

Destination Queenstown

Queenstown Connect

18 July 2019



*feel the
inspiration*



- 1 Kia Ora South
- 2 China Market Overview
- 3 Trade Channels & OTAs
- 4 Luxury / Premium market
- 5 Incentive Market
- 6 Winter market opportunities
- 7 Digital Landscape
- 8 Q & A

SOUTH



KIAORA

SOUTH

广州 2019年6月27日-28日

新西兰南岛

VIP Room 2



中国旅行社
CHINA TRAVEL SERVICE

旅游年
ALAND
URISM

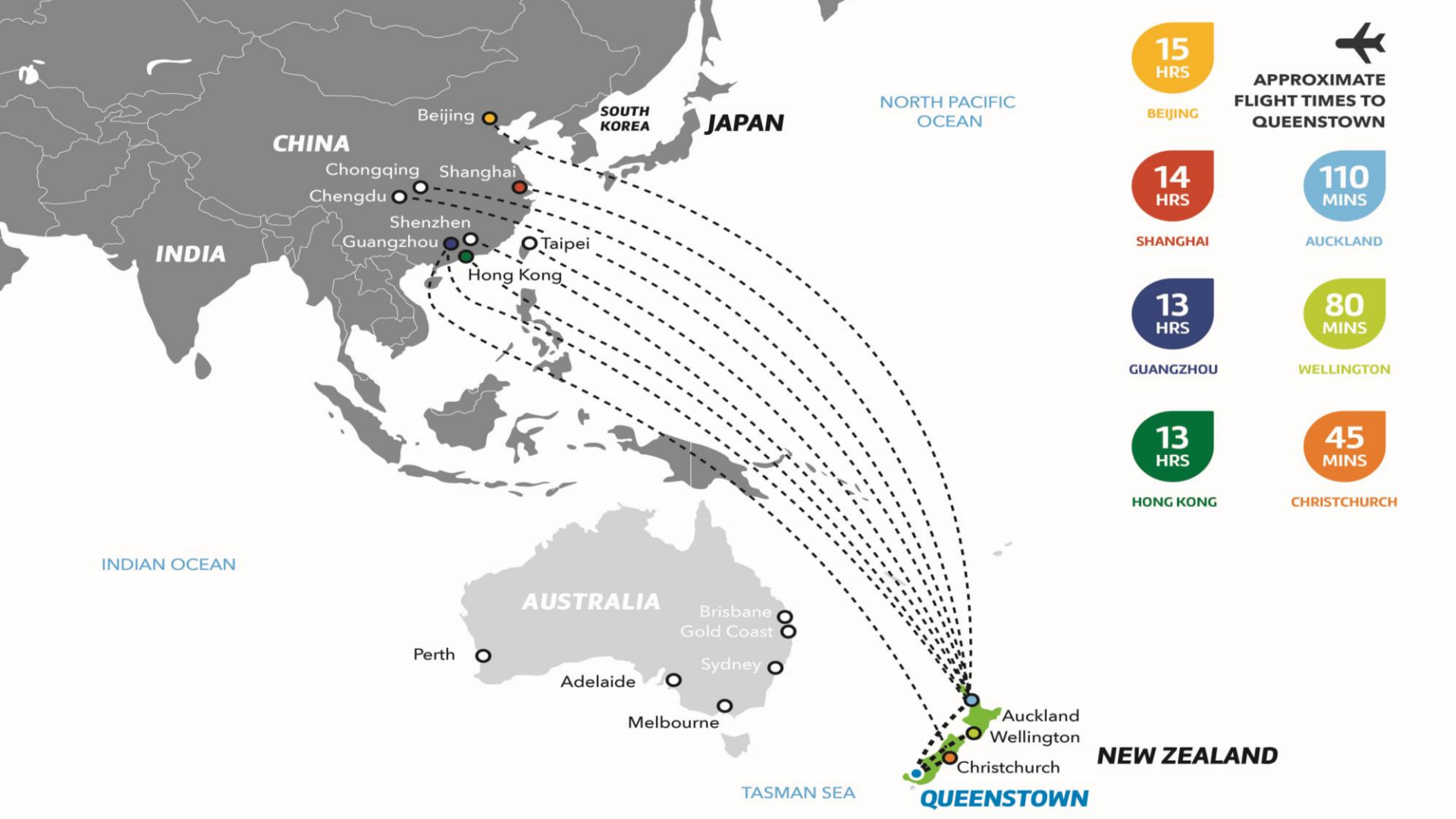
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SO
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新西兰南岛
NEW ZEALAND
SOUTHERN ISLANDS

