

China*

International Market Factsheet

Marketing Overview

The China* market is a strategic priority for the Northern Territory (NT), recognised as having high growth potential and becoming one of the NT's top two source markets by 2030. The Northern Territory has seen significant growth from this market and with direct air access from Shenzhen to Darwin there is great potential for further growth.

The *Northern Territory's Tourism Industry Strategy 2030* sets out high level targets based on the International Visitor Survey results and the 2030 target for China is 54,000 holiday visitors. This equates to a 7.2% compound average annual growth rate to 2030. The Greater China market remains relatively untapped by the NT with a 1.0% market share of total visitor arrivals to Australia. Of Chinese visitors to the NT, approximately 68% are from mainland China, 22% from Hong Kong and 10% from Taiwan.

Target Market Profile

1. High Value Travellers (HVT) (aged 25-49 years).
2. Small group, special interest groups including self-drive, photography, fishing, luxury, and events.

ALL PURPOSE	MAINLAND CHINA		TAIWAN		HONG KONG		TOTAL CHINA	
	2019	YOY CHANGE	2019	YOY CHANGE	2019	YOY CHANGE	2019	YOY CHANGE
VISITORS	12,000	-29%	2,000	-65%	4,000	-2.4%	18,000	-32%
NIGHTS	119,000	-65%	72,000	-33%	31,000	-14%	222,000	-54%
EXPENDITURE	\$20.8M	-47%	\$2.2M	-66%	\$4.5M	-22%	\$27.5M	-47%
ALOS** (nights)	9.5	-9.8	39.3	+19.2	7.7	-1.1	12.1	-5.8
ASPT (average spend per trip)	\$1,665	-\$578	\$1,202	-\$4	\$1,144	-\$290	\$1,505	-\$411
VISITOR MARKET SHARE	0.9%	-0.4pp	1.0%	-1.8pp	1.4%	-0.1pp	1.0%	-0.5pp

**average length of stay

Strategic Opportunities

Consumer-facing campaigns to generate interest and demand	Establishing cooperation with OTA*** and UGC*** partners to grow the FIT*** market	Growing the number of well dispersing, long staying and high spending visitors	Strengthening cooperation with trade partners	Training agents to increase their destination and product knowledge
---	--	--	---	---

China* - Includes mainland China, Taiwan and Hong Kong.

OTA*** - Online Travel Agent, UGC*** - User Generated Content, FIT*** - Free Independent Traveller

China International Market Factsheet

Market Profile

60% of the China market plan and book their travel 1-2 months in advance. Online booking sources are very popular, with 85% using one or more for their travel. Bookings through Online Travel Agents (OTAs) continue to grow for this market, particularly from the Shanghai/ Beijing region. The Southern China market is more traditional in its booking patterns with a significant proportion using retail travel agencies.

ANNUAL LEAVE



TARGET REGIONS



- Shanghai
- Beijing
- Guangzhou
- Chengdu
- Chongqing
- Hangzhou
- Shenzhen
- Taipei
- Hong Kong

SPECIAL INTERESTS



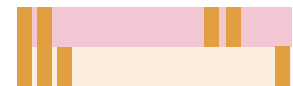
- Self-drive
- Photography
- Fishing
- Luxury
- Events

SEASONALITY

KEY BOOKING PERIOD

PEAK TRAVEL PERIOD

J F M A M J J A S O N D



DRIVERS OF DESTINATION CHOICE

- World class nature and wildlife
- A safe and secure destination
- Food and wine

RELEVANT PRIORITY SECTORS

- Drive
- Aboriginal tourism
- Youth
- Education tourism
- Cruise
- Food and drink

SECONDARY SECTORS

- Fishing
- Family fun
- Birding
- Hiking
- 4WDing
- History and heritage (military and pioneering)

TRAVEL PARTY

85%

of Chinese all-purpose visitors were Free Independent Travellers (FIT)

