



Kia Ora

Welcome to the April 2016 issue of Tourism New Zealand's China Market News.

This newsletter is sent to all ADS accredited inbound tour operators, tour guides and other businesses and organisations associated with the China market.

The following items are covered in this edition:

- 1 Latest China visitor statistics
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- 3 ITO ADS changes
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Tourism New Zealand's China Market Development Unit (CMDU) is based in Wellington. The team is responsible for managing the ADS Code of Conduct, handling complaints relating to the Code and continuing to improve the quality of Chinese visitors' experiences in New Zealand.

Our contact details are:

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<b>Email:</b>	<a href="mailto:chinamarket@tnz.govt.nz">chinamarket@tnz.govt.nz</a>
<b>Website:</b>	<a href="http://www.tourismnewzealand.com">www.tourismnewzealand.com</a> <a href="http://www.chinatoolkit.co.nz">www.chinatoolkit.co.nz</a>

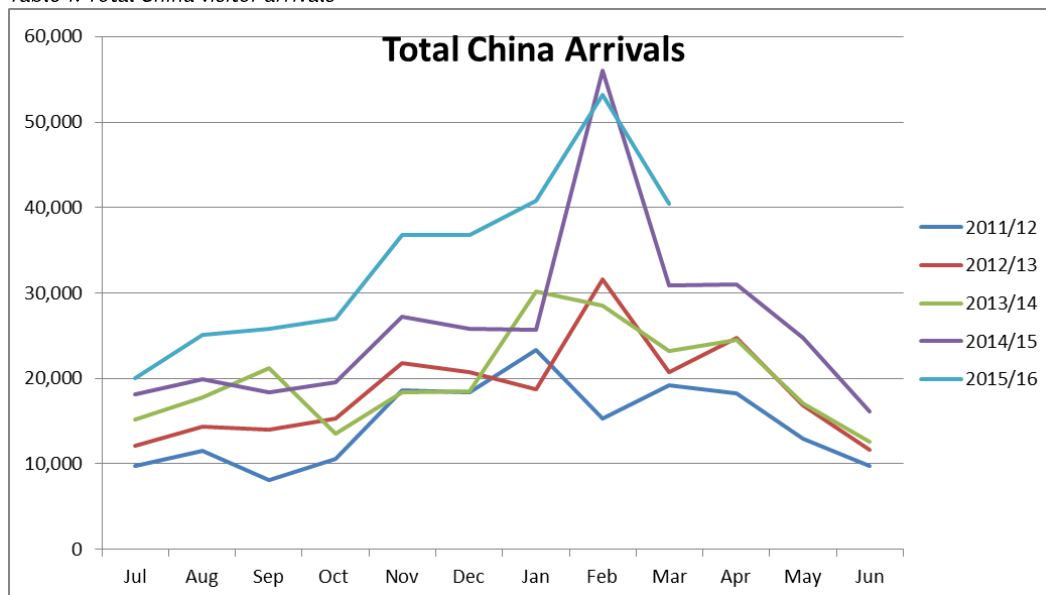
## 1. Latest Chinese visitor statistics

Visitor growth from China continues at record levels with 2015/16 exceeding all previous years to date, boosted by new airline services that commenced late last year. Chinese New Year (Jan/Feb arrivals combined) was a record with arrivals more evenly spaced this year compared to last year's February peak.

The latest Chinese visitor arrival data is summarised below:

- Total visitor arrivals for the year ending March 2016 is 377,840, an increase of 27.8 per cent on the previous year. Most of this growth is in the holiday segment (up 32.2 per cent year to date) but VFR (Visiting Friends and Relatives) is also strong (up 12.8 per cent). Holiday length of stay has grown 5.3%.

