

2015  
Asia Summit

Mr He Zongkai





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# 中国旅游市场对新西兰的影响

## **The Impact of China's Tourism Market on New Zealand**

*I. The development and trend of China's outbound tourism market*

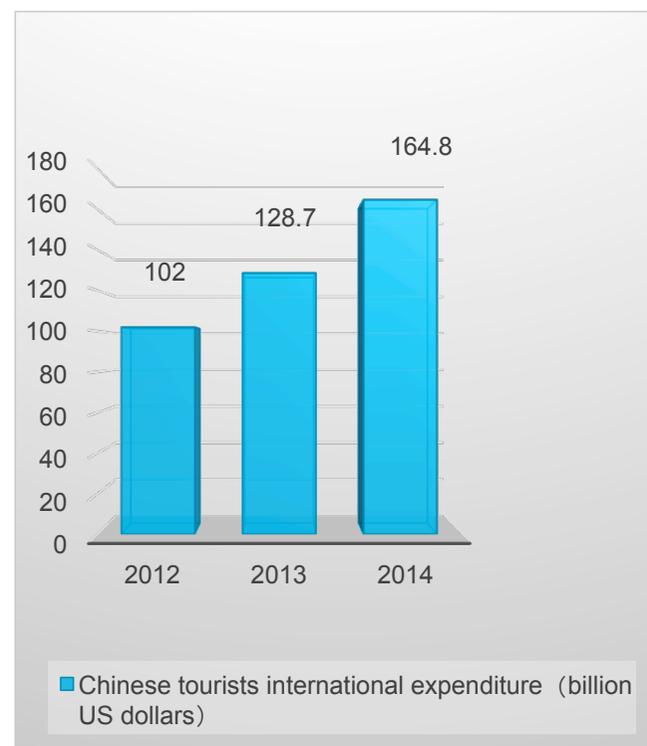
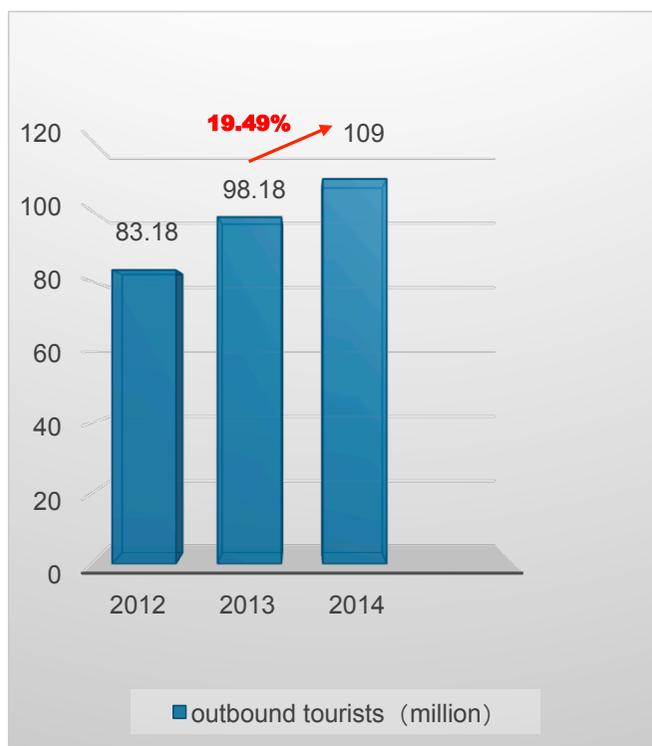
*II. The characteristics of Chinese visitors to New Zealand and their expectations*

*III. How can New Zealand develop its advantages to attract more Chinese visitors?*

*I. The development and trend of China's outbound tourism market*

## China's outbound tourism market

China tops the world in its number of outbound tourists and the scale of consumption.



