

Tourism NT International Managers' Meeting

Market Updates 2019

GREATER CHINA (MAINLAND CHINA, TAIWAN & HONG KONG)

Claire Li

Rose Feng

Greater China (Mainland China, Taiwan & Hong Kong)

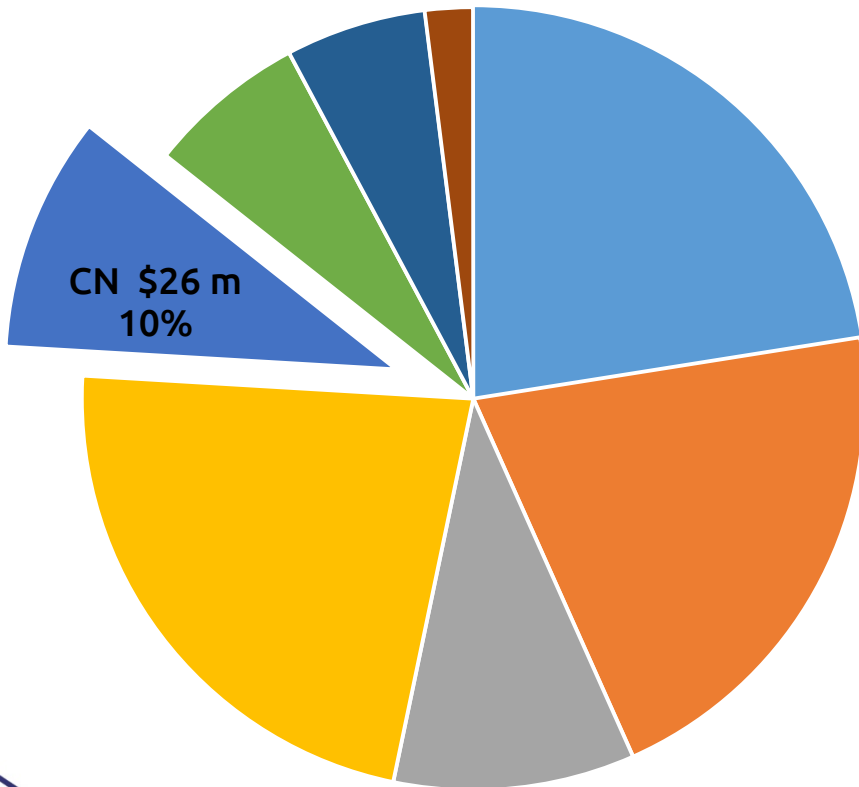
2030 Target: 54,000 Visitors

Compound Average Annual Growth Rate: 7.2%

Greater China

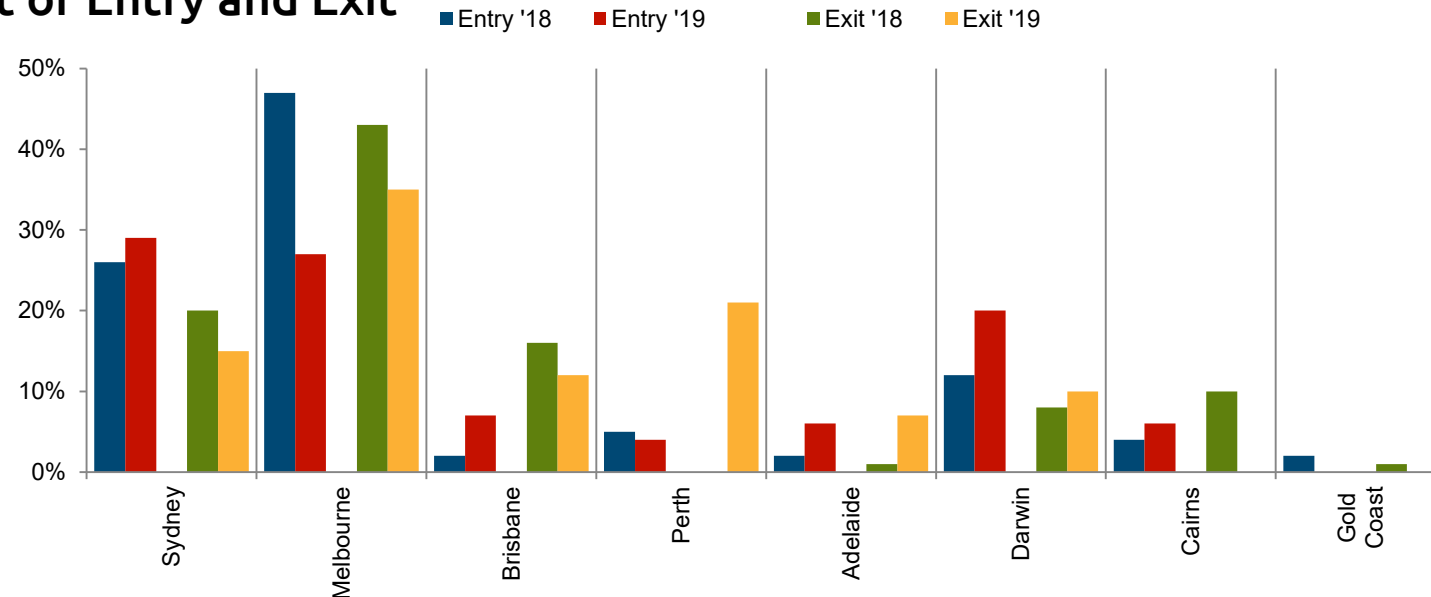
22,000 holiday visitors ↑ 22% YOY June 2019

Dispersal: Lasseter (75%), Greater Darwin (25%),
MacDonnell (23%)

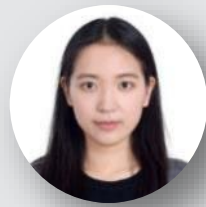


Proportion of International Holiday Expenditure
(3 year average IVS YE March 2019)

Port of Entry and Exit



Celine Yu
Trade Manager



Beijing



Eason Gu
Business Event
Manager



Elaine Li
Trade Manager of
East China



Claire Li
Account Manager



Chloe Jiang
Trade Manager of South China



Janet Huang
PR Manager



Addison Chan
Trade Manager of Hong Kong/Taiwan
Digital Manager



Chengdu

Guangzhou

Hong Kong

Len Cai
Trade Manager of
West China

Rose Feng
PR Executive

Lily Li
Digital Executive

State of Market

China's Outbound Market

149 million outbound travellers in 2018, 14.7% up year-on-year

Spent over **US \$130 billion** overseas, 13% up up year-on-year

How the markets differ within Greater China

Mainland China	Hong Kong
<ul style="list-style-type: none">• Travel is part of their lifestyle for younger generation.• Middle-age and older generation have the time and money• Both GIT and FIT are popular• Love shopping• High volume of last minute booking	<ul style="list-style-type: none">• Mature and experienced outbound travellers• Looking for in-depth experiences
