

Project China



What is Project China?

Project China is a long-term plan to ensure the China market grows in a positive, sustainable way in partnership with the Queensland tourism industry. The plan will ensure the Queensland industry is ready to welcome more Chinese visitors and the experiences had by Chinese visitors are of high quality.

Tourism Queensland already has a strong presence in China focusing on relationships with key industry partners and aggressive marketing and retail activities aimed at attracting Chinese visitors.

Project China provides the opportunity to review all aspects of our relationship with the China market, including a strong focus on industry readiness. Our aim is to continue to grow all key relationships and assist more tourism operators to enter the China market.

Industry Development & Education

It is imperative that the Queensland tourism industry prepares in advance for the increasing number of Chinese visitors. Project China will work on identifying a number of areas for Queensland operators to focus on in order to achieve China readiness.

Tourism Queensland will work with the operators to improve their understanding of the following areas:

- Expectations & delivery of quality products;
- Product and infrastructure requirements;
- Skills and language development;
- Food & cultural knowledge and understanding;
- Ethical business practices; and
- Quality tour guide availability.

“...a long-term plan to ensure the China market grows in a positive, sustainable way in partnership with the Queensland tourism industry.”

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Investment

The potential for Chinese investment in Queensland tourism could be very valuable in developing or refreshing Queensland tourism infrastructure (particularly hotel stock and island resorts). The Queensland Government will work in partnership with the Federal Government to show potential Chinese investors the advantages of investing in Queensland and encourage new investment.

Marketing & Target Consumers

Project China will ensure Queensland is focusing its marketing efforts in the right areas in China, including a focus on attraction of high yield visitors. Tourism Queensland will review its China market prioritisation model to ensure we reach the right consumers in the right areas within China.

Previous China market strategies have defined key cities for TQ to focus marketing efforts. These cities will be reviewed in line with the recently announced focus highlighted by Tourism Australia. It is imperative that Tourism Queensland works closely with Tourism Australia to ensure our efforts are aligned with and in support of national marketing efforts.

Other marketing partnerships, particularly with key airline and wholesaler partners, will be a core focus of the revised strategy.

Finally, third party partnership opportunities will be highlighted as a priority to ensure we continue to reach our target consumers and leverage resources to ensure all opportunities are maximised.

Aviation Strategy

The Queensland Government has long been at the forefront of aviation strategy regarding China. Project China is an opportunity to fine-tune this aviation strategy ensuring we review our focus on charters, seasonal services and scheduled services. Project China will provide clear planning and development focus.

Consultation

Although Tourism Queensland will be taking the lead on Project China, it is imperative that we involve a wide range of industry experts to value add to delivery of the project. A series of consultation meetings throughout the life of the project, kicking off with the first meetings in July 2011. Participants will include Tourism Australia, Department of Employment Economic Development and Innovation, Australian Tourism Export Council, Department of Foreign Affairs and Trade, Queensland industry representatives, Regional Tourism Organisations, QETI and key Chinese tourism partners. This group will work closely with a core project group within Tourism Queensland to prepare a discussion paper for industry by November 2011. Ultimately a new three year strategy document for the China market will be produced by early 2012.

In Summary

Project China will address all important aspects of the tourism experience in Queensland for the Chinese visitor. We want to ensure Chinese visitors come back to visit us time and time again, which means ensuring they have an excellent experience the first time. We are committed to growing our partnership with the Chinese tourism industry and we know we must provide an excellent level of service to our customers. Project China is our commitment to our partners in China. We are investing in China for the future.

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