## ***China's outbound tourism market***

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Peak seasons for Chinese family tourism

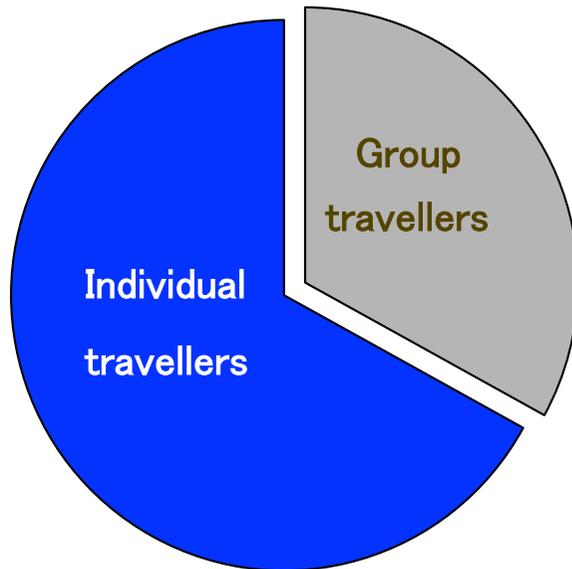
**the summer vacation  
(JUL-AUG)**

**the Spring Festival  
(JAN-FEB Chinese Lunar New Year)**

# China's outbound tourism market

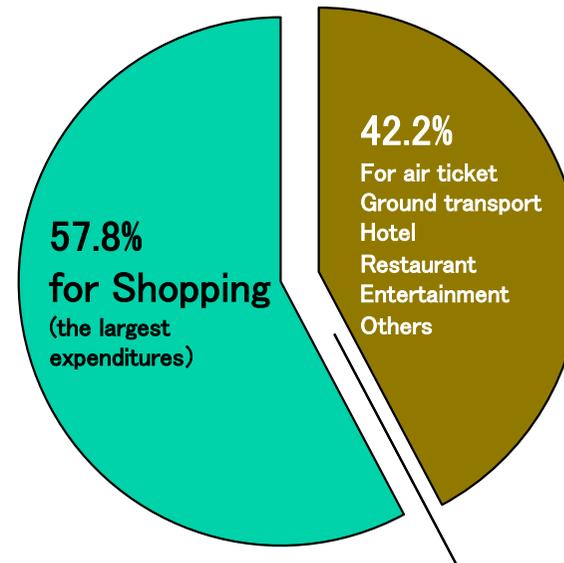


**2/3 individual travelers:**



**Average outbound expenditures:**

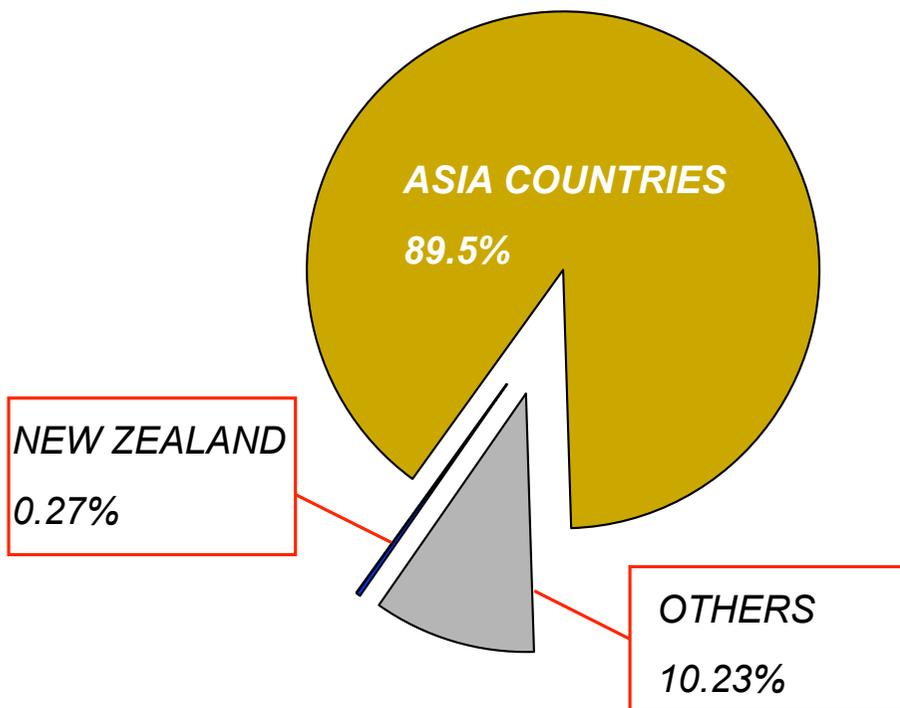
**19,871 yuan( 4,000 NZD)**



*II. The characteristics of Chinese visitors  
to New Zealand and their expectations*