10

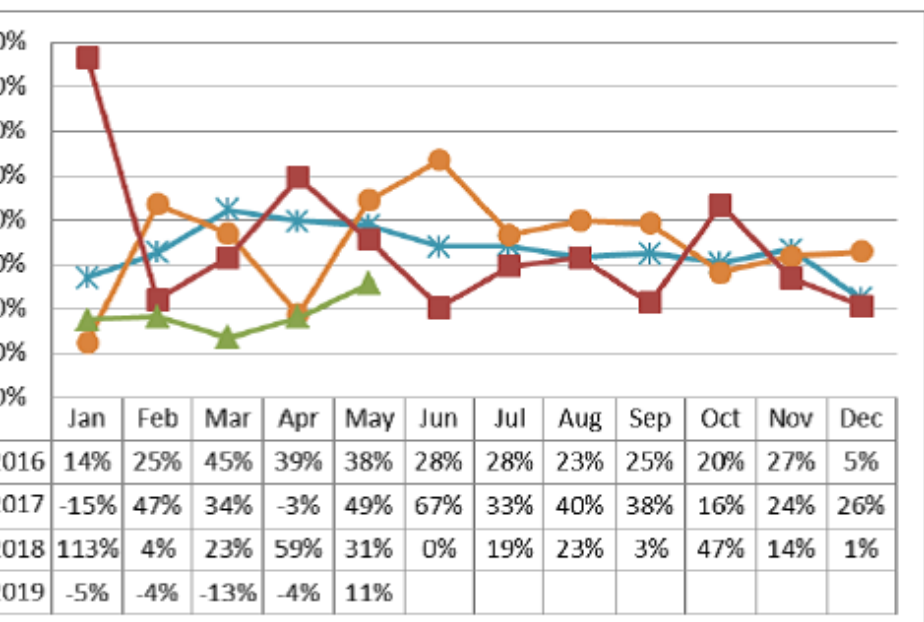




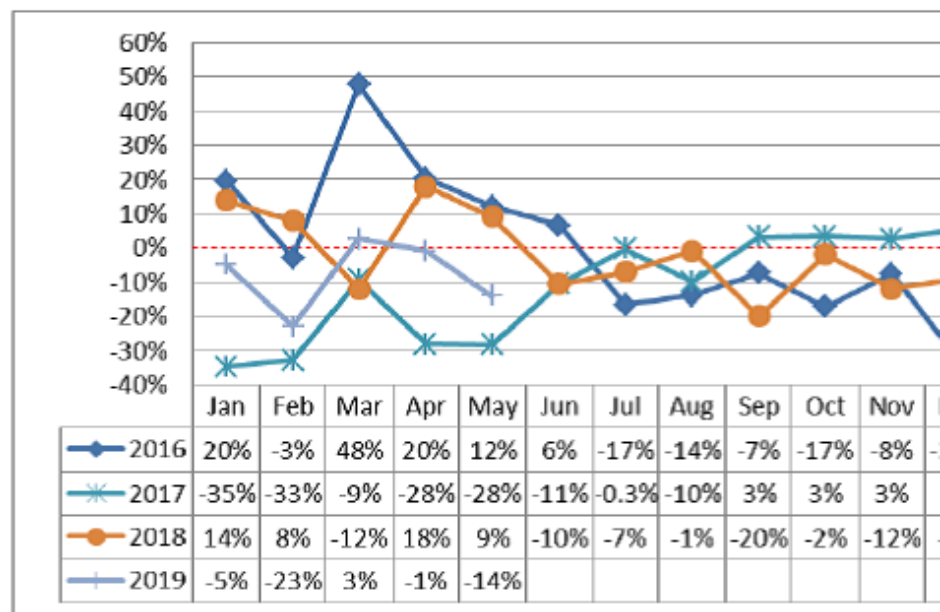
China Visitor Visa

For month of May

	2015	%	2016	%	2017	%	2018	%	2019	%	% change 18 v
Visitor Visa	6,413	38	8,822	43	13,123	58	17,202	63	19,044	68	+11%
	10,460	62	11,710	57	9,319	42	10,169	37	8,796	32	-14%
	16,873		20,532		22,442		27,371		27,840		+2%



