

Queensland Tourism Operators in the China Market (October 2018)



Key findings: Tourism operators have increased their usage of Chinese online travel agents, traditional trade activity and direct consumer promotions to engage the Chinese market. Compared to the findings from February 2018, the proportion of Chinese customers remain similar, however, we have found that a greater proportion of operators are offering AliPay as a payment option.

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 in 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.



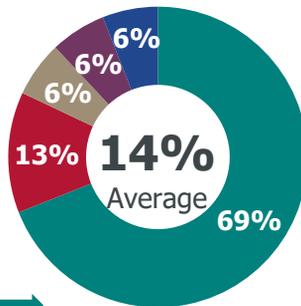
Proportion of customers ...

On average

30%

of surveyed operators current customer base are from international markets

...of international customer base % that are Chinese



How to read this: 69% of operators indicated that 1-10% of their international visitors were Chinese

Chinese Payment Channels Offered

(Base: All Operators)



28% (21%)
Union Pay

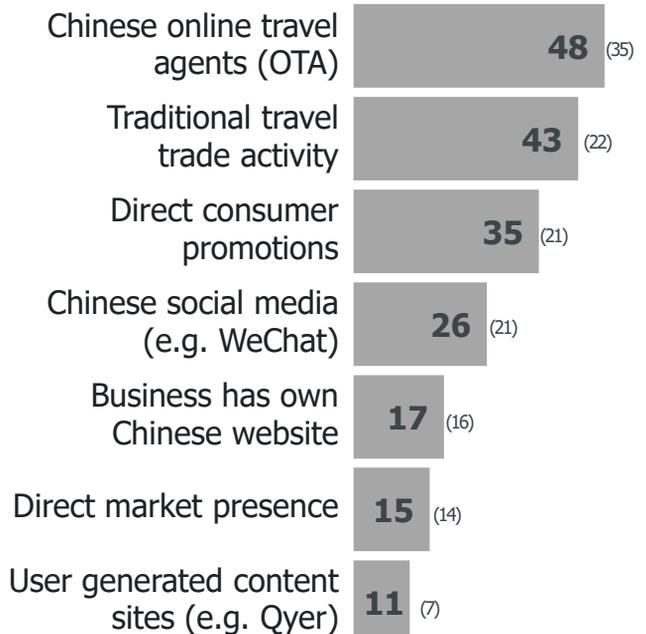


9% (7%)
WeChat Pay



17% (7%)
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, n=25 in the Whitsundays

▲ Significantly higher/lower than previous wave (Feb'18) at 95% confidence interval

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