



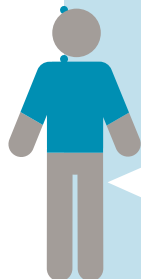
VISITING FRIENDS & RELATIVES IN VICTORIA: THE CHINA MARKET

The visiting friends and relatives (VFR) market represents almost one-quarter (23% or 613,800) of total international overnight visitors to Victoria. Approximately 20% of Chinese visitors to Victoria are VFR (112,700 visitors)¹.

The *Visiting Friends and Relatives in Victoria: The China and India Markets* study² found that both Chinese visitors and hosts:

- found Australia to be welcoming of migrants and to foster a warm, multi-cultural environment
- were surprised Melbourne was not as cosmopolitan as they had expected, buildings were old-fashioned
- were most likely to visit the regional Victoria destinations of the Great Ocean Road; Phillip Island; and the Yarra Valley and Dandenong Ranges when travelling outside of the capital city

HOST



- Initially came to Victoria for the purpose of study (45%), business/work (24%) or to visit family (21%)
- Are now permanent residents (43%) or citizens (35%)
- 61% have been in Australia for six years or more
- 67% were planning to stay in Australia indefinitely or permanently
- 45% under 30
- Are either single or are in a couple without children (47%)
- 62% working full time

MOTIVATIONS

- It is an honour and privilege to be able to show hospitality to one's family, especially aging parents

TRIP AND ITINERARY PLANNING

- 82% influenced the trip of a friend/relative initially
- Chinese hosts play a big part in planning and organising the trip
- Responsible for logistics
- 68% interested in Mandarin information resources and 59% would like information in English*

EXPERIENCE

- Chinese hosts took a trip within/to Melbourne and its suburbs:
 - 75% on day trips with their Chinese visitor/s
 - 63% on overnight trips with their Chinese visitor/s

PERCEPTIONS AND ATTITUDES

- 85% were likely or very likely to recommend Victoria

VISITOR



- Older than their hosts (63% aged 30–44)
- Have young children at home (57% with one child under 10)
- Working full time (94%)
- Well-travelled internationally, having previously been to Europe (68%), elsewhere in Asia (55%), and North America (52%)

MOTIVATIONS

- Having a holiday (67%), seeing friends (66%) and family (63%)*
- Travel is a status symbol
- Ticked items off their 'bucket list'

TRIP AND ITINERARY PLANNING

- Defer to their host's local knowledge and expertise
- Provide ideas for the itinerary in the pre-arrival stage
- More involved in planning and generating ideas after arrival
- 80% interested in Mandarin information resources and 67% would like information in English*

EXPERIENCE

- Very interested in Australian experiences including patting a kangaroo and holding a koala
- Less likely to go on additional trips without their hosts
- Greater variety in destinations (such as Phillip Island, Gippsland and Daylesford and the Macedon Ranges) when travelling without host

PERCEPTIONS AND ATTITUDES

- 99% were likely or very likely to recommend Victoria

¹Tourism Research Australia, *International Visitor Survey: Year Ending December 2016*

²Destination Visitor Survey, *Visiting Friends and Relatives in Victoria: The China and India Market*, June 2017

*Numbers do not sum to 100 as respondents were not limited to a single option