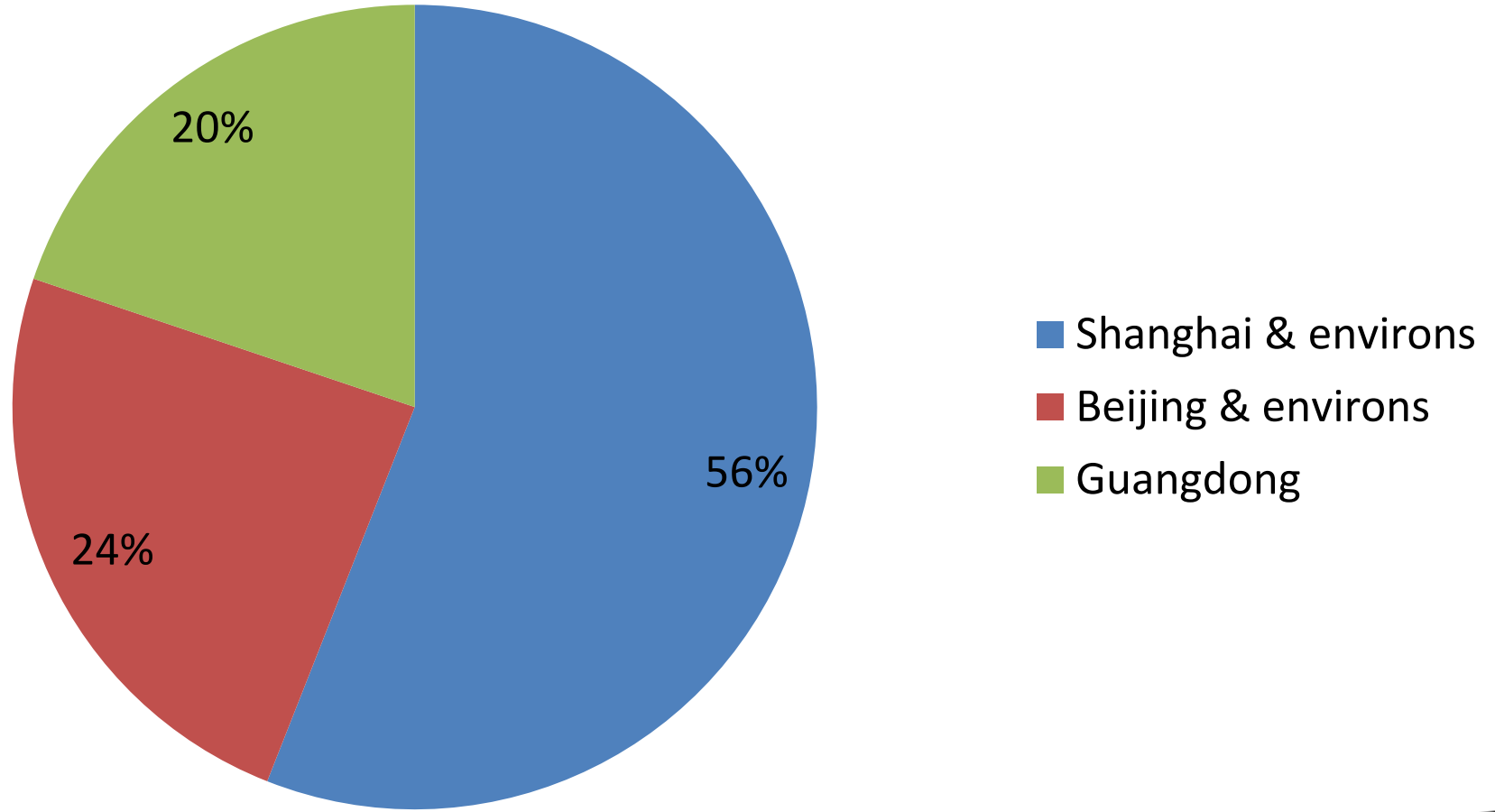
- Approved Destination Status
- Arrangement with Chinese government: group leisure travel to NZ
- “ADS” approved Chinese travel sellers responsible for handling visitor bookings in China (96)
- NZ required to nominate approved inbound tour operators to receive ADS visitors in NZ (28)

