

23-25 November 2017
Surfers Paradise Marriott Resort & Spa, Gold Coast

2017 : year of China – Australia Tourism and International Year of Sustainable Tourism

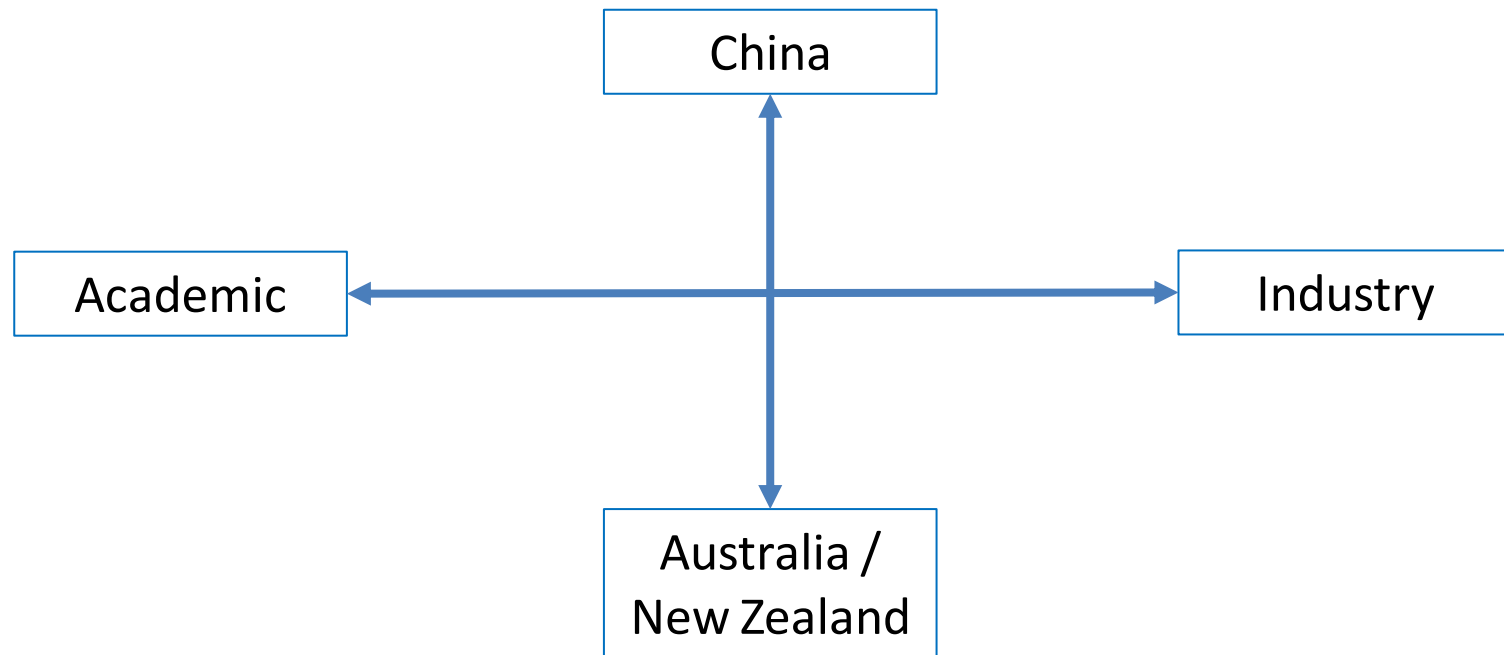
Professor David Simmons : Conference Summary



New Zealand's specialist land-based university

Agenda

- The Chinese Market in OZ (Tourism Australia)
- Digital Connectivity (AliPay)
- David's Takeouts