# Chinese visitors to New Zealand and their expectations

## MOST CHINESE VISITED ASIA COUNTRIES



288 thousand mainland China tourists visited New Zealand (the year ended FEB 2015)

### FROM:

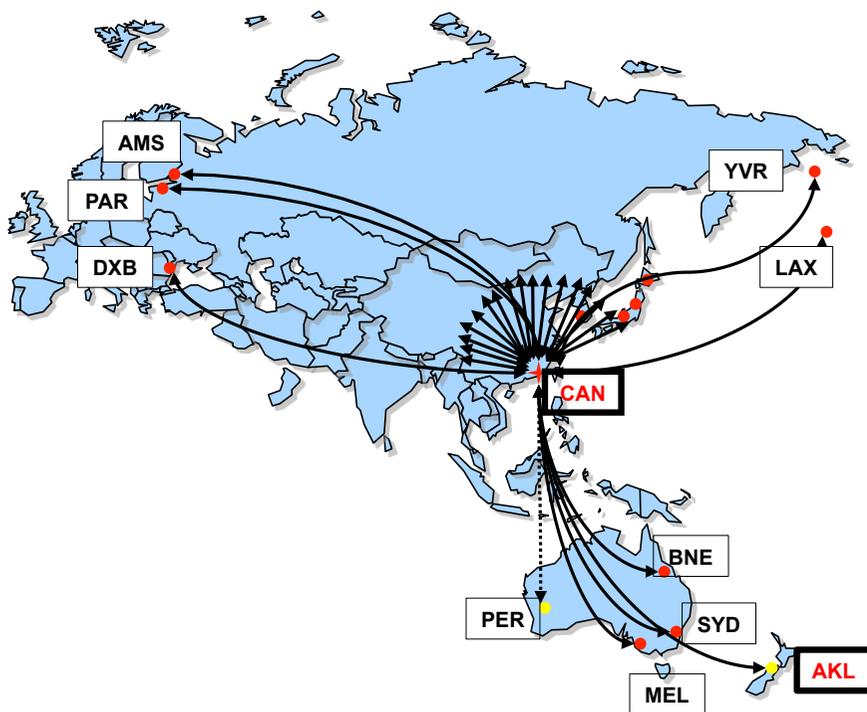
BEIJING 13%

SHANGHAI 15%

GUANGDONG 12%



# China Southern Airlines and CANTON ROUTE



## About CZ

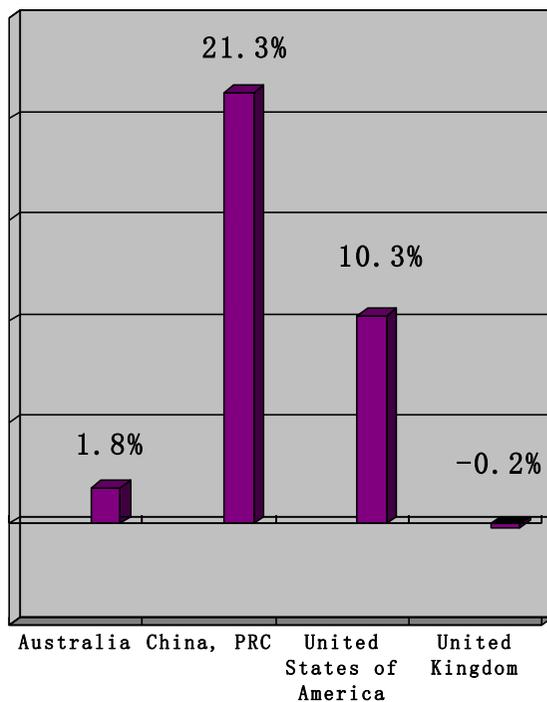
Aircraft: More than 600  
 Ranking: 1st in Asia and 5th Globally  
 Hub: CAN  
 Pax carried: 101million (214)

