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NEW TOOLKIT HELPS NSW TOURISM BUSINESSES ATTRACT CHINESE VISITORS

Destination NSW is helping tourism business across the State tap into the profitable Chinese market with a free toolkit released today containing tips and insights to help the industry target Chinese travellers.

Minister for Trade, Tourism and Major Events Stuart Ayres said the China Market Toolkit contains valuable research insights as well as practical advice on how best to cater to Chinese visitors, including developing and delivering appealing experiences for the growing market.

“The toolkit provides tips from providing Chinese menu options or tailored kitchen facilities in self-catered accommodation, to developing Chinese language marketing collateral and culturally appropriate tours and itineraries,” Mr Ayres said.

“Visitation to NSW from Chinese visitors continues to grow, with the latest International Visitor Survey data showing visitation from China was up 17.8 per cent for the year ending December 2014, presenting an enormous opportunity for NSW tourism businesses.”

Destination NSW Chief Executive Officer Sandra Chipchase said the toolkit is a useful resource for tourism businesses across the State.

“The toolkit includes detailed advice on marketing and distributing tourism products through traditional and online channels, as well as tips on Chinese business culture and etiquette, and details of industry contacts including Destination NSW’s offices in China,” she said.

“The China Market Toolkit aligns with Destination NSW’s China Tourism Strategy, helping tourism operators meet the growing demand from this market. It is free to access and contains useful information designed to help businesses better understand what appeals to Chinese visitors and how they might develop and market products and experiences to suit them.”

The China Market Toolkit can be downloaded for free now at destinationnsw.com.au/chinatoolkit

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