

TOURISM WESTERN AUSTRALIA

China Market Update

中国市场洞察

# OVERVIEW

- *International Focus*
- *Market Recovery*
- *Market Insight*
- *Dream Promotion*
- *Upcoming Opportunities*

西澳大利亚

WESTERN AUSTRALIA

漫游梦土



# GLOBAL OFFICES



# WA KEY MARKETS

## MARKETS

## PRIORITY

### TIER 1

UK | SINGAPORE | CHINA

Multi year targeted co operative campaigns with key KDPs

Increase awareness of new experiences through brand and PR activities

Marketing with key airline partners

### TIER 2

INDIA | GERMANY | FRANCE | INDONESIA | MALAYSIA | NEW ZEALAND | JAPAN

Incremental growth through conversion activity, including trade cooperative partnerships and aviation marketing

Destination awareness build through media, KOLs, famils

### TIER 3

USA | ITALY | HONG KONG

Increase awareness through trade engagement, training and partnerships

Work with KDPs to build product

### TIER 4

VIETNAM | PHILLIPPINES | KOREA | THAILAND

No representation in market

Focus on awareness building through trade engagement

Alignment with airlines – funding through ARF

An aerial photograph of a marina at sunset. The sky is a mix of orange, pink, and blue. Numerous sailboats with their masts visible are docked in a long line. The water is calm, reflecting the colors of the sky. In the foreground, there are some rocky or sandy areas with some vegetation.

