

Chinese Visitors Their View of New Zealand Hotels

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Chinese Visitors

Their View of New Zealand Hotels

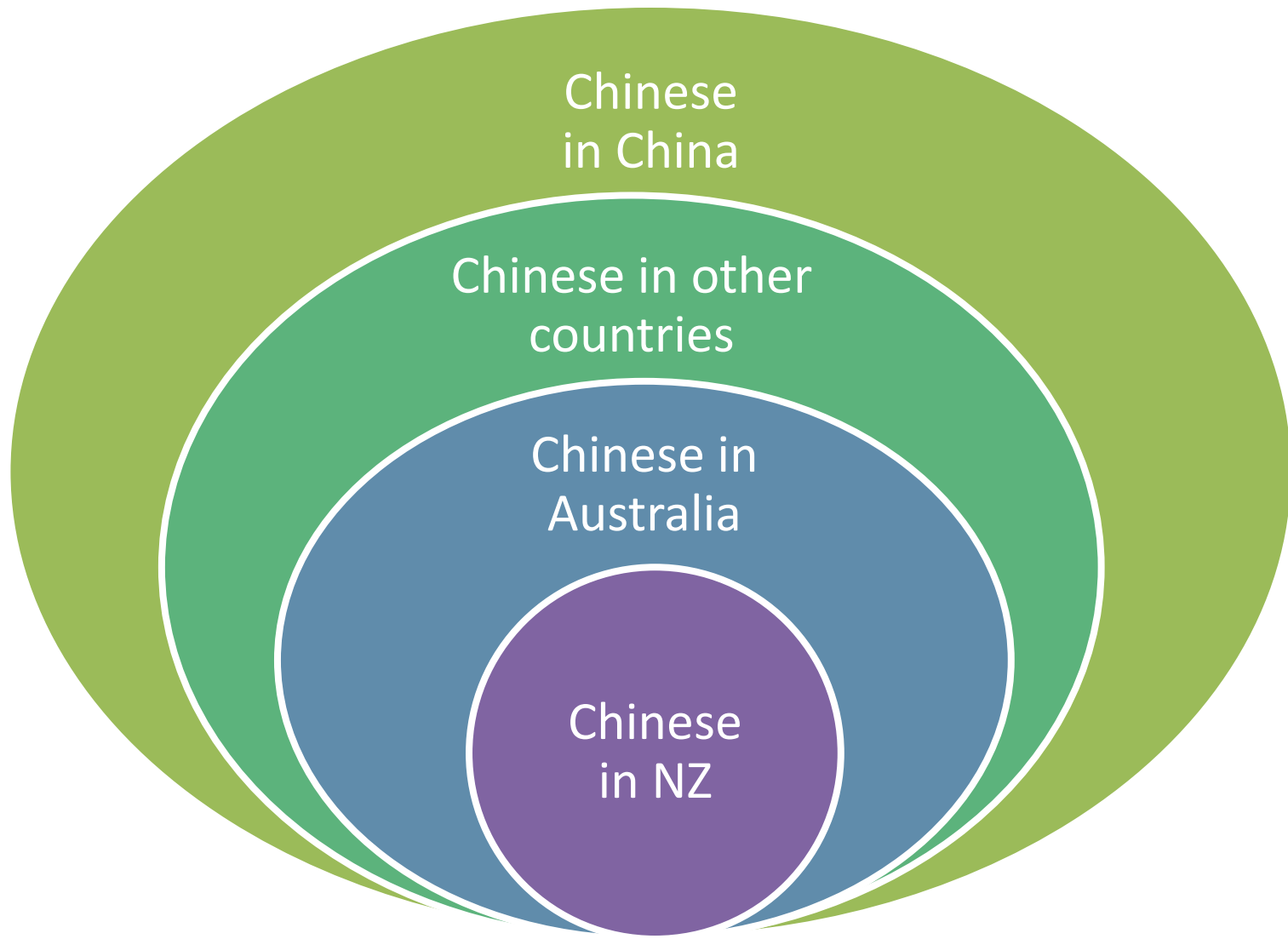
- Are New Zealand hotels meeting the expectations of the bulk of Chinese visitors (price, product, place etc)
- If not, are the gaps being filled adequately and timely
- What is the experience in Australia – same as NZ?, lessons for NZ, solutions for NZ
- Are there gaps in hotel accommodation features offering opportunities for operators, developers and investors
- How can hotels trade profitably hosting Chinese visitors







Where do your Chinese Visitors come from?