<ul style="list-style-type: none">• Young people prefer booking online• Most middle-aged and older prefer traditional tour operators	<ul style="list-style-type: none">• High number of FIT travelers• Strong trend to book through Travel agents

Regional Differences in Mainland China

	South China	East China	North China	West China
Traveller	<ul style="list-style-type: none">• Mature and experienced outbound travellers• Accept new destination and products easily.• Mainstream consumers are those 50 +• A trend of smaller group travel	<ul style="list-style-type: none">• Mature and experienced outbound travellers• Accept new destination and products easily.• Big spenders• Large % of HVTs	<ul style="list-style-type: none">• Highly price-sensitive• Take very long time to accept new destinations.• Big spenders• High expenditure on Travel• Large % of HVTs	<ul style="list-style-type: none">• Highly price-sensitive and relying on airlines• Prefer flight + hotel packages• Love outdoors and island destinations.
Booking	<ul style="list-style-type: none">• Major booking channels for group travel remains traditional tour operators/retail stores• Growing trend for young to middle-age travelers to travel abroad as FIT, and book on OTAs	<ul style="list-style-type: none">• Various booking channels: wholesalers, travel agents, tailor-made tour operators, OTAs• OTA is powerful	<ul style="list-style-type: none">• Various booking channels: wholesalers, travel agents, tailor-made tour operators, OTAs	<ul style="list-style-type: none">• Various booking channels: travel agents, tailor-made tour operators, OTAs

