

Background and Objectives

Donghai Airlines launched a new route from Shenzhen to Darwin with the first flight arriving on 30 May 2018. Flights are currently operating on Wednesdays and Sundays, with additional services in periods of high demand.

In 2018, Tourism Northern Territory conducted a study to understand the Chinese visitors' experience in the Northern Territory (NT) and satisfaction with the NT for those leaving on the flights of Donghai Airlines.

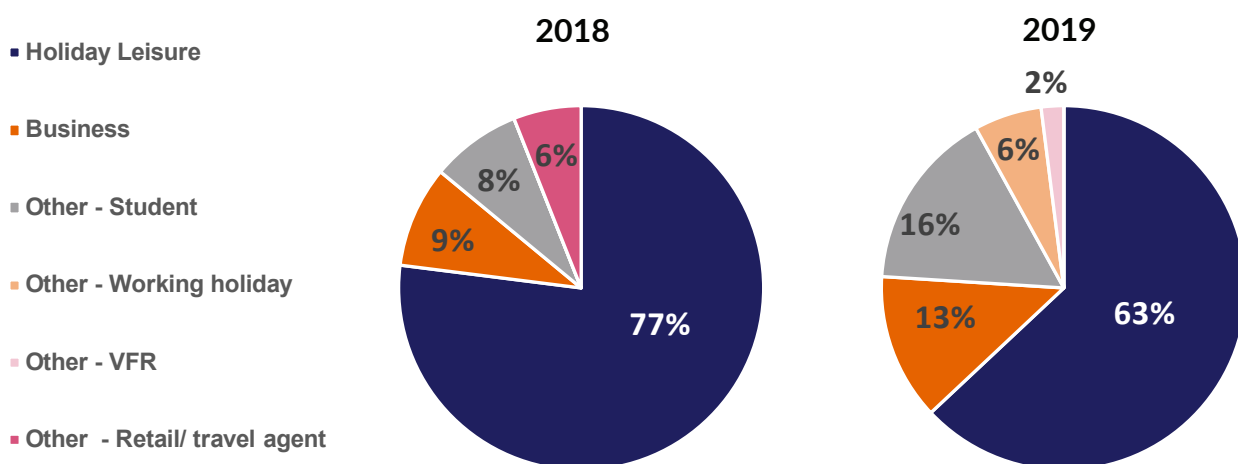
The research was repeated in 2019 to assess the impacts of activities over the past year.

Methodology

- Intercept interviews in Mandarin were conducted with 176 Chinese visitors departing on Donghai Airlines flights from 2 June to 30 June 2019.
- The survey was eight minutes in length. Visitors were interviewed in the departure lounge at Darwin International Airport.

The profile of Donghai Airlines visitors in 2019 has changed significantly which has affected the scores compared to the 2018 survey. In the 2019 survey a large proportion of those travelling on Donghai Airlines have been students, making up 16% of all those surveyed (up from 8%).

Demographics



There has been a shift upwards in the 18-34 and 55+ age brackets, while there has been a decrease in the 35-54 age bracket.

At the same time there has been a decline in the number of couples with young children visiting; while those living alone, with parents, couples without children or those living with extended family groups have seen an increase in visitation.

Donghai Airlines - Follow up Visitor Study Financial Year 2018-19

Satisfaction with various aspects of the trip

70% of visitors

indicated that they were satisfied overall



with their experience in the
Northern Territory

Likelihood to recommend

The overall NPS for visitors is -13. Almost half of these visitors are detractors and not likely to recommend the Northern Territory as a holiday destination to their friends and family in China.

DETRACTORS
45%

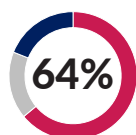
PASSIVES
23%

PROMOTERS
32%

B3. On a scale of 0 to 10 below, where 0 is definitely not, and 10 is definitely yes, how likely are you to recommend the Northern Territory as a holiday destination to your friends and family back home in China?

Base: Total visitors (n=142)

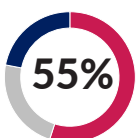
Satisfaction declined for individual aspects of the trip compared to 2018



