

Brisbane Tourism Operators in the China Market (October 2018)



Key findings: Tourism operators have increased the usage of Chinese online travel agents, travel trade activity, direct consumer promotions and Chinese social media accounts as the main channels to engage with the Chinese market. Similarly, there is greater availability of Chinese payment channels offered, particularly Union Pay and AliPay. Compared to the findings from February 2018, the proportion of Chinese customers remain similar. However, there is a higher proportion of Brisbane operators using Chinese social media accounts (e.g. WeChat) compared to operators in other regions in the state.

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 **Brisbane operators only**.

Proportion of customers ...

On average

27%

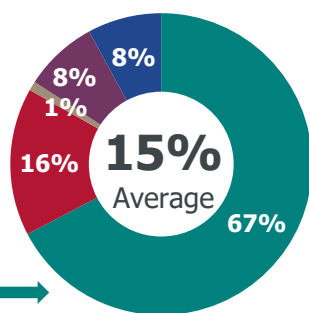
of surveyed

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: 68% of operators indicated that 1-10% of their international visitors were Chinese



Chinese Payment Channels Offered

(Base: All Operators)

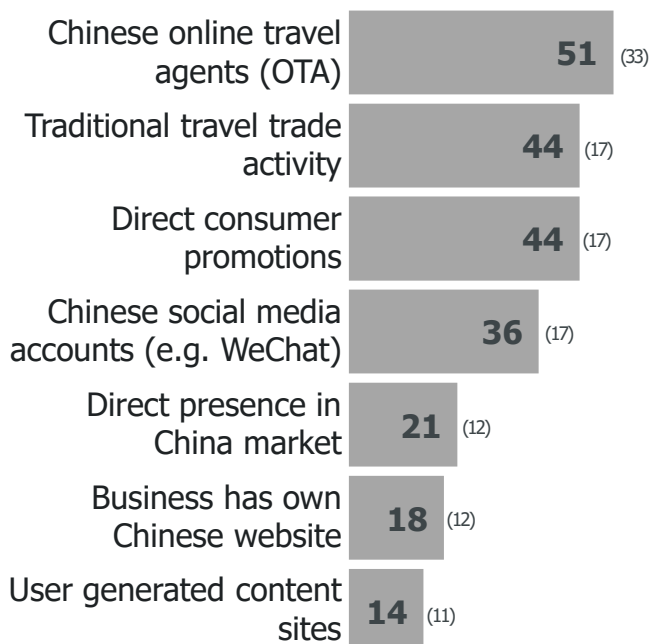


31% (21%)
Union Pay

10% (5%)
WeChat Pay

14% (8%)
AliPay

Main channels of engagement with the Chinese market (%)



Top 5 impediments to attracting Chinese visitors (%)

Language barriers **14**

Not interested/suitable location **9**

Lack of destination awareness **9**

Not in metro/main city location **8**

Preference to other destinations **6**

Top 5 assistance needed to attract Chinese visitors (%)

Destination marketing **21**

Language barriers **10**

More understanding of Chinese market **10**

General marketing assistance **9**

Introductions and networking **9**

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)