Potential Chinese Speaking Market Size

China arrivals to NZ – as at March 2013

Year End Total **210,240 visitors**

Year End Holiday **152,288 holiday makers**

Chinese living in NZ **170,000**

Chinese living in Australia **600,000**

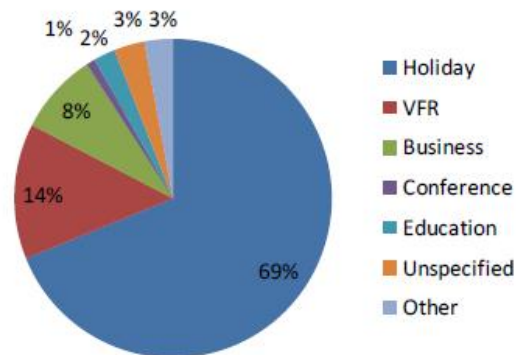


China Market

Purpose of Visit



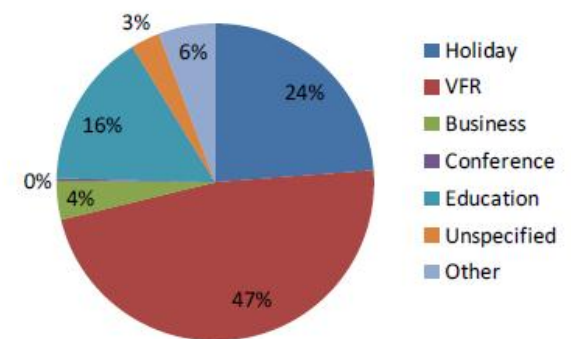
Purpose of Visit - Arrivals



Average Length of Stay	
Holiday	6.1 days
VFR	60.9 days
Business	8.1 days
Education	125.9 days
Other	25.9 days



Purpose of Visit - Total Stay Days



While Chinese holiday tourists dominate arrivals, their extremely short length of stay means that holiday arrivals make up a smaller portion of total Chinese stay days. On the other hand the long length of stay of Chinese VFR (visiting friends and relatives) tourists means VFR tourists make up 47 percent of Chinese stay days in New Zealand.

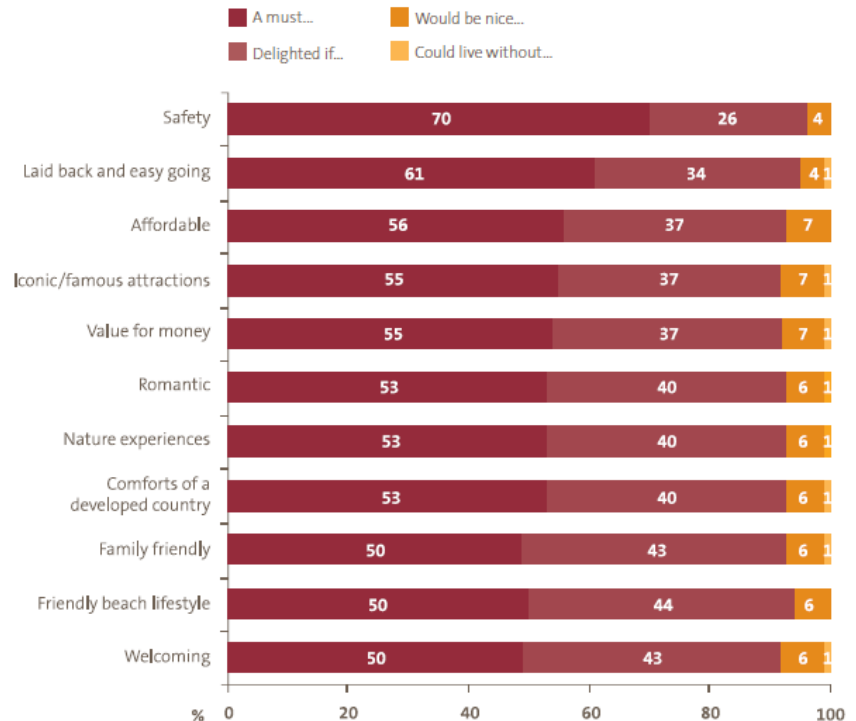
Source: International Travel and Migration – YE March 2012

China Market Needs from a Long Haul Holiday

What they want from a long-haul holiday

- To **experience 'difference'** to their home environment
- A mix of **natural environment, culture, history and development together with good products and services** for accommodation, eating out, different cuisine options and local shopping
- **Safety**, so that they can have a 'laid back and easy going' holiday
- **Value for money**
- A **welcoming and family friendly** destination
- The ability to see **iconic and famous attractions** - a major consideration when selecting a destination
- **Easy visa application process**
- Accommodation options that include **well-known hotel chains and mid level 3 star hotels**
- **Chinese speaking tour guides**, particularly for those not fluent in English
- **Access to Chinese food**, ideally once per day, particularly for breakfast
- **Direct flights**
- **Local shopping** – the opportunity to purchase local souvenirs, brands and products rated highly
- **Gambling and luxury shopping** – in this research, these were viewed more as a bonus than a must

TOP HOLIDAY DESTINATION 'MUSTS'



Source: GfK Blue Moon, Development Plan Research for Tourism Australia, 2011



Feedback examples from Chinese Travel blogs

Location

It's not common in China that people can enjoy beautiful natural scenes and outdoor activities so easily from hotel, such as golf, walking, skiing, hot spring, wine tasting and star watching etc.

This is being seen as added value when staying at NZ hotels for Chinese tourists.



Feedback examples from Chinese Travel blogs

Prefer NZ local hotels

Some tourists mentioned they feel international hotel chains are not very flexible on credit exchange/redeem, and tourists are more keen to experience NZ local hotel's atmosphere.



