

High Value Travellers CHINA



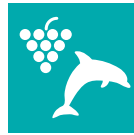
DEFINITION OF A HIGH VALUE TRAVELLER



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

13.3 million HVTs in China
considering Australia

Representing **29%** of the
Chinese long haul travel market

An additional **8.0 million**
HVTs in China not currently
considering Australia

Drivers of Destination Choice²

*Important factors when choosing
a long haul destination*



World class nature and wildlife



World class coastlines,
beaches and marine wildlife



Good food, wine, local cuisine
and produce

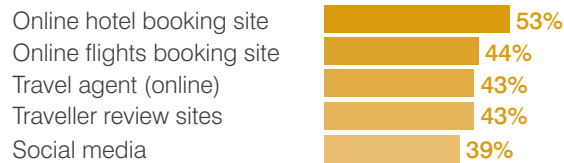


A safe and secure destination

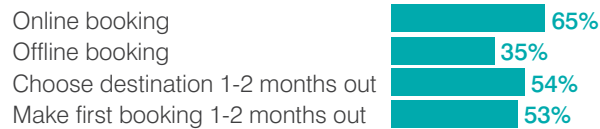


Romantic destination

Planning Sources¹

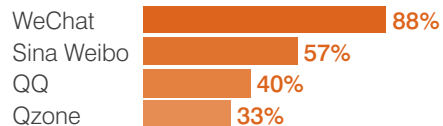


Booking Behaviour¹



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



Engaging with wildlife / marine life



Observing wildlife / marine life



Outdoor / nature



Food and wine

Likely length of stay in WA is
7 nights³.

Majority would want to visit
multiple regions of WA, as well
as other parts of Australia, on the
one trip³.

"Romantic
destination"