



MEDIA RELEASE

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NSW Launches Major China Tourism Strategy

Minister for Tourism, Major Events and Arts, George Souris, today launched the NSW Government's plan to greatly increase tourism from China in order to double visitor expenditure to the State by 2020.

The flagship plan, called *China Tourism Strategy 2012-2020*, has been funded by the Government to the tune of \$15 million over the next four years.

Developed by Destination NSW, the strategy was launched at a keynote NSW Tourism Industry event attended by more than 200 local tourism delegates.

"This is a very important announcement which will greatly enhance tourism from China to NSW, which is currently worth about \$1.1 billion a year. This plan will directly encourage visitors from China, our largest tourist market and support the NSW tourism sector to achieve industry best practice," Mr Souris said

"The *China Tourism Strategy 2012-2020* is the first strategic program in the NSW Government's response to the Visitor Economy Taskforce (VET) Report.

It focuses on eight key areas to deliver growth:

- **Extending marketing activities into four primary China source markets**, including Greater Beijing, Greater Shanghai, Guangdong Province and Chengdu.
- **Supporting aviation and route development**, including strengthening agreements with Qantas, China Southern, China Eastern and the Sydney Airport Corporation.
- **Targeting high performing consumer segments**, including China's emerging middle class consumers, business events, assisted Free Independent Travellers (FIT) and students.
- **Improving the quality and range of visitor experiences**, by working with the NSW tourism industry to research customer-focused Chinese visitor needs to build on NSW's world-class visitor experiences for Chinese consumers
- **Increasing consumer promotion**, including strengthening Sydney's and NSW's brand appeal in key FIT markets of Guangzhou, Beijing and Shanghai to build consumer awareness of specialist product categories and experiences.

- **Strengthening trade distribution networks**, including Missions to Market for NSW operators to engage with China-based travel distributors
- **Expanding commercial and Government partnerships** to provide a unified approach to working effectively within China's regulatory environment, to deliver strategic business outcomes
- **Increasing resources to drive market growth**, by expanding Destination NSW's stand-alone offices in Shanghai and Hong Kong to coordinate implementation of the *China Tourism Strategy*."

"Ms Jennifer Tung was recently appointed Regional Director, North Asia and two additional Business Development staff will be appointed in Shanghai and Chengdu to coordinate on-the-ground strategic engagement with emerging markets."

Mr Souris said that NSW had the largest share of Chinese visitors to Australia, as well as the largest share of Chinese visitor expenditure. Between July 2011 and June 2012, visitors from China to NSW increased by more than 15 per cent to 335,500. During the same period, NSW received more than 60 per cent of all Chinese visitors to Australia, compared to Victoria at 51 per cent and Queensland at 43 per cent.

"The NSW Government is committed to growing the China market and the *China Tourism Strategy 2012-2020* will build on our unique tourism strengths and ensure that NSW is the premier destination for tourists from China into the next decade."

"Sydney and NSW are the best prepared and most highly motivated markets to welcome China. With our iconic attractions, world class arts, cultural and sporting events, award-winning hotels and culturally aware visitor experiences, we are perfectly positioned to double China tourism by 2020."