

Insights, Trends & Opportunities



Ambition 2020: High Opportunity Target Markets

Chinese Traveller Survey

April 2013

A | Auckland
Airport

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Insights, Trends & Opportunities



Ambition 2020: High Opportunity Target Markets

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AIAL commissioned TNS to conduct a survey to identify key differences in mono versus dual Chinese visitors

- Mono travellers – Chinese residents who visited New Zealand only (not Australia) in the same trip
- Dual travellers – Chinese residents who visited New Zealand and Australia in the same trip
- Both survey groups were interviewed using an online survey amongst Chinese residents using a TNS affiliated panel provider (consistent with research conducted for Tourism NZ) – with n=150 interviews conducted amongst each group (total n=300)

Core research objectives:

- Who are the mono destination travellers and do they come more than once?
- Why they choose to come to New Zealand?
- What is their decision making process and key influences (Mono versus Dual)?
- What travel patterns and purchasing differences exist between the groups?
- What other competitor product did they consider and why did they chose the one they did?
- What did they plan to spend v actual spend ?
- What would be their likely next destination choice (or will they return again to NZ) and why?

This report summarises the findings from the survey.

Key Insights: *Key Questions*



Who are the mono destination travellers and do they come more than once?

Mono travellers when compared to Dual visitors are generally less frequent leisure travellers – potentially a result of having an overall lower level of household income (and subsequent trip spend). As a result Dual visitors are more likely to have visited New Zealand previously and therefore have a higher level of awareness of what there is to do in New Zealand and what they wish to do when visiting – as well as having a higher level of appeal towards New Zealand prior to the latest trip

Just over one half of Mono travellers claim to have visited New Zealand previously – versus just under two thirds of Dual travellers – suggesting New Zealand is a regularly visited destination

Dual travellers tend to do a greater number of activities in destinations they travel to versus Mono travellers – while engagement towards a wider range of activities suggest a generally more outgoing and adventurous attitude

Why they choose to come to New Zealand?

New Zealand is seen as an excellent place for relaxation – coupled with a high level of awareness of and desire to see natural scenery which captivates many Chinese travellers.

This combined with a local culture are the key drivers making New Zealand unique and different from other countries and enhancing likelihood of New Zealand visitation

Key Insights: *Key Questions*



What is their decision making process and key influences (Mono versus Dual)?

Time available is the key consideration Chinese travellers (both Mono and Dual) cite in terms of the decision making process – which does of course influence the decision on whether to visits New Zealand as a Mono visitor or Dual Visitor

Again, scenery and natural beauty are the most important draw cards making New Zealand a unique and appealing destination

In terms of sources of information, internet sites and recommendation from friends or family are key for both groups

What travel patterns and purchasing differences exist between the groups?

Mono travellers are less frequent leisure travellers – while their New Zealand trip behaviour is slightly different also. Dual travellers had a much greater number of reasons they wished to come to New Zealand on their most recent trip

Reflective of their higher relative income, dual travellers are more likely to have travelled via first or business class – though typical trip length, the cities visited and share of spend by category is relatively similar for both groups

What other competitor product did they consider and why did they chose the one they did?

Most Mono travellers did consider other destinations (with Australia being the most considered alternative) – with many considering a ‘Dual’ Australia and New Zealand visit – the most common reason why not chosen is additional travel time and perception of similarity between the two countries

Positively for most Dual visitors New Zealand is a draw card rather than just being ‘part of a package’ – and while many considered a New Zealand only trip the cost, time and long distance from China led to a Dual trip instead

Key Insights: *Key Questions*



What did they plan to spend v actual spend ?

In terms of spend, again reflective of higher household income, Dual visitors spent on average significantly greater amounts on their trips to New Zealand – virtually across all areas

Around a third of both groups spent on average more than they intended to – with both Dial and Mono travellers more likely to have overspent on sightseeing or shopping and souvenirs

What would be their likely next destination choice (or will they return again to NZ) and why?

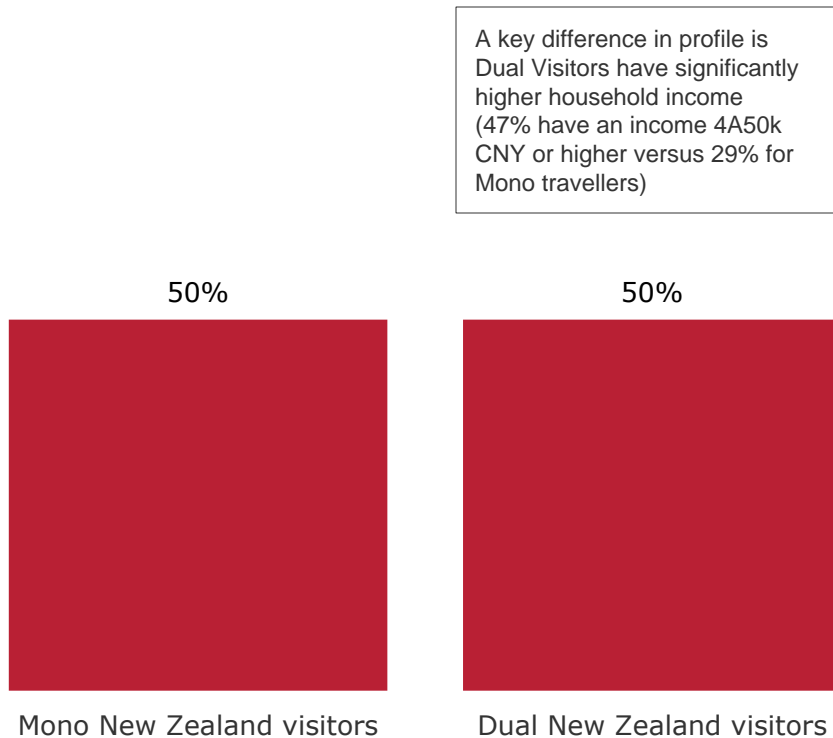
The vast majority of travellers to New Zealand, both Mono and Dual, have a high intention to visit New Zealand again in the future – though most would do a combined trip to both New Zealand and Australia

In terms of the next leisure trip they intend to take, New Zealand is the most likely destination at just over one quarter of all destinations mentioned

Key pull factors are again the scenic and cultural aspects of the country – and should be the focus for any communications designed to draw travellers to New Zealand

The survey was designed to speak to both Mono and Dual travellers to New Zealand to assist understanding in the differences in the two groups

Sample overview



Demographics

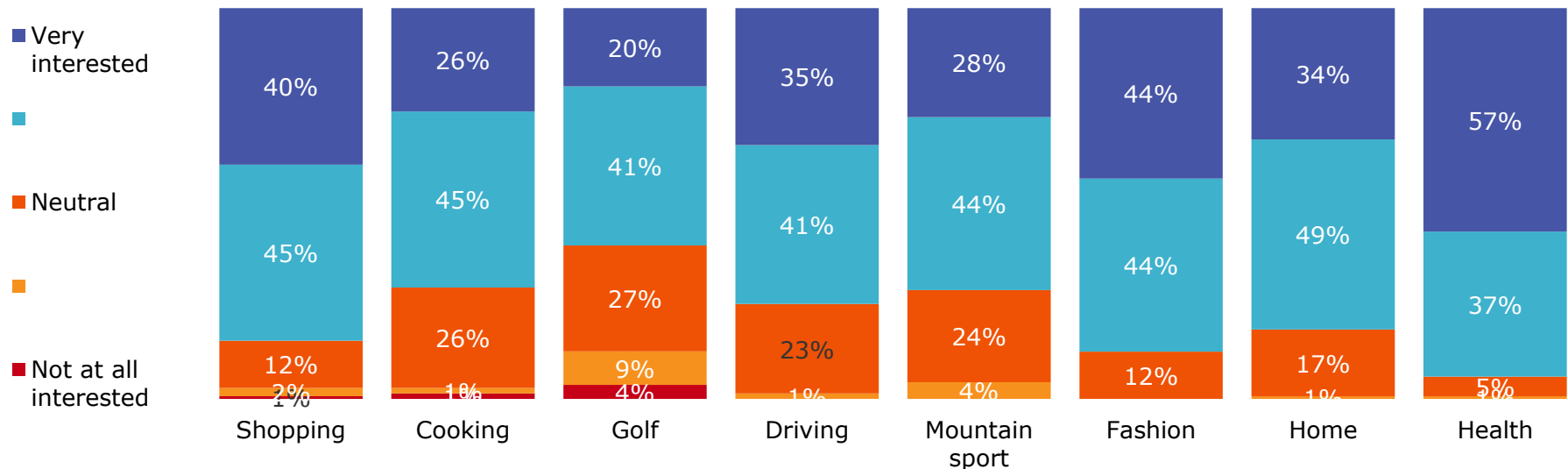
Mono Travellers			Dual Travellers		
Age	<20	-	Age	<20	-
	20-29	32%		20-29	32%
	30-39	42%		30-39	52%
	40-49	16%		40-49	9%
	50-59	8%		50-59	6%
	60+	2%		60+	1%
Gender	Male	45%	Gender	Male	51%
	Female	55%		Female	49%

Sample size n = 150

Sample size n = 150

Dual travellers are also more interested in a range of activities and areas suggesting a more positive and outgoing attitude

