

Donghai Airlines Visitor Study




Executive Summary
August 2018

Background and Objectives

Donghai Airlines launched a new route from Shenzhen to Darwin with the first flight arriving on the 30 May 2018. Flights are currently operating on Wednesdays and Sundays.

Tourism NT wanted to understand the visitor experience in the NT and satisfaction with the NT for those leaving on the flights of Donghai Airlines.



Methodology

- Intercept interviews in Mandarin were conducted with 142 Chinese visitors leaving on Donghai Airlines flights from 3 June to 4 July 2018.
- The survey was 5-10 minutes in length. Visitors were interviewed in the departure lounge at Darwin International Airport.

Satisfaction with various aspects of the trip

87% of visitors

indicated that they were satisfied overall



with their experience in the
Northern Territory.

Likelihood to recommend

The overall NPS for visitors is +29. Half of these visitors are Promoters, they are very likely to recommend the Northern Territory as a holiday destination to their friends and family in China.

DETRACTORS
20%

PASSIVES
31%

PROMOTERS
49%

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 was high with
individual aspects of the trip



81%

Accommodation
services



74%

Flights to
Darwin



78%

Tours/other
entertainment
services



67%

Food
services



74%

Overall value for
money

43% of visitors claimed their trip was better than other overseas trips and more than half (52%) claimed that their trip was quite similarly to other overseas trips.

* Very satisfied plus satisfied

Most satisfying aspects of the trip

Some of the most satisfying aspects of the trip were the natural beauty and the excellent service the visitors experienced during their stay in the NT:

- Accommodation (clean, nice hotels with great breakfasts)
- Unique scenery and beautiful views (nature, national parks, authentic nature experiences)
- Travel agency/ tour guide – good service
- Restaurants and amazing food (the seafood and steaks)
- Non- stop direct flight (makes Darwin close to China now)

“The sunset in Kakadu is beautiful. The accommodation is also good, as well as the food.”

“The accommodation and the beautiful view, it is worth visiting Darwin.”

“Good service from tour guide. Locals are friendly.”

“Locals are warm hearted people.”

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.
- Environment: Protected, original ecology. Fresh air.
- Beautiful and authentic nature experiences: Crocodiles, waterfalls, Kakadu National Park, sunsets, sunrises, swimming holes.
- Aesthetically nice and a contrast to home: Attractive place to visit. Quiet and small population. Relaxed atmosphere and far from city life.
- Darwin itself: A unique, original and beautiful city.
- Local hospitality: Friendly, warm hearted and hospitable local people.

Profile Snapshot

Promoters are more likely...



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



very satisfied with their experience in the Northern Territory



very satisfied with overall value for the price paid



very satisfied with accommodation services



very satisfied with food services



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."



Less satisfying aspects of the trip

Access to Chinese as well as Western food was the most common attribute the visitors were least satisfied with.

- Lack of Chinese food options outside Darwin on tour. Chinese visitors while liking the fresh local food need access to Chinese food as well. "I can't eat a hamburger every day!"
- Not enough shopping opportunities and stores closed earlier than expected which was disappointing.
- Mobile/internet network coverage was patchy in parts of the NT.
- Scenic spots are a bit far from one to the other which especially becomes an issue when visiting for a short period of time.

Suggestions to improve the experience:

- Chinese food options - the Chinese food offering in Darwin/ surrounds should be actively promoted to visitors and tour operators should make sure they include Chinese palatable food on their tours.
- More Chinese signage at shopping centres, scenic spots and the airport and also at attraction sites to help visitors better understand the attraction they are visiting
- Better itinerary that tightens the travel time, includes extra time at Kakadu National Park, encourages active participation like swimming at the waterholes and leaves some free time for shopping
- More direct flights

"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."

