

SATC Industry Forum
Market Update Presentation

China & Hong Kong

November 2010

Market Overview – Mainland China

Population	1.33 billion (July 2010 estimation excluding Hong Kong, Macau & Taiwan)
DP Growth	9.1% in 2010 (estimated)
CPI	rose 3.6% in September in 2010, hitting a 23 month-high.

MARKET PROFILE

- Outbound travel is very strong – A record **9.22 million** visitors travelled outbound in Jan – Feb 10.
- Expects total outbound travel to reach **54 million in 2010**, up 11% on last year.
- In 12 months to June 2010, **17,000 Chinese visited South Australia** (up 110% on the previous 12 months)
- China is currently **Australia's fourth largest inbound market** for arrivals.
- Visitors spent 82% of their nights within the major gateways of Sydney, Melbourne, Brisbane and Perth.
- In 2009, 50% of all visitors from China were repeat visitors.

MARKET TRENDS

- Visitors more likely to **plan their trip to Australia 1-3 months before departing** China.
- Chinese consumers and trade require information in **Chinese language**.
- Some consumers in developed travel regions are becoming more mature and seeking quality and varied travel options.
- It is expected that **small private group and FIT travel will become more popular**.



Forecast Growth to Australia

Actual Year Ending June 2010 – **366,000** Visitors to Australia
(SA **17,000**)

Forecast 2014 – **570,000** Visitors to Australia
(Based on current market share SA **25,650**)

Forecast 2019 – **783,000** Visitors to Australia
(Based on current market share SA **35,235**)

**Maintaining market share will see China
become a top three source market for SA by
2020.**

Market Overview – Hong Kong

Population	7.05 million
GDP Growth	6.5% to June 2010

MARKET PROFILE

- Economy **continues to show recovery.**
- Outbound travel has **increased** from 62 million in 2000 to 78 million in 2009.
- Hong Kong travellers' top five outbound destinations in 2009 were China, Macau, Taiwan, Japan and Thailand. **Australia ranked 7th.**
- In 12 months to June 2010, **10,700 people from Hong Kong visited South Australia** (up 43% on the previous 12 months)
- Visitors spent 77% of their nights within the major gateways of Sydney, Melbourne, Brisbane and Perth.
- In 2009, 60% of all visitors from Hong Kong were repeat visitors.

MARKET TRENDS

- Heavily **FIT** driven market – especially the case for SA.
- Consumers look for '**value-add**' offers.
- **Short lead-time** for bookings.
- Consumers are **well travelled** and looking for new experiences such as cruise holidays.



Marketing Success

Panda Campaign with Tourism Australia

- 2 x one-month campaigns promoting Pandas arrival into Adelaide.
- Panda microsite on www.uutuu.com – Travel portal with 1 million daily users.
- Themes of ‘Pandas New Home’ (South Australia) and ‘Pandas New Friends’ (Wildlife).
- Resulted in over two million visits to Panda micro-site. Over 10-fold increase in visitors to sa.com/cn during the campaign.



Marketing Success

Shanghai Expo, Australia Pavilion - “SA Flower Emblem Online Quiz”

- Sep 4th – Oct 4th 2011
- Online quiz on the official website of the pavilion.
- Promoted through LCD screen of the pavilion to 45,000 visitors per day.
- Participants visited sa.com/cn to find correct answer. Resulted in twice the average visitors to sa.com.
- 11,200 correct answers received.



Marketing Success

Inaugural South Australian Roadshow to China

- Oct 26 – 29 2010 in Guangzhou and Shanghai.
- Largest marketing event SA has held in China.
- Six participating operators
- Series of events and promotions in to engage the travel trade.
- Presented to over 150 buyers.
- Led into the TA Greater China Travel Mission in Changdu.



Marketing Success (Hong Kong & China)

'Admiral's Feast' Culinary & Travel Show

- Jointly sponsored by SATC, DTED and PIRSA.
- SA featured on 4 x hour long episodes.
- 1.5 million viewers in HK and many more in Guangdong
- To leverage this program, two marketing campaigns were rolled out in HK and Guangzhou:
 - 1) Deluxe food and wine tour escorted by Chef Wong, the host of the show. In conjunction with GZL, Tourism Queensland and Tourism Tas.
 - 2) Worked with 5 GIT agents and 3 FIT agents and TTAS in HK to promote SA and Tas tour packages.



美麗華旅遊
www.melliehua.com.hk
香港最高級旅遊服務

寄件前在3月25日前，
註冊會員上大會精華公眾網頁，
參加抽獎，
名額有限，機會難得，請速參加。

Tasmania
塔斯曼尼亞
馳名於其自然麗世美景。
塔斯曼尼亞是澳洲最南端，擁有壯麗的自然景觀，包括壯麗的海岸線、原始森林、壯麗的瀑布、以及令人驚嘆的野生動物。塔斯曼尼亞是澳洲最南端，擁有壯麗的自然景觀，包括壯麗的海岸線、原始森林、壯麗的瀑布、以及令人驚嘆的野生動物。

