

# Gold Coast Tourism Operators in the China Market (October 2018)



**Key findings:** Gold Coast tourism operators increased the usage of online travel agents, direct consumer promotions and travel trade activity as their channels of engagement with the Chinese market. Similarly, there was an increase in the types of payment channels offered via AliPay and Union Pay. Compared to the findings from February 2018, the proportion of Chinese customers remain similar. However, compared to other regions in the state, the results do find a lower proportion of operators use Chinese social media accounts (e.g. WeChat) as the main engagement channel with the Chinese market.

**About this research:** These results are published from the second wave of research into the engagement of tourism operators in Queensland with the Chinese market. This research is conducted biannually in February and October. A total of 248 operators were surveyed October 2018 across Brisbane, Tropical North Queensland, Gold Coast and The Whitsundays.\* We measured the proportion of Chinese visitors to total visitors, as well as investigated the level of involvement operators had in the China market and the barriers to attracting more Chinese visitors.

This fact-sheet shows results for **Gold Coast operators only**.



## Proportion of customers ...

On average

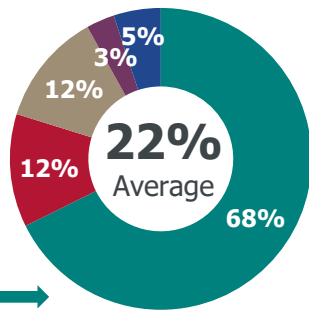
**27%**

of surveyed operators current customer base are from international markets

...of international customer base % that are Chinese

■ 1-10% ■ 11-20% ■ 21-30%  
■ 31-50% ■ 51-100%

**How to read this:** 67% of operators indicated that 1-10% of their international visitors were Chinese



## Chinese Payment Channels Offered

(Base: All Operators)

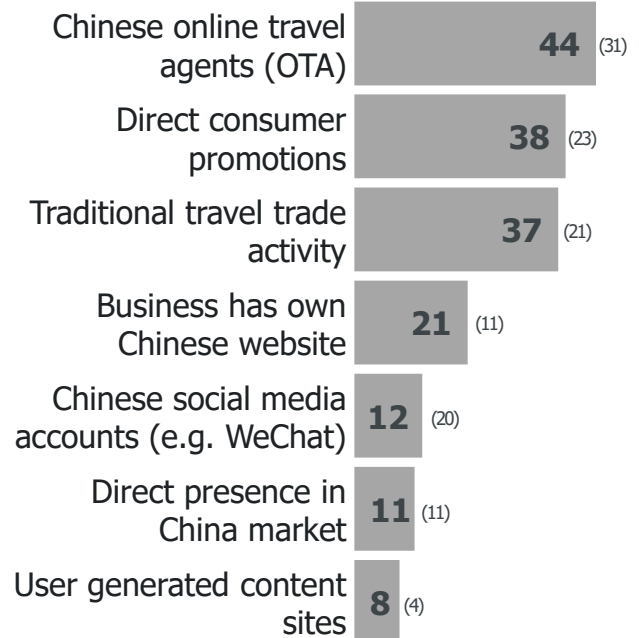


**25%** (17%)  
Union Pay

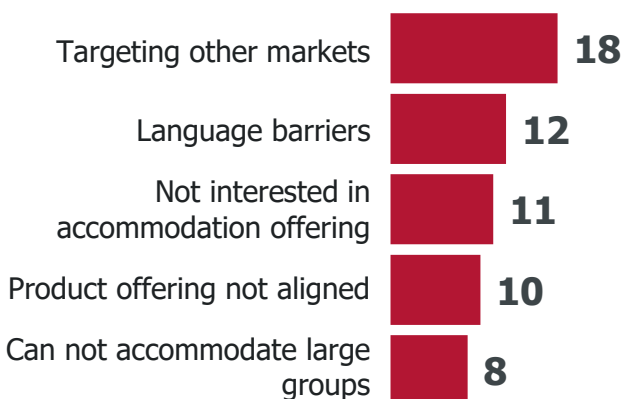
**8%** (7%)  
WeChat Pay

**22%** (8%)  
AliPay

## Main channels of engagement with the Chinese market (%)



## Top 5 impediments to attracting Chinese visitors (%)



## Top 5 assistance needed to attract Chinese visitors (%)



Source: China B2B Research October 2018, Tourism and Events Queensland  
\*(n=77 in Brisbane, n=73 in Tropical North Queensland, n=73 in the Gold Coast, and n=25 in the Whitsundays)

Figures in brackets ( ) represent results from the previous wave (February 2018)