CHINA

Market information about our Visitors and our Active Considerers
Past Visitor Research
This is information collected about those who have visited New Zealand. This is the source for the visitor snapshot infographics. It is primarily sourced from Statistics New Zealand (International Travel and Migration), and the Ministry of Business, Innovation and Employment (International Visitor Survey).

Throughout this document, any pages that refer to past visitor research will have a black background like this one.

China
Past Visitors
China is our second largest visitor market. It is in a transition period as we are seeing more free and independent travellers (FIT) arrive rather than traditional group tours.

Active Considerer Research
An Active Considerer is someone who is considering coming to New Zealand for their next holiday, and New Zealand is one of their top five destinations they would most like to visit. Tourism New Zealand commissions ongoing research (Kantar TNS), to understand who these people are, and what their motivations and barriers are; this research is the key information source for understanding our future visitors.

Throughout this document, any pages that refer to Active Considerer research will have a white background like this one.
CHINA VISITOR SNAPSHOT

Most arrivals from China arrive for the purposes of a holiday and tend to arrive in summer, as this is when the Chinese New Year holiday period falls.

VISITOR GROWTH TREND

After a sustained period of strong growth, 2016/17 saw a moderation in growth rates. However long term growth forecast for China remains strong.

CHINESE HOLIDAY VISITORS ARE INCREASINGLY CHOOSING TO TRAVEL AS FIT RATHER THAN GROUP

FREE INDEPENDENT TRAVELLERS 49%

GROUP VISITORS 51%

SOURCES: STATISTICS NEW ZEALAND INTERNATIONAL TRAVEL AND MIGRATION; MBIE INTERNATIONAL VISITOR FORECASTS; MBIE INTERNATIONAL VISITOR SURVEY (HOLIDAY VISITORS); MBIE REGIONAL TOURISM ESTIMATES; SABRE MARKET INTELLIGENCE; IMMIGRATION NEW ZEALAND
Over half of our Chinese holiday visitors are Independent Professionals.

### AGE PROFILE OF HOLIDAY VISITORS

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Visitor Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 18-24</td>
<td>4% YOUTH</td>
</tr>
<tr>
<td>Ages 25-54</td>
<td>55% INDEPENDENT PROFESSIONALS</td>
</tr>
<tr>
<td>Ages 55-74</td>
<td>31% ACTIVE BOOMERS</td>
</tr>
</tbody>
</table>

### VISITOR ROUTES

With direct flights from more Chinese cities fewer visitors are coming to New Zealand via Australia.

<table>
<thead>
<tr>
<th>Route Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrive via an Australian airport</td>
<td>43%</td>
</tr>
<tr>
<td>Direct from China</td>
<td>41%</td>
</tr>
<tr>
<td>Via Hong Kong</td>
<td>12%</td>
</tr>
<tr>
<td>Via Singapore</td>
<td>2%</td>
</tr>
</tbody>
</table>

### PROVINCE OF RESIDENCE

<table>
<thead>
<tr>
<th>Province</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shanghai</td>
<td>16%</td>
</tr>
<tr>
<td>Guangdong</td>
<td>15%</td>
</tr>
<tr>
<td>Beijing</td>
<td>14%</td>
</tr>
<tr>
<td>Zhejiang</td>
<td>6%</td>
</tr>
<tr>
<td>Jiangsu</td>
<td>5%</td>
</tr>
<tr>
<td>Sichuan</td>
<td>5%</td>
</tr>
<tr>
<td>Shandong</td>
<td>2%</td>
</tr>
<tr>
<td>Liaoning</td>
<td>2%</td>
</tr>
<tr>
<td>Fujian</td>
<td>2%</td>
</tr>
<tr>
<td>Chongqing</td>
<td>2%</td>
</tr>
<tr>
<td>Yunnan</td>
<td>14%</td>
</tr>
<tr>
<td>Others</td>
<td>16%</td>
</tr>
<tr>
<td>Not specified</td>
<td>5%</td>
</tr>
</tbody>
</table>
CHINA
VISITOR TRAVEL SEASONS

Summer is a popular time to visit as it coincides with Chinese New Year

KEY TRAVEL PERIOD OF CHINESE NEW YEAR OCCURS DURING OUR SUMMER PEAK

ARRIVE IN
SUMMER
31%

ARRIVE IN
AUTUMN
29%

ARRIVE IN
WINTER
17%

ARRIVE IN
SPRING
23%

VISITOR DESTINATIONS

Auckland, Otago and the Bay of Plenty are the most visited regions. Auckland and Otago account for most of the spend.
**China**

**Visitor Activities**

Top activities for Chinese holiday visitors.