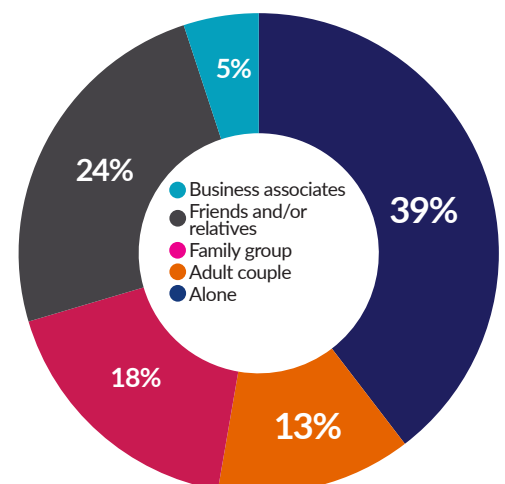
52%

of Chinese visitors were travelling alone or as an adult couple

31%

of the visitor nights were in a rented house, apartment, flat or unit.

16% were in hotel/ motel style accommodation.



China International Market Factsheet

AVIATION

INTERNATIONAL AIRLINE ACCESS











CHEAPEST RETURN AIRFARES*

SHENZHEN - DARWIN (DIRECT)

\$473

* Skyscanner - depart 1/12/19 and return 1/01/20

TAIPEI - DARWIN (1 STOP)

\$915

* Skyscanner - depart 1/12/19 and return 1/01/20

BEIJING - DARWIN (1 STOP)

\$1,439

* Skyscanner - depart 1/12/19 and return 1/01/20

HONG KONG - DARWIN (1 STOP)

\$641

* Skyscanner - depart 1/12/19 and return 1/01/20

Distribution Mainland China

- Beijing CAISSA International Travel
- Beijing Utour International Travel
- China Eastern Airlines Travel - Joy Tour
- China International Travel Service Limited, Head Office
- China International Travel Service Shenzhen
- Gongbei China Travel
- Guagnzhou New Star Travel
- Guangdong Nanhu Travel
- Guangzhou Comfort Travel (Swallow Holidays)

- GZL International Travel Service Ltd
- HH Travel
- Mafengwo.com
- My Way Travel
- Service Co., Ltd
- Shanghai Ctrip International Travel
- Shanghai Mint Travel
- Shanghai Super Ocean Travel
- Shanghai Tongsheng Travel
- Shanghai Xinhua Travel
- Shenzhen Comfort Travel
- Sichuan Business International Travel
- Sichuan China Youth Travel Service Co., Ltd Shun Cheng holiday
- Step Into the World