Attitudes towards Activities – Mono travellers⁽¹⁾

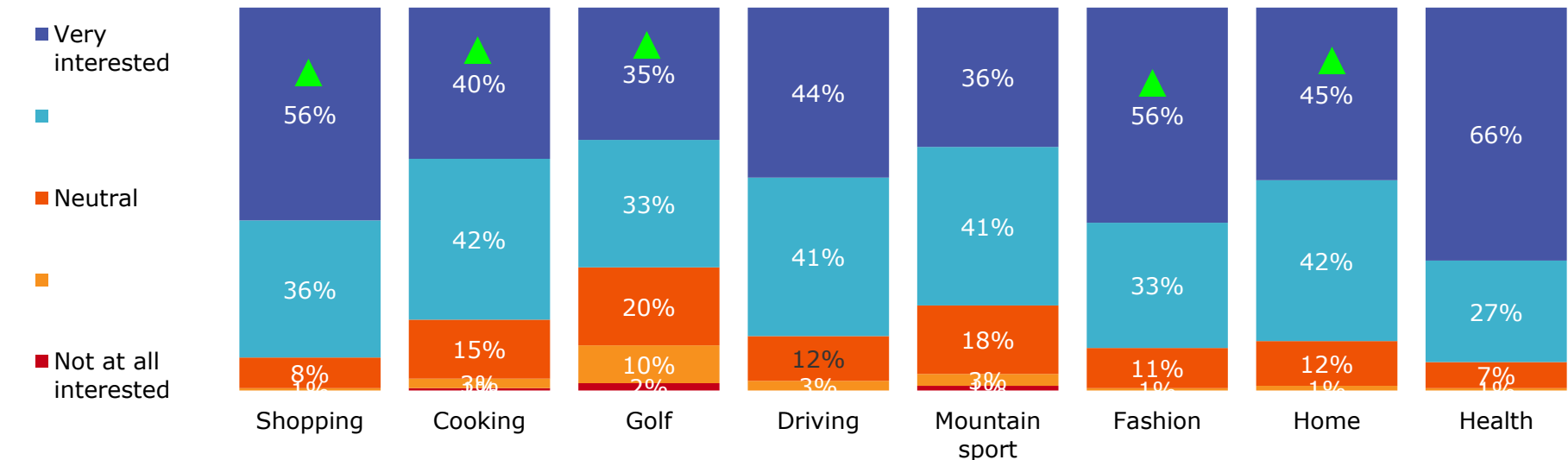


Notes:
1. Sample size n = 150 / 150

Dual travellers are also more interested in a range of activities and areas suggesting a more positive and outgoing attitude



Attitudes towards Activities– Dual travellers⁽¹⁾



▲ Significantly higher than other groups
▼ Significantly lower than other groups

Notes:
1. Sample size n = 150 / 150



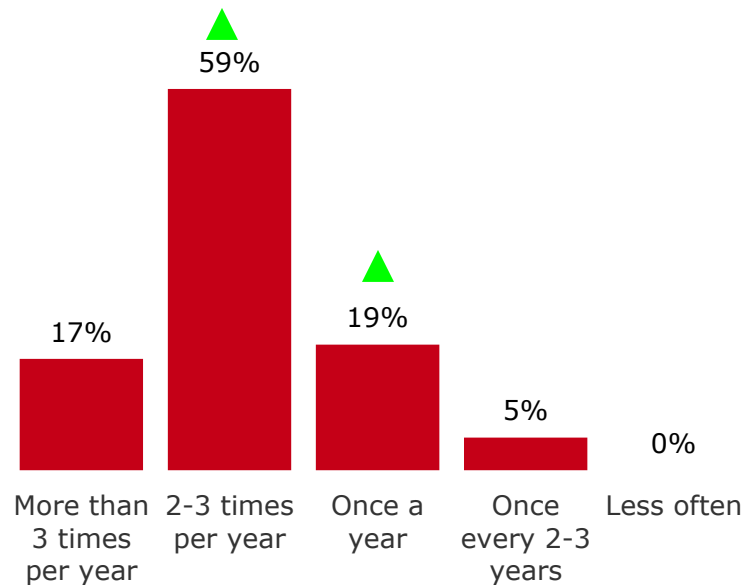
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Typical travel behaviour

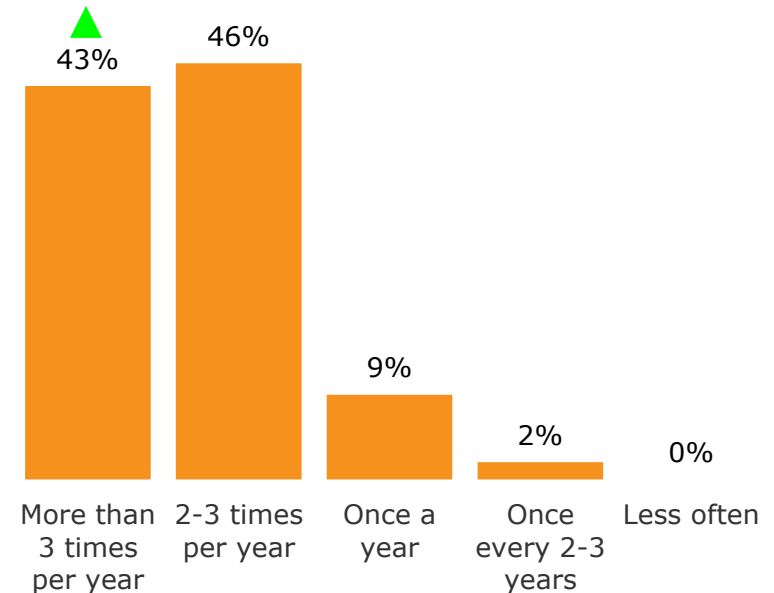


Dual travellers are travelling significantly more often for leisure purposes – just under half travel in excess of three times per year

Frequency of travel overseas – Mono travellers⁽¹⁾



Frequency of travel overseas – Dual travellers⁽¹⁾

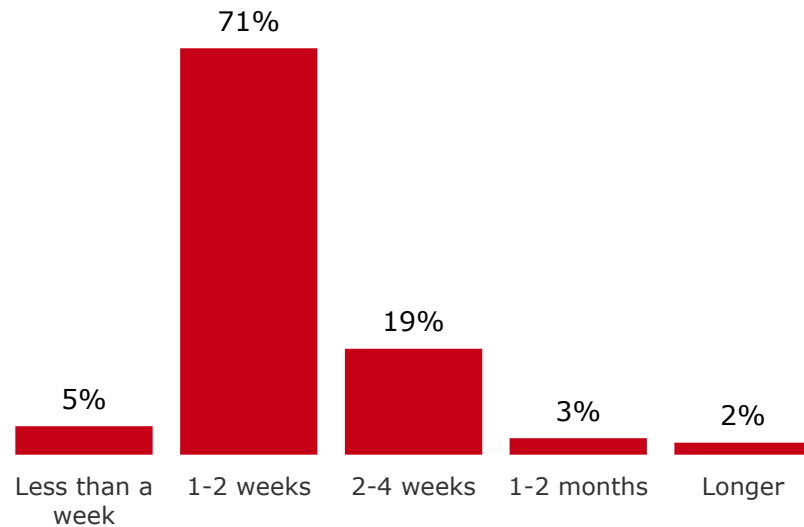


▲ Significantly higher than other groups
▼ Significantly lower than other groups

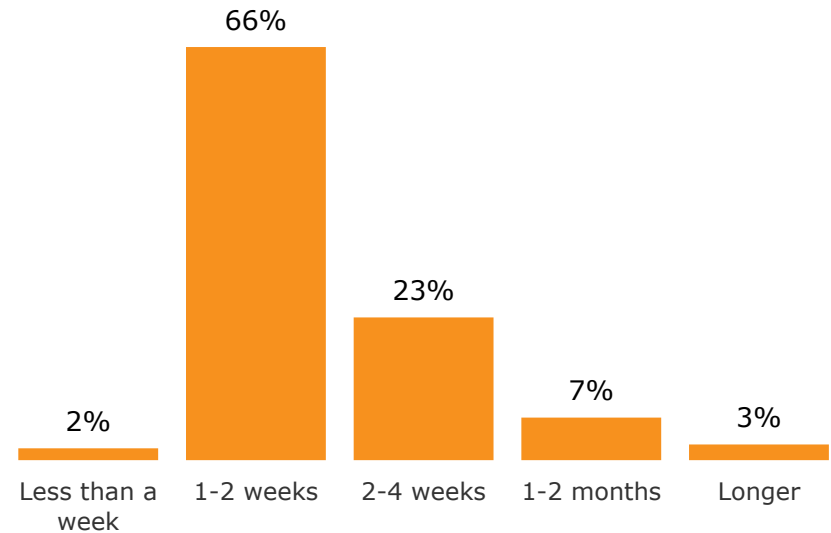
Notes:
1. Sample size n = 150 / 150

However, no significant differences are evident in terms of the actual length of typical leisure trips with the majority holidaying for 1-2 weeks