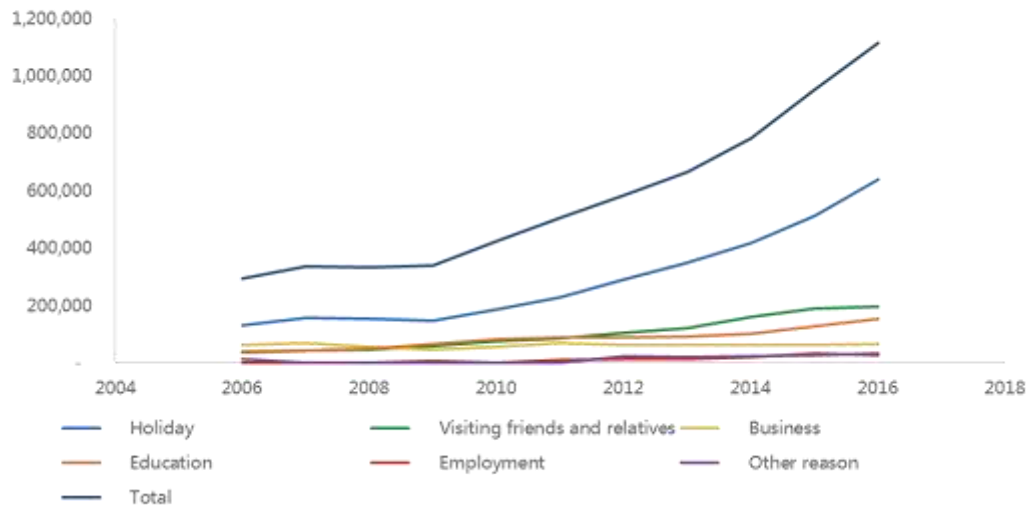


Mr George Lawson (Alipay): **Connecting with Alipay in Tourism**

Mr Edison Chen (CTrip): **Destination marketing from perspective of “big data”**

China is incredibly important for Australian tourism and commerce

Chinese Visitors



Visitor Arrivals¹

- 1.2m
- 2nd largest

Total Spend²

- \$9.2bn
- Largest spend

Visitor Nights²

- Median 9 nights
- Largest for total visitor nights

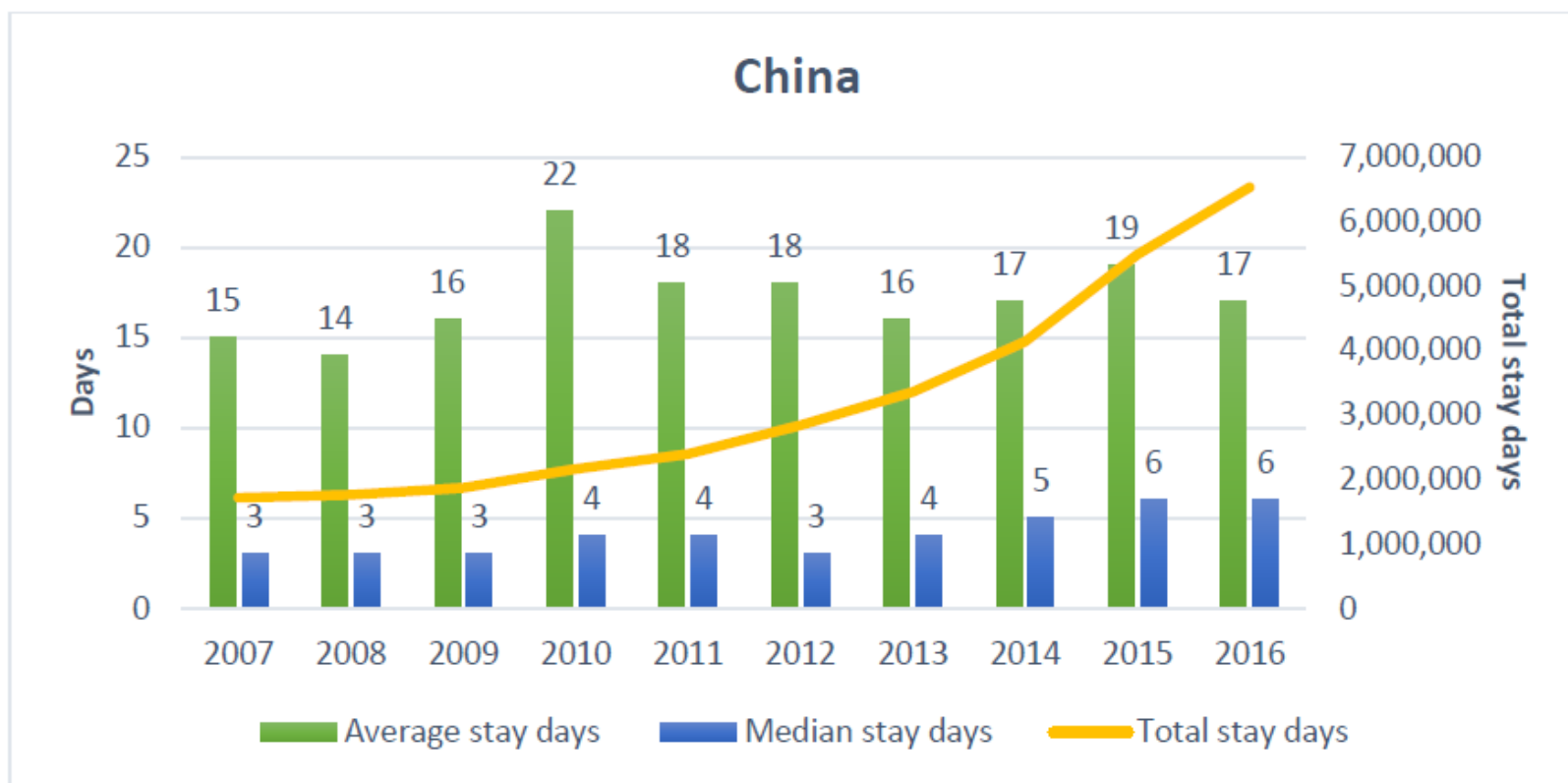
Estimated 3.3m tourists by 2026³
Potential to be worth \$13bn by 2020³

