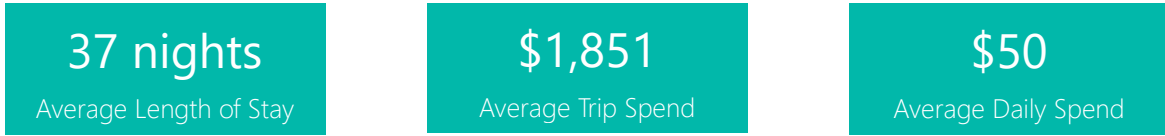


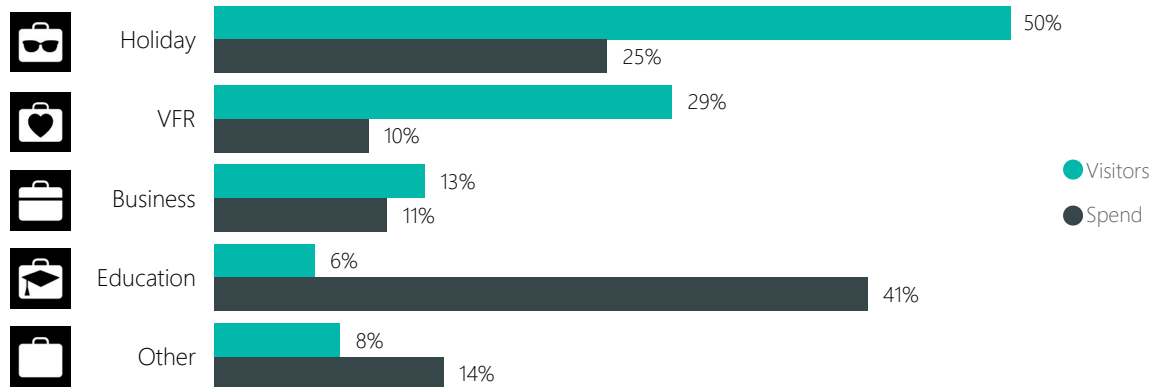
# CHINA | MARKET PROFILE 2023

## MARKET OVERVIEW

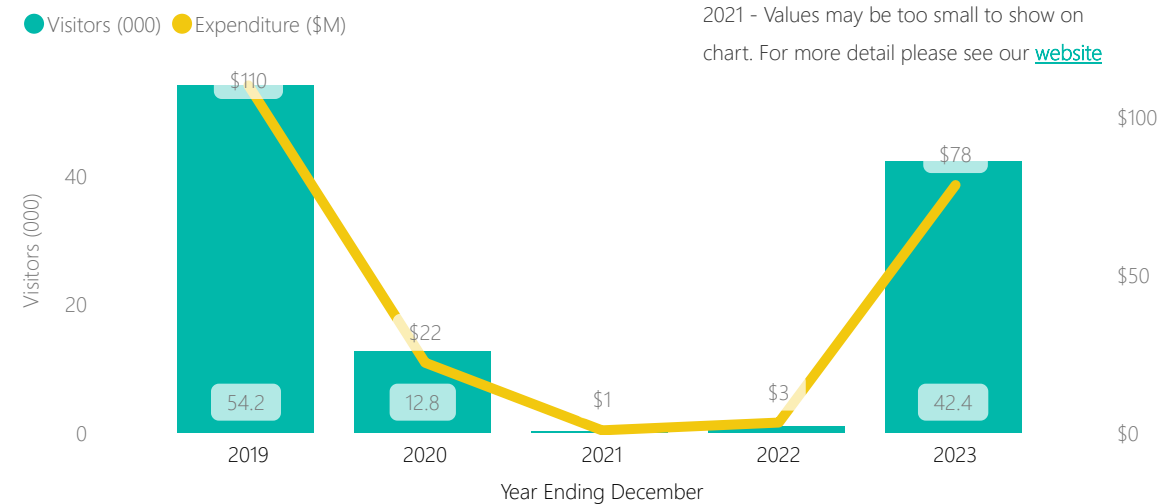
### Leisure Visitation to WA<sup>1</sup>