南澳
以精彩絕倫的獨特體驗而著稱，
馳名的野生動物園、世界一流的豪華酒店、
壯麗的海岸線、原始森林、壯麗的瀑布、
以及令人驚嘆的野生動物。塔斯曼尼亞是澳洲最南端，
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壯麗的瀑布、以及令人驚嘆的野生動物。

<p>塔斯曼尼亞(現代麗世美)8天豪華團 (8天7晚)</p> <p>精選豪華酒店、豪華午餐、豪華晚餐、豪華酒廊、豪華咖啡廳、豪華酒吧、豪華俱樂部、豪華健身房、豪華游泳池、豪華水療中心、豪華SPA、豪華按摩、豪華美容、豪華髮型、豪華美甲、豪華洗牙、豪華牙科、豪華眼科、豪華耳鼻喉科、豪華皮膚科、豪華泌尿科、豪華婦科、豪華小兒科、豪華牙科、豪華眼科、豪華耳鼻喉科、豪華皮膚科、豪華泌尿科、豪華婦科、豪華小兒科。</p> <p>08月10 - 18日 \$15,499起</p>	<p>南澳洲血統精選8天豪華團 (8天7晚)</p> <p>精心安排精選酒店、豪華午餐、豪華晚餐、豪華酒廊、豪華咖啡廳、豪華酒吧、豪華俱樂部、豪華健身房、豪華游泳池、豪華水療中心、豪華SPA、豪華按摩、豪華美容、豪華髮型、豪華美甲、豪華洗牙、豪華牙科、豪華眼科、豪華耳鼻喉科、豪華皮膚科、豪華泌尿科、豪華婦科、豪華小兒科。</p> <p>09月11 - 18 / 18 - 25日 \$15,999起</p>
<p>塔斯曼尼亞自選樂9天豪華團 (9天8晚)</p> <p>精選豪華酒店、豪華午餐、豪華晚餐、豪華酒廊、豪華咖啡廳、豪華酒吧、豪華俱樂部、豪華健身房、豪華游泳池、豪華水療中心、豪華SPA、豪華按摩、豪華美容、豪華髮型、豪華美甲、豪華洗牙、豪華牙科、豪華眼科、豪華耳鼻喉科、豪華皮膚科、豪華泌尿科、豪華婦科、豪華小兒科。</p> <p>08月10 - 22 / 22 - 29日 \$14,799起</p>	<p>南澳洲自選樂7天豪華團 (7天6晚)</p> <p>精選豪華酒店、豪華午餐、豪華晚餐、豪華酒廊、豪華咖啡廳、豪華酒吧、豪華俱樂部、豪華健身房、豪華游泳池、豪華水療中心、豪華SPA、豪華按摩、豪華美容、豪華髮型、豪華美甲、豪華洗牙、豪華牙科、豪華眼科、豪華耳鼻喉科、豪華皮膚科、豪華泌尿科、豪華婦科、豪華小兒科。</p> <p>08月10 - 26日 \$10,499起</p>

報名熱線：8200 2299

Tasmania South Australia

PR Successes (Overall)

120 media in 4 cities

Media monthly regular outreach

Media Coverage

47 pieces

RMB 10,509,932

Up-To-Date Ads. Value (from July to Oct.)

Clipping Highlights

World Traveler 12-P-report on South Australia



Travelling Scope & Oriental Morning Post & Shanghai Morning Post @ My Vocation



PR Successes (Events)

Guangzhou Media Event

Total 19 persons from 18 media attended the Guangzhou Trade Show Event held on Oct. 26th, 2010. 8 newspapers, 9 magazines and 1 news website, so far 10 pieces of coverage are generated.

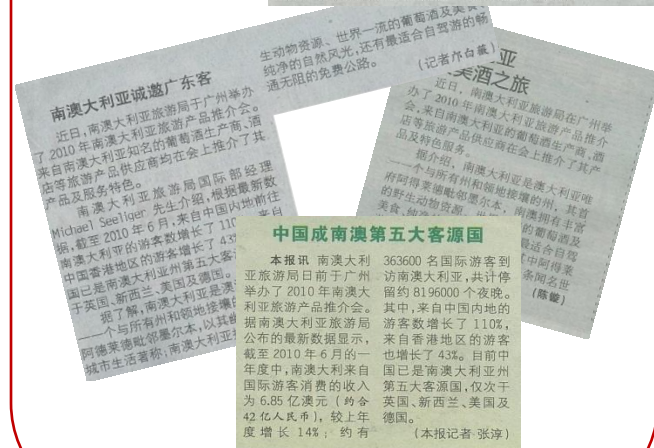


Coverage



Shanghai Media Gathering

Total 17 persons from 16 media attended the Shanghai Media Dinner on Oct. 29th, 2010. 6 newspaper, 10 magazines and 1 news website.



Major Plans - Focus 2010-11 - China

Trade Engagement

- Cooperative campaigns with strong consumer direct element.
- Both FIT & Group focus.
- Promotion surrounding special supplementary flight February 2010
- Famils for key agents sales staff – BCTS, GZL.
- Premier Aussie Specialist self-drive famils
- Feature key regions of Adelaide, Barossa and KI.
- Promotion of self-drive to selected agents (Adl-Mel; Adl-ASP).

