

# 2013 China MICE Workshop



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# China MICE Market - Overview



➤ Despite the growing speed of China's economy turning slower in 2012, China outbound tourism market is still booming with rapid growth to reach 78M pax

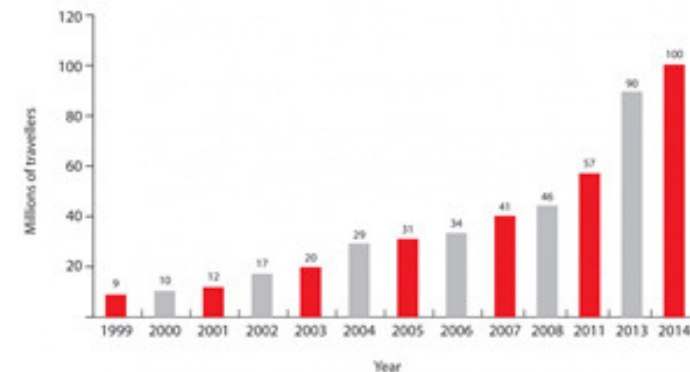
➤ Expenditure increase 25% to \$80M in 2012

➤ Despite Asia being the preferred destination of Chinese visitors (almost 50%), other regions also grow rapidly incl U.S. AU,EU,SA and NZ lists No.12.

➤ Corporate and MICE business stands almost 40% of total outbound tourism and mainly comes from Beijing, Shanghai, Guangdong region

➤ Limited governor trip due to 18<sup>th</sup> China national congress this year

THE LUCRATIVE AND FAST GROWING  
CHINESE OUTBOUND TRAVEL MARKET





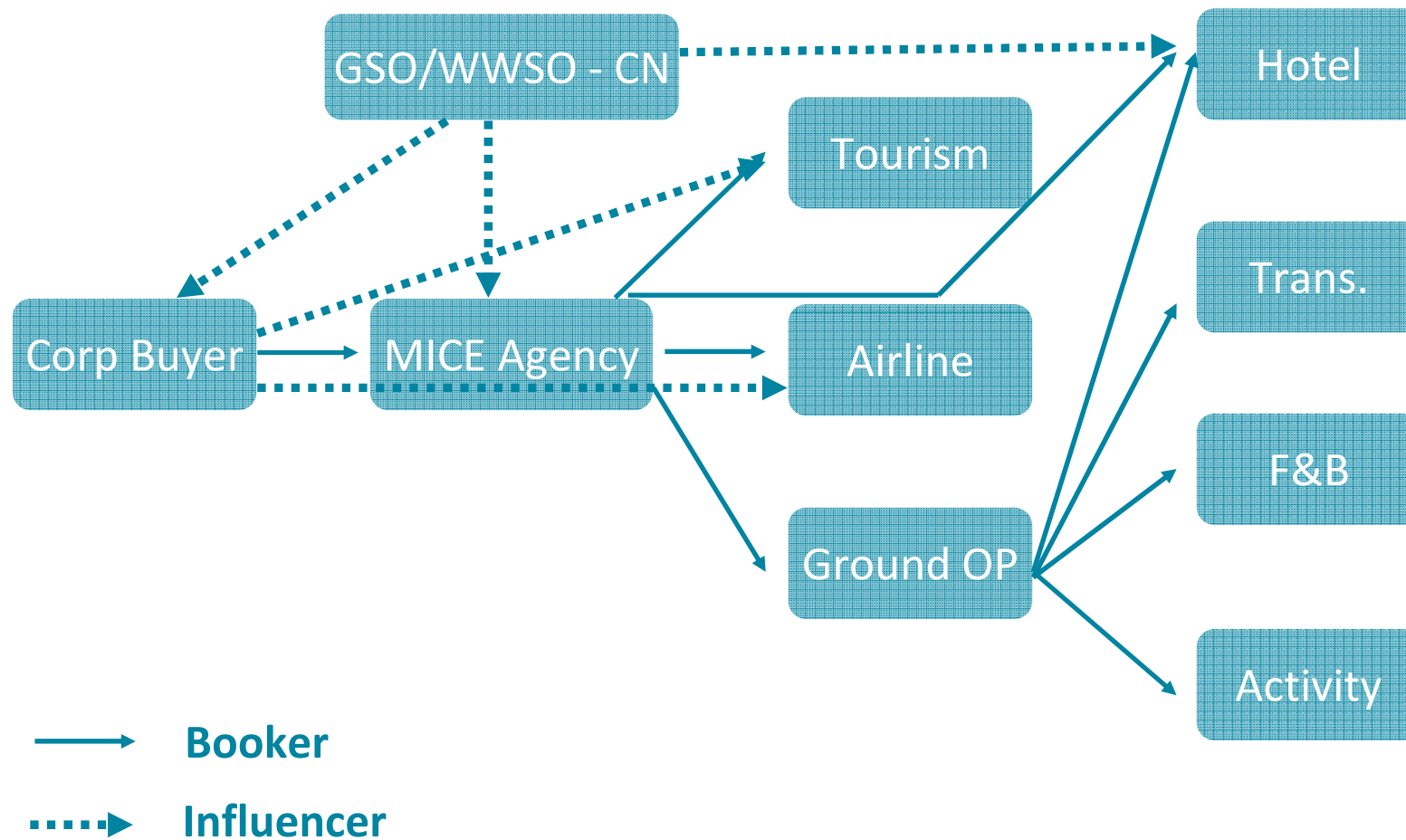
## ➤ Active Industry:

- Pharmaceutical/Medical:
- Automobile: Toyota, KIA, Michelin etc
- Direct-Selling: Amway, Herbalife, Mary Kay etc
- Insurance: AIA, ING etc

## ➤ Feature:

- Profitable
- Rapid exploring
- Sales-Oriented

# China MICE Market – Distribution



# NZ SWOT



## Strength

- Multiple functional destination with venue, activities and nature view
- Small but compressed
- Flexible and creative service
- Friendly people
- Environment Safety

## Weakness

- Short of M.C.E
- Limited incentive product in the market
- International transportation ability
- Ground ability (hardware/software)
- Similar image vs. Australia
- Lack of nice shopping store

## Opportunity

- China outbound incentive grow up rapidly
- New to China incentive market
- Air NZ – increase to daily flight in SHA
- Air NZ – more HKG capacity to serve
- Air NZ – dedicated team for incentive

## Threaten

- Total 140 destination and more new
- Fierce competition:
  - Dedicated convention bureau in China
  - Attractive incentive policy
- Profit comparison with others



## Make NZ Outstanding for Incentive Year-round



- Desirable– Key USP, icon
- Convenient – Promotion & Operation
- Profitable – Trade partners
- Exclusive – Special offer only for corp.

# Air NZ Strategy – Network



## **PVG - AKL: Daily service from week of Jan 21, 2013**

--NZ288 PVGAKL 1415-0700 (Mon,Tue,Thu,Fri,Sat) // NZ286 2210-1455 (Wed, Sun)