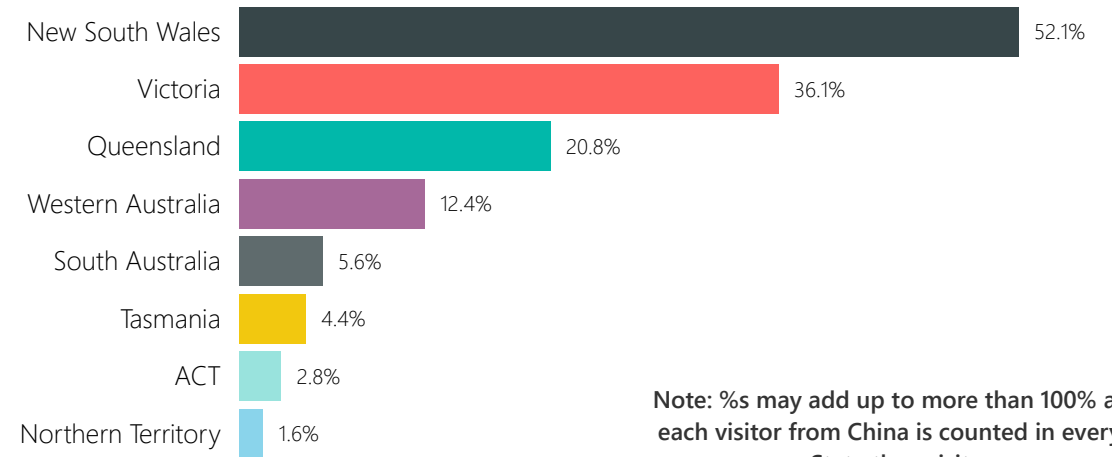
### International Visitors and Spend by Purpose (WA)<sup>1</sup>



### Leisure Visitation and Spend to WA<sup>2</sup>

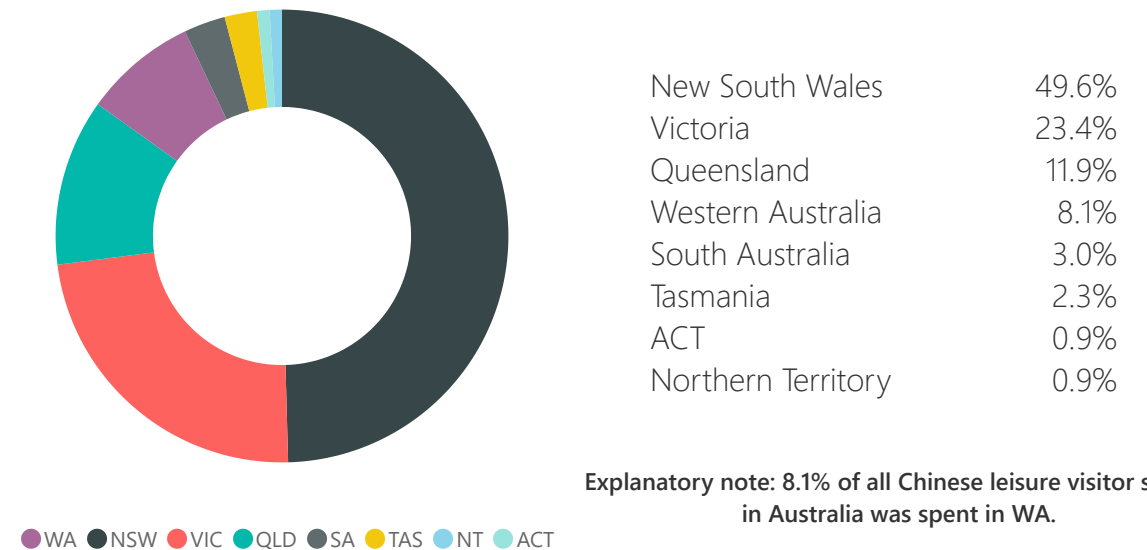


### Market Share of International Leisure Visitors to Australia<sup>1</sup>



Note: %s may add up to more than 100% as each visitor from China is counted in every State they visit.