the biggest air carrier between mainland China and New Zealand

| ROUTE             | YEAR               | FLIGHTS | PAX CARRIED |
|-------------------|--------------------|---------|-------------|
| CAN-<br>AKL<br>CZ | 2011               | 304     | 52,620      |
|                   | 2012               | 732     | 121,892     |
|                   | 2013               | 754     | 140,675     |
|                   | 2014               | ↑1098   | ↑180,875    |
|                   | ANNUAL GROWTH RATE | 53%     | 58%         |

## Huge boost to the New Zealand tourism market

P.R.China – the second largest visitors to NZ highest growth rate among top 4 countries



### In 2014

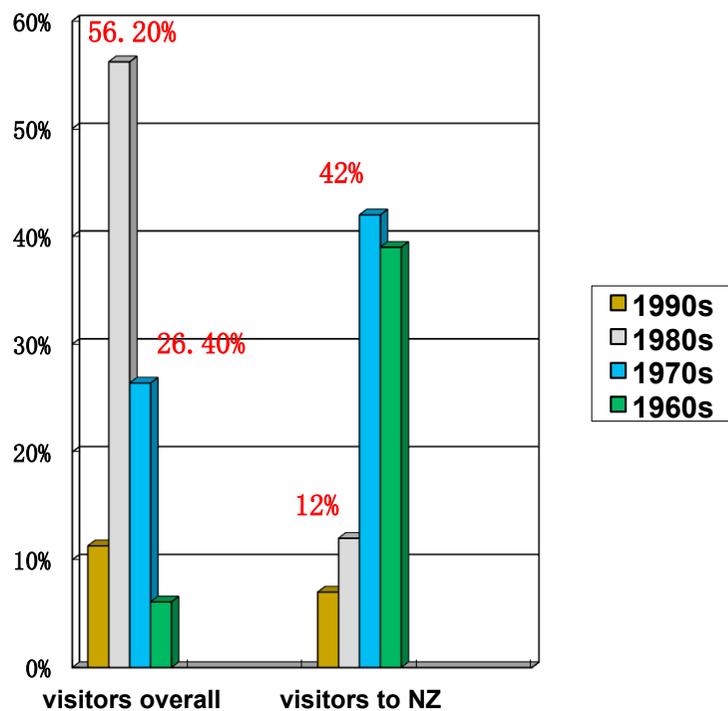
China – the second largest source country of expenditures for New Zealand

Chinese Visitors Expenditure UP **33%**

Reaching to: **979** thousand NZD

## Chinese visitors to New Zealand and their expectations

Visitors born in 1970s & 1960s is the majority of Chinese to NZ

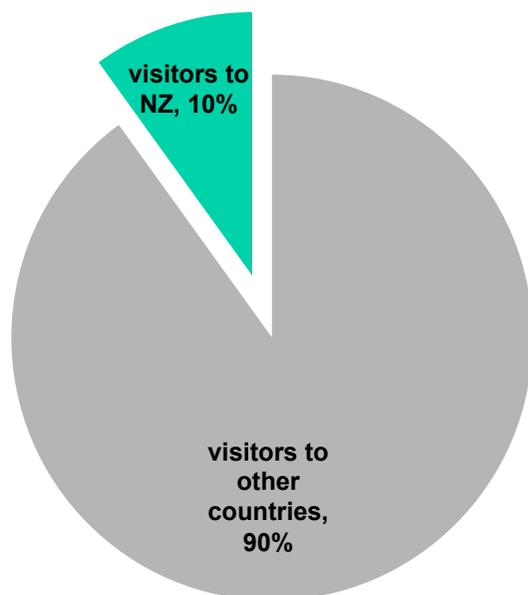


### Tourists' expectations:

- Sightseeing tours
- Farms
- Geothermal wonders/ hot spring
- Gardens
- Maori song and dance performances

