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QUEENSLAND: TOP HOLIDAY CHOICE FOR CHINESE RESIDENTS!

Research released today has found that around 50 per cent of Chinese residents living in Australia intend to holiday in Queensland within the next two years.

The *Chinese Resident Perceptions of Queensland* research – commissioned by Tourism Research Australia and Tourism Events Queensland found Queensland’s advantage is offering highly sought-after Australian experiences such as sunshine, warm weather, beaches and friendly people in “best of” (“jing hua”) destinations like the Gold Coast.

Chinese residents living in Australia consider ‘must see’ Australian destinations as the ‘big reef’, ‘big rock’, and ‘big road’ (the Great Barrier Reef, Uluru and the Great Ocean Road).

“We need to motivate Chinese residents to take holidays within the first two to three years of relocating to Australia, when their interest in seeing Queensland’s landmarks is most active”, according to Tourism Research Australia’s Tim Quinn.

Beyond the Great Barrier Reef and the Gold Coast, their knowledge of what’s on offer is quite limited, so the opportunity exists to build awareness of other experiences on offer in states such as Queensland”, said Mr Quinn.

The research identified three key market segments—‘New Entrants’, ‘Independents’ and ‘Indifferents’—which will assist tourism operators further develop marketing and planning strategies.

Key findings include:

- The Great Barrier Reef/Cairns and the Gold Coast need to be featured prominently in marketing. These drawcards can also be used to build awareness of what else Queensland has to offer.
- Around two in five Chinese residents feel more comfortable making decisions based on websites and brochures presented in Chinese.
- Almost three quarters of Chinese residents would prefer to visit Queensland completely independently and/or also include some day tours.

To find out more about the research, visit Tourism Research Australia at www.tra.gov.au

Media notes:

- When reporting TRA data, Tourism Research Australia (or TRA) must be attributed as the source.
- Media contact: tourism.research@tra.gov.au or (02) 6272 6968

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