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 market
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 Choice
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 Sources
Online hotel booking site
Online flights booking site
Travel agent (online)
Traveller review sites
Social media
![Bar Chart] (53%)
![Bar Chart] (44%)
![Bar Chart] (43%)
![Bar Chart] (43%)
![Bar Chart] (39%)

Booking Behaviour
Online booking
Offline booking
Choose destination 1-2 months out
Make first booking 1-2 months out
![Bar Chart] (65%)
![Bar Chart] (35%)
![Bar Chart] (54%)
![Bar Chart] (53%)

Social Media
Top sources used to share overseas holiday experiences
WeChat
Sina Weibo
QQ
Qzone
![Bar Chart] (88%)
![Bar Chart] (57%)
![Bar Chart] (40%)
![Bar Chart] (33%)

WA SPECIFIC INSIGHTS

Most Appealing WA Experiences
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 nights
Majority would want to visit multiple regions of WA, as well as other parts of Australia, on the one trip.

Sources:
2. Tourism Australia, Consumer Demand Project, 2018
3. BDA on behalf of Tourism Western Australia, High Value Traveller Research, November 2018