# About Chinese Tour Group Holiday Visitors



- 104,255 tour group visitors YE June 2012 (78,257 for YE June 2011)
- Majority travel on ADS visas
- More reliant on travel agents for information and bookings
- Most holiday groups are dual with Australia.
- For YE June 2012: 10% (10-11K pax) all holiday group visitors travelled to NZ only **BUT** 25% for Shanghai and Guangdong catchment areas.
- “dual” holiday groups tend to stay in NZ for 3 days and “NZ only” for 5-6 days.

# Mono NZ group holiday travellers: YE June 2012



# About Chinese Independent Holiday Visitors



- 20,994 independent holiday visitors in YE June 2012 (10,888 for YE June 2011)
- stay in New Zealand for longer than Chinese tour group holiday visitors
- Less reliant on travel agents for information and bookings
- visit more regions than tour group holiday tourists (5 on average)
- do more activities than tour group holiday tourists

similar activities to independent holiday tourists from other markets including; visiting scenic and natural attractions, going to beaches, going to hot pools, visiting glaciers and even do as many adventure activities as other markets.

# Chinese Independent Holiday Market



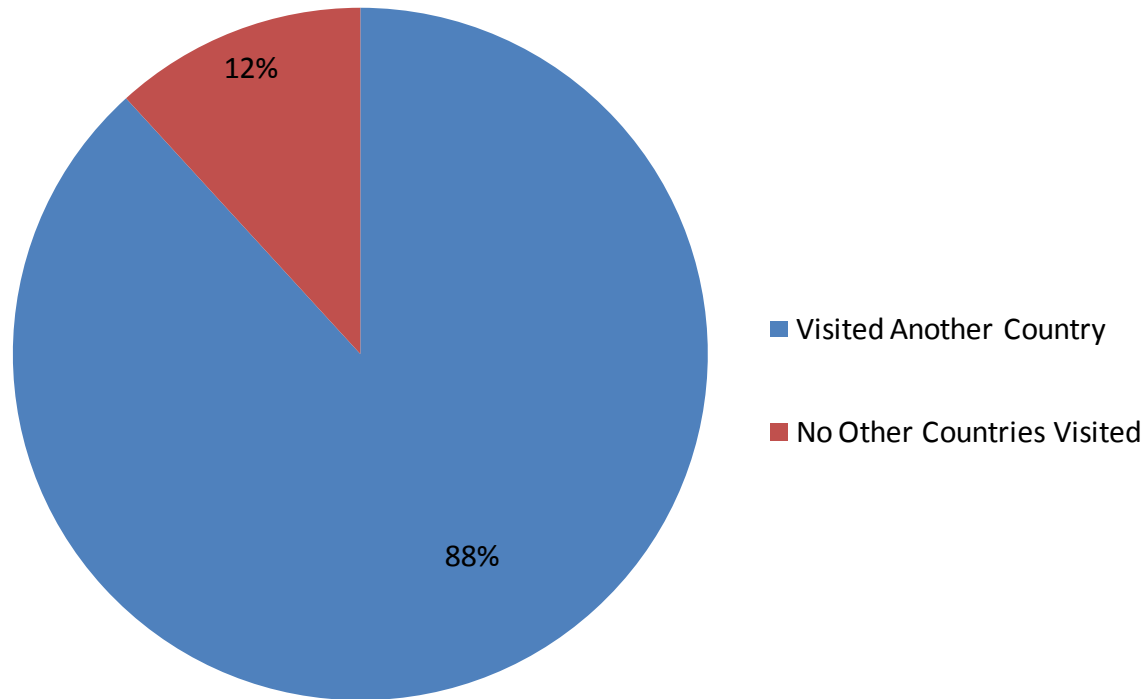
Independent Holiday Market with “Chinese characteristics”, holiday arrangements in NZ:

	Fully independent	Semi independent	Fully packaged
Visitor	Visa and all bookings	All bookings	---
CTS	---	visa	Visa & tailored itinerary
ITO	---	---	Tailored itinerary
GCS	Bookings direct with visitor	Bookings direct with visitor	Booking via ITO or CTS
			“local” tour group itinerary
			Booking via ITO