### Market Share of International Leisure Visitor Spend in Australia<sup>1</sup>

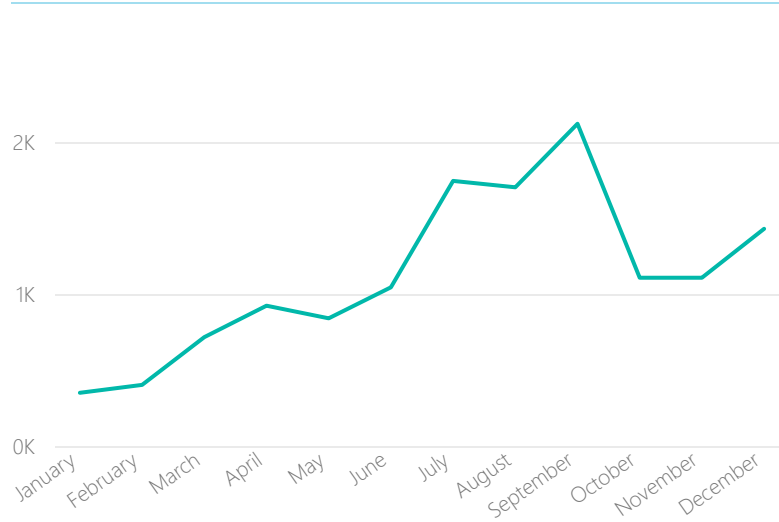


Explanatory note: 8.1% of all Chinese leisure visitor spend in Australia was spent in WA.

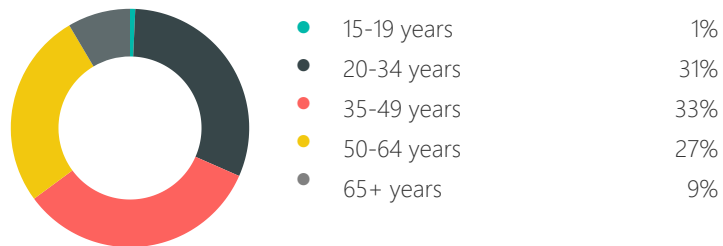
# CHINA | MARKET PROFILE

## TRIP PROFILE (TWO YEAR AVERAGE - 2019/23)

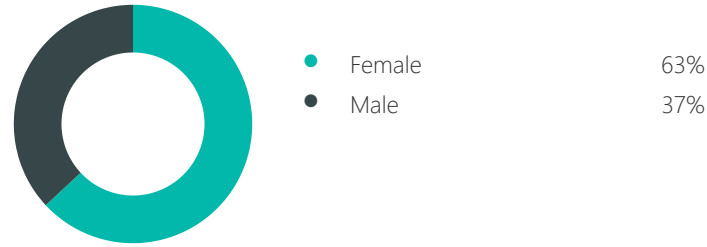
Seasonality - Short-term Leisure Visitor Arrivals to WA<sup>4</sup>



