

Tourism Tasmania



# Hong Kong & China

November 2011

# Welcome

Vivian Chow

Regional Manager, Asia

Kit Ho

Assistant Manager, Asia

## Visitor Arrivals (as of Jun 2011)

**HK – 10,000 Up 62%, market share up 2.3% to 7%**

**CN – 7,600 Up 13%, market share down 2.2% to 1.6%**

## Target Market

**HK – premium to higher end travellers**

**CN – Higher yield repeat visitors of Australia**

## Market Strategy

**HK - maximize growth potential**

**CN - maximize growth potential**

- ✓ **Outbound in general – World Traveller & travel is in our blood**
  - AUD - highest in Aug (1.12USD), lowest in Sep (0.96USD)
  - HK: Euro debt crisis affects consumer sentiment
  - CN: Outbound remains strong and forward booking is looking good. Agent is optimistic with Chinese New Year (Feb)'s peak season for Australia's summer.
- ✓ **Travel mode:**
  - HK - FIT and self-drive is growing fast. Protect GIT (20%)
  - China – FIT Visa class 676 streamline → small group and FIT
- ✓ **Product Experience**
  - Eco-tourism & World Heritage
  - Be in the farm gate, engagement with locals
- ✓ **Booking trends:**
  - Christmas vs Chinese New Year (CNY) in late Jan
  - (CNY) chartered and supplementary flights – QF is being affected but then new A380 from HK to SYD in Jan
- ✓ **LATE BOOKING PATTERN – GIT 2 to 4 week; FIT 2 weeks average**

## Best selling Tasmania pattern & products:



- **Hong Kong:** GIT: 8D6N TAS + MEL/SYD with 5D4N or 4D3N to HBA, LST, Cradle Mt. and East Coast.
- **China:** smaller group, 3D HBA, S. China following HK footprint
- **FIT:** 5D3N City pack (option to stay in HBA, LST or Cradle)
- **Experience driven** – be in the farm gate, meet the farmer/owner/native animals, wilderness and world heritage
- **Popular products:**  
Oyster & abalone farm, farm stay, wildlife park, Cradle Mt, fruit farms, Wineglass Bay, Port Arthur, Mt. Wellington, Cataract Gorge, Cooking school, Tasman/Bruny Is. Cruise, Lavender farm, Tas Gourmet Sauce etc
- **New products:**  
MONA, Golf (Lost Farm & Barnbungle), Saffire, ArtBike, crayfish catching, fishing etc

## HONG KONG:

- Language: Traditional Chinese, English as 2<sup>nd</sup> option
- 30% Group & 70% FIT.
- SHOPPING! Crave for fashionable, trendy items
- Advocacy & reviews

### What traditional Media for HK:

- TV exposure: TVB & Cable
- Print remains important: U Magazine, Weekend Weekly Magazine, Apple Daily, Oriental Daily News, HK Economic Journals & Ming Pao, etc

## CHINA:

- Language: Simplified Chinese (Mandarin)
- GIT dominant, FIT in group format
- SHOPPING! Crave for branded items & electronics
- Love to explore natural beauty, interact with the locals
- Advocacy/endorsement

### What traditional media for China:

- TV savvy but diverse channels
- Print remains important: regional and key city titles; travel magazine

# All about Digital

- ✓ **Internet & smart phone savvy** → travel info search, special deals
  - Single product purchase such as accommodation & car rental
- ✓ **Popular portals/Blog/Forum**
  - HK: Google, Yahoo, Sina, discuss.com
  - CN: Google, Baidu, Sohu.com, Sina & Tencent Soso
- ✓ **Rise of Apps & Tablet (Ipad dominant)** → high penetration
- ✓ **Online booking**
  - HK: Fast growing, cautious with familiar online sites. Still traditional via agent. Agent increases online booking capabilities.
  - CN: Fast growing, mostly short haul destinations thru Ctrip, Elong, Tuliu Rely on travel agent for visa and language
- ✓ **Social media**
  - CN: Weibo (Micro blog - Sina, QQ)
  - HK: Facebook, Weibo, discuss.com travel forum, sharing and comment
  - Online advocacy
- ✓ **Instant SMS/online chat** → most influential application in CN
- ✓ **Video sharing** → content enrichment and visual driven
  - HK: Youtube; CN: Youku, Ku6, Tudou

