

High Value Travellers HONG KONG



DEFINITION OF A HIGH VALUE TRAVELLER



Travel
Long Haul



Considering
or intending to
visit Australia.



Motivated by nature
and wildlife, aquatic
and coastal, and food
and wine experiences



Represent "high value": above
average trip expenditure, and
a higher likelihood to stay
longer and disperse further

Size of the market¹

0.6 million HVTs in Hong Kong
considering Australia

Representing **22%** of the Hong
Kong long haul travel market

An additional **0.5 million** HVTs
in Hong Kong not currently
considering Australia

Drivers of Destination Choice²

*Important factors when choosing
a long haul destination*



World class nature and wildlife



A safe and secure destination



Good food, wine, local cuisine
and produce

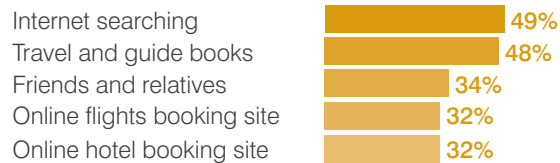


Value for money

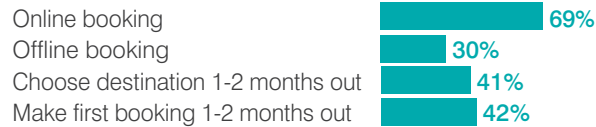


Clean cities and
good infrastructure

Planning Sources¹

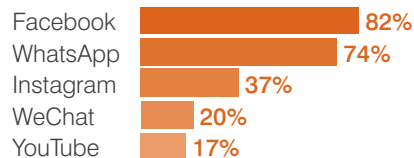


Booking Behaviour¹



Social Media³

Top sources used to share overseas holiday experiences



WA SPECIFIC INSIGHTS

Most Appealing WA Experiences³

When prompted with pictures and
descriptions of WA destinations and
experiences.



Coastal / beach



Outdoor / nature



Engaging with wildlife / marine life



Food and wine experiences



Observing wildlife / marine life

Likely length of stay in WA is **7 nights³**.

Biggest barrier to visiting WA is a
**preference for other Australian
destinations³**.

"Clean cities
and good
infrastructure"

