



Australia China Business Council
澳大利亚中国工商业委员会

Sponsorship Proposal

2015 Chinese Tourism Report



Background

As China's economy continues to grow, a new and increasingly wealthy generation of Chinese consumers are traveling abroad. A number of prominent surveys have highlighted that; Australia is consistently ranked as a highly sought-after destination for Chinese tourists; however Chinese are choosing alternative countries as their final holiday destinations. Specifically, a majority of Chinese consumers name Australia as their destination of choice; however less than 1% of Chinese tourists choose Australia as a holiday destination¹.

Top 10 destinations Chinese travellers would like to travel to compared with the destinations they actually travelled to

RANK	WISHLIST	REALITY
1	AUSTRALIA	USA
2	FRANCE	HONG KONG
3	NEW ZEALAND	THAILAND
4	USA	JAPAN
5	SWITZERLAND	FRANCE
6	CANADA	UK
7	UK	ITALY
8	SINGAPORE	SOUTH KOREA
9	HONG KONG	TAIWAN
10	GERMANY	MALAYSIA

Chinese tourists are the world's largest international market, with 116 million Chinese citizens taking an international holiday in 2014, spending US \$155 billion.² In 2013 Chinese tourists contributing \$4.8 billion to the Australian economy. Given both the scale of potential customers and the opportunities available it is important to identify the obstacles that are deterring even more Chinese tourists from visiting Australia.

It is proposed that, in conjunction with industry and government partners, the Australia China Business Council (ACBC) commissions a study to investigate the underlying reasons behind this inconsistency. In contrast to previous surveys, which have largely focused on tourists who have travelled to Australia, this survey will target those tourists who selected alternative holiday destinations in an attempt to understand the factors that dissuaded them from coming to Australia. By better understanding the decision making factors, Australian government and business can better target Chinese tourists in an increasingly competitive market.

¹ Hotels.com™ "Chinese International Travel Monitor", pg. 22

<https://press.hotels.com/content/themes/.../CITM_UK_PDF_2014.pdf>

Tourism Australia "Understanding the Chinese consumer May 2014", p. 8

< <http://www.tourism.australia.com/documents/Statistics/Consumer-demand-project-CHINA.pdf>> \

² <http://www.bloomberg.com/bw/articles/2014-09-24/chinas-legions-of-tourists-will-spend-155-billion-abroad-this-year>

Methodology

The foundation of the Chinese Tourism Report will be an in-country customer survey targeting Chinese travellers who have travelled overseas in the last five years. Respondents will be asked a series of questions about the factors that dissuaded them from selecting Australia as their holiday destination, as well as their general perceptions of Australia.

To develop concise, industry relevant questions a series of roundtable sessions will be conducted with key industry representatives. These stakeholder consultation sessions aim to understand the barriers that industry believes are deterring Chinese tourists. The survey will offer the opportunity to test these hypothetical barriers against the perceptions of in-country respondents.

The Australia China Business Council, in consultation with sponsors, will write the report.



Public Engagement

The major public event showcasing the launch of the Chinese Tourism Report will be a Chinese Tourism Summit planned for September. The summit will bring together government, commercial, and media interests to promote the key outcomes from the report. The summit will take a practical approach in order to highlight best practice from key participants in the industry with case studies from around Australia. As a sponsor of the Chinese Tourism Summit, this represents a key opportunity to engage with media and industry stakeholders.

Sponsorship

It is proposed that China Tourism Report will be supported by a maximum of four sponsors, with exclusive Platinum sponsorship from one of each of the following:

- An Airline;
- A Professional Services; and
- A Tourism Operator/Airport.

In addition, in-kind sponsorship will be sought from a hotel, in the form of a venue to launch and host a summit to promote the release of the report. The sponsorship funds will be used to commission in-county research and fund the authoring of the report. The principal author of the report will be the Australia China Business Council.

Sponsorship Category	Contribution
Exclusive Airline Sponsorship	\$10,000 + GST
Exclusive Tourism Operator/Airport	\$10,000 + GST
Exclusive Professional Services Sponsor	\$10,000 + GST
Exclusive Hotel	\$10,000 + GST (In-kind)



Sponsorship Benefits

Chinese Tourism Report	
Report	<ul style="list-style-type: none"> - Opportunity to shape in-country research with extensive engagement on industry roundtable. - Extensive consultation on report content and key recommendations.
Logos	Display of logo on front of Chinese Tourism Report
Industry Stakeholder Consultations	<ul style="list-style-type: none"> - Invitations for representatives to attend stakeholder consultations. - Sponsors display logos on all promotional materials and invitations to attend the stakeholder consultations.
Chinese Tourism Summit	
Agenda	Ability to shape the agenda for Chinese Tourism Summit.
Summit opening speech	Recognition of sponsorship of the event in ACBC's opening speech at the Summit.
Event banners	Display of logo on any event banners.
Other promotional items	Display of logo on any promotional items used on the day of the event (e.g. event agenda etc.).
Complimentary event tickets	Complimentary event tickets to the launch of report and Chinese Tourism Summit.

Proposed Program of Events - Chinese Tourism Conference

The Australia China Business Council is proposing a full day conference for the Chinese Tourism Conference. The Event will have a strong practical element, highlighting tangible ways to better target Chinese tourists. The conference is expected to attract approximately 250 attendees. A key target of the event will be Chinese tourism operators, with industry networking an important feature of this event.

A draft of the program can be found below. Please note that this is an indicative schedule and will be finalized in consultation with the sponsors.

Opening

Time	Item	Notes
8:30- 9:00	Registration	
9:00 – 9:15	Introduction	President, Australia China Business Council
9:15 – 9:45	Welcome Address	NSW or Federal Government Representative

Session I – The Chinese Consumer

Time	Item	Notes
9:45 – 10:00	Keynote Presentation	Keynote Address – What attracts Chinese tourists to Australia?
10:00 – 10:15	Case Study I	
10:15 - 10:35	Morning Tea	
10:35 – 11:10	Panel Discussion & Q&A	

Session II – Marketing ‘A Coordinated Brand’

Time	Item	Notes
11:10 – 12:50	Keynote Presentation	Tourism Australia – Update on Restaurant Australia Campaign
12:50- 12:30	Panel Discussion	What is industry best practice? How can Australia better market to Chinese Tourists?
12:30 – 13:30	Networking Lunch	

Session III – The Barriers

Time	Item	Notes
13:30 – 14:00	Keynote Presentation	What are the barriers for Chinese tourists coming to Australia?
14:00 – 14:20	Case Study I	Tourism Infrastructure
14:20 – 14:40	Case Study II	Visa
14:40 – 15:20	Panel Discussion & Q&A	
15:20 – 15:35	Afternoon break	

Session IV – Industry Best Practice

Time	Item	Notes
15:35 – 16:00	Keynote Presentation	
16:00 – 16:20	Case Study I	
16:20 – 16:50	Case Study II	
16:50 – 17:20	Panel Discussion	
17:20 - 17:30	Closing Remarks	
17:30	Close	

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