## **Chinese visitors to New Zealand and their expectations**

The Spring Festival is a peak season for family travels to New Zealand



### Tourists' expectations:

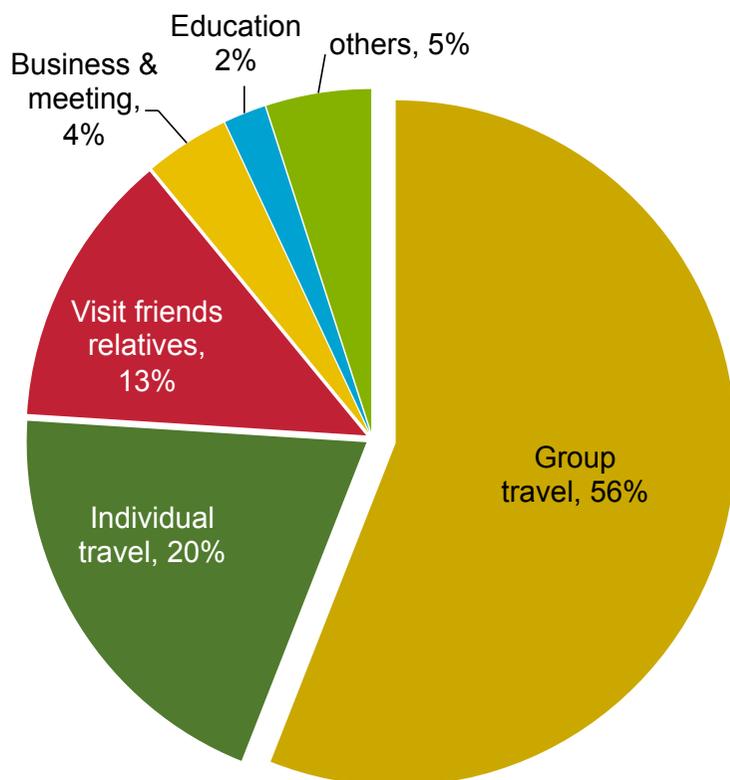
Travel products featuring

- New Zealand museums
- Stargazing
- Glowworm, seabirds, whales visit
- Visits to NZ universities

In 2015, the Chinese Lunar New Year fell on February when 56 thousand tourists visited New Zealand.

# Chinese visitors to New Zealand and their expectations

## Individual travellers prefer adventurous travel products



### Tourists' expectations:

#### Adventurous travel products

- Parachuting
- Sailing
- Glacier hiking
- Glider
- Skiing
- Hot air balloon tour



## ***Chinese visitors to New Zealand and their expectations***

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The Chinese expenditures in New Zealand are lower than average.

Chinese visitors to New Zealand only spent \$3,200 NZD per capita, which is lower than the average outbound expenditures of \$4,000 NZD

### **Tourists' expectations:**

- Honey, milk and related products
- Small packages of such products – the gifts for friends
- duty-free shopping

*III. How can New Zealand develop its advantages to attract more Chinese visitors?*

***How can New Zealand develop its advantages to attract more Chinese visitors?***

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- To shorten the processing time for visa approval
- Grant multiple-entry visas with a longer period of validity
- Launch more services and consultation in Chinese
- Provide more Chinese signage at the airport and major tourist attractions
- Develop seasonal travel products in line with New Zealand's seasonal changes

Such as "FOUR SEASONS FIVE SENTIMENTS" launched by Auckland Airport

## ***How can New Zealand develop its advantages to attract more Chinese visitors?***

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- optimizing group travel products targeting senior Chinese citizens
- Launch new family travel products during the Chinese Lunar New Year and the summer vacation
- strengthen the development of online sales platforms, APPs and sell travel related products



**Chinese tourists to NZ will reach 360 thousand in 2015, and 500 thousand within three years**



**THANK YOU!**