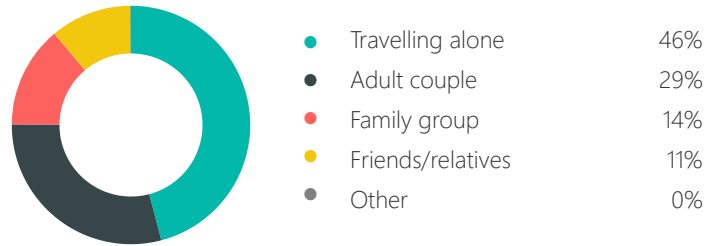
Age<sup>3</sup>



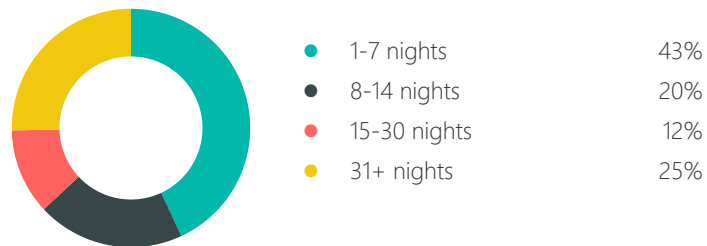
Gender<sup>3</sup>



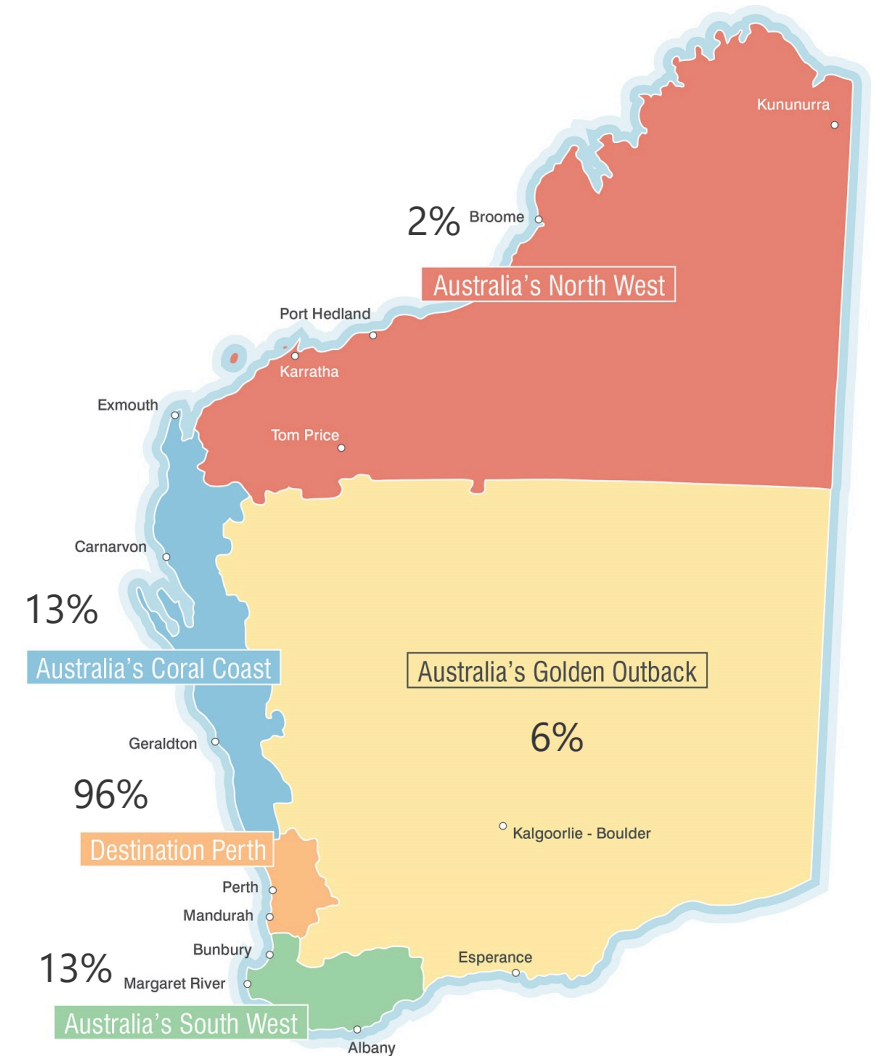
Travel Party<sup>3</sup>



Length of Trip<sup>3</sup>



Regional Dispersal<sup>3</sup>



# CHINA | MARKET PROFILE

## TRIP PROFILE (TWO YEAR AVERAGE - 2019/23)

### Top 5 Activities for Leisure Visitors to WA<sup>3</sup>

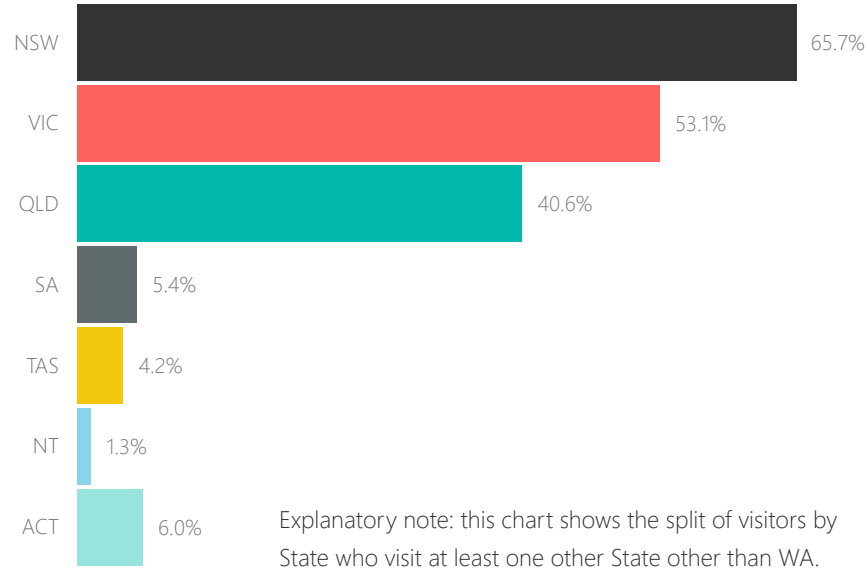
1	Eat out / dine at a restaurant and/or cafe	95%
2	Go shopping for pleasure	94%
3	Go to the beach	81%
4	Sightseeing/looking around	82%
5	Visit national parks / state parks	78%