Length of stay – Mono travellers⁽¹⁾



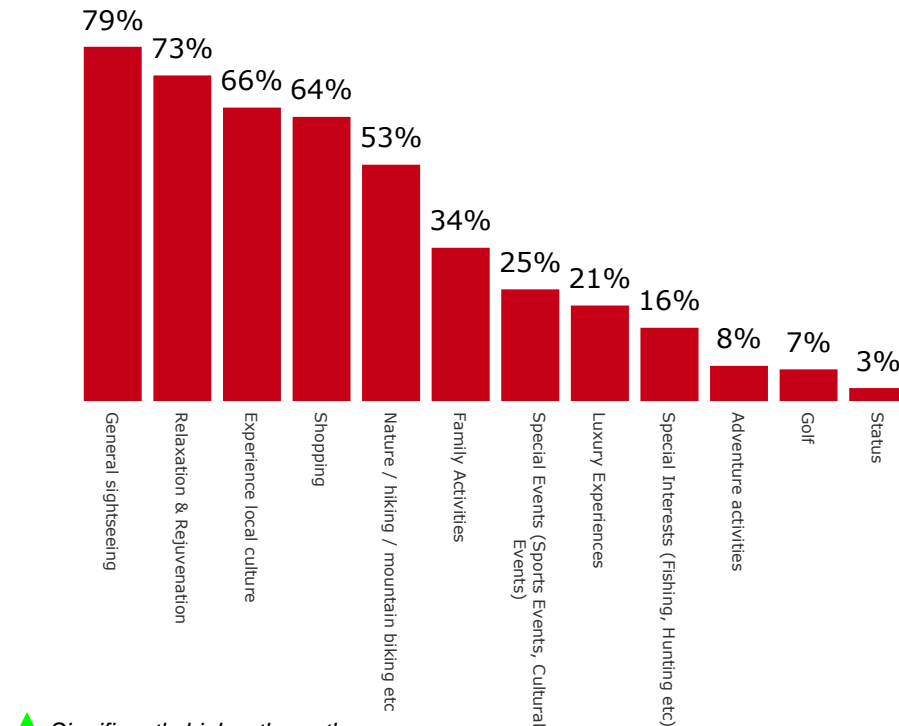
Length of stay – Dual travellers⁽¹⁾



Notes:
1. Sample size n = 150 / 150

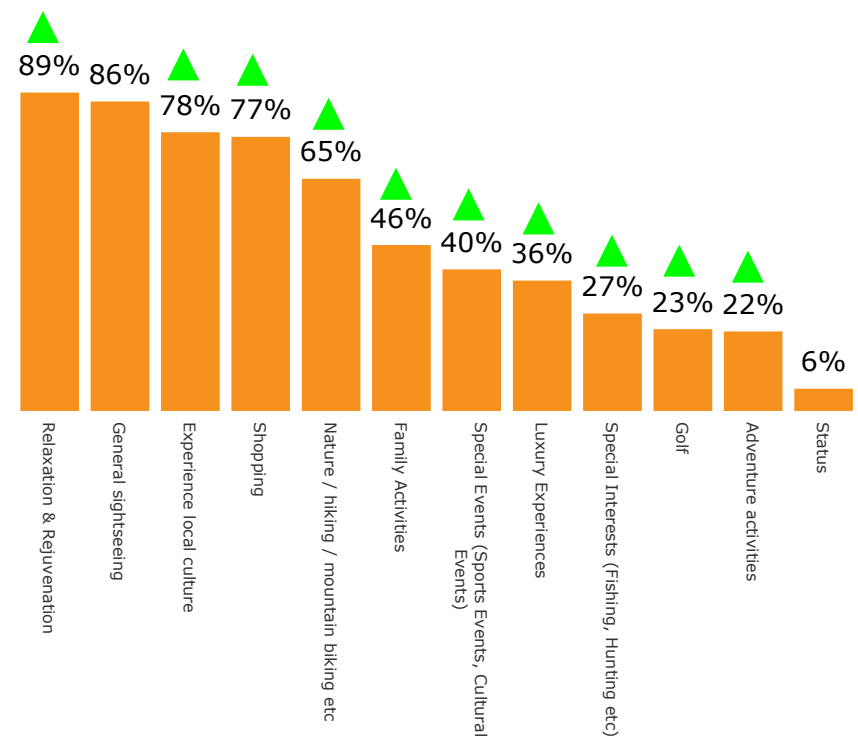
General sightseeing and relaxation are the most frequent activities for Chinese travellers – though Dual visitors are more likely to engage in a wider number of activities when on holiday

Typical activities done by visitors – Mono visitors⁽¹⁾



▲ Significantly higher than other groups
 ▼ Significantly lower than other groups

Typical activities done by visitors – Dual visitors⁽¹⁾



Notes:
 1. Sample size n = 150 / 150



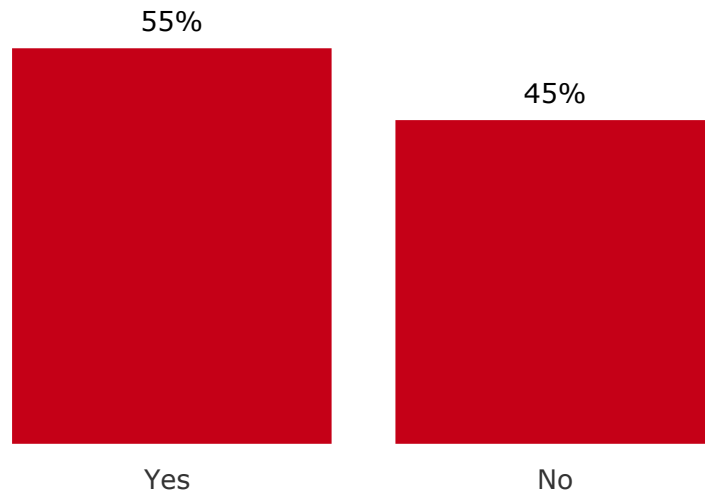
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New Zealand perceptions - pre trip

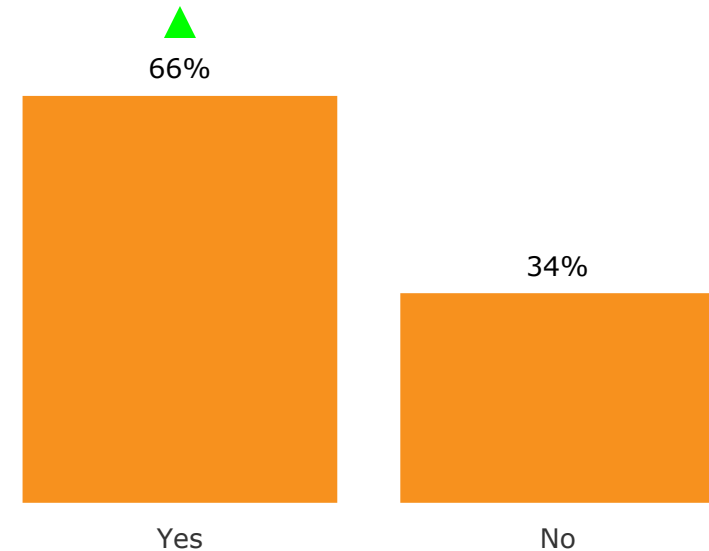


Dual travellers are significantly more likely to have visited New Zealand previously

Visitation of New Zealand prior to most recent trip – Mono travellers⁽¹⁾



Visitation of New Zealand prior to most recent trip – Dual travellers⁽¹⁾



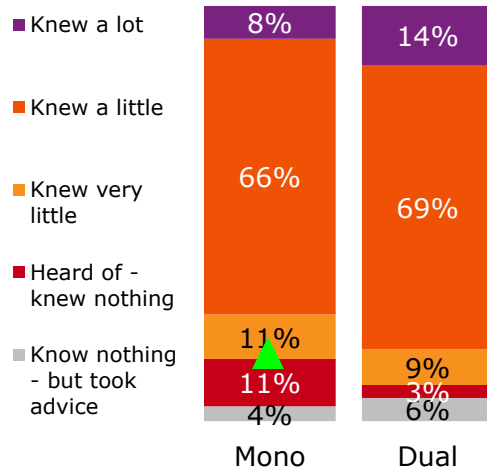
▲ Significantly higher than other groups
▼ Significantly lower than other groups

Notes:
1. Sample size n = 150 / 150

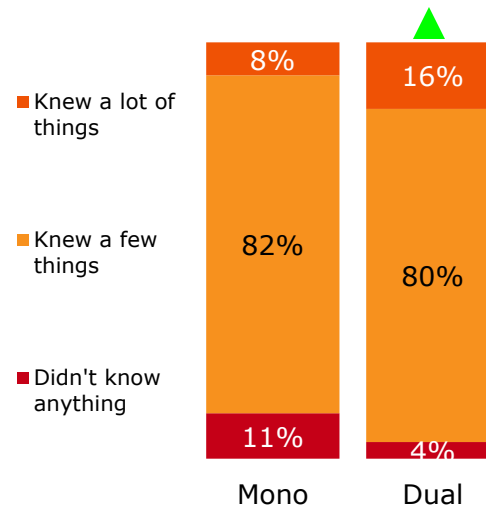
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Dual visitors to New Zealand are generally more aware and have a better idea of the activities they wished to do prior to coming to New Zealand