- National Park 60%
- Beach 65%
- Farm/orchard 65%
- Scenic tour bus or train 52%
- Geothermal park 60%
- Hot pools 47%
- Museum / Art gallery 45%
- Walk / hike / tramp 72%
- Observing wildlife 81%
- Scenic boat trip 49%
- Māori cultural experience / activity 71%

**Visitor Accommodation and Transport**

The majority of Chinese visitors stay in hotels while in New Zealand and tour buses remain a popular option for getting around.

**Accommodation Stayed In**

- Hotel 69%
- Motel / motor inn / serviced apartment 35%
- Bed and breakfast 24%
- Family and friends 24%
- Luxury 11%
- Backpacker / hostel 7%
- Camping 4%

**Tour Bus Is a Popular Option for Chinese Visitors**

- Tour bus 61%
- Plane 42%
- Taxi/shuttle 29%
- Rental car 33%
- Private car 9%
- Ferry or boat service 9%
- Bus service 11%
- Train 7%
Chinese visitors are largely happy with their New Zealand experience, however there is a portion whose expectations are not met.

**SATISFACTION**

![8.9/10](image)

86% of New Zealand experience met or exceeded.

NET PROMOTER SCORE

69% LIKELY TO RECOMMEND NEW ZEALAND AS A DESTINATION

73% PROMOTERS

22% PASSIVES

4% DETRACTORS

**MEETING EXPECTATIONS**

Overall, Chinese visitors are highly satisfied with their New Zealand experience - although their satisfaction score is slightly lower than scores from key western markets.

**ACTIVE CONSIDERERS**

Active Considerers are what we call our target audience. These people are aged 18-74, they are aware of New Zealand and it is a preferred destination to visit for a holiday in the next three years. They also indicate that they are prepared to spend ¥10,000 per person on their holiday.
China

Active Considerer Profile

Chinese Active Considerers = 30.9m

Active Considerers from China are here to get in touch with nature and broaden their minds. To help our visitors achieve this, we need to communicate how easy it is to travel around New Zealand.

What do active considerers want from a holiday in New Zealand?

70% to get in touch with nature
59% to broaden my mind
54% indulge & pamper myself
53% to feel relaxed
53% to have fun & enjoy myself

What/where the recommended things to do and see are

17% what/where the recommended things to do and see are
27% how easy it is to travel around
24% the length of time I need to experience New Zealand properly
20% how long it takes to travel between the main attractions

How to interpret this data

27% of Active Considerers said they wanted to know more about how easy it is to travel around New Zealand.
CHINA
ACTIVE CONSIDERER PROFILE

For Chinese Active Considerers, New Zealand is in the competitive set including destinations such as Australia, Hawaii, France and Bali. Our strengths are our clean and unpolluted environment as well as our landscapes and scenery.

WHAT CHINESE KNOW US FOR

- Clean & unpolluted
- Range of adventure
- Seeing lots without travelling far
- Landscapes & scenery

MESSAGES WE NEED TO COMMUNICATE MORE

- Range of Experiences
- Easy to travel around
- Friendly people
- Unique experiences

NOTES
Independent Professionals are people aged 25-54 years old. They are our largest segment within our Active Considerer target audience, making up 89% of our target audience.

**Gender - in line with total population**

- Male: 52%
- Female: 48%

**Independent Professionals are more likely to be tertiary qualified**

- College graduate with a 4 year degree: 75%
- Vocational qualification: 25%

**Independent Professionals are more likely to have higher household income**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>AC</th>
<th>Non-AC</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; ¥180K</td>
<td>69%</td>
<td>36%</td>
</tr>
<tr>
<td>¥95K - ¥180K</td>
<td>29%</td>
<td>47%</td>
</tr>
<tr>
<td>&lt; ¥95K</td>
<td>3%</td>
<td>18%</td>
</tr>
</tbody>
</table>

**What do Independent Professionals want from a holiday in New Zealand?**

- To get in touch with nature: 70%
- To broaden my mind: 57%
- To have fun & enjoy myself: 53%
- To indulge & pamper myself: 53%
- To feel relaxed: 53%

**What does their holiday look like?**

- Organised coach: 59%
- Self drive exploring: 26%
- Staying less than 10 days: 53%
- Travelling with partner or spouse: 53%

**What do they need more information about?**

- What/where the recommended things to do and see are: 17%
- How easy it is to travel around: 27%
- The length of time I need to experience New Zealand properly: 19%
- How long it takes to travel between the main attractions: 23%