Sources: 1. Department of Immigration and Border Protection, December 2016. 2. Tourism Research Australia, International Visitor Survey, December 2016. 3. Tourism Australia, China Market Profile



(NZ) Annual State of Industry Report

Figure 9 Length of stay – China



MANAGING TOURISM DIVERISTY & DISPERSAL: POSITIONING AUSTRALIA

PHILLIPA HARRISON | EXECUTIVE GENERAL MANAGER | INTERNATIONAL



CHINA IS AUSTRALIA'S MOST IMPORTANT MARKET



AUSTRALIA'S
#1
MARKET FOR
SPEND

VISITORS FROM
CHINA CONTRIBUTE
**\$1 IN EVERY
\$5**
SPENT BY VISITORS
IN AUSTRALIA

SOON TO BE
#1
MARKET FOR
VISITORS

1 IN 8
INTERNATIONAL
VISITORS ARE
FROM CHINA

EXPERIENCES

WORLD CLASS NATURE, FOOD & WINE,
AQUATIC & COASTAL

80%

OF TRAVELLERS ARE
FREE AND INDEPENDENT (FIT)

TWO-THIRDS

OF TRAVELLERS ARE <35 YEARS OLD

84%

SHARE TRAVEL ON SOCIAL

100M+ TRAVELERS

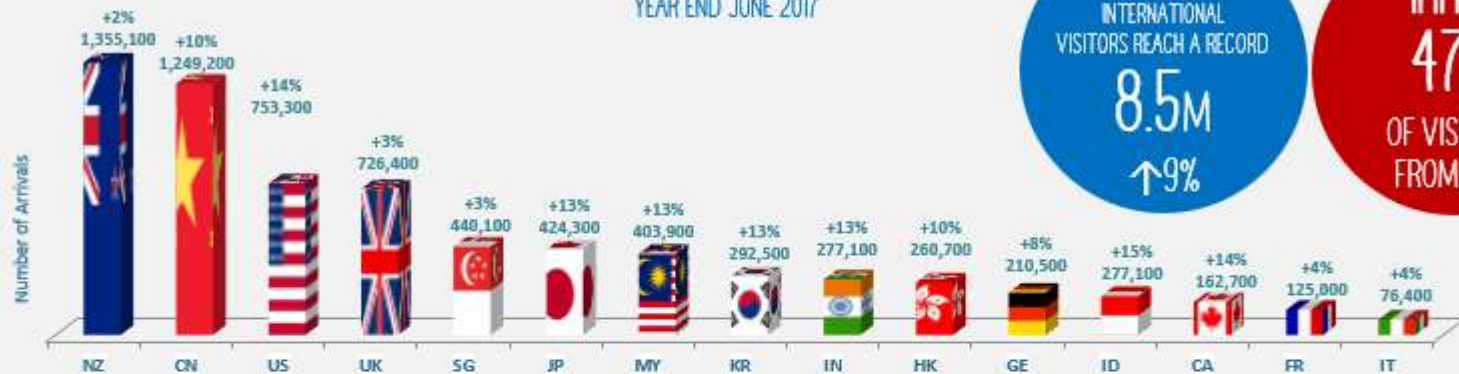
CHINESE CONSUMERS TRAVEL OVERSEAS,
EXPECTED TO DOUBLE BY 2030

CHINA – INSIGHTS



INTERNATIONAL VISITORS TO AUSTRALIA

YEAR END JUNE 2017



INTERNATIONAL
VISITORS REACH A RECORD