# Dual destination travel

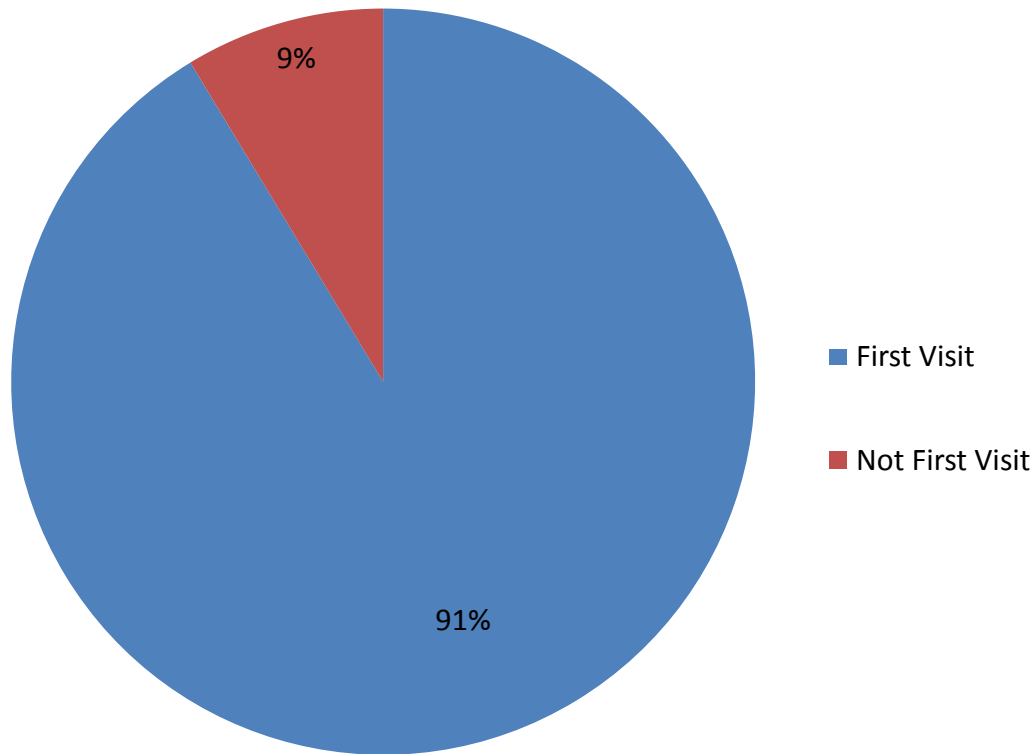
**88%** of Chinese holiday arrivals visited another country on their trip