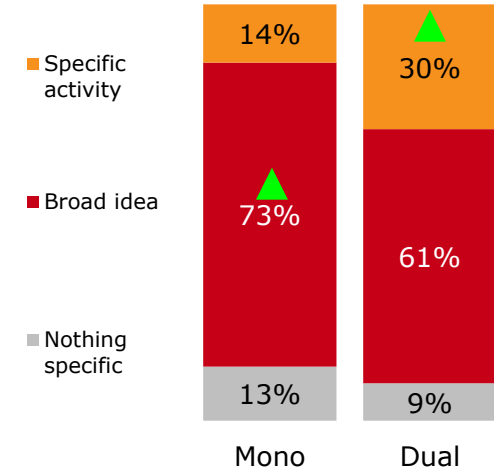
Awareness of New Zealand prior to trip



Familiarity of activities/leisure



Specific activities/leisure desired prior to trip

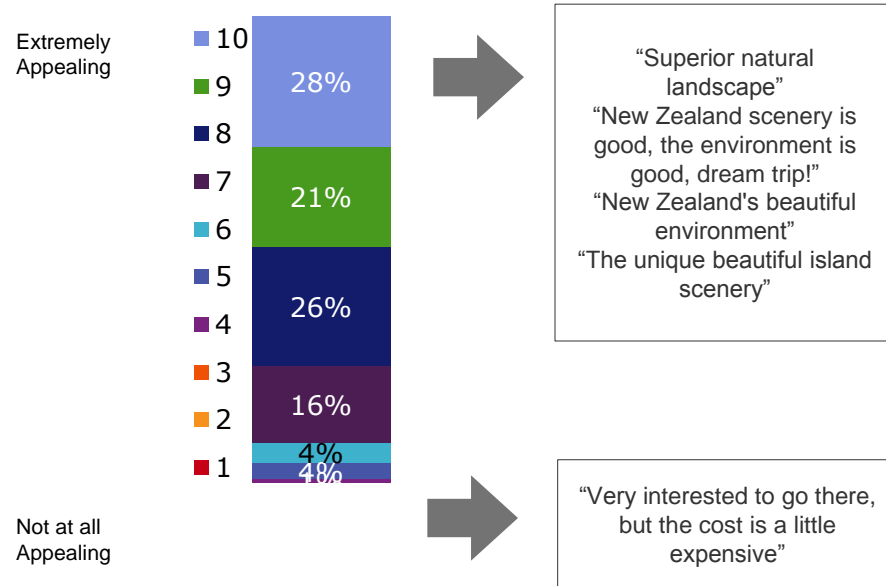


▲ Significantly higher than other groups
▼ Significantly lower than other groups

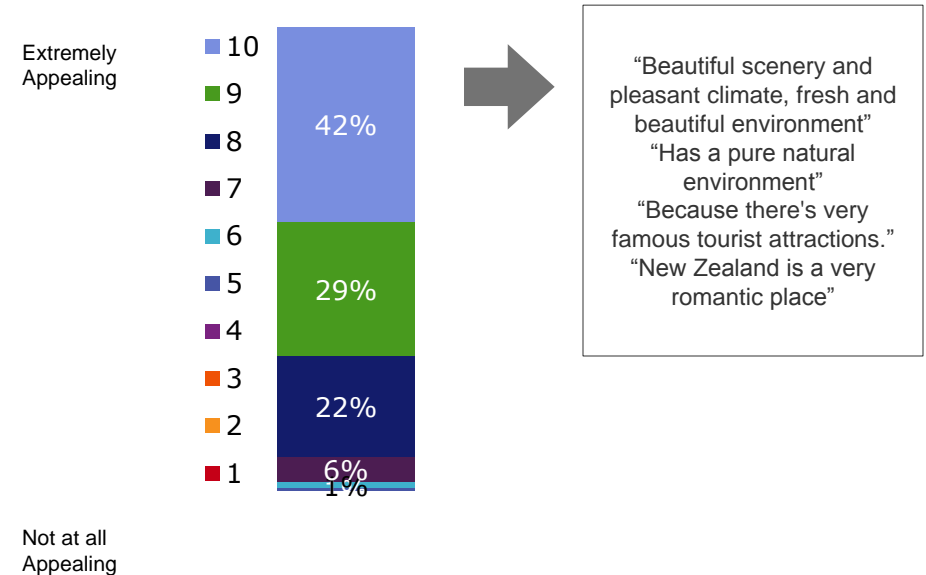
Notes:
1. Sample size n = 150 / 150

New Zealand also held a higher level of appeal for Dual travellers versus Mono travellers – with the scenic aspects the key reasons for appeal

Appeal of New Zealand prior to trip – Mono travellers



Appeal of New Zealand prior to trip – Dual travellers



▲ Significantly higher than other groups
 ▼ Significantly lower than other groups

Notes:
 1. Sample size n = 150 / 150

Ambition 2020: High Opportunity Target Markets

Notes:

1. Sample size $n = 150 / 150$



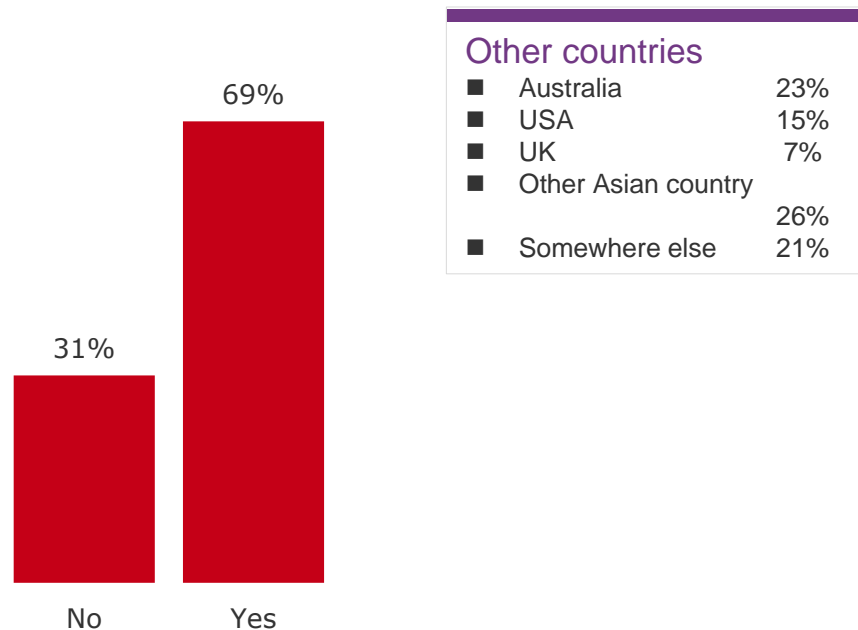
3

Decision process - Mono travellers



Most Mono travellers to New Zealand did consider other destinations – with three quarters also considering a package deal with Australia

Consideration of other destinations instead of New Zealand



Consideration of package/combination with Australia



Notes:
1. Sample size n = 150



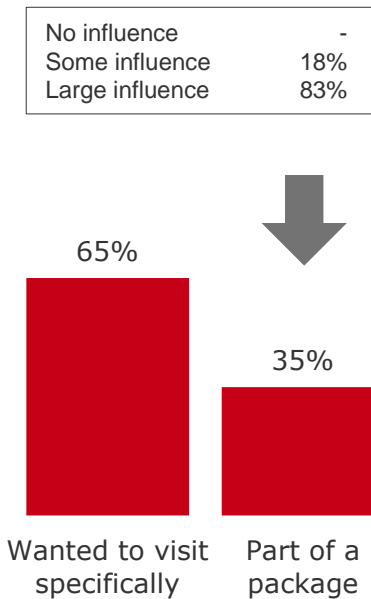
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Decision process – Dual travellers

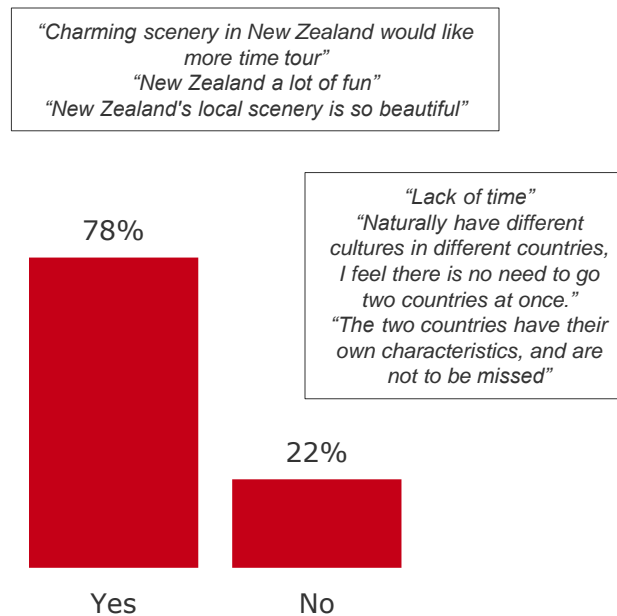


Two thirds of dual visitors wanted to visit New Zealand specifically – with it being a large influence in their decision – with almost three quarters considering a New Zealand only trip