8.5M
↑9%

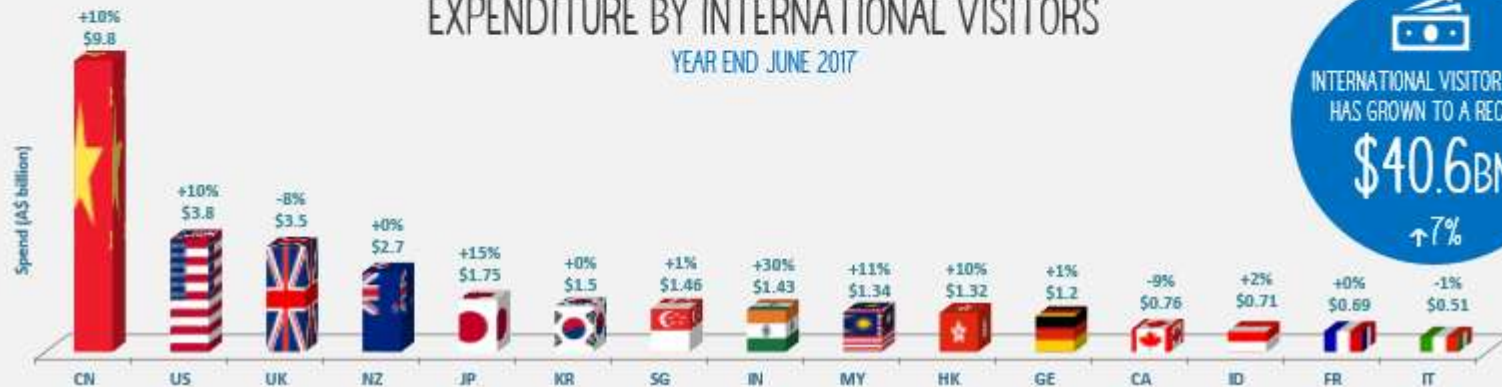
47%
OF VISITORS
FROM ASIA

Source: Australian Bureau of Statistics

% represents growth year on year

EXPENDITURE BY INTERNATIONAL VISITORS

YEAR END JUNE 2017



INTERNATIONAL VISITOR SPEND
HAS GROWN TO A RECORD
\$40.6BN
↑7%

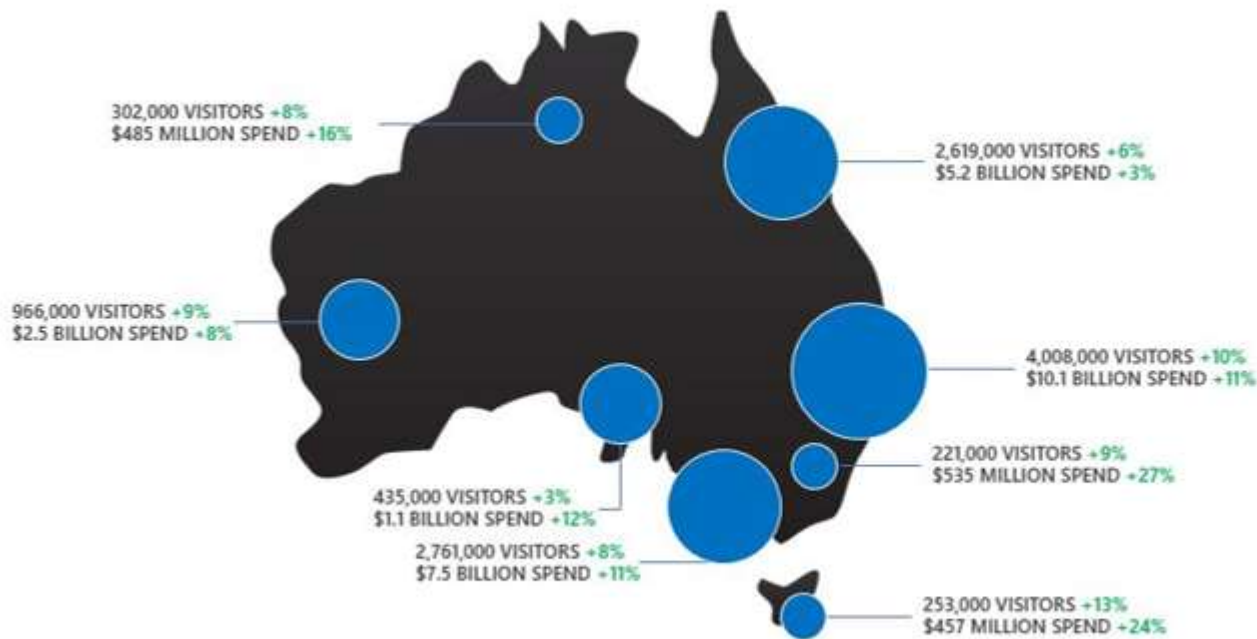
GROWING IMPORTANCE OF THE EAST

SHARE OF INTERNATIONAL VISITORS

■ EAST ■ WEST



INTERNATIONAL VISITOR DISPERSAL

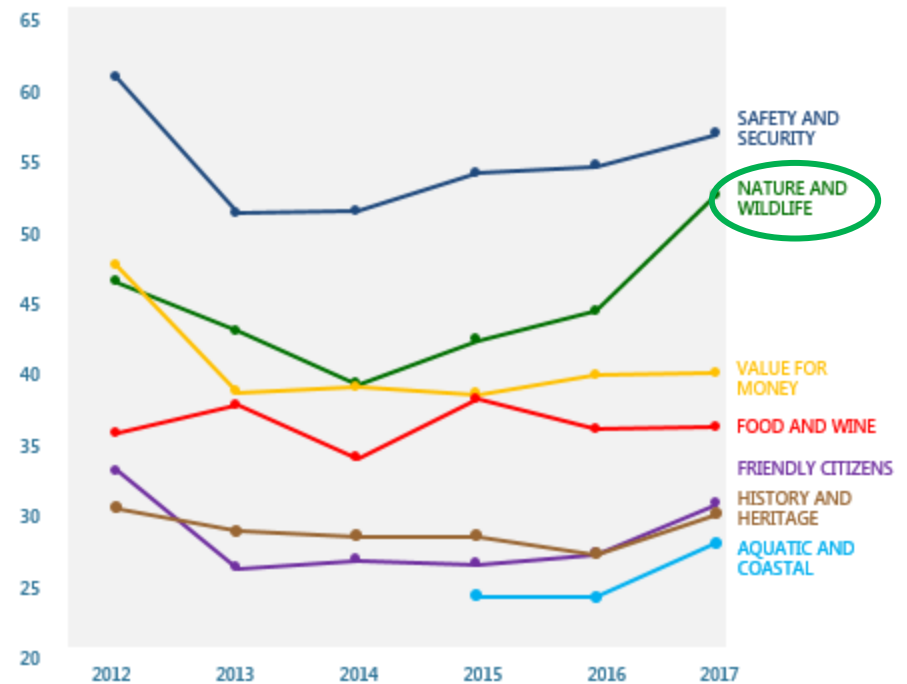
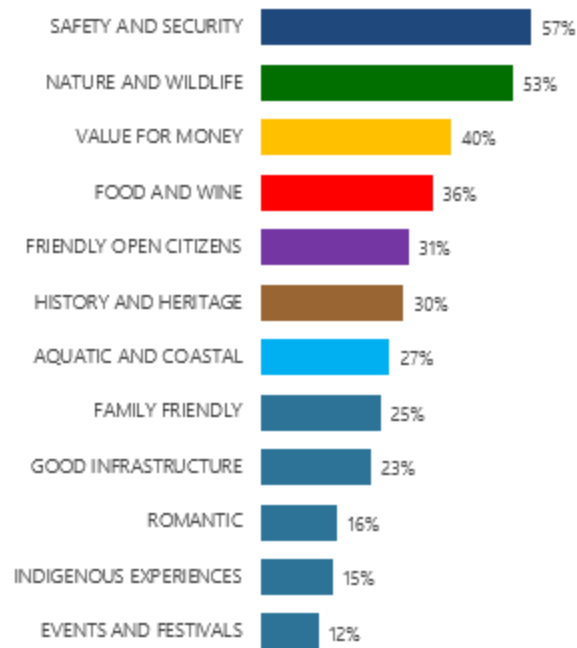