Dual destination travel	
UK	75%
US	73%
Japan	7%

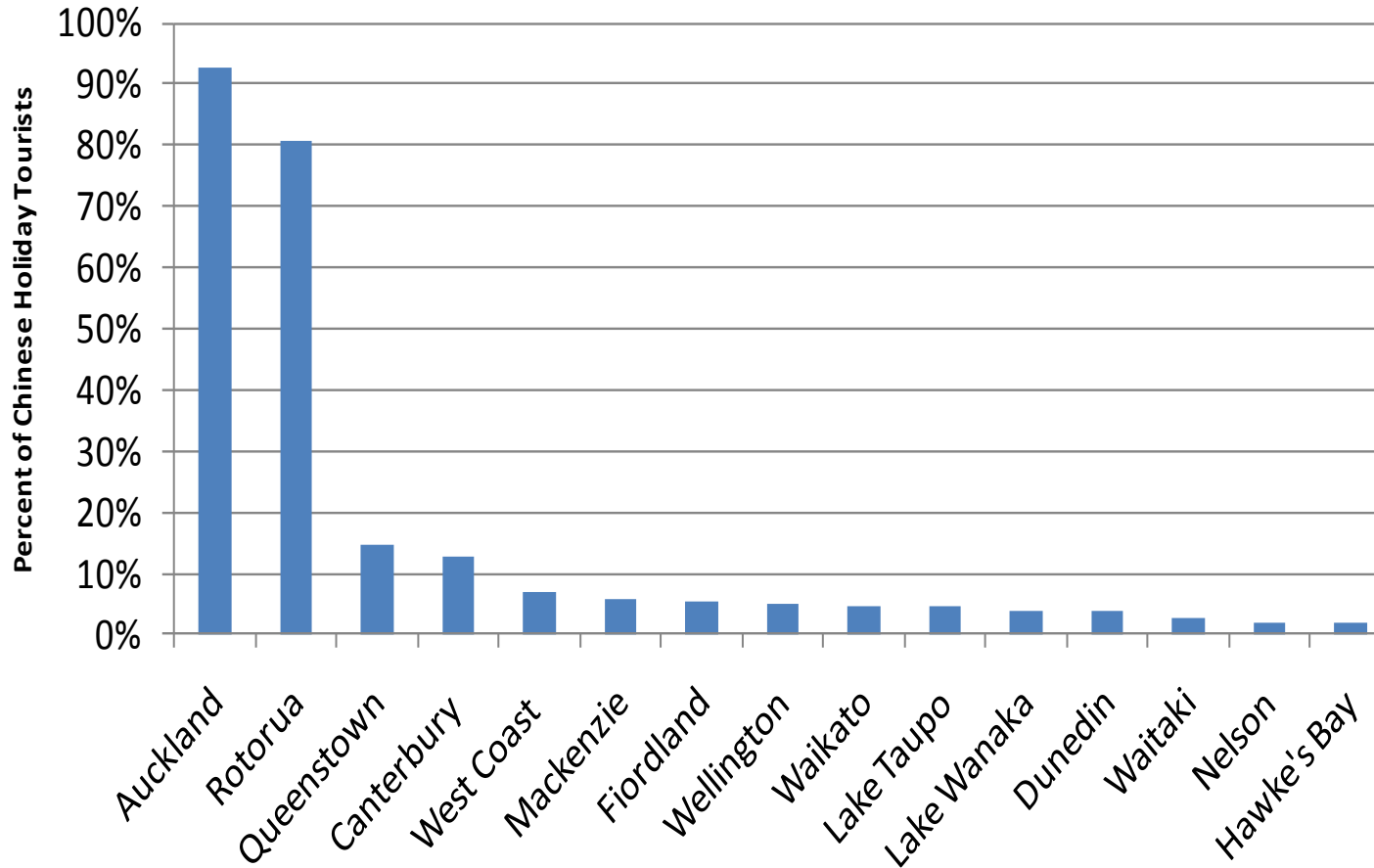
# First Visit to New Zealand

**91** per cent of Chinese holiday tourists are on their first visit to New Zealand.



First visit to NZ	
UK	73%
US	79%
Japan	63%

