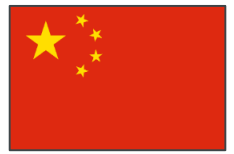


Unpacking the Chinese Leisure Traveller



Chinese visitation to Queensland has grown strongly with expenditure up 19.4 per cent and visitation up 14.2 per cent in the three years ending December 2017.

Current Visitation and Expenditure in Queensland¹



\$1.1B spend
+11.7% YOY



503,000 visitors
+3.8% YOY



92% of trips
are for leisure

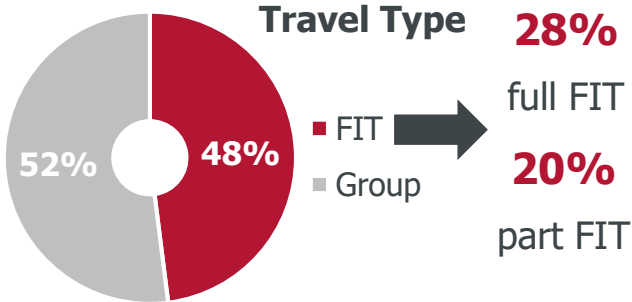
About this research: Tourism and Events Queensland surveyed 2,009 Chinese leisure (holiday or visiting friends/relatives) travellers living in Beijing, Shanghai, Guangzhou, Shenzhen (core cities) and the provinces of Zhejiang, Jiangsu, Sichuan, Shandong and Guangdong (regions).

We benchmarked intention to visit Queensland, identified channels used for travel planning and looked at the travel behaviours of this audience.

Those surveyed were all out of region travellers, defined as those who have travelled internationally outside of Hong Kong, Macau, Taiwan, Japan and/or Korea in the past 5 years.



Traveller Profile



4.1
Average
outbound trips
in past 5 years



3.7
Average travel
party size

7.2 days
Average length
of out of region
leisure trips



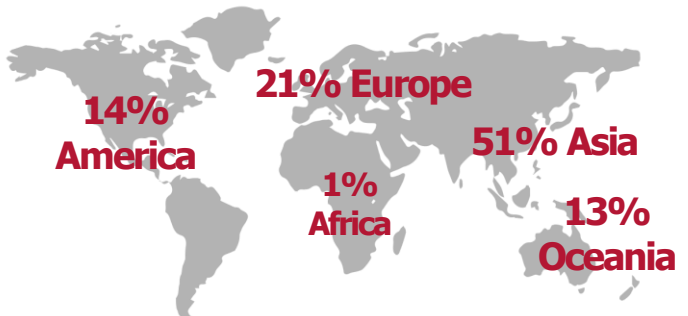
**\$16,200
RMB**
Avg spend last
trip
(approx. \$3,300 AUD)

Average booking lead times



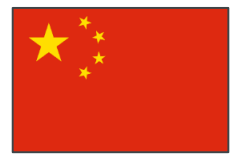
- 1.8 months** Book flight tickets
- 1.1 months** Book accommodation
- 0.95 month** Decide local activities

Last region visited



Sources: ¹Tourism Research Australia, International Visitor Survey year ending December 2017
² China Research 2018, Tourism and Events Queensland

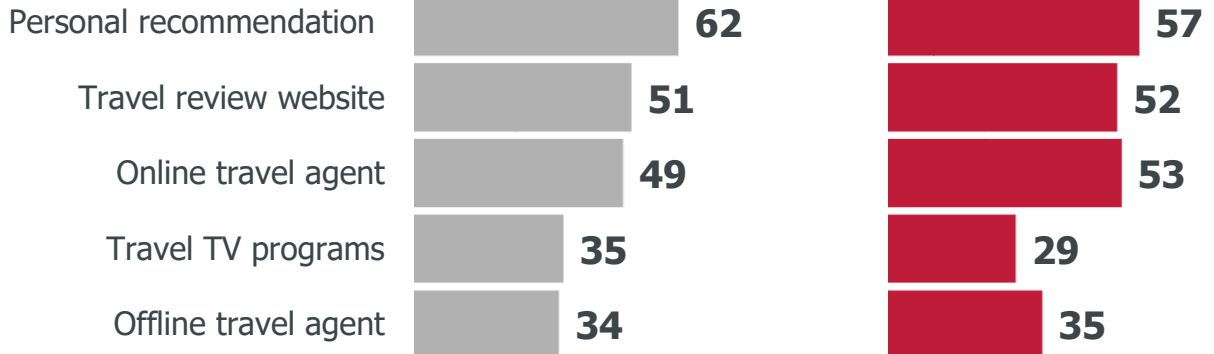
Unpacking the Chinese Leisure Traveller



Channels travellers used for....

Choosing destination (%)

Trip planning (%)



Top Online Travel Agents

Top Travel Review Websites



71%
Ctrip

51%
Qunar

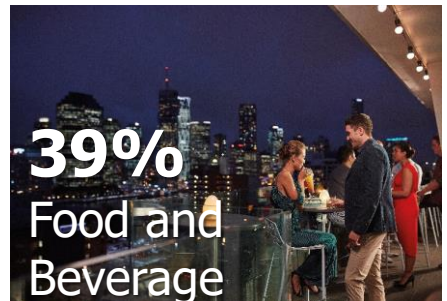
49%
Tuniu

60%
Mafengwo

50%
Baidu

42%
Qyer

Top 6 Desirable Australian Experiences



*Awareness of Queensland – NET of those who have been, considered visiting or know where Queensland is and some of the cities/towns in Queensland.

[^]GD = Guangdong. GZ = Guangzhou. SZ = Shenzhen

Sources: China Research 2018, Tourism and Events Queensland