WESTERN
MARKETS
30-40%
DISPERSE

EASTERN
MARKETS
15-20%
DISPERSE

Source: International Visitor Survey, June 2017 YE, Tourism Research Australia

KEY DRIVERS OF DESTINATION CHOICE



OUR MARKETING FOCUS



YOUTH



YOUTH
TRAVELLERS
DISPERSE
WIDELY

2.1 MILLION

YOUTH TRAVELLERS VISIT
AUSTRALIA EVERY YEAR

\$7,900



spend per trip

\$126



per night

63

average
days stayed

34%



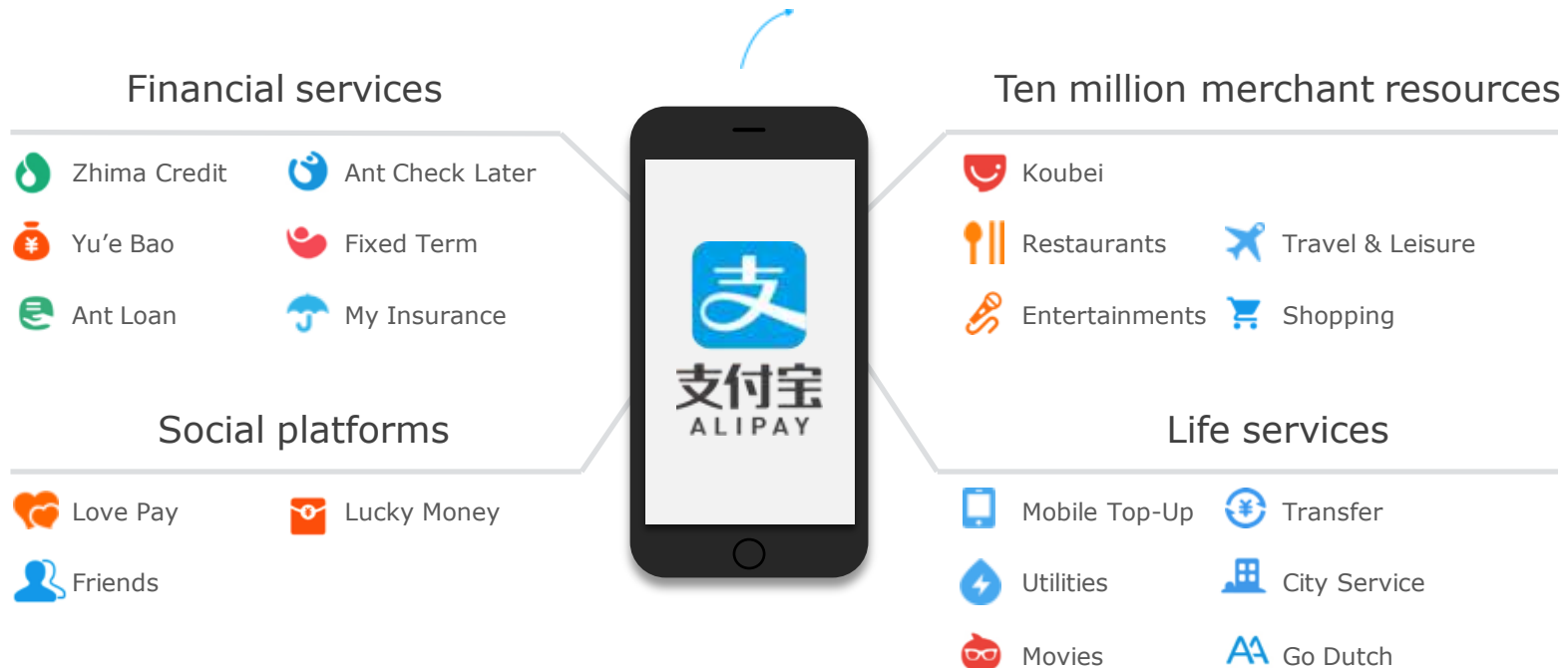
12%

compared to 6% of
non-youth travellers



Alipay App is a Lifestyle Super App

Alipay is a must-have APP for Chinese users' daily life as a Super APP, which covers a wide range of functions.