--NZ289 AKLPVG 2345-0710

## **HKG - AKL: Daily service and terminate LON-HKG route from Mar 03, 2013**

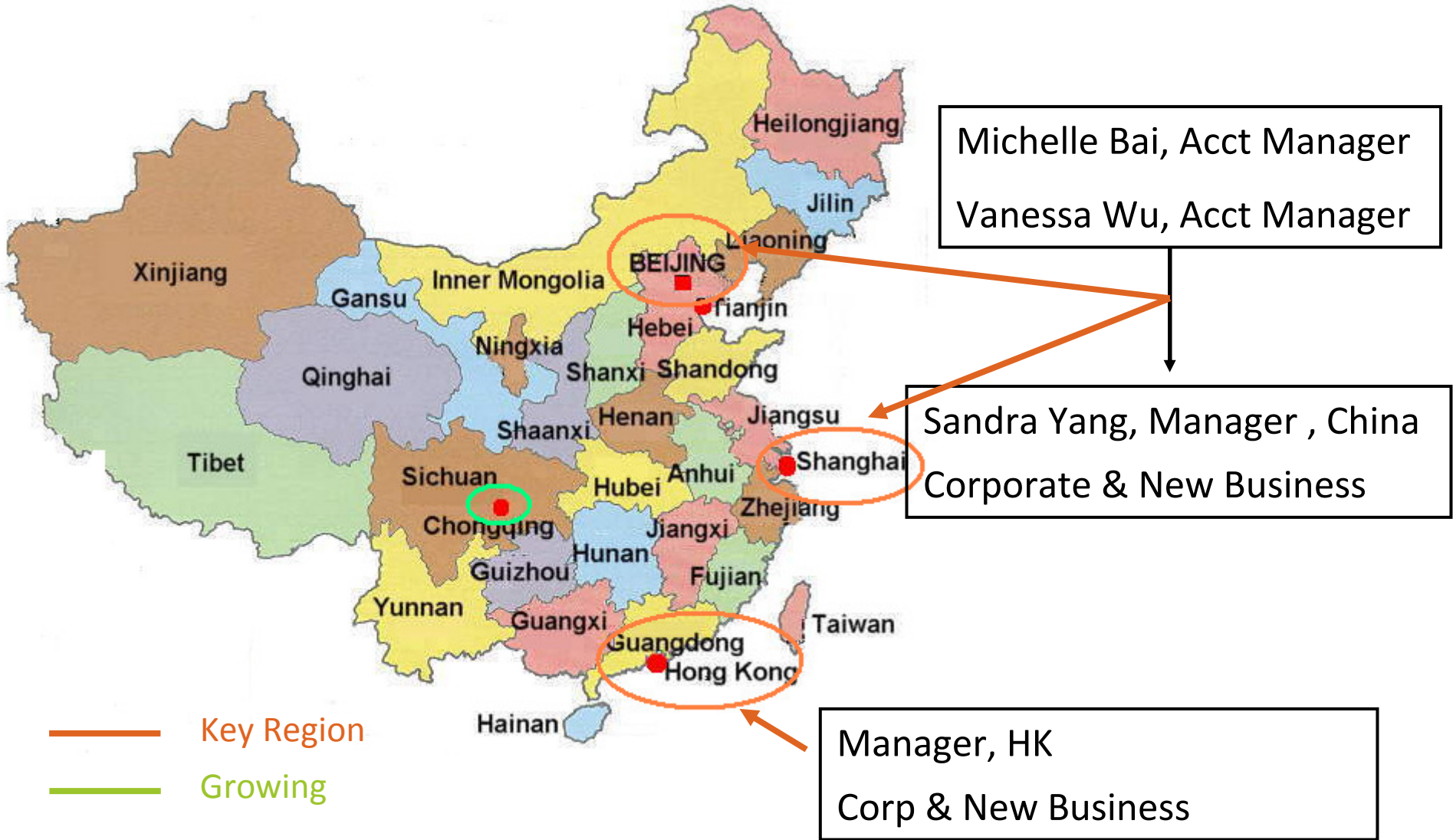
--NZ080 HKGAKL 1920-1115

--NZ085 AKLHKG 2359-0605

\*\* Update flight schedule refer to system \*\*



# Air NZ Strategy – Dedicated Team



## Air NZ Strategy - Focus



- Working closely with TNZ to grow China incentive to NZ
- Assisting NZ C&I partners to promote incentive products in China
- Cooperating with CN C&I agents to create outstanding incentive plan
- Key region: Beijing, Shanghai, Guangdong by HK
- Target season: Mar – Jun ; Mid Aug – Early Dec
- Group size: below 200 per group at same departure

# Air NZ Strategy - Market Exposure



• Air NZ Incentive Brochure



• MICE Road Show