*NOTE: Activity may have taken in place in WA or elsewhere in Australia during the trip.*

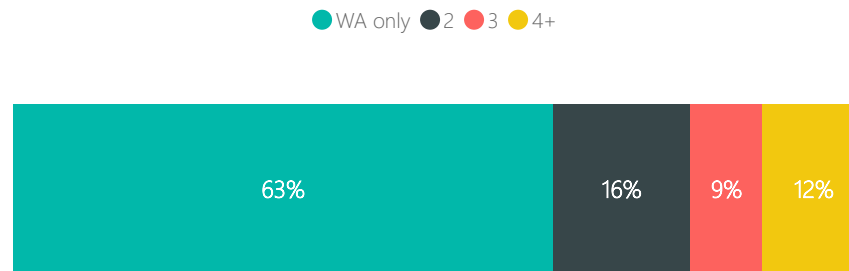
### Top 3 Accommodation Choices for Leisure Visitors to WA<sup>3</sup>

1	Hotel/resort/motel or motor Inn	55%
2	Other Private Accommodation	41%
3	Friends or relatives property	31%

### Other States Visited<sup>3</sup>



### Number of States Visited<sup>3</sup>



### Group Tour v Free Independent Travellers (FIT)<sup>3</sup>

96% of Chinese leisure visitors to WA are free independent travellers. Chinese leisure visitors to the rest of Australia are much more likely to be on a group tour and only 79% are free independent travellers.