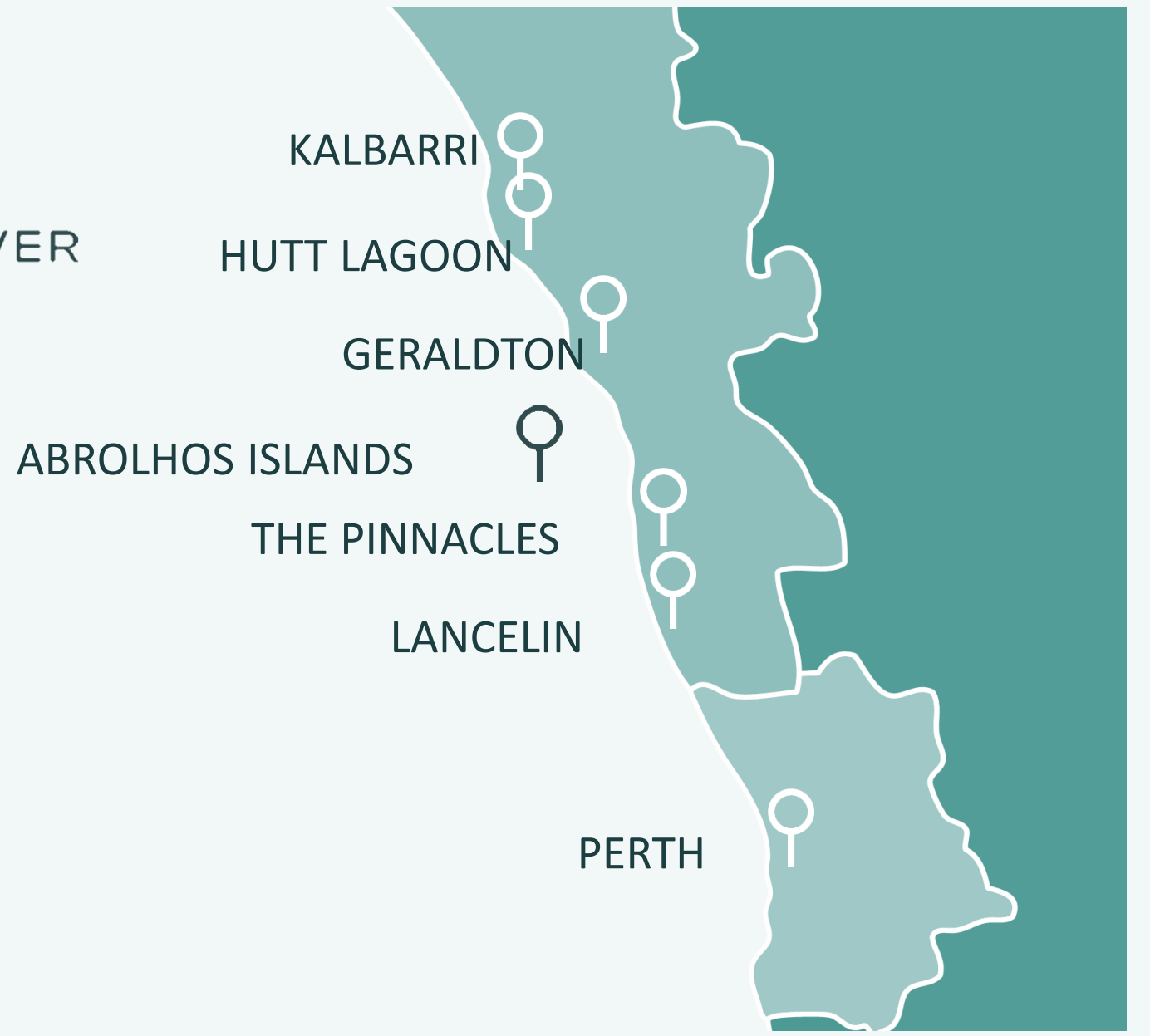
# MARKET RECOVERY

- Pre-pandemic, China was WA's largest international market by visitor spend and 5th largest by number of visitors, with 72,900 visitors.
- In the YE end June 2024, China resumed its 2019 position as WA's largest source market according to visitor spend, and the 4<sup>th</sup> largest international market by visitor numbers.
- Over 75,000 Chinese tourists visited WA, 2% above 2019, contributing \$328 million to the state's economy.

# CHINA MARKET INSIGHTS

- Bi-lateral relationship has improved between China and Australia. Tourism is on the list of cooperation.
- China's economy has 5% YOY growth in the first half year of 2024, in line with the annual growth targets.
- Post- COVID, tailor made/premium small groups is a trend.
- Post-COVID, WA packages have price advantages against east coast itineraries. ADS groups are likely to pick up.
- Media landscape is quite different from other countries and changed significantly, social media become the main media outlet.
- Safety is the top consideration for Chinese holiday makers.
- Supply issues such as lack of Chinese speaking guides and accommodation in regional WA.
- Fierce competition from states on the East Coast and other global destinations.

# MOST POPULAR WA ITINERARY





# Target Audience

(High Yield Travellers/HYTs)

- Premium and experienced long-haul travellers who prefer authentic nature experiences;
- middle class families from Tier 1 & new tier 1 cities: Shanghai, Guangzhou, Shenzhen, Beijing, Chengdu and Hangzhou;
- Frequent travellers who seek adventures and unique experiences



DREAM PROMOTION  
重点推广

BAREFOOT LUXURY  
尊崇自然的奢华体验

ROAD TRIP  
自驾之州

ABORIGINAL  
EXPERIENCES  
原住民文化体验

SUSTAINABLE TOURISM  
可持续旅行



SUSTAINABLE  
TOURISM  
可持续旅行

纯粹自然的生态环境

Authentic Nature

和谐互动的野生动物 Wildlife

坚持生态环保理念 Eco Tour



WILDFLOWERS



WILDLIFE



ECO TOUR

A silhouette of a person wearing a hat with a feather, set against a bright sunset background. The person is facing left. The hat has a single feather on the side. The background is a warm, golden glow from the sun, with some blurred tree branches visible.

ABORIGINAL EXPERIENCES  
原住民文化体验



ABORIGINAL  
EXPERIENCES  
原住民文化体验



历史 文化 传承 体验 节日 活动 艺术

自驾探索

DRIVE

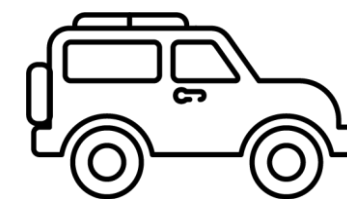
THE

DREAM

追梦“驾”期

西澳大利亚  
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DRIVE THE  
DREAM  
追梦‘驾’期



*WA - Home of Road Trip*

*worldclass Coastlines in WA*

*Discover your dream drive and  
leave the everyday behind on a  
road trip adventure in Western  
Australia.*

# ROAD TRIP ASSETS

自驾探索行程 - 西南部的自然与美酒之旅

DRIVE THE DREAM

追梦“驾”期

-  珀斯市区 > 彭伯顿 (Pemberton)  
433公里 (+323公里 回程)
-  推荐游玩季节  
9-12月
-  行程耗时  
往返共4-6天
-  交通工具  
2WD-二轮驱动

伊格尔湾海滩, 邓斯伯勒

西澳大利亚  
自驾手册

西澳大利亚  
WESTERN AUSTRALIA

甘索姆角, 布鲁姆 | MINYIRR

BAREFOOT  
LUXURY  
尊崇自然的  
奢华体验

西澳的奢华体验，是一种尊崇自然的独特体验，是一种远离喧嚣的松弛感，俨然一个私享奢华的人间天堂。

The luxury in WA is emerge into  
Nature and your inner heart not a  
physical luxury





**Upcoming  
Events/Opportunities  
活动预告**

NI HAOWA!  
你好 西澳

March 2025 · Perth



Western Australia  
Greater China Travel Mission

FY 25/26

T W A  
U p c o m i n g  
T r a d e E v e n t



THANK  
YOU