PR / Media

- Regular media famils. Feature products / themes include food, wine, nature, luxury, Ghan, events and more.
- Regular media release and media promotion in conjunction with Edelman (PR agency).

Online

- Improved sa.com
- Blogger activity on tianya.cn
- Online campaigns



Major Plans - Focus 2010-11 – Hong Kong

Joint Promotion with Wing On Travel

- Largest selling agent for Australia in Hong Kong
- Campaign in conjunction with TA and other STO's.
- Discount vouchers given for every FIT booking.
- Promoting one special Australian group departure covering every state.

SIA Holidays Campaign

- FIT focus themed around food & wine and nature & wildlife.

PR / Media

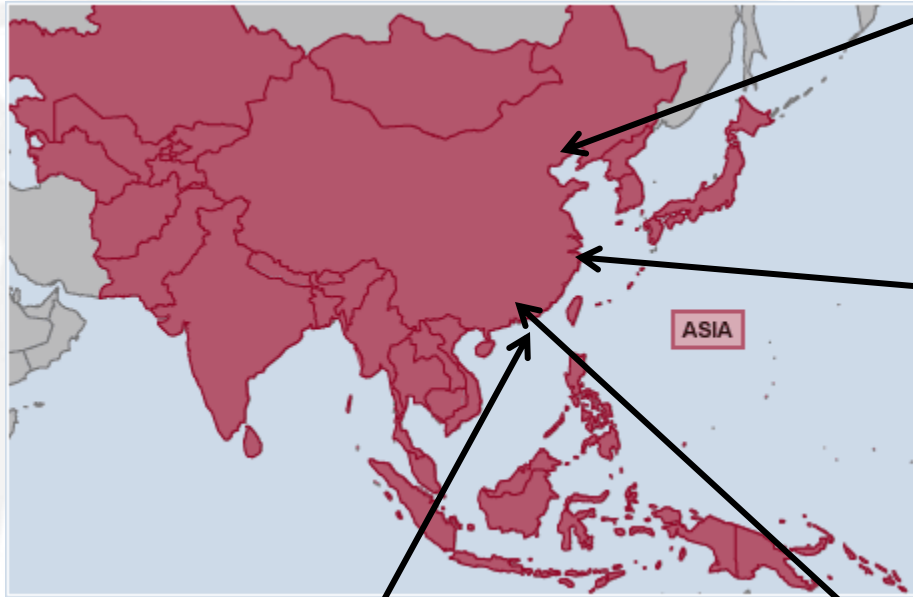
- Famils in conjunction with Tourism Australia as they arise including Celebrity Chef Wong December 2010.

Themes Promoted in Market

- Food, Wine and Seafood
- Nature & Wildlife
- Self-drive



Key Players – Trade



Beijing
CYTS Beijing
CITS Beijing
CTS Beijing
Beijing ANZ

Shanghai
Shanghai Jinjiang
Ctrip.com
Shanghai Woman
CTS Head Office Shanghai

Hong Kong
Wing On Travel
SIA Holidays
CX Holidays

Guangdong Province
GZL
Yue Qiao/BCTS
Guangdong CTS
Shenzhen CITS
Shenzhen Cept Travel

Online Environment

- Online travel booking users in China increased by 77.9% to reach 30.24 million in 2009.
- The internet has become the most important medium for Chinese consumers to plan vacations.
- While most Chinese visit traditional travel websites for research, they are likely to finalize their itineraries via interaction with other netizens on social networking platforms.

While consumers heavily use websites for research, most bookings to Australia are done through a traditional off-line travel agent.

Hot Travel Sites



Founded in 1999, **Travel.tianya.cn** has achieved a high level of popularity among Chinese netizens all around the world. At present, over 100 million users visit this website every month and over 32 million people have registered on it for interactive online communication on travel.



Founded in 2005, **Qunar.com** is currently the leading online travel media in Asia Pacific with its headquarters in Beijing. It provides tourists with extensive search options for air tickets, hotels, resorts and visa services at home and abroad in order to help Chinese tourists make better choices.



Go2eu.com is China's first and the world's largest Chinese travel website that offers numerous international travel destinations. It offers one-stop travel service for consumers who are fond of travelling abroad with the smallest budget in the shortest time.



South Australia.
A brilliant blend.

Opportunities for Operators

1. Promotion of relevant product on SATC China marketing tools including:
 - Chinese Product Manual (updated version due late 2011)
 - Posters, Videos, brochures and other collateral produced in market.
 - SA.com China website.
 - Bi-monthly e-newsletter and advertorial (keep staff updated on product)
2. Hosting trade and media famil groups
3. South Australian Roadshow to China and Greater China Travel Mission (late 2011)
4. Participate in various travel fairs and seminars in China as applicable. SATC Adelaide office will advise of opportunities as they arise.
5. Opportunity to be included in SA product promotional campaigns in China.

How you can support SATC's Marketing Efforts

- Families support.
- Reverting promptly for information requests or for quotes. China has very tight timelines.
- Consider producing company information in Simplified Chinese.
- Familiarise yourself with basic cultural etiquette.
- Keep SATC China, SATC Adelaide and key ITO's updated on your product.