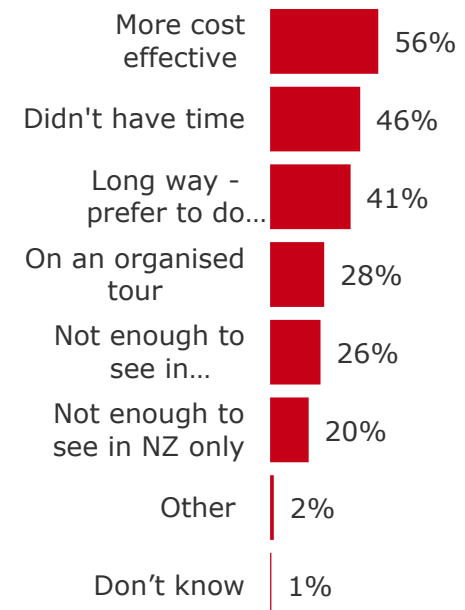
Visitation of New Zealand



Consideration of New Zealand only trip



Reasons for dual trip

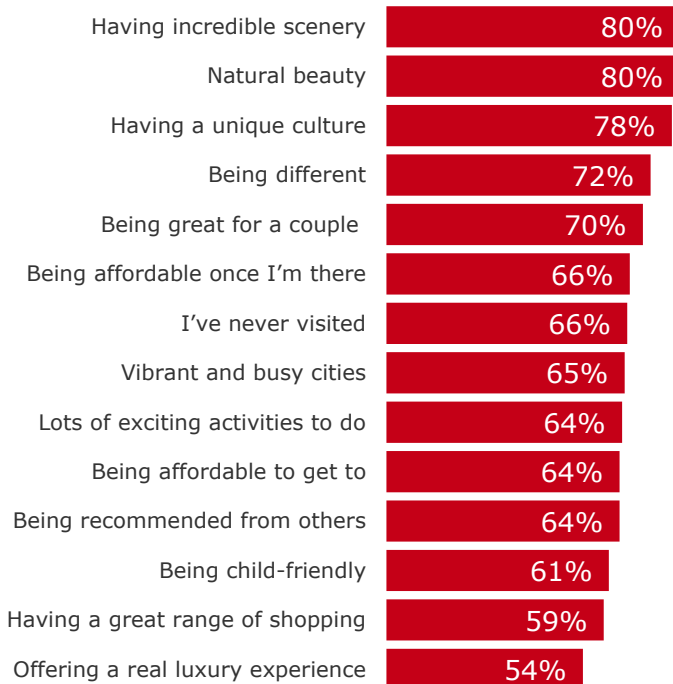


Notes:
 1. Sample size n = 150

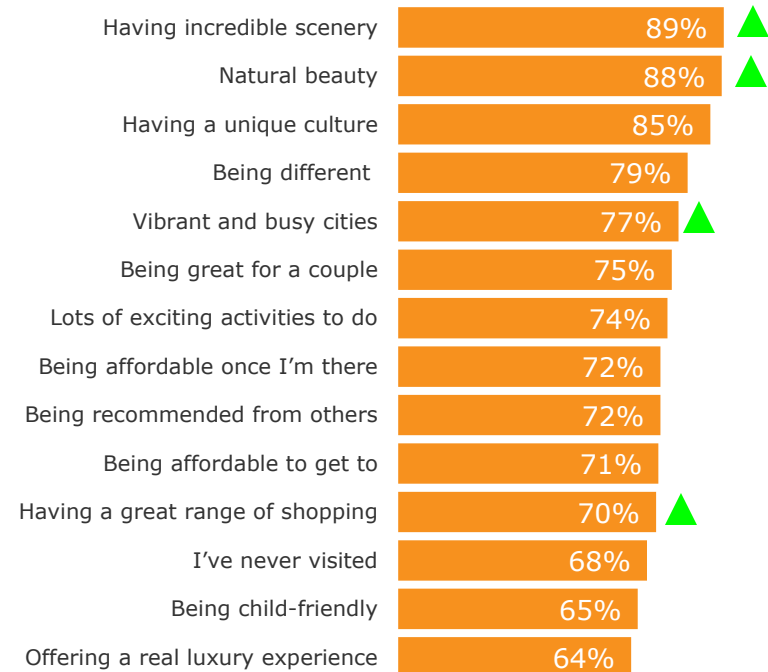
Interestingly while the reasons for coming to New Zealand are very similar for both groups, Dual travelers place greater importance on shopping, vibrancy of cities and the natural landscape aspects

Importance of key factors – decision to visit New Zealand

Mono travellers



Dual travellers



▲ Significantly higher than other groups
 ▼ Significantly lower than other groups

Notes:
 1. Sample size n = 150 / 150



5

New Zealand trip characteristics





Time available was the overwhelming most important factor considered when decided whether to come to New Zealand

Most important factors in deciding to come to New Zealand (key mentions)



Notes:

1. Sample size n = 150 / 150

Dual visitors tended to use a larger number of sources – with internet sites and advice from friends or family the most utilised information sources

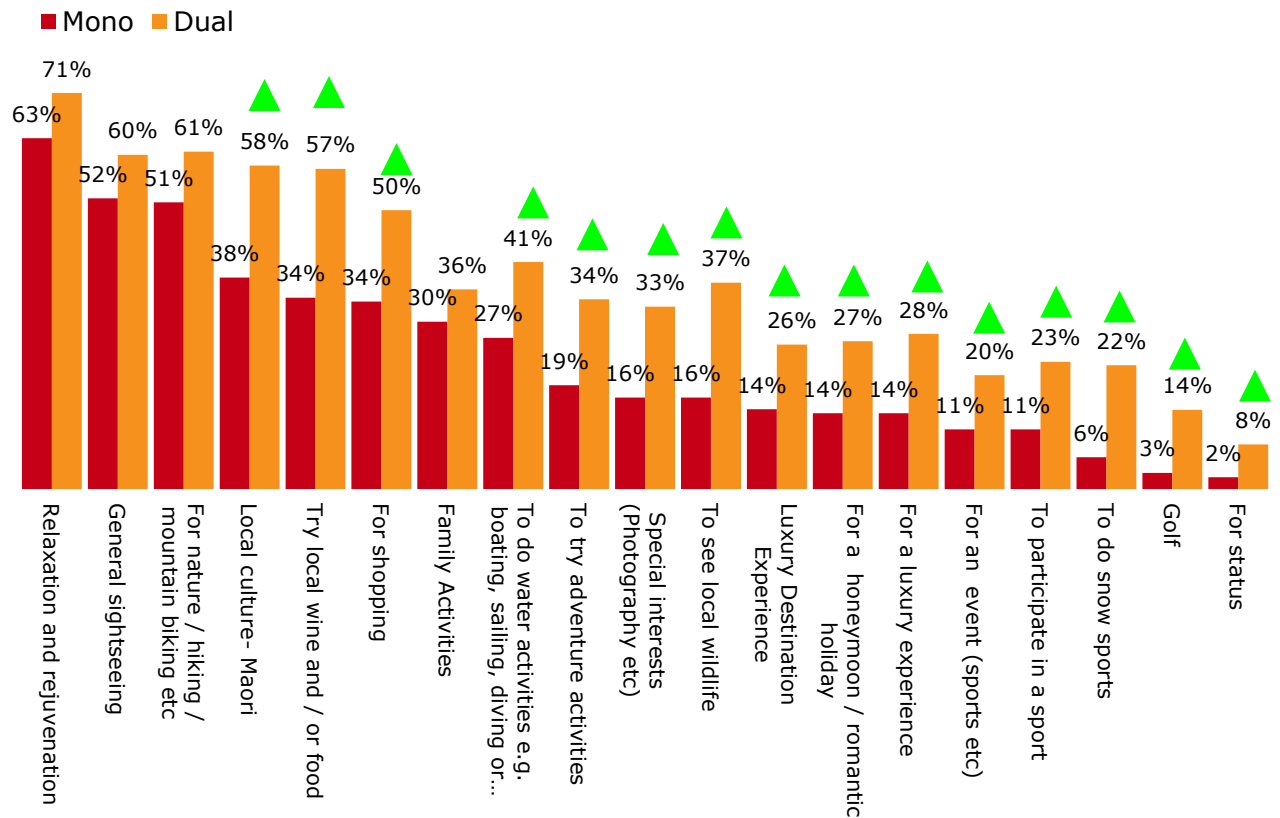


Information sources⁽¹⁾



▲ Significantly higher than other groups
▼ Significantly lower than other groups

Reasons wanted to visit New Zealand

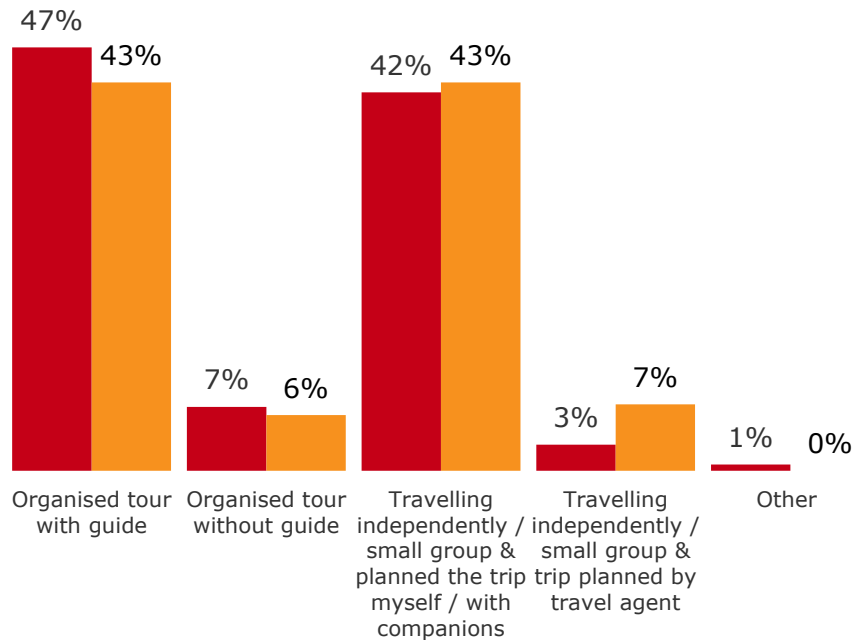


Notes:
1. Sample size n = 150 /150

Just under half were part of an organised tour with a guide – with a third booking their trip less than a month before commencing it