Accommodation
services



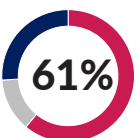
-17pp on 2018



Tours/other
entertainment
services



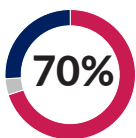
-23pp on 2018



Overall value for
money



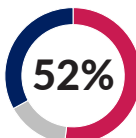
-13pp on 2018



Flights to
Darwin



-4.0pp on 2018



Food
services

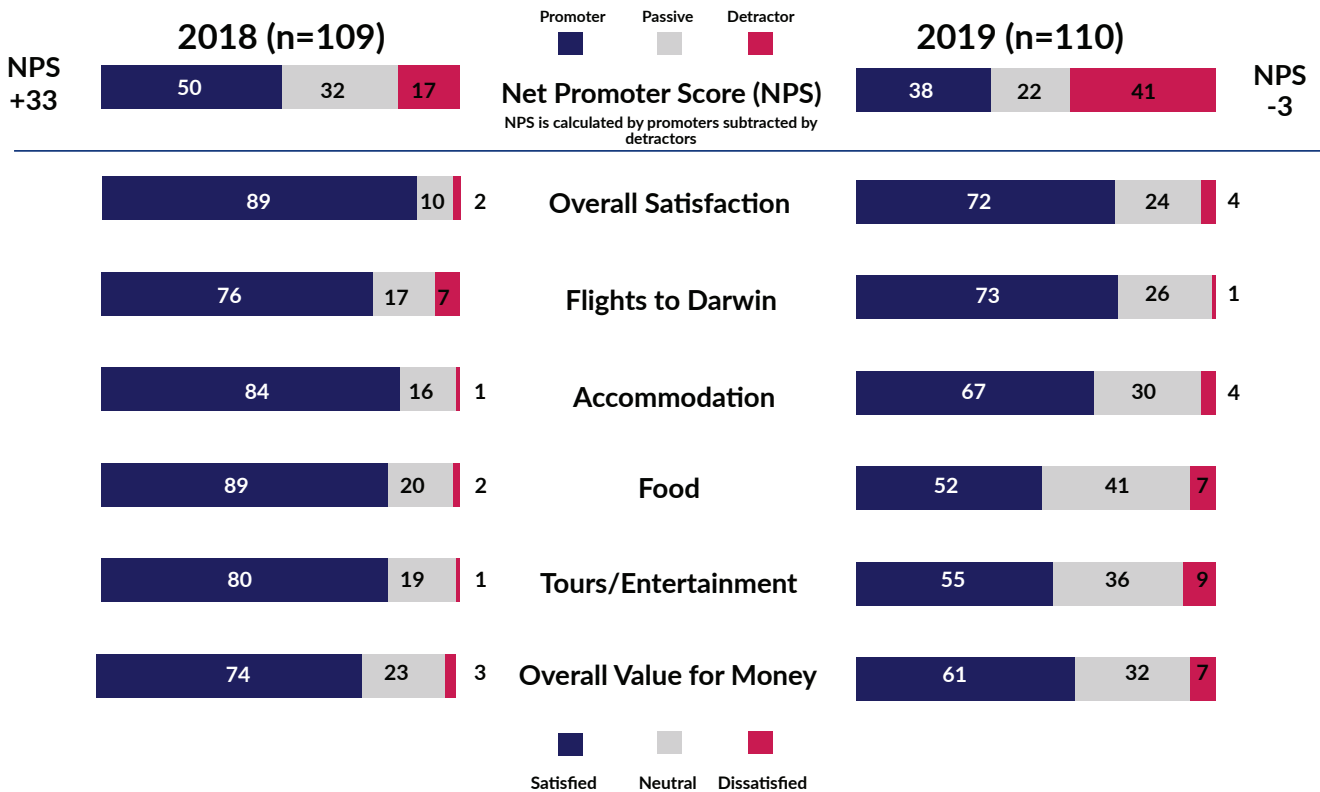


-15pp on 2018

pp - percentage points

Donghai Airlines - Follow up Visitor Study Financial Year 2018-19

Satisfaction for holiday and leisure travellers



Main reasons to recommend the Northern Territory as a holiday destination

Visitors to Darwin and NT on Donghai Airlines' flights indicated they would recommend the Northern Territory as a holiday destination due to:

- Spectacular scenery: Beautiful and awesome views. Many interesting sights.
- Clean environment: Protected, original ecology. Fresh air.
- Aesthetically beautiful: attractive places to visit. Quiet and small population. Relaxed atmosphere and far from city life.
- Indigenous cultural experience: I have learnt a lot. Long history. Kakadu National Park is very beautiful.
- Darwin itself: A unique, original, lovely and beautiful city.
- Local hospitality: Friendly, warm hearted and hospitable local people.

Donghai Airlines - Follow up Visitor Study Financial Year 2018-19

Profile snapshot

Promoters are more likely...



to agree that the trip in the Northern Territory was better than other international trips



to be very satisfied with their experience in the Northern Territory



to be very satisfied with overall value for the price paid



to be very satisfied with accommodation services



to be very satisfied with food services



to be very satisfied with tours and other entertainment services

“Awesome views here. Warm hearted people. A lot of selection of itinerary. Recommended to revisit.”

“Good scenery, good environment, value for money.”

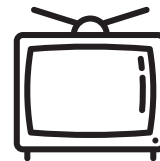
Inspiration to travel to Darwin



Recommendation from family or friends



WeChat Ads



TV Ads



Special Deals



Travel Agency

Less satisfying aspects of the trip

Access to Chinese food options was the most common attribute the visitors were least satisfied with.

- Poor dining experiences, with no or limited Chinese food options, such as the availability of hot food/soups
- High prices
- Overall environment and hot weather
- Time between destinations is too long and transportation is uncomfortable

Suggestions to improve the experience:

- More hot Chinese food options.
- A China town and more Chinese identity.
- More Chinese signage (general safety) and people who speak Chinese.
- Affordable and convenient public and airport transport.
- Better itinerary. Improved infrastructure and tourist attractions/ facilities/ entertainment venues.
- Better promotion of Darwin and the NT on websites, magazines and newspapers in China.
- More direct flights/better arrival times/ better services/ Donghai staff speak Chinese. More notice of delays and cancellations.
- Better itinerary.

“Hope there are more Chinese food options.”

“The catering aspect needs to be improved and diversified.”

“More Chinese translations. More Chinese guidance such as tour program interpretation, shopping assistance.”

“Need more Chinese signage in shopping centres, streets and the airport.”