Feedback examples from Chinese Travel blogs

Easy Check-in/Check-out

“Different with China, most of NZ hotels do not require guests neither to pay the deposit nor to fill in check-in form. Besides, there is no final room check from hotel when check-out.”

Good hospitality, comfortable and convenient living environment

“During the stay, we always feel the warm and friendly hospitality of the NZ people.”

“...the hotel room is really comfortable and pretty, even has a lounge and a kitchen, so amazing!”



Feedback examples from Chinese Travel blogs

High quality food

Seafood, lamb, fish and wine have frequently been recommended on travel forums.

“...a hearty seafood platter with fine wine, perfect.!”

Limited number of rooms

“Most NZ hotels have limited number of rooms” has been mentioned by a lot of tourists.

“...If you plan to travel to NZ, you need to book hotel 6 months in advance, especially for New Year and other peak season...”



Feedback examples from Chinese Travel blogs

Very expensive in peak season

Limited free Wifi and data, low speed

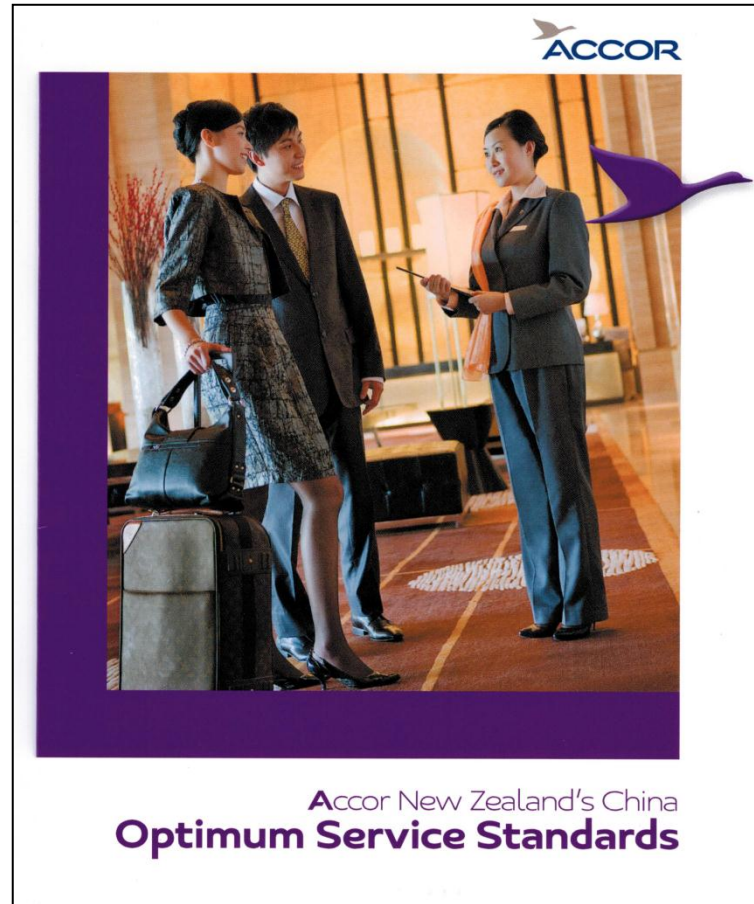
Limited option for breakfast

“...Different with China’s hotel, the option of breakfasts is very limited in NZ hotels...”

“... although we are keen to taste NZ gourmet, we missed Chinese food...”



Chinese Expectations of Hotels



Chinese Expectations of Hotels

Within the Rooms:

slippers, toothbrush & toothpaste, wifi, Chinese TV (Freeview), queen bedding (not twins like Japanese), shower OK (bath a bonus), Chinese compendiums in appropriate order, instant noodles, etc

Within the Hotel:

Chinese-speaking concierge, Chinese newspapers in lobby, power adapter availability, Chinese language menus, breakfast condiments & dishes, labels on breakfast buffet, etc

Near the Hotel:

Chinese & other restaurants with charge-back facilities, free wi-fi spots, recommended local entertainment guide, Asian food shop guide, etc



Chinese Expectations of Hotels

- International branding relevance?
- Price?

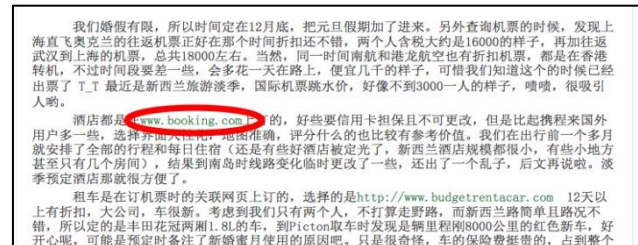


Online Promotion

- **Online Booking Sites in Chinese:**
CTRIP, Booking.com, Agoda, etc

FIT tourists mention they can easily book all accommodation online prior to arriving. Some of them use Ctrip.com which is China's leading online travel service enterprise to complete hotel reservation. However it seems there are more people prefer to use booking.com...

“Compared with Ctrip, foreign booking engine have more registered users and a user-friendly booking interface, accurate location on the map, and more valuable comments from users.”



Online Presence for Hotels

- Chinese web content



- Weibo



Chinese Travel Story Website Research

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