



*feel the
inspiration*

Destination Queenstown China Tourism Exchange 2018

Report

May 2019

Destination Queenstown

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1. Introduction

In China, Queenstown is well known for its stunning scenery as well as a wide range of outdoor activities. While many Queenstown operators have enjoyed success from the growing market, seasonality and on-the-ground capacity constraints have an impact on the potential for future growth.

With Tourism New Zealand's largest offshore trade event Kiwi Link China moving into a two-year cycle, Destination Queenstown developed a programme that gives Queenstown tourism operators an opportunity to visit travel trade partners in China in 2018.

Around 30 flights operate between New Zealand and China each week. Air New Zealand, Air China, China Eastern, China Southern, Hainan Airlines and Sichuan Airlines operate direct flights between Auckland and the Chinese cities of Shanghai, Beijing, Guangzhou, Shenzhen and Chengdu. China Southern also operates direct flights between Auckland and Christchurch.

2. Market Background

China is New Zealand's, and Queenstown's, largest long haul visitor market. According to MBIE's New Zealand Tourism Forecasts 2018 – 2024 report, China is expected to be the largest market by spend for New Zealand, reaching \$3.1 billion annually with 800,000 visitors, by 2024. It is expected that China will contribute to 27.4% of total international visitor growth from 2017 to 2024, and 38% of total visitor spending.

The market is undergoing a shift towards Free Independent Travellers (FIT) as Chinese become more confident about organising their own trips, seeking fresh, unique experiences. We are focused on encouraging the Chinese to travel to Queenstown outside of peak periods and to discover the variety of sights and activities available across different seasons.

- New Zealand's spring and autumn is becoming increasingly popular for Chinese visitors, with significant growth over the past year.
- Chinese travellers' use of mobile payment has overtaken cash for the first time.
- Booking tickets online is also popular in China. Airlines are increasing their online sales and online travel agents, such as Ctrip and Alitrip are aggressively developing services for independent travellers.

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In early 2018 Queenstown hosted the AMWAY China Leadership Seminar, the largest Incentive programme ever hosted in New Zealand. The Amway China delegates gave their experience an overall satisfaction rating of 97%, the highest in the Leadership Seminar's history. This has generated tremendous interest for Queenstown as an incentive destination. Watch the TNZ-DQ AMWAY China case study video [here](#).

3. Objectives

The inaugural 'Queenstown China Tourism Exchange 2018' is designed to assist Queenstown's tourism businesses strengthen and establish relationships with key travel trade partners in China. This mission focused on:

- Showcasing unique experiences.
- Increasing shoulder season visitation.
- Gaining market insights and intelligence.
- Discussing the potential opportunities for the China-New Zealand Year of Tourism 2019 with stakeholders and partners in China.
- Strengthening the sister city relationship with Hangzhou.
- Unlocking the potential for growth in winter experiences leading up to the Winter Olympics 2022 in Beijing.

4. Key messages

Position Queenstown as a premium four season holiday and incentive destination with great accessibility. A wide range of activities and accommodation options suitable to all style of travellers.

5. Programme

Dates: Monday 15 to Friday 19 October 2018

Cities: Shanghai, Hangzhou and Chengdu

The mission was open to all Destination Queenstown members and included:

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- A series of market insight presentations by Tourism New Zealand, Air New Zealand, other New Zealand government agencies and key trade partners.
- Some exclusive visits and meetings with leading global business, such as Ctrip and Alibaba.
- Unique networking opportunities to meet more than 300 influential guests from the travel trade and business events industries, tourism industry stakeholders and media at a VIP function in Shanghai, and a PR and media event in Hangzhou hosted by Auckland Airport.

The DQ China Mission comprised of two programmes running simultaneously as follows:

Sales Mission

This programme was for managers of Queenstown businesses who have established relationships with Chinese trade partners and covered the full week, including appointments with travel trade and networking functions. A total of twelve sales managers attended this programme.

CEO Mission

This programme included appointments for CEOs or GMs of Queenstown businesses to meet senior management teams of stakeholders and leading businesses to develop a long-term business strategy for China. Eleven delegates attended this programme.

6. Summary

DQ delivered a very successful programme with the support of Air New Zealand and Tourism New Zealand. DQ received very positive feedback from our members, industry partners and our guests. There were 33 New Zealand delegates including the Mayor of Queenstown, the CEO of the Chamber of Commerce and the Head of Venture Southland who travelled to China with DQ.

Throughout the week, Queenstown operators attended 1x Business Events mini tradeshow, 2x frontline trainings in conjunction with Tourism New Zealand, 3x key accounts in-house training, and 2x networking functions. More than 550 influential trade partners and stakeholders as well as media and KOLs had opportunities to learn more about Queenstown and also experience a taste of Queenstown at our VIP function in Shanghai. The highlight of the programme was the “VIP Function in Shanghai”, some distinguished guests including the New Zealand Consul- General in Shanghai and all other Heads of NZincs attended this function. Here is the highlight [video and images](#) from the event.

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