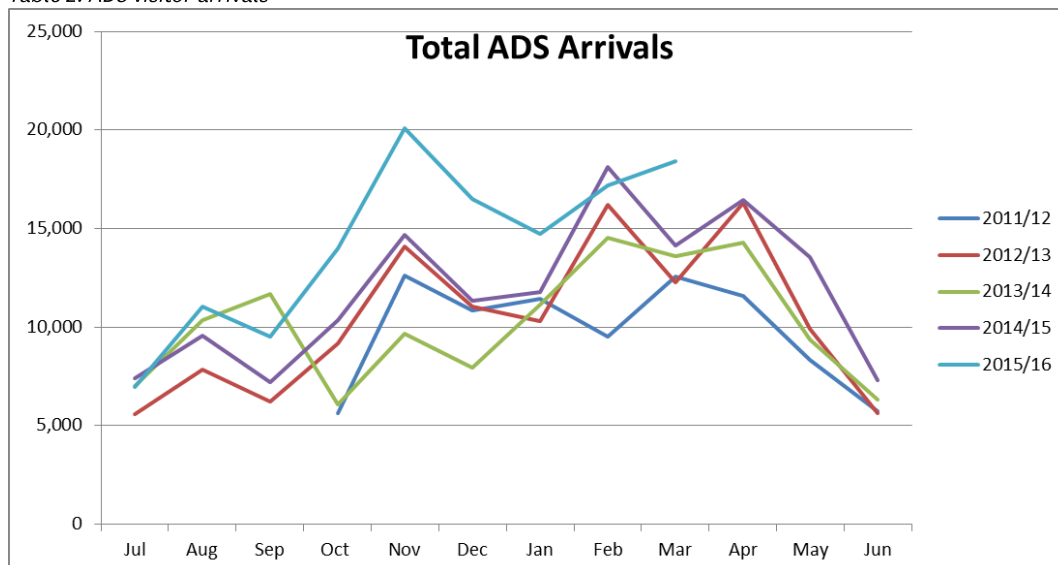
Table 1: Total China visitor arrivals



Source: Ministry of Business, Innovation and Employment

- The ADS group market follows a different pattern, with growth having been slower in the past few years at the expense of growth in the independent travel segment. However ADS has seen an upsurge in the past six months with total ADS arrivals increasing 23 per cent for the year ending March 2016.

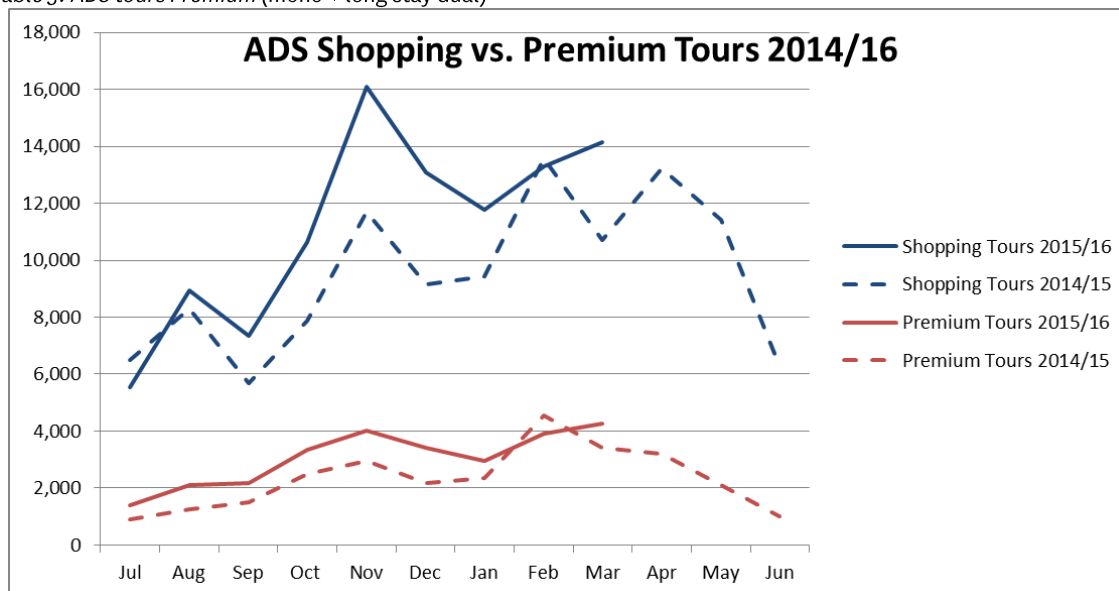
Table 2: ADS visitor arrivals



Source: Immigration NZ (March 2016 figure provisional)

- There has been a strong move in the past year to higher value ADS tours. For the year ending March 2016 the number of Chinese visitors travelling on low value<sup>1</sup> ADS tours was 131,829, up 22.9 per cent compared to the previous year. The number of Chinese visitors travelling on high value<sup>2</sup> ADS tours was 33,893, up 24.4 per cent on the previous year. Almost 21 per cent of ADS visitors are now taking higher value 'premium dual' or 'mono' ADS tours.

Table 3: ADS tours Premium (mono + long stay dual)



Source: Immigration NZ (March 2016 figure provisional)

## 2. ADS approved tour guides

There are currently 316 ADS accredited tour guides, an increase from 271 in March 2015.

Contact details for those tour guides who have demonstrated that they meet all of Tourism New Zealand's tour guide requirements can be found on our corporate website [here](#).

