

CHINA

Market Profile

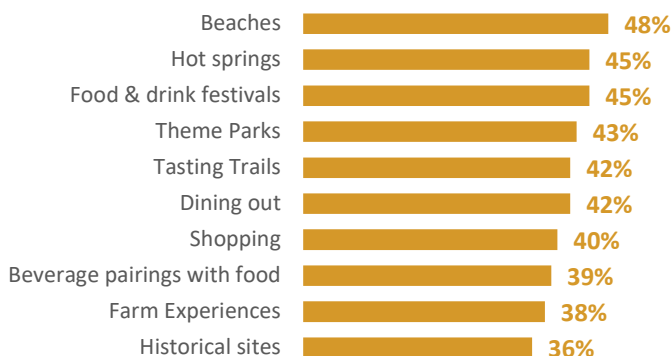
Market value

- + International tourism recovery from this market is slower than most, it is expected to have a stronger recovery in 2024, estimations for full recovery for China is by the end of 2025.
- + China is a peak value market for Australia and Tasmania as Chinese visitors tend to spend more and stay longer. In December 2019 they were the 2nd largest international leisure market and the highest spending leisure market for Tasmania.
- + Leisure visitors from China are more likely to stay longer (+11 nights) and are more likely to be a first-time visitor to Tasmania, just under 20% have visited previously.
- + Viewing wilderness and wildlife are key drivers for Chinese visitors and bushwalking is their major activity while in Tassie which makes them more likely to visit national parks in Tasmania.
- + However, they also take pleasure in trying Tasmanian food and beverages and enjoy being able to self-drive which allows them flexibility to disperse more around the state.
- + Visitors are more likely to stay overnight in the cities of Hobart and Launceston as well as the East Coast. Chinese visitors do travel around the State but tend to do day trips to visit the other areas of the State.

Source: Tourism Tasmania's Tasmanian Visitor Survey. All values on this page are the average across 2017-19, International Visitor Survey, Tourism Research Australia. YE Dec 2019 & TRA International Forecast 2023-2028

Interest in general tourism experiences

Experiences with the highest level of interest when on holiday anywhere for Chinese visitors.



Source: Tourism Australia [Future of Demand](#) market profile

Tasmania's associations

Chinese visitors ranking[^] of Tasmania compared to other Australian destinations for the 24 experiences associated with Australia:

[^] Ranking of Tourism Australia's CDP associations	Average+	HYT*
Rich history and heritage	8	11
WC nature and wildlife	10	8
Good food and wine	17	11
WC aquatic and coastal	18	18

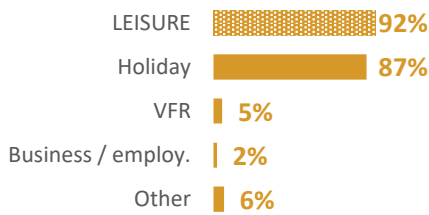
[^]Source: Tourism Australia: Ranked by importance to market. CDP means Consumer Demand Project. WC means World Class. *HYT means Tourism Australia's High Yield Traveller classification. +Average: survey respondents from this country who have travelled outside their country in the last 5 years or in the next 2 years.

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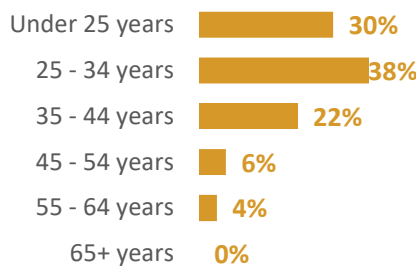
All data refers to Chinese visitors to Tasmania.

Purpose of visit

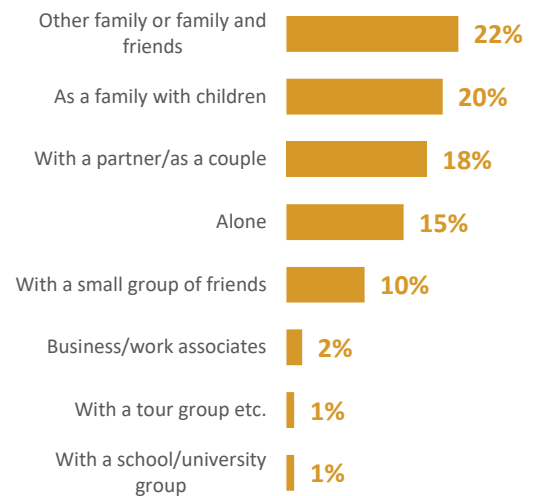


VFR = visiting friends or relatives
Leisure = holiday + VFR

Age



Travel party



Compared to the average international visitor to Tasmania:

- More likely to be on holiday
- More likely to be aged under 45; largest cohort is under 34
- More likely to be travelling with family, and with friends or children

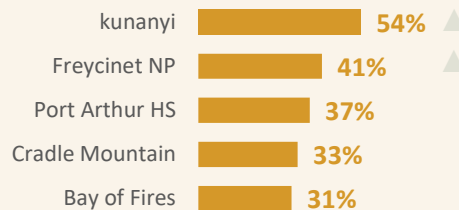
Top 5's in Tasmania

All data indicates top experiences visitors from this country participated in while in Tasmania.

Activities



Attractions



Top influences to visit



▲ indicates more likely to participate in than the average international visitor.