Coverage: reaches 70% of outbound Chinese tourists




- High penetration in China particularly in tier 1-3 cities
Shanghai, Beijing, Shenzhen, Guangzhou, Hangzhou, etc.
- Major locations for outbound Chinese tourists



Fliggy (Alitrip) – targeted audience pre-trip



 **500+**
IATA Members

 **250,000**
Hotel & Resorts

 **2,000,000**
Tourism Products

 **8000**
Tourism Attractions



200M memberships and **10M visitors** per day

T



Book airline ticket on
Fliggy

T+1



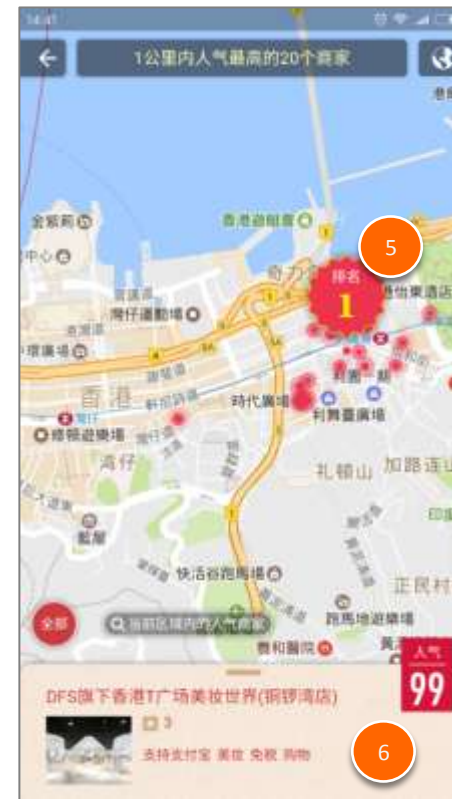
Receive merchant info.
of destination on Alipay





Discover – a platform to present your business to Alipay customers (1)



1.  Fix users' region based on real-time LBS
2.  Ongoing local promotions
3.  Stimulate spending: Competitive exchange rate
4.  Easy to find: Alipay's #2 Icon





5.  Find popular nearby merchants based on users' LBS location
6.  Recommendations based on popularity index




Discover – a platform to present your business to Alipay customers (2)




1.  Display merchant content guides

2.  Recommend nearby merchants based on LBS



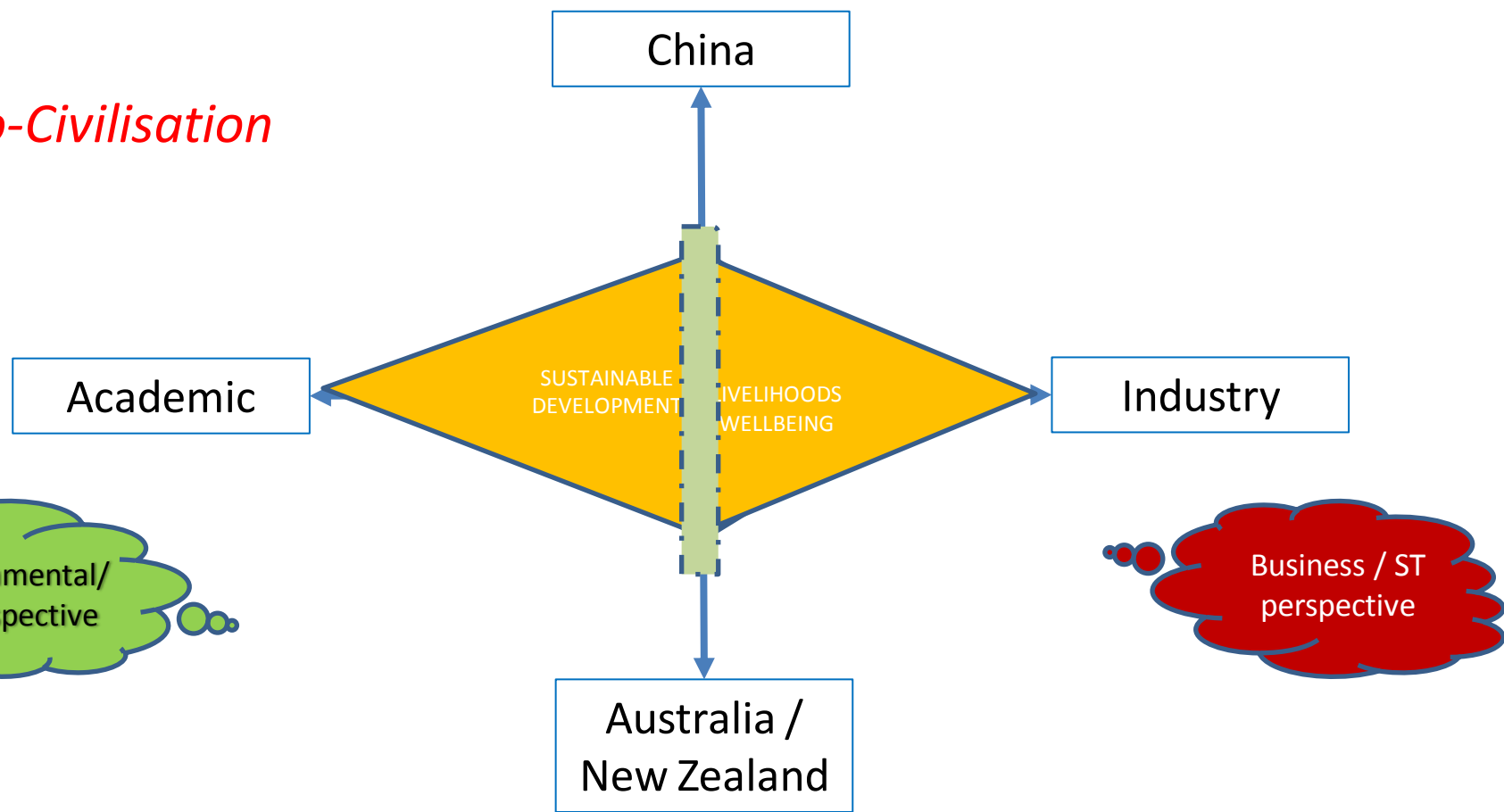
3.  Merchant information and user reviews