## 3. ADS ITO changes

There are currently 32 ADS accredited inbound tour operators, an increase from 29 in April 2015. A full list can be found [here](#).

In the past few months the following changes have taken place:

New ADS accredited ITOs:

- Oceania Cultural Consulting Ltd (Trading as YNZ Holiday)
- ANZ Sky Tours Ltd
- Pure NZ International Travel Service Ltd
- Greenview Holidays (N.Z) Ltd
- Flying Horse Travel Ltd

<sup>1</sup> Low value represents ADS visitors spend 4 days or shorter in NZ North Island only and visit both Australia and NZ.

<sup>2</sup> High Value represents ADS visitors spend 5 days or longer in NZ or South Island only and less than 5 days, or mono NZ.

ITOs that have withdrawn from the ADS programme:

- GTA Australasia Pty Ltd (Kuoni GTS)
- Contiki Holidays NZ Ltd
- HTN Ltd
- Pacific Destinations New Zealand Ltd
- Pacific International Services Ltd

#### 4. Code of Conduct investigations

During the course of our routine administration of the ADS Code of Conduct during the past year (from April 2015), we have identified and dealt with 51 potential breaches of the Code. As a result 16 breaches were upheld and the following actions were taken:

- Seven ITOs were required to undertake corrective action
- Three ITOs were placed on probation
- One ITO was suspended for a one month period
- Three ITOs are still under investigation
- Nine tour guides were given demerit points

ITO suspension details are included on our [website](#).

#### 5. Code of Conduct exemptions

Under clauses 4.12A, 4.15A and 4.27 of the Code, Tourism NZ may in its discretion, on a case-by-case basis, allow an ADS approved ITO to use coaches, accommodation and tour guides that do not meet our minimum standards for tours that travelling within 14 days either side of Chinese New Year.

This year, due to the large increase in Chinese ADS visitors and pressure on our infrastructure, Tourism NZ has at times granted exemptions that are outside this 14 day period.

However as we are now in the off peak season there will be **no further exemptions** granted for tours arriving in New Zealand **from 1 May 2016** as there will be sufficient availability of coaches, accommodation and tour guides that meet our existing standards.

#### 6. China ADS market update invitation

Each year Tourism NZ holds a China Market Update presentation in Auckland and invites all interested parties to attend – inbound tour operators, tour guides, coach operators and anyone involved in, or with an interest in the China ADS market is welcome.

This year the event will be held on **Wednesday 22 June 10.00am to 1.00pm at the Heritage Hotel, 35 Hobson Street, Auckland.**

Please register your interest in attending by RSVP'ing to [chinamarket@tnz.govt.nz](mailto:chinamarket@tnz.govt.nz) by Monday 13 June.

The programme will include presentations by Tourism New Zealand, Immigration NZ, the Ministry of Business Innovation and Employment and others.

## 7. CMDU team changes

Cici Huang, the CMDU's longest serving Market Co-ordinator, remains on maternity leave. An Ran replaced Cecilia Zheng as maternity leave cover from November and will be with us until Cici returns.

You can contact each of the team personally as below, or use the office contact details as outlined on the cover page:

Elly Guo: China Market Development Co-ordinator [elly.guo@tnz.govt.nz](mailto:elly.guo@tnz.govt.nz) 04 462 8051

An Ran: China Market Development Co-ordinator [An.Ran@tnz.govt.nz](mailto:An.Ran@tnz.govt.nz) 04 462 8050

Paul Yeo: Industry Relations Manager [paul.yeo@tnz@govt.nz](mailto:paul.yeo@tnz@govt.nz) 04 462 8014

## 8. Latest China News from Tourism NZ

Chinese tourism to New Zealand has featured strongly in the news recently, highlighted by the Prime Ministers current visit.

Visit Tourism New Zealand's corporate website to stay up-to-date with the latest China tourism developments including:

[Incentive business worth fifty million dollars secured by tourism partners](#) - 22 Apr 2016

A unique approach to hosting large incentive groups has seen Tourism New Zealand and its partners secure incentive business from China worth at least \$50 million dollars.

[Focus on China](#) - 12 Apr 2016

There's still plenty of activity to report from our China market adding to the strongest ever Chinese New Year period this year which returned a 15.2 per cent increase in visitors over the same period in 2015.

[Chinese New Year bigger and better than ever before](#) - 21 Mar 2016

This year's Chinese New Year has resulted in a record number of Chinese visitor arrivals, up 15.2 per cent on the same holiday period last year - making it New Zealand's biggest Chinese New Year to date.