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MEDIA RELEASE

CHINESE VISITORS LIKELY TO RECOMMEND AUSTRALIA AS A HOLIDAY DESTINATION

Australia's natural environment and liveability were major draw-cards for Chinese visitors and were the reasons why they would recommend Australia as a place to visit, new research shows.

A new publication released today by Tourism Research Australia (TRA) found that Chinese visitors had reported high levels of satisfaction with their trip to Australia in 2013.

Based on interviews with 3,600 Chinese visitors to Australia during 2013, the report found that 90 per cent of Chinese visitors were satisfied with their trip to Australia and 83 per cent said their trip met or exceeded expectations.

Dr Leo Jago, Chief Economist for TRA, said this was good news for the tourism sector.

'It means the majority of Chinese visitors are likely to recommend Australia as a holiday destination to their family and friends,' Dr Jago said.

'These visitors make an important contribution to our economy. China is Australia's fastest growing inbound tourism market and tourists from China are the largest spenders in Australia,' he said.

Chinese visitors were particularly happy with personal safety and security (96 per cent), the friendliness of locals (94 per cent) and Australia's attractions (77 per cent). Wine experiences (72 per cent) and food and beverages (69 per cent) also rated highly.

Satisfaction was lower for 'value for money and shopping,' with only 50 per cent of Chinese visitors satisfied with shopping in Australia. Satisfaction levels were higher for independent travellers from China than they were for group tourists.

The quality of both Chinese and Western food in Australia was an important component in the experience of Chinese visitors.

This research was undertaken as part of the Australian Government's Asia Marketing Fund and the findings are consistent with Tourism Australia's consumer research conducted in China.

The Chinese Visitor Satisfaction summary and full report can be accessed at tra.gov.au/publications/international-Chinese_Visitor_Satisfaction

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