### Repeat Visitors<sup>3</sup>

64% of Chinese leisure visitors to WA are on a return visit to Australia

### Travel Packages<sup>3</sup>

10% of Chinese leisure visitors to WA arrived on a travel package

# CHINA | MARKET PROFILE

## IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

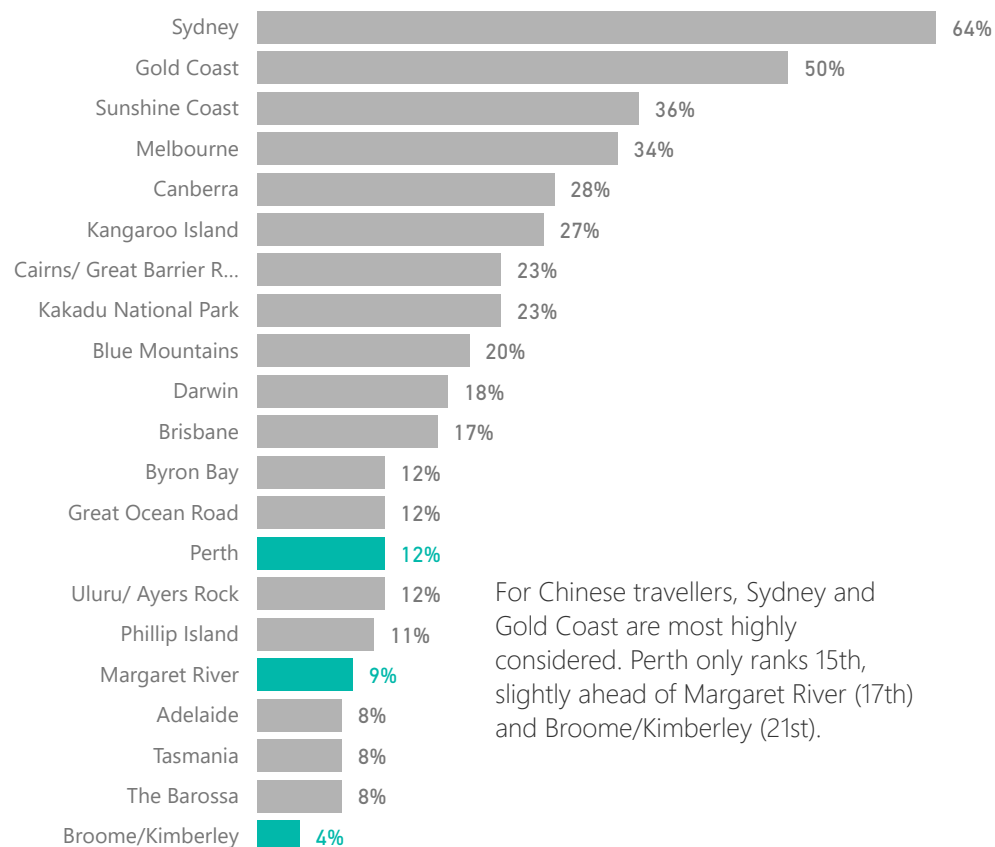
### Out of region (OOR) travellers



Travelled outside of their region within the last 5 years for leisure and/or intend to travel outside of their region for leisure within the next 2 years

### Consideration of Australian Destinations <sup>5</sup>

(those considering a trip to Australia in the next 4 years)



For Chinese travellers, Sydney and Gold Coast are most highly considered. Perth only ranks 15th, slightly ahead of Margaret River (17th) and Broome/Kimberley (21st).

### Which factors are most important when choosing a destination <sup>5</sup>

- ① A safe and secure destination 38%
- ② Beautiful natural environments e.g. mountains, rivers, forests 31%
- ③ Friendly and open citizens, local hospitality 26%
- ④ Appealing climate or weather 23%
- ⑤ Culturally significant sites to explore 23%
- ⑥ Natural wonders to explore e.g. world heritage sites 23%

When deciding on holiday destinations travellers from China place high importance on beautiful natural environments, similar to the global average, and place lower importance on value for money.

### What OOR travellers associate with destinations <sup>5</sup>

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	35%	24%	13%	11%	10%	9%
A vibrant city lifestyle	36%	28%	13%	10%	8%	9%
Beautiful natural environments	15%	14%	13%	9%	14%	13%
Different and interesting local wildlife	14%	13%	10%	10%	10%	8%
Good food, wine/beverages	31%	24%	14%	12%	10%	11%
Interesting events and festivals	27%	25%	12%	11%	9%	11%
Value for money	27%	20%	12%	12%	10%	8%

Chinese travellers associate Sydney most strongly with a vibrant city lifestyle and being family friendly . Broome/Kimberley and Margaret River are both most highly associated with beautiful natural environments.

# CHINA | MARKET PROFILE

## NOTES & REFERENCES

### Notes

'Leisure' comprises both holiday visitors and those visiting friends and relatives (VFR).

### References

1. Tourism Research Australia – International Visitor Survey, YE Dec 23
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 19/23 (2020-2022 cannot be used)
4. Australian Bureau of Statistics via Tourism Research Australia – Visitor Arrivals and Departures (State of Stay: WA, Category of Traveller: Short Term Visitor Arrival, Main purpose of trip: Leisure, Country (TRA benchmarks)), YE Dec 23
5. Tourism Australia – Consumer Demand Project, July - December 2023.

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