decided GVW people – YOY monthly percentage change 2016 to 2019



Graph 2: decided ADS people – YOY monthly percentage change 2016 to 2019

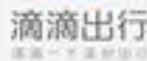
Trade channels & OTAs



feel the
inspiration

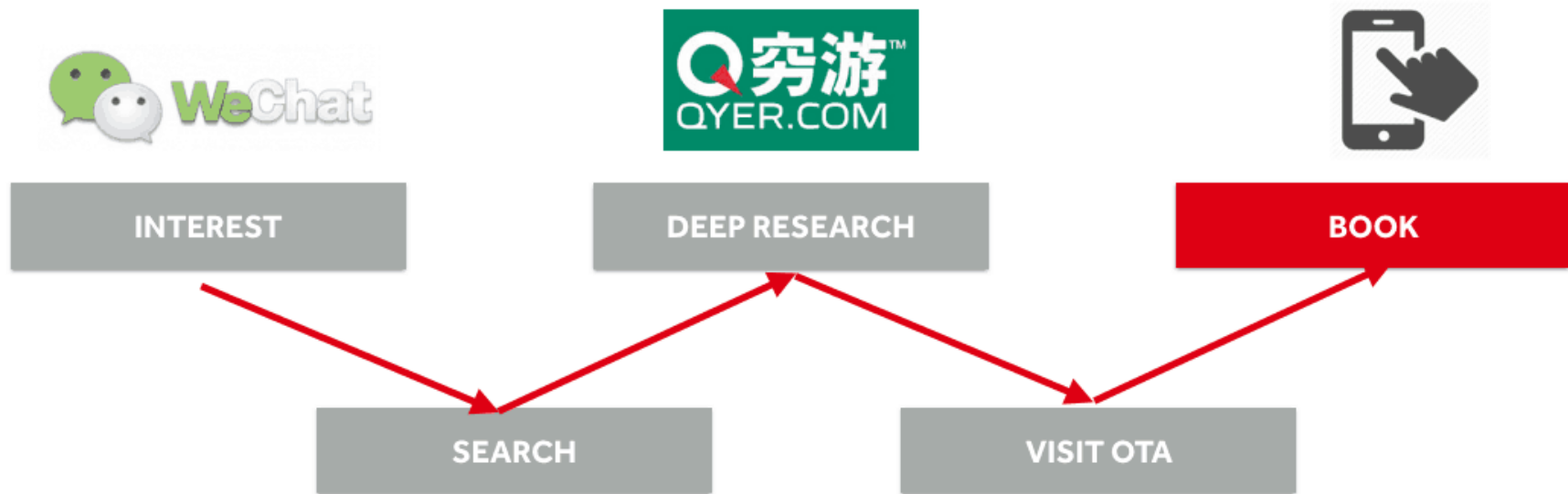


online travel space and battle hard for primacy.