# Regional Visitation



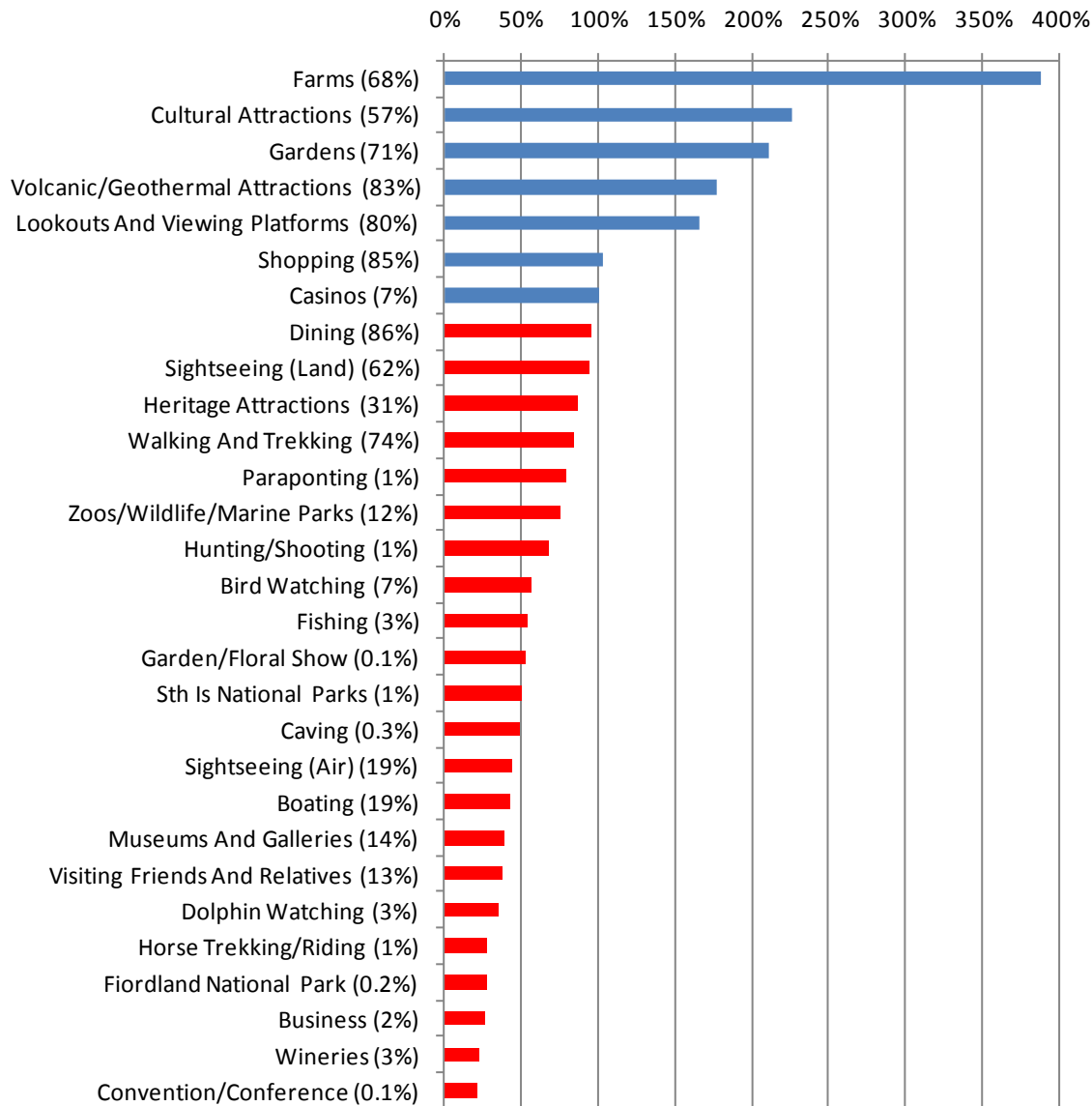
## Average Number of Regions Visited

China	3.2
All Markets	5.9

## Percent That Visit Secondary Regions

China	20%
All Markets	66%

# Activity Index



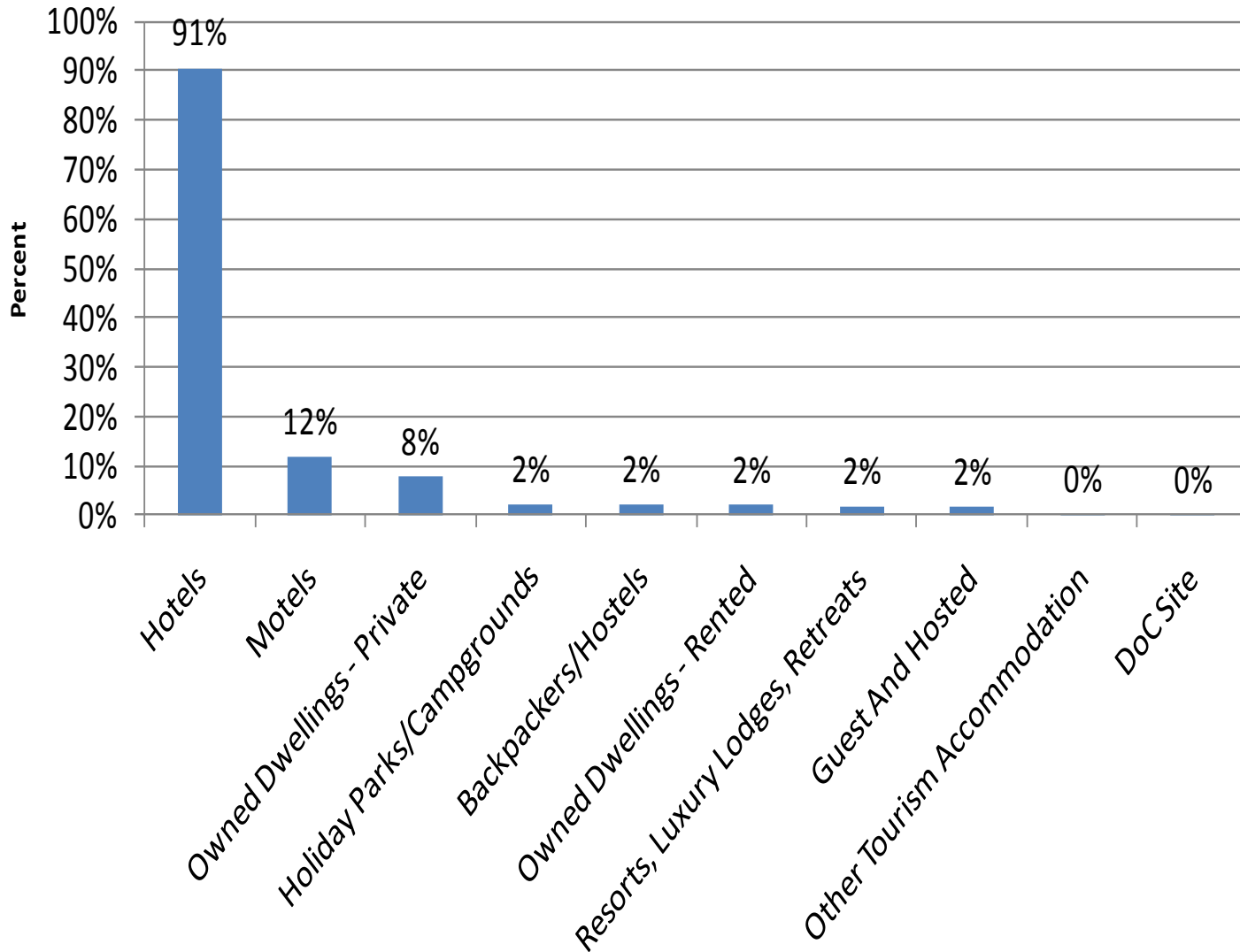
This graph shows an index of what activities Chinese holiday tourists did while in New Zealand compared to international holiday tourists from all markets.

Chinese holiday tourists over indexed on 7 activities from a possible 66. These included farms, cultural attractions, gardens, geothermal attractions, lookouts, shopping and casinos.

