

# Chinese New Zealanders' Domestic Travel Survey 2018

February 2018

*2019 will be the China-New Zealand Year of Tourism. Trace Research launched the first ever Chinese New Zealanders' Domestic Travel Survey. This research will help to prepare key tourism stakeholders for the potential tourism boom in the near future.*



**92.7%**  
Of Chinese New Zealanders took at least one domestic holiday trip in the past 12 months

Chinese New Zealanders spent approximately  
**315 million**  
dollars on domestic holiday trips in the last 12 months

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# Executive Summary

## Key Research Objectives

- ❑ To understand Chinese New Zealanders' domestic travel behaviour in terms of: destinations, activities and spending etc.;
- ❑ To understand Chinese New Zealanders' attitudes towards the quality of service provided by domestic Chinese tour operators';
- ❑ To identify the most recommended domestic Chinese tour operators and their net promoter scores;
- ❑ To understand Chinese New Zealanders' pattern of recommendations for Mainland Chinese tourists;
- ❑ To identify a list of Chinese New Zealanders' favourite local outdoor gear brands.



Note: An illustration of the Chinese New Zealanders domestic travel online survey screenshots

# Executive Summary

## Methodology

- ❑ In 2017, Trace Research Ltd conducted a telecommunications study, which showcased that a large proportion of people (33% of the general NZ population and 41% of Chinese) can no longer be reached by landline. Thus the representativeness of telephone surveys that are only based on a random sample of households with landline service, has come under increased scrutiny;
- ❑ Trace Research's latest telecommunications report (i.e. NZ Broadband & Video Streaming Study, 2017), found that over 95% of ethnic Chinese had access to both home broadband and 3G/4G data loaded mobile phones in New Zealand, which was the highest level of ownership. An online survey is therefore the most appropriate and effective method to reach the population of interest;
- ❑ Data for this report was independently collected by Trace Research Ltd, between 12<sup>th</sup> and 22<sup>th</sup> January 2018;
- ❑ Results from this study are predominantly based on an online survey distributed to Chinese New Zealanders through: a) Trace Research's Chinese Research Panel (by email invitations); and b) WeChat promotion (a Chinese instant-messaging service). The survey link was also available on Trace Research's websites;
- ❑ The results of this report are based on a sample of **1,183 Chinese New Zealanders** (all respondents were 18+ years old, with a gender split of 45.9% male and 54.1% female);
- ❑ To ensure the representativeness of the results, the appropriate demographic weightings (e.g., age and gender) have been applied. The margin of error is 2.8% at the 95% confidence level.

# Chinese New Zealanders' Domestic Travel Survey 2018

**92.7%** of Chinese New Zealanders took at least one domestic holiday trip in the past 12 months

Average number of domestic holiday trips made by Chinese New Zealanders

**2.7 trips**

in the past 12 months

## Top 3

Chinese New Zealanders' Favourite Tourism Activities

- 1 Natural scenery sightseeing 61.4%
- 2 Hot spring & spa 43.2%
- 3 Hiking 34.4%



Christmas & New Year Holidays

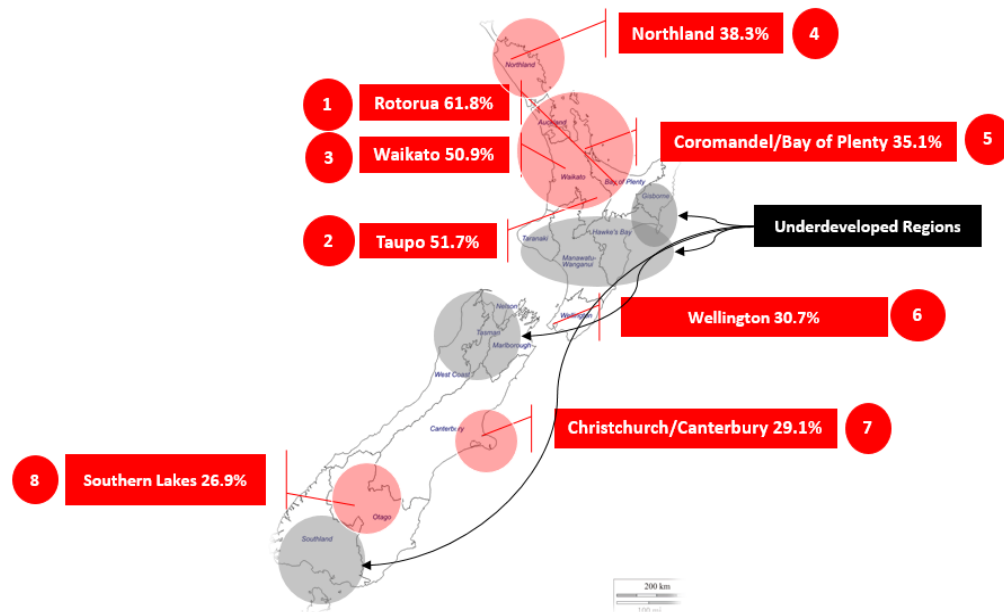
Average number of overnight stays

**3.1 nights**

Average spent per individual/night

**\$ 246.1**

## Top 8 Chinese New Zealanders' Domestic Travel Destinations



Chinese New Zealanders spent approximately **315 million** dollars on domestic holiday trips in the last 12 months.