Key Consumer and Trade Campaigns 2018/2019

DZ MOU Joint Promotion Campaign



Air ticket sales partners:

Ctrip.com & LY.com

Trade partners:

GZL, Comfort Travel, Shanghai Xinhua,
New Star, Gongbei China Travel

Over 139 million impressions

358 pax

机票促销合作伙伴: 携程、同程

旅游套餐促销合作伙伴: 广州康辉国旅、上海新华国旅、广之旅、拱北口岸中旅、和平国旅





Media result:

49 million impressions

110,136 engagements

Sales results:

248 air tickets

195 pax

151 hotel bookings

98 FIT product bookings





Guangzhou Subway Ads

Shenzhen Subway Ads



62.7 million impressions

17.3 million impressions



WeChat Banner Ads

Targets:

Shenzhen, Guangzhou, Shanghai, Beijing

Impressions: **Over 4.6 million**

Clicks: **24,571**

Uluru Clicks: 11,196 (46%)

Croc Clicks: 13,375 (54%)

iTrip.com Campaign

Media result: **21.5 million** impressions

Sales results:

539 bookings (+51% Y-o-Y)

1,261 pax (+41.5% Y-o-Y)



NT has been name the **#1 destination** on iTrip.com for growth in sales

Key Press Office and Social Media Activity 2018/2019

Media Famils

Shenzhen TV

Top End & Red Centre
October 2018

Vogue China

Red Centre
April 2019

An Eventful NT

Top End & Red Centre
12 to 19 April 2019

Tourism Australia IMHP

Top End
29 May to 3 June 2019

HK Media Famil

Top End & Red Centre
2 to 9 June 2019

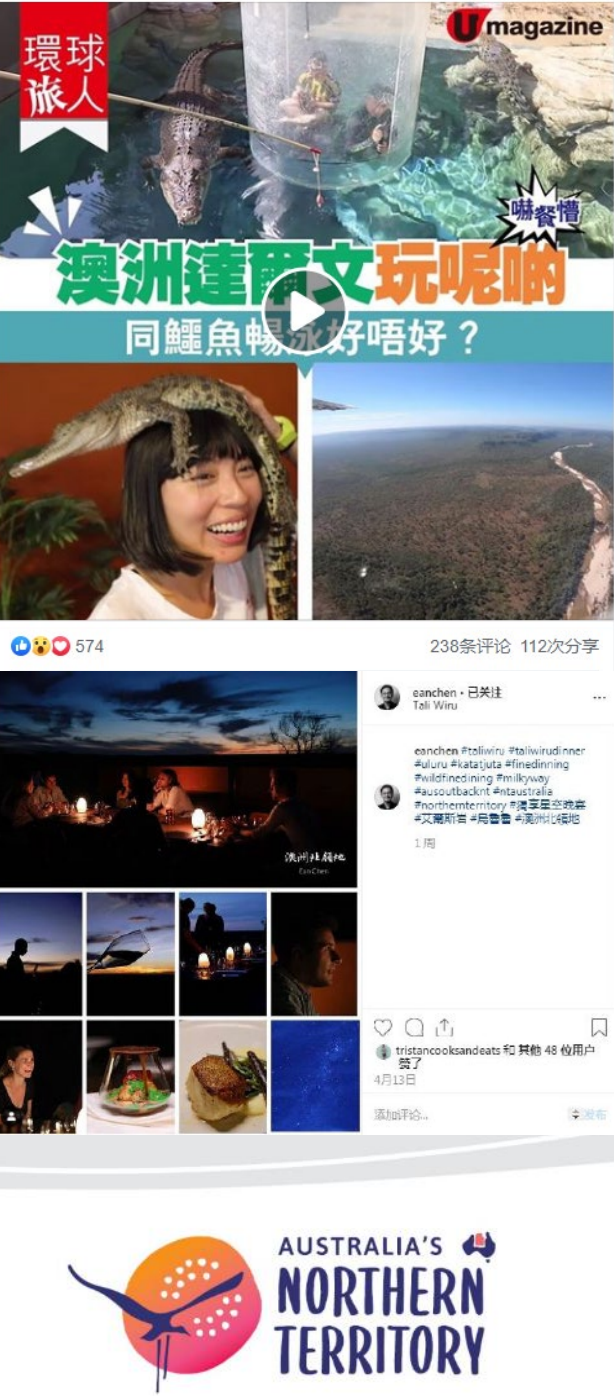


Media Exposure
Achieved

1,534,764,413

Media Value
AU\$ 2,998,752

* November 2018 – September 2019



Shenzhen TV Fmail



PLAY



WeChat

Followers: 4,249

Post frequency: weekly

Average impression per post: 248 (Jan-Oct 2019)

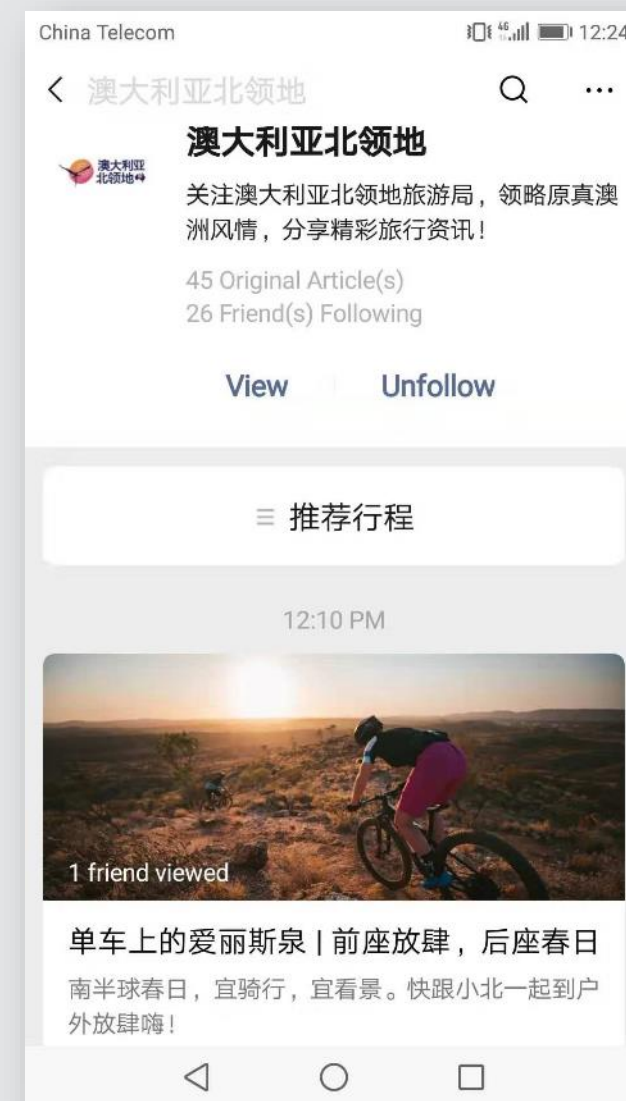
Average click through rate: 5.52%* (Jan-Oct 2019)



Reads 233 | Comments: 1 | Likes: 0

Reads 856 | Comments: 1 | Likes: 13

Reads 424 | Comments: 2 | Likes: 5



*Note: The average click through rate on WeChat is 1.20%.
The click through rate of TNT WeChat is much higher than average.





