

The Chinese Leisure Traveller in 2019



Chinese visitation to Queensland has grown strongly with expenditure up 16.4 per cent and visitation up 3.1 per cent in the three years ending March 2019.

Current Visitation and Expenditure in Queensland¹



\$1.6B spend
+27.6% YOY



489,000 visitors
-5.9% YOY



88% of trips
are for leisure

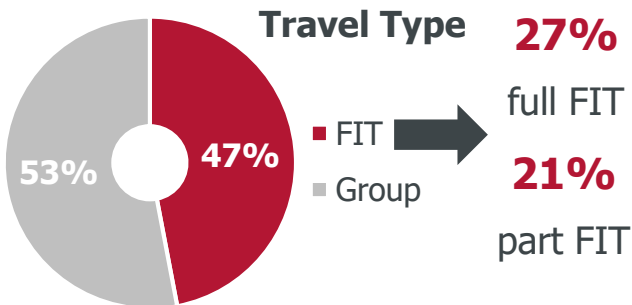
About this research: Tourism and Events Queensland surveyed 2,009 Chinese leisure (holiday or visiting friends/relatives) travellers living in Beijing, Shanghai, Guangzhou, Shenzhen (core cities) and the provinces of Zhejiang, Jiangsu, Sichuan, Shandong and Guangdong (regions).

We measured 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



4.4
Average
outbound trips
in past 5 years



3.7
Average travel
party size

7.1 days
Average length
of out of region
leisure trips



\$16,538
RMB
Avg spend last
trip
(approx. \$3,450 AUD)

Average trip lead times

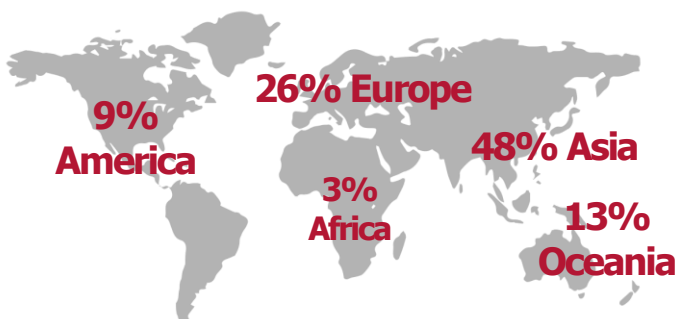


1.7 months Decide destination

1.0 months Book flight tickets

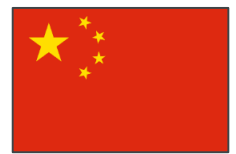
0.9 month Book accommodation

Last region visited



Sources: ¹Tourism Research Australia, International Visitor Survey year ending March 2019
² China Research 2019, Tourism and Events Queensland

The Chinese Leisure Traveller in 2019



Future Travel Intentions

Considering in the next four years....



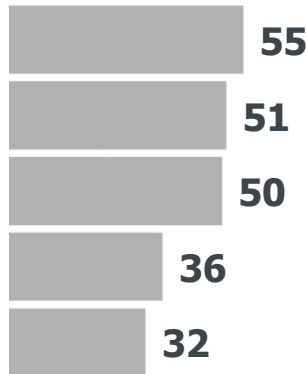
Intending in the next two years....



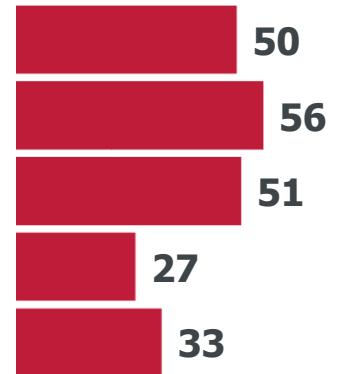
Channels travellers used for....

- Personal recommendation
- Travel review website
- Online travel agent
- Travel TV programs
- Offline travel agent

Choosing destination (%)



Trip planning (%)



Top Online Travel Agents



Top Travel Review Websites



Top 6 Desirable Australian Experiences