## Top 3

Chinese New Zealanders' Source of Tourism Information



## Top 3

Chinese New Zealanders' Favourite NZ Outdoor Gear Brands

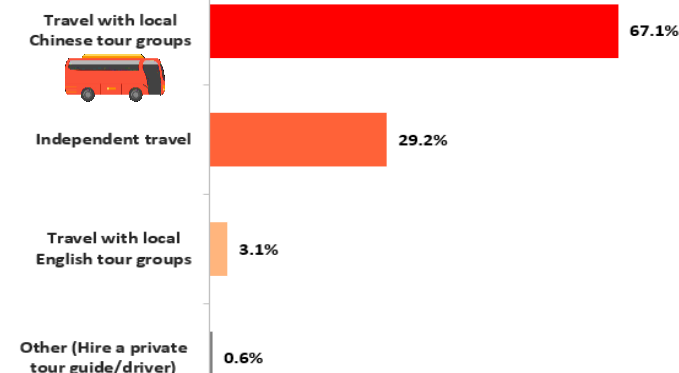


Sample Size = 1,183 Chinese New Zealanders (+/-2.8%)

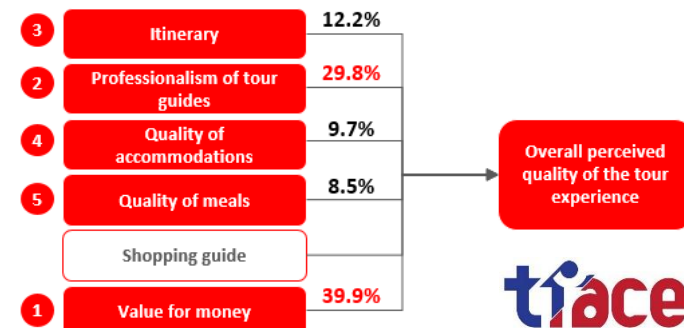
## The Most Recommended Chinese Tour Operator by Chinese New Zealanders



Recommended Ways of Travel in New Zealand by Chinese New Zealanders to their friends & relatives from mainland China



## Service Quality Model



## Research Company Background

Headed by Dr Andrew Zhu, Trace Research Ltd (NZ) is an independent market research and consultancy company based in Auckland. The governance of the company also consists of an academic advisory board, which provides conceptual and technical assessments and support for its market research projects.

In the early stages of the company's development, Dr Zhu focused mainly on providing contract based research and consultancy to other major domestic research agencies and business clients. In recent years, Dr Zhu and the company have expanded their client base to include overseas corporations, such as Chevron/Caltex, AIA, Bank of China, IAG and VW.

Having gained his PhD in Marketing from the University of Auckland Business School, and having worked in the business sector during and after his postgraduate studies, Dr Zhu is equipped with both theoretical knowledge and practical experience for delivering high quality market information and advice to his business clients. Since 2005, he has completed over 175 projects for 70 companies in the industries/sectors of fuel & lubricants, energy, food & beverage, dairy products (baby formula), banking & insurance, telecommunication, social media, tourism, and tertiary education. One of the most exciting projects in the company's portfolio was the political polling analysis for TV3 Newshub Political Poll. The results of that project received considerable public attention. Trace Research Ltd (NZ) has also been working with non-profit organisations in promoting social welfare and social responsibility.

In August 2016, Dr Zhu was motivated by the safety concerns in the Chinese community in NZ, and conducted the ground-breaking social polling among 11,675 Chinese. It was the first ever polling conducted among ethnic Chinese in NZ's history. The project gained tremendous traction, and the result was reported by more than 20 domestic and international mainstream media networks. The polling result was also widely regarded as having great policy significance in New Zealand.



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## Research Partners & Business Clients

### Trace Aims to Build Collaborative Economy with Industry Partners



Dr Zhu has conducted research projects for the following organisations in the past 12 years, just list a few (In total, Dr Zhu has conducted research for over 70 international and domestic companies by 2018)