Weibo

Followers: 140,335

Post frequency: daily

Average read per post: 7,925

Average engagement per post: 8



Reads 43,850 | Forward: 10 |
Comments: 2 | Likes: 5



Facebook HK

Post frequency: daily

Average reach: 316 /post

Average impression: 456 / post

Community: 546,085 followers

*Media buy contributes a great deal toward fan growth and post reach

The screenshot shows the Facebook profile of 'Australia's Northern Territory'. The profile picture is a circular logo with a stylized bird and the text '澳大利亚 北领地'. The cover photo is a collage of ten images showcasing the Northern Territory's natural beauty, including landscapes, wildlife, and people. The page name is '北領地 - 澳洲' with the handle '@NorthernTerritoryAustraliaCN'. The navigation menu on the left includes 'Home', 'Posts', 'Photos', 'Videos', 'About', 'Community', 'Promote', and 'Manage Promotions'. The main content area features a 'Create' section with options for 'Live', 'Event', 'Offer', and 'Job'. Below this is a 'Write a post...' section with options for 'Photo/Video', 'Get Messages', 'Feeling/Activ...', and a '...' menu. A '2 Scheduled Posts' section indicates the next post is scheduled for tomorrow at 10:00 AM. On the right, there is a 'Send Message' button and a section titled 'Our Story' with a paragraph of text in Chinese and a link to 'Finish your story to tell people more about your business.' The footer of the page features the 'Australia's Northern Territory' logo.

澳大利亚 北领地

北領地 - 澳洲 ✓
@NorthernTerritoryAustraliaCN

Home
Posts
Photos
Videos
About
Community
Promote
Manage Promotions

Create
Live
Event
Offer
Job

Write a post...

Photo/Video
Get Messages
Feeling/Activ...
...

2 Scheduled Posts
Next post scheduled for tomorrow at 10:00 AM. See posts.

Our Story

北領地位於澳洲中北部，與昆士蘭、西澳、南澳三州相鄰。北領地蘊含著最原真的澳洲風光，擁有卡卡杜國家公園、烏魯魯(艾爾斯岩)等標誌性的自然奇觀。原住民的精神與物質文化深深植根於這片廣袤的土地。五萬年來的古...

+ Finish your story to tell people more about your business.

AUSTRALIA'S
NORTHERN
TERRITORY

Key Trade Activity

Adventure NT & famils

1 - 11 September 2019

Key Airline Partner:



27 buyers from Greater China

4 pre and post Adventure NT famils





Trainings



Wins

- ✓ 14 new NT products have been developed
- ✓ 15 new NT products are under development
- ✓ More are being planned...



A promotional poster for a 5-day Darwin exploration tour in Australia. The top features logos for 'China Travel' (中青旅), 'Joy Travel' (乐悦游), and 'Australia Australia' with a QR code. The main title is '【精品】达尔文探索之旅5天' (Premium Darwin Exploration Trip 5 Days). Below the title, a pink banner lists activities: '酒红日落·刺激鳄鱼跳·黄水潭游船·原住民文化' (Wine Red Sunset · Stimulating Crocodile Jump · Yellow Water Lagoon Boat Ride · Indigenous Culture). The poster includes three small images: a person watching a sunset, a boat on a lagoon, and a person in traditional Indigenous dress. A large image at the bottom shows a crocodile being pulled out of the water. The bottom right corner features a red box with the price '抢购价 9999 元' (Special Price 9999 Yuan) and the original price '原价: 10899元'. The dates '10月26日 11月16日 12月14日 2020年1月4日 2月15日 3月7日' are listed below the price.