Trip organisation⁽¹⁾⁽²⁾

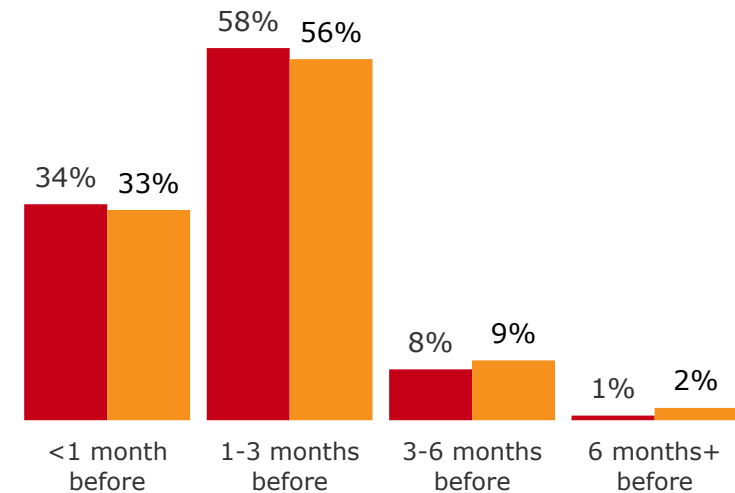
■ Mono ■ Dual



▲ Significantly higher than other groups
▼ Significantly lower than other groups

When trip was booked⁽¹⁾

■ Mono ■ Dual

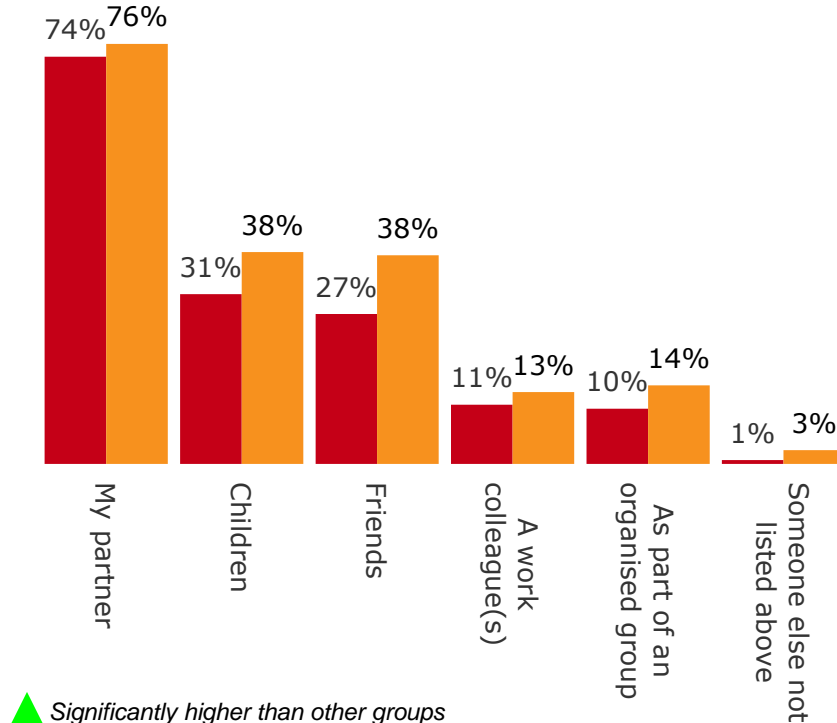


Notes:
1. Sample size n = 150 / 150

Three quarters travelled with their partner – with most staying 1-2 weeks – though a third thought a longer trip would have been better

Who travelled with⁽¹⁾

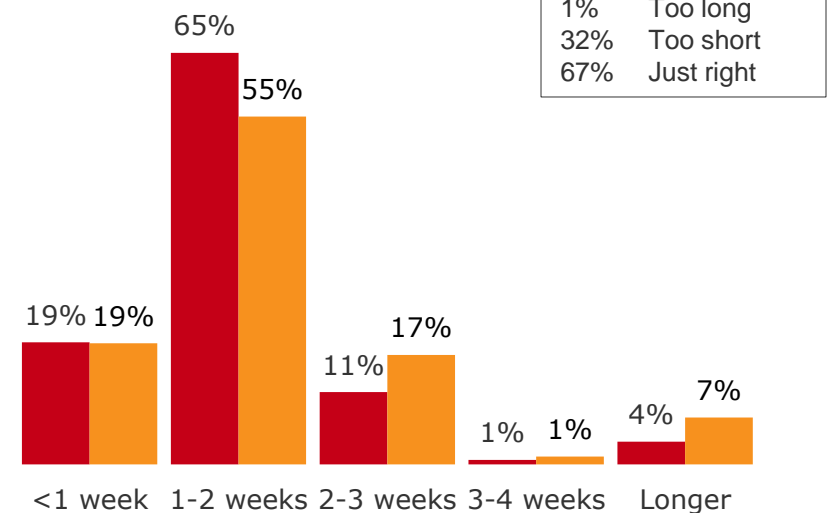
■ Mono ■ Dual



▲ Significantly higher than other groups
▼ Significantly lower than other groups

Average length of stay in New Zealand ⁽¹⁾

■ Mono ■ Dual

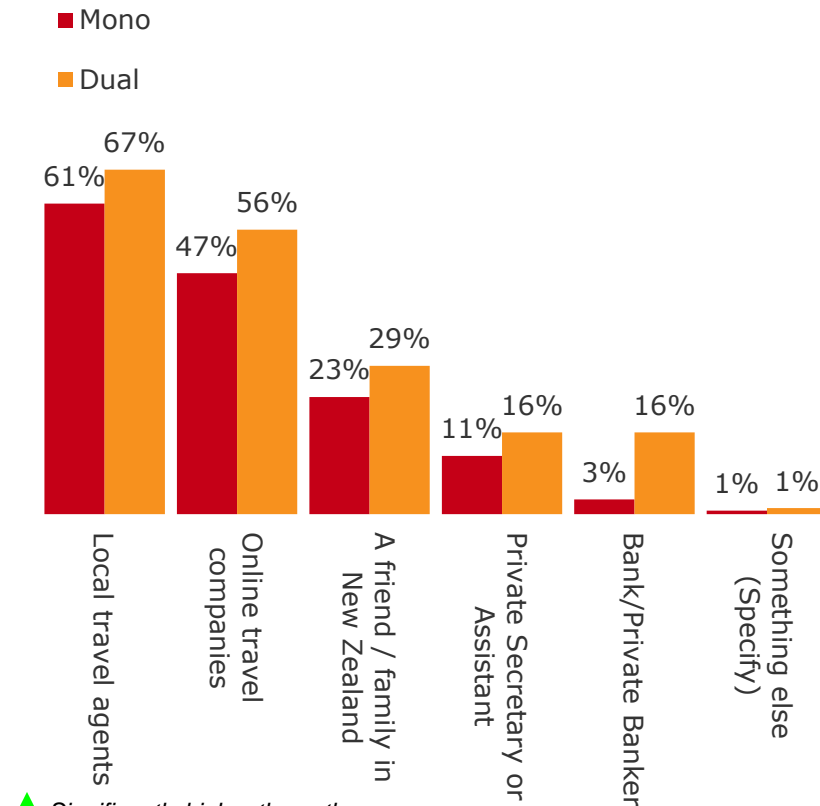


1% Too long
32% Too short
67% Just right

Notes:
1. Sample size n = 150 / 150

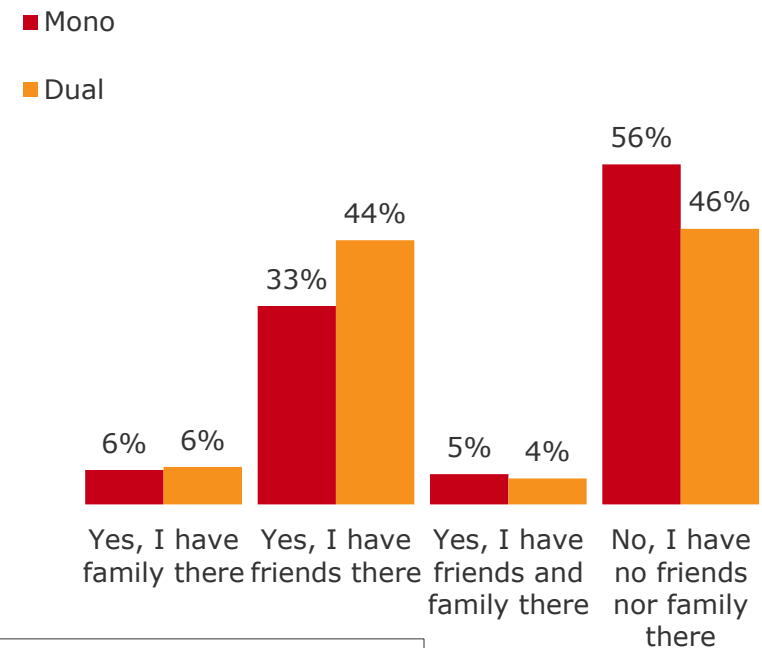
Local travel agents are used by two thirds of all travellers – while Dual visitors are indicatively more likely to have friends based in NZ – a clear influencing factor

Trip booking method



▲ Significantly higher than other groups
▼ Significantly lower than other groups

Home friends/family in New Zealand



Level of influence of having Friends / Family in NZ

- 18% - Main reason
- 71% - Some influence
- 11% - No influence

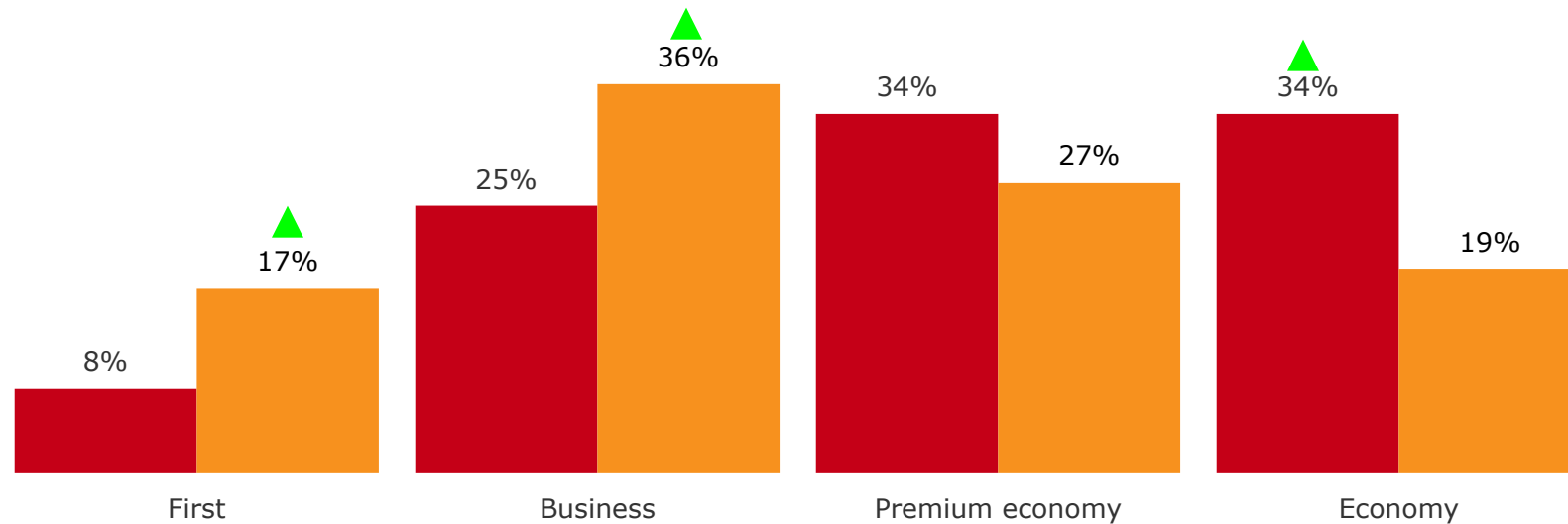
Notes:
1. Sample size n = 150 / 150

Over half of dual travellers travelled either first or business class – versus only a third of mono visitors