THE CHINESE TRAVELLER: DIGITAL TOUCHPOINTS



Luxury / Premium Market



Incentive Market



GEAR UP >>>>



Winter Destination & Opportunities



Digital Marketing



2018
China Social Media
Landscape
KANTAR MEDIA CIC

INSTANT MESSAGING



NETWORKING



INTEREST



NEWSFEED



CORE SOCIAL MEDIA



VIDEO ENTERTAINMENT



Image



Payment



Flash Sales



Group Buying



Timeshare Rental



Second-hand



Overseas Purchasing



Specialized E-Commerce



Product Recommendation

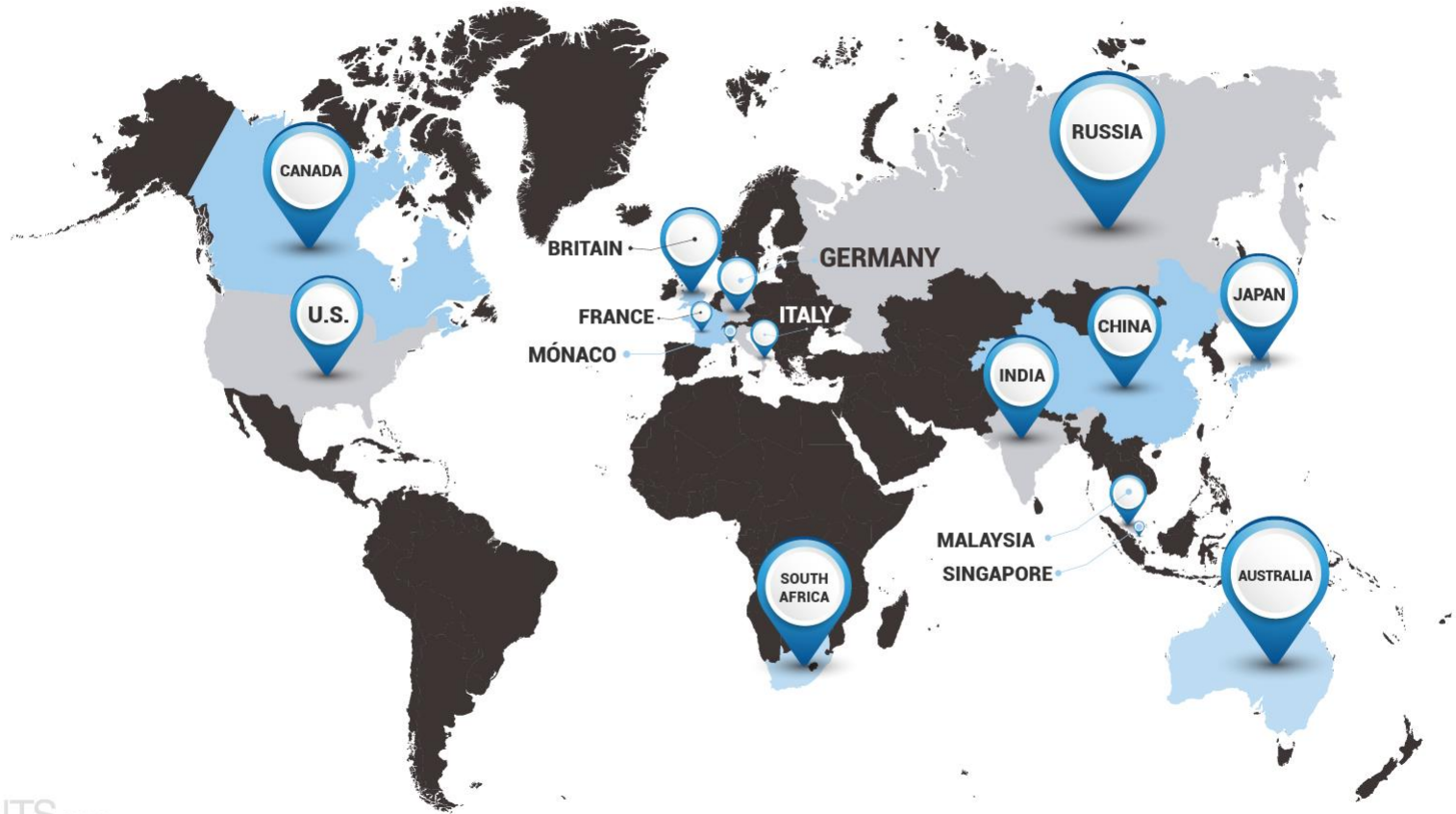


Vertical E-Commerce





Where In the World Is Alipay





不过如今，支付宝已经成长为一个全球化的生活方式应用
It is a global lifestyle super app.

Ella's tips and tricks



KEEP CALM
and
LET'S DISCUSS