# China Social Universe



# What's done in Hong Kong?



## Consumer Marketing with tactical offer:

- ✓ Yahoo/U Mag Digital Campaign May 11
- ✓ Celebrity Tassie Journey Campaign Oct 11
- ✓ Gourmet & Wilderness Journey GIT/FIT Campaign Sep/Oct 11

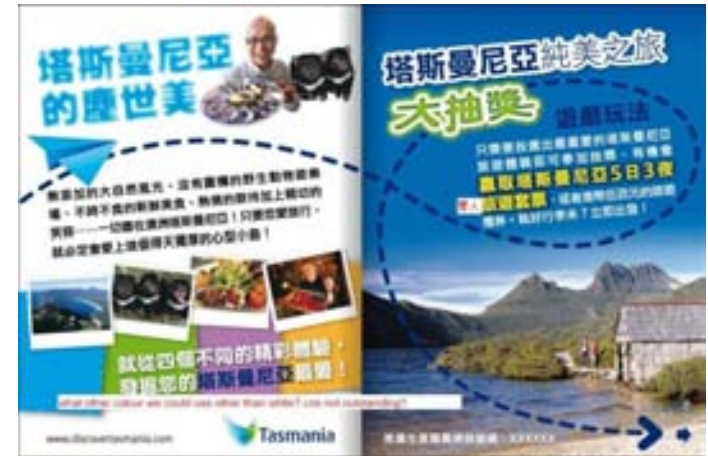
## *In line with Asia Discount coupons*

## IMHP/media visit – **ADVOCACY!**

- ✓ Chef Wong/Media visit Mar 11
- ✓ Roadshow Affordable Journey Travelogue Aug 11

## Trade Distribution:

- ✓ GCTM Nov 11
- ✓ TA/STOs self-drive training
- ✓ Tassie new product updates



## **Major Projects:**

- ✓ Pan Asia LOVE! Tasmania Digital Campaign (Feb/Mar 12)
- ✓ HK Gourmet & Wilderness Journey GIT Campaign (Mar/Apr 12)

## **IMHP/media visit**

- ✓ TA's Greater China Media Famil (1<sup>st</sup> quarter)
- ✓ Greater China Online Drama filming (Feb 12)
- ✓ LOVE! Tasmania winner + media famil (Mar 12)

## **Trade Distribution and Famil:**

- ✓ TA / STOs product training
- ✓ 1<sup>st</sup> ever Virgin Atlantic's Top Manager famil (May 12)

# What's done in China?

## Consumer Marketing:

- ✓ World Traveller Digital Campaign
- ✓ Shenzhen CEPT Bank Promotion
- ✓ Guangzhou GZL/TA/STOs TNLA Quality Campaign

Inline with Asia Discount coupons



## IMHP/media visit – **ADVOCACY!**

- ✓ Youku/National Geographic Mag Chief Editor Maggie Liao
- ✓ Travel Channel TV & Celeb. (Justin Yuan)

## Trade Distribution:

- ✓ GCTM Nov 11
- ✓ Trained over 1,000 agents



## **Major Projects:**

- ✓ Pan Asia LOVE! Tasmania Digital Campaign (Feb/Mar 11)
- ✓ Drive Across Tasmania Campaign – North & East China (Apr/May 11)

## **IMHP/media visit**

- ✓ TA's Greater China Media Famil (1<sup>st</sup> quarter)
- ✓ Greater China Online Drama filming (Feb 12)
- ✓ LOVE! Tasmania winner + media Famil (Mar 12)

## **Trade Distribution and Famil:**

- ✓ TA / STOs product training
- ✓ TA/Premier Aussie Specialist Famil Mar or Apr 11

# Final Tips for HK & CN

✓ **Packaging opportunities:**

- Line up with products in region – work with your Chinese ITOs

✓ Get into the market with TA's annual Greater China Trade Mission

✓ **Languages for collateral & website:**

- Traditional Chinese for HK (spoken: Cantonese)
- Simplified Chinese for China (spoken: Mandarin)

✓ **Product Packaging for PR opportunities:**

- flexible to special request, such as Chinese meals or rice
- Provide frequent updates at least 2/3 months ahead for possibly inclusion in PR opportunities

**\*\* Response to enquiry within 24 hours**

**or**

**consumer/trade will turn away.**

# Questions

# Thank you