Class of ticket⁽¹⁾

■ Mono ■ Dual



▲ Significantly higher than other groups
▼ Significantly lower than other groups

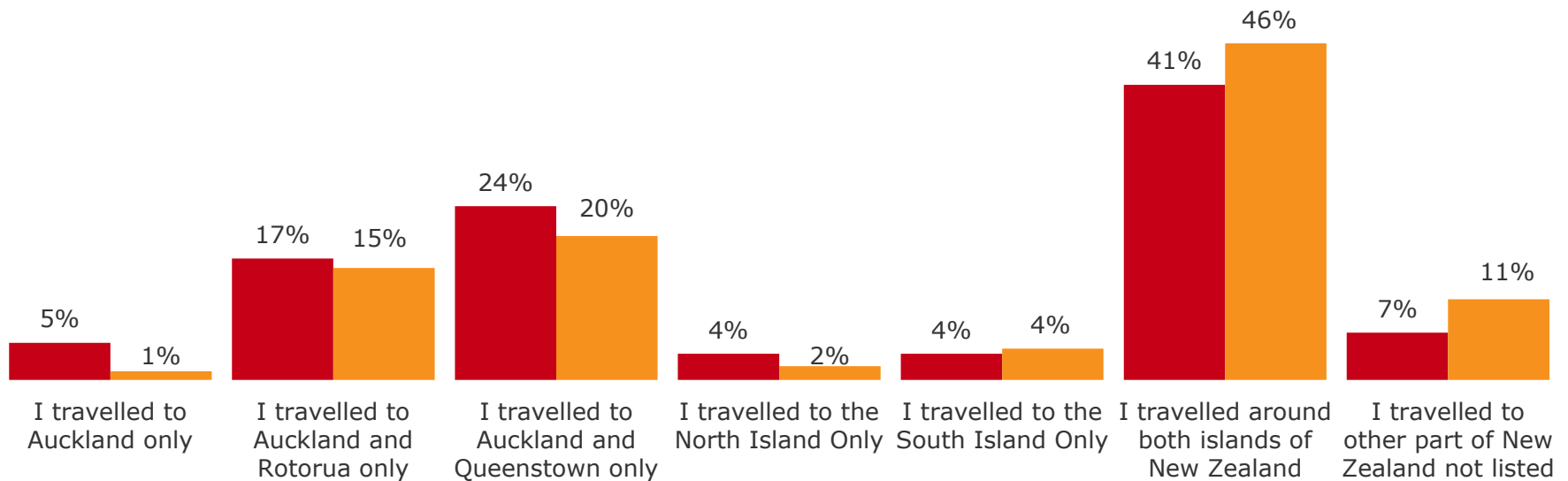
Notes:
1. Sample size n = 150 / 150

Just under half of both Mono and Dual travellers travelled around both North and South Islands



Locations visited in New Zealand

■ Mono ■ Dual

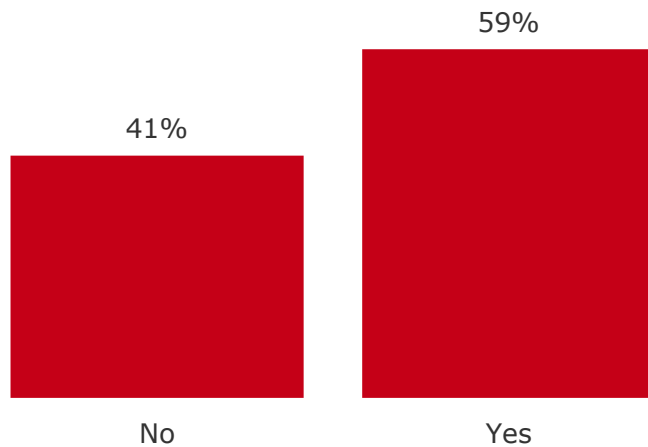


▲ Significantly higher than other groups
▼ Significantly lower than other groups

Notes:
1. Sample size n = 150 / 150

More than half visited other countries as part of their trip to New Zealand – other than Australia the United States are the most likely country to have been visited

Visitation to other countries⁽¹⁾



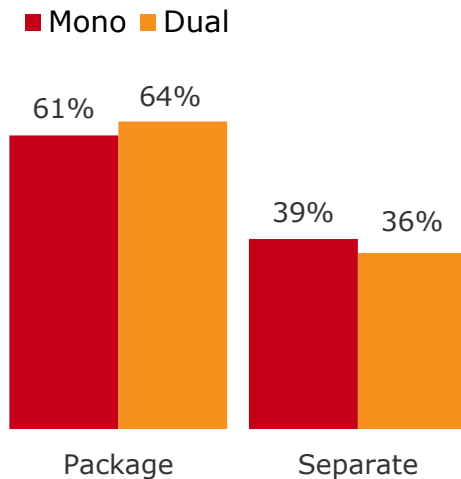
Countries visited

Australia	50%
USA	14%
France	8%
Singapore	7%
Hong Kong	7%
Thailand	6%
Japan	6%
UK	5%
Korea	5%
South Africa	2%
Taiwan	2%
Switzerland	1%
Vietnam	1%
Africa	1%
South America	1%

Notes:
1. Sample size n = 300

Just under two thirds of both Mono and Dual travellers utilised a package when booking their trip – with Dual visitors spending considerably more across the board

Package vs. separate booking⁽¹⁾



Package cost (CNY)

	Mono	Dual
Package	16382	21047
Sightseeing	3996	4715
Food	2750	3089
Accommodation	2900	4653
Transport	2740	4035
Gifts for Others	2896	3172
Shopping / Souv.	4766	3731
Other	1698	2461
Total Spend	38128	46903

Separate costs (CNY)

	Mono	Dual
Flights	10201	10694
Sightseeing	7178	9575
Food	4102	4962
Accommodation	4984	7997
Transport	2322	3551
Gifts for Others	6209	6899
Shopping / Souv.	6869	7646
Other	3411	5233
Total Spend	41865	51324

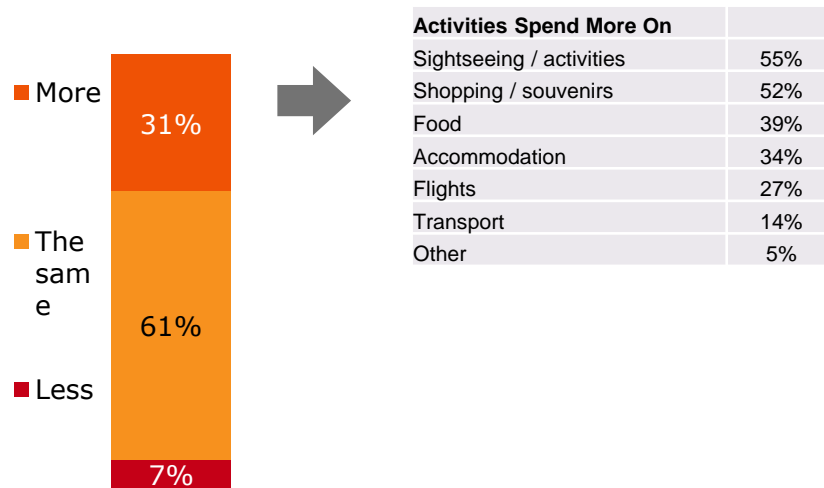
Notes:

1. Sample size n = 150 / 150

Around a third of both Mono and Dual travellers spent more than intended – with sightseeing and shopping the key areas overspent

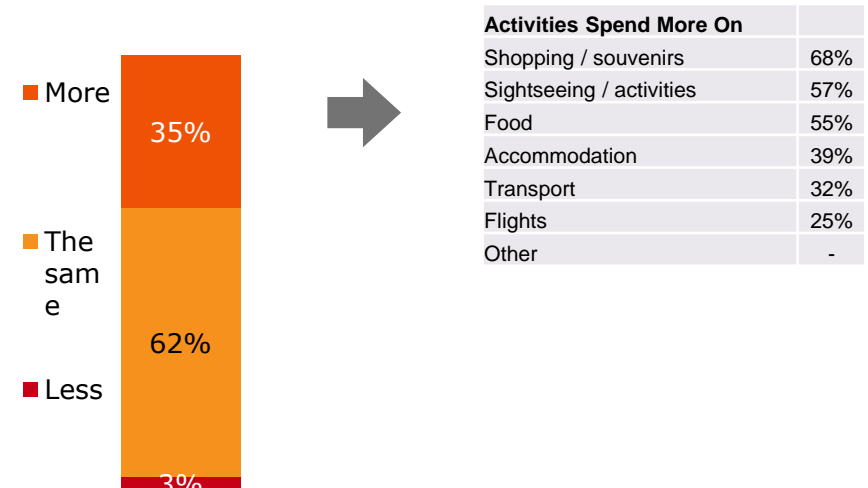


Spend versus intentions – Mono travellers



Accommodation Spend	Mono	Dual
Hotels	66%	56%
Lodges	20%	24%
Motels	11%	14%
Other	3%	6%