- Vtour Travel Service Zhejiang Co., Ltd
- Yetravel
- Zanadu
- Zuzuche.com

Distribution Hong Kong

- Jetour
- Kuoni (Travel Circle International Co., Ltd.)
- Miramar Travel

Distribution Taiwan

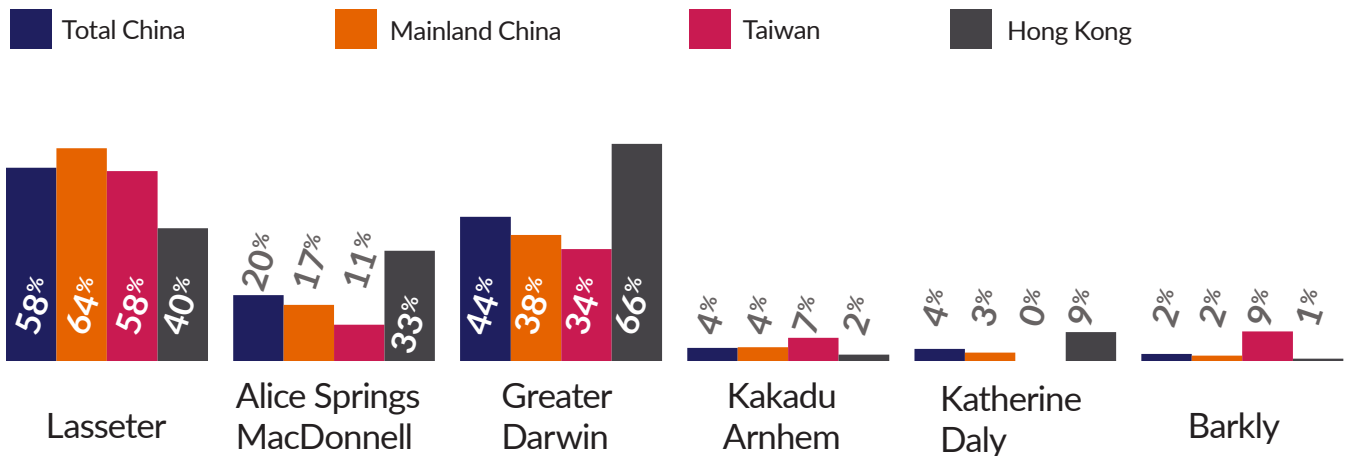
- Lion Travel
- Set Tour

Major Online Travel Agents

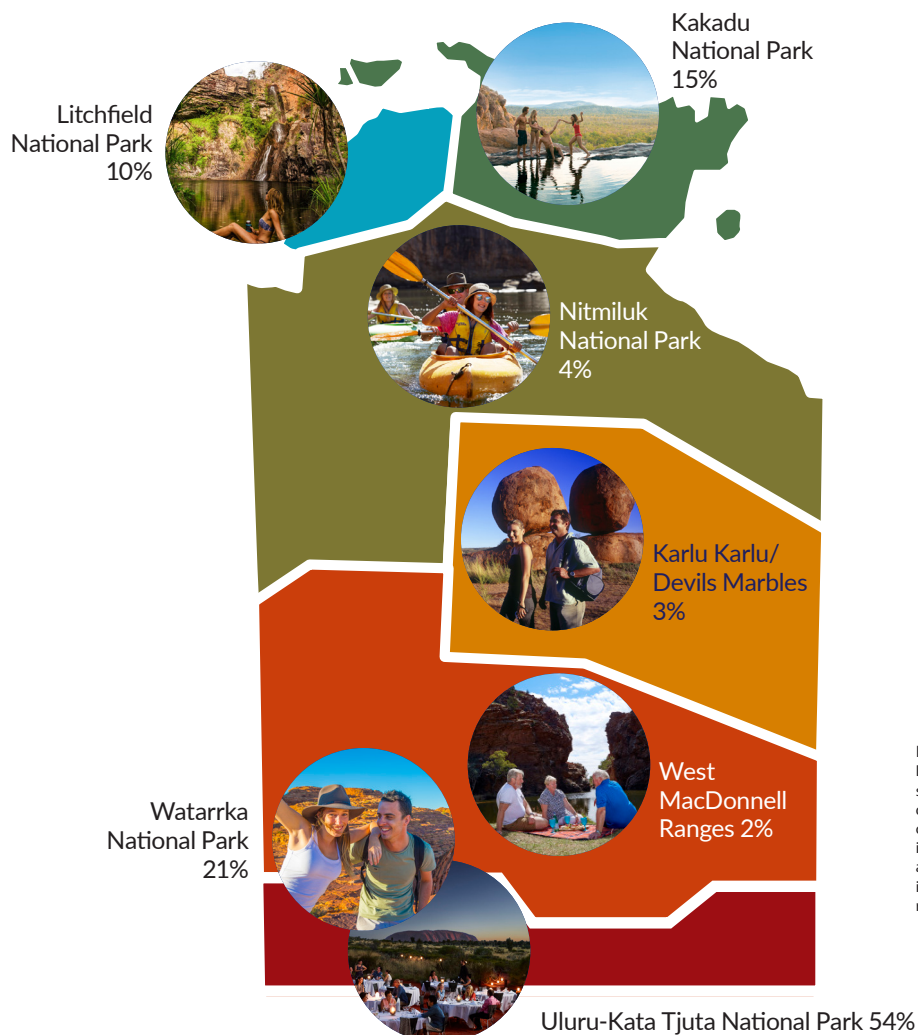


China International Market Factsheet

Overnight visitors to NT regions



Visitors to NT destinations - overnight and day trips



Publication Date: November 2020
 Disclaimer: Tourism NT has taken due care and skill in preparing this information, however does not warrant that it is correct, complete or suitable for the purposes for which it is intended to be used. Tourism NT disclaims all liability associated with the use of this information. For further information email research.tourismnt@nt.gov.au