澳洲
Australia

【精品】达尔文探索之旅5天

酒红日落·刺激鳄鱼跳·黄水潭游船·原住民文化

追日之旅
日出又日落，无论是漫步在明迪海滩欣赏酒红日落，还是在乌比尔岩石上静观桃红日落，又或者是在泛舟黄水潭看万物迎着朝阳苏醒，都必将使你永远留下难忘的回忆；

原生态之旅
身处没有围栏的动物园，体验刺激鳄鱼跳游船，在广阔湿地被成群野鸟包围；

原住民文化之旅
轻松徒步探寻原住民岩画遗址，一边感叹他们万年历史智慧的传承，一边欣赏澳洲荒野美丽的自然风光。

抢购价 原价: 10899元
9999 元
10月26日 11月16日 12月14日
2020年1月4日 2月15日 3月7日

2019/2020 Plans

Trade Coop campaigns – in planning

Partnerships with key wholesalers and retailers to grow visitation to the NT

- New Star Travel
- Guangzhou Comfort Travel
- Shenzhen CITS
- GZL
- Nanhu
- Caissa
- Shanghai Xinhua

OTA Partnerships Campaigns

- Ctrip
- iTrip

Airline Partnership Campaigns

- Singapore Airlines
- Donghai Airlines

Partnerships to grow HVTs and niche segments

- Hong Kong Kuoni (luxury)
- Adorse Road Trip Club (self-drive, photography)

Youth Market: Content Development & Promotion



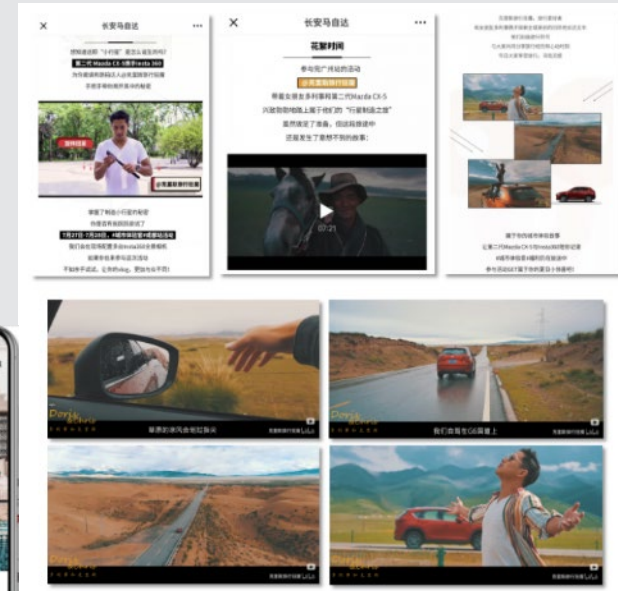
Cooperation with MCN (Multi-channel Network) NoBad Travel

NoBad Travel is the **largest** Chinese MCN specialised in content developments and promotions for tourism destinations/businesses. They are the exclusive MCN partner of **nearly 100 KOLs** in China.

They are the **top content provider** for Mafengwo, Ctrip, Fliggy and other popular platforms used by Chinese travellers, especially young travellers.

Campaign Focus

- Destination marketing videos/travel guides production
- Video/travel guides promotions through Mafengwo, Bilibili, Weibo
- Potential to implant the destination and experiences into NoBad's cooperation with other consumer brands



2019/2020 Famils

Adventure NT - Completed

Pre/Post Australian Tourism Exchange (ATE) famils (May 2020)

Focus on tourism resources suitable for the mass market

NoBad Travel - KOL famils

Focus on tourism resources suitable for the mass market/youth market

Video/vlog development opportunity for operators interested in hosting

Australia Marketplace China & Australia Premium Showcase China

Australia Marketplace China

11 to 15 November 2019, Chengdu

Australia Premium Showcase China

14 to 16 November 2019, Chengdu



Opportunities for Operators

PR & Trade Communications

Social Media Contents

Increase your exposure on WeChat, Weibo, Tik Tok, and Facebook (HK) in Greater China. Please send us your most attractive imagery and video contents.

Product Updates

Keep us updated with your latest product updates and offers for the Greater Chinese market. We will spread the news via press release, other PR channels and during trade training

Hosting Opportunities

If you're interested in hosting Chinese media or travel trade, please let us know.



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