Spend versus intentions – Dual travellers



Shopping Spend	Mono	Dual
Airport(s)	34%	24%
Stores	60%	68%
Other	5%	8%

▲ Significantly higher than other groups
▼ Significantly lower than other groups

Notes:
1. Sample size n = 150 / 150



6

Post trip perceptions



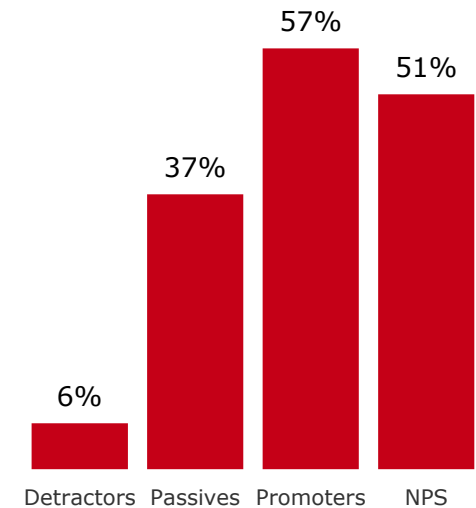
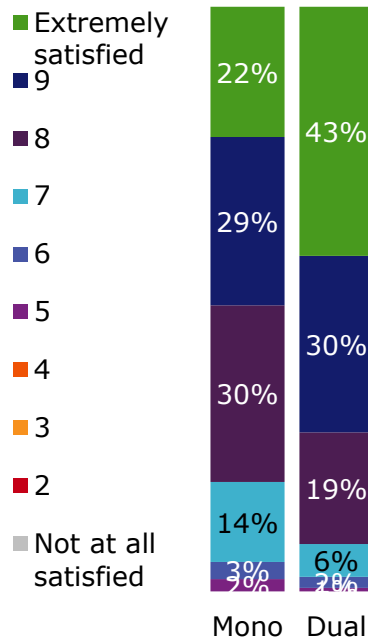
Overall, while most were satisfied with their trip to New Zealand, Dual travellers satisfaction and results NPS is higher



Satisfaction with trip and NPS

Mono travellers

Dual travellers

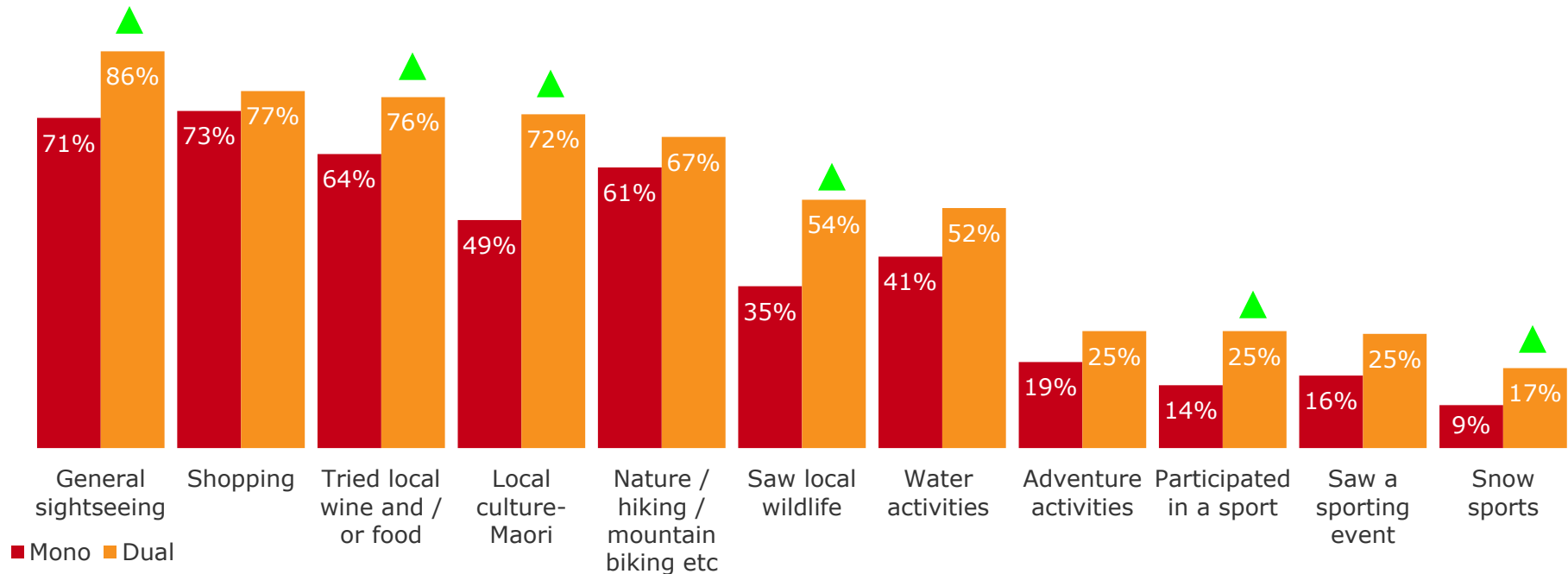


▲ Significantly higher than other groups
▼ Significantly lower than other groups

Notes:
1. Sample size n = 150 / 150

General sightseeing and shopping were the most undertaken activities on trips to New Zealand for both Mono and Dual visitors – though again Dual visitors engaged in a greater number of activities

Activities done while in New Zealand

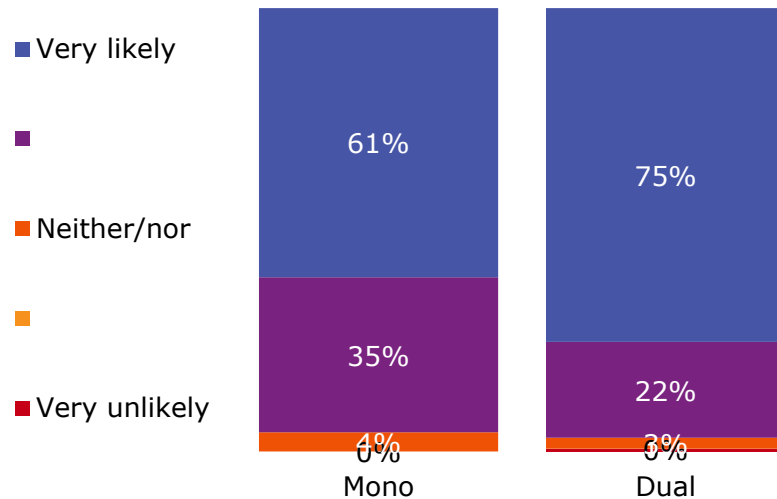


▲ Significantly higher than other groups
▼ Significantly lower than other groups

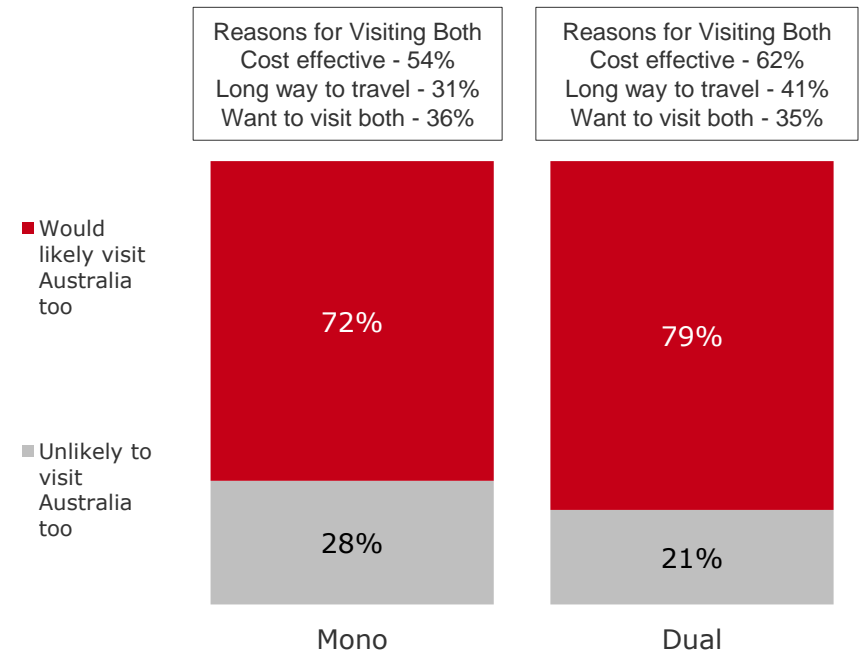
Notes:
1. Sample size n = 150 / 150

While most intend to visit New Zealand again at some point in the future, the majority also intend to include Australia on the same trip

Intention to visit New Zealand in the future



Likelihood to visit New Zealand and Australia



▲ Significantly higher than other groups
 ▼ Significantly lower than other groups

Notes:
 1. Sample size n = 150 / 150

A word cloud visualization of terms related to tourism and travel. The most prominent words are "scenery", "shopping", "tourism", "natural", "culture", "time", "price", "experience", "vacation", "friends", "money", "pleasant", "leisure", "new", "business", "scene", "south", "human", "costume", "island", "tourist", "enjoyment", "work", "convenient", "nature", "like", "people", "visiting", "projects", "convenience", "fun", "project", "enthusiasm", "discuss", "friend", "family", "worth", "relatives", "cuisine", "attractive", "play", "cultural", "good", "attractions", "interest", "humaneities", "look", "holiday", "high", "chop", "weather", "Zealand", "security", "packages", "travel", "stimulate", "activity", "north", "know", "appreciate", "unique", "scenic", "climate", "landscape", "beautiful", "local", "environment", "food".



New Zealand is claimed to be the most likely next destination for over a quarter of Chinese travellers

Likely next destination (key mentions)



Mentions:
New Zealand – 28%
Australia – 13%