4.  Allow users to claim coupons pre-trip





The Eco-Civilisation



David's Takeouts!

- The Chinese are **here**
 - And they are still coming
- Imbalanced flows
 - And imbalanced development / product / experiences (food and language)
- Massive (not understood) social connectivity
 - From purse to product
- “Eco” means different things!
- *How do you tell and retain the unique Australian story... and protect it from overtourism*



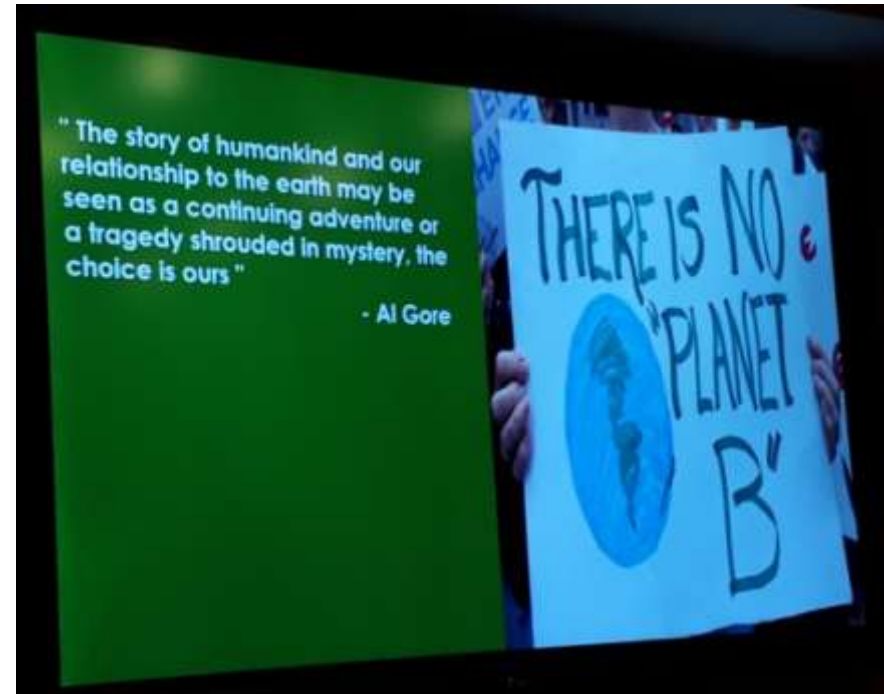
Thank you for your attention

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www.lincoln.ac.nz/leap

Sustain.pata.org (Sustainable Tourism Online)



Thanks to Ms Nirmi