## Percent That Do Adventure Activities

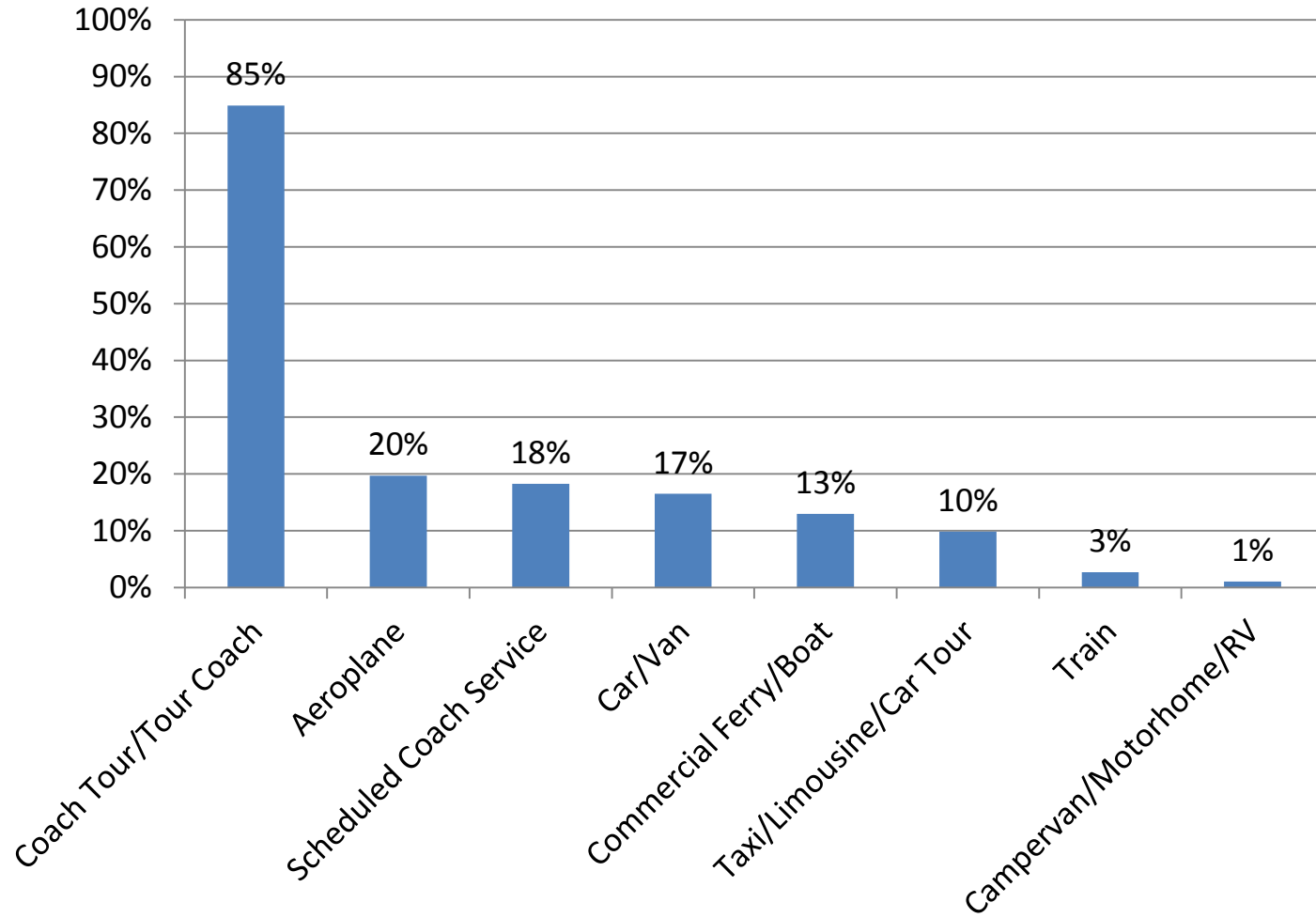
China	16%
All Markets	52%

# Accommodation Stayed In



Accommodation Holiday Arrivals	
	All Markets
Hotels	60%
Motels	31%
Owned dwellings	25%
Backpackers	19%
Holiday park	14%
Guest & Hosted	10%
Resorts & Lodges	6%

# Internal Transport used



Transport Holiday Arrivals	
	All Markets
Tour coach	38%
Aeroplane	34%
Scheduled coach	49%
Car/Van	59%
Boat	38%
Taxi, Limo or Car tour	29%
Train	10%
Campervan	8%

