

TNQ Tourism Operators in the China Market (October 2018)



Key findings: Tourism operators have increased the usage of online travel agents and travel trade activity as their main channels of engagement with the Chinese market. Compared to the findings from February 2018, the proportion of Chinese customers remain similar. However, the results found there was a lower proportion of TNQ operators using direct consumer promotions as their main channel of engagement with the China market, when compared to the 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 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 **TNQ operators only**.



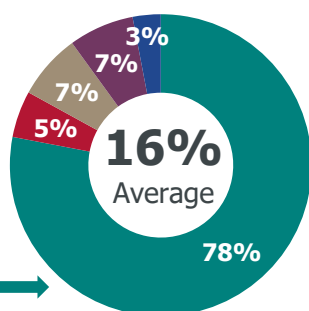
Proportion of customers ...

On average

41%

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: 78% of operators indicated that 1-10% of their international visitors were Chinese

Chinese Payment Channels Offered

(Base: All Operators)



WeChat Pay

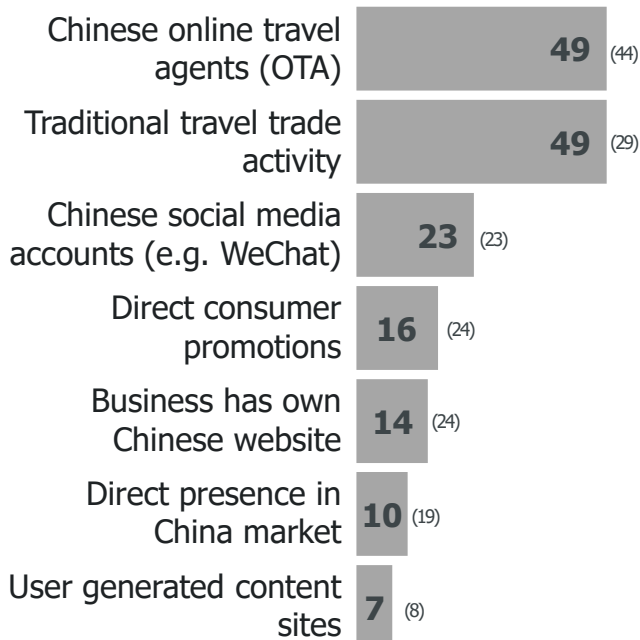


29% (27%)
Union Pay

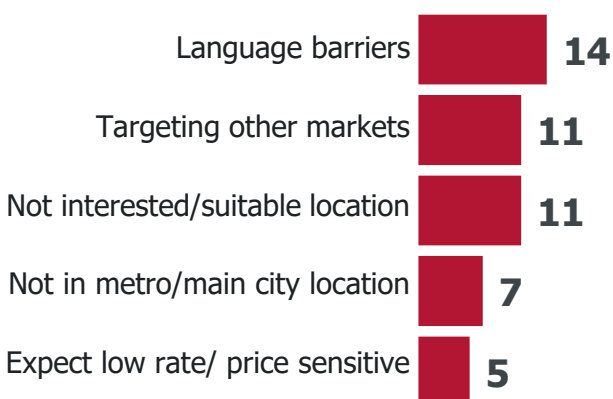
10% (7%)
WeChat Pay

15% (9%)
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)