# What does all of this mean?

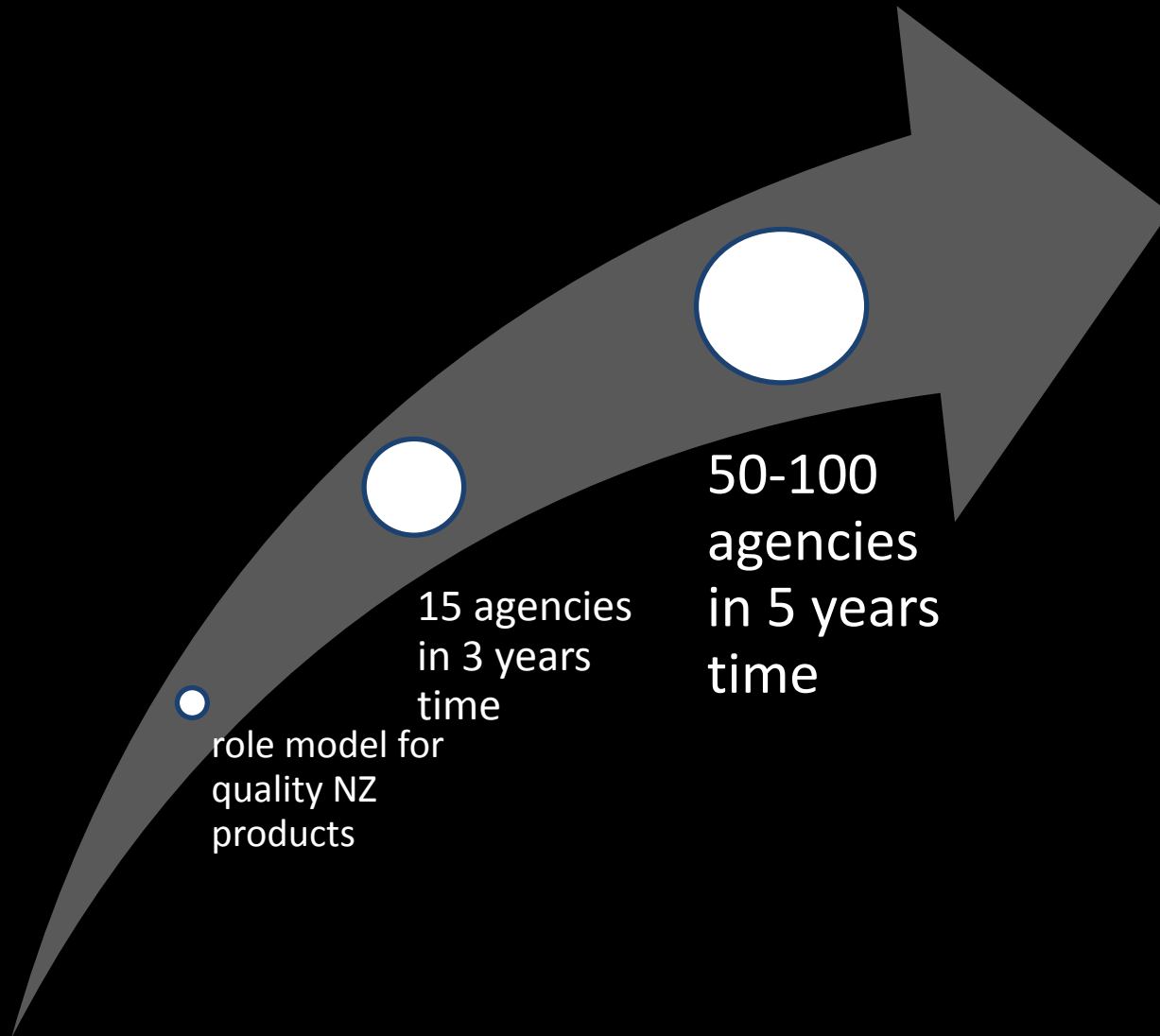
- More likely to use travel agents for planning/booking BUT also increasingly avid users of digital and social media (such as Weibo) when planning, while in and after their trip to NZ.
- Group tours dominate but increasing appetite for independent holiday travel
- New to New Zealand
- May want to see Australia too

# 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!
- TNZ hosted events ([www.tourismnewzealand.com](http://www.tourismnewzealand.com))



# PKP programme to demonstrate a better business model for agents



# 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
- TNZ “endorsed” itineraries, marketing support

# Further information

## China market research

- <http://www.tourismnewzealand.com/markets-and-stats/research/>
- <http://www.tourismnewzealand.com/markets-and-stats/china/>
- <http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data>

## Approved Destination Status programme

- <http://www.tourismnewzealand.com/developing-nz-tourism/ads-china-market-development-unit/>

## China market statistics

- [http://www.stats.govt.nz/browse\\_for\\_stats/population/Migration/iva.aspx](http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx)