

# POST-PANDEMIC GEOTOURISM: WHY DO CHINESE TOURISTS MATTER?

**Dr Young Ng**

Principal Geoscientist

Danxiashan UNESCO Global Geopark, Shaoguan, China

Global Eco Asia-Pacific Tourism Conference

Margaret River, Western Australia

Date: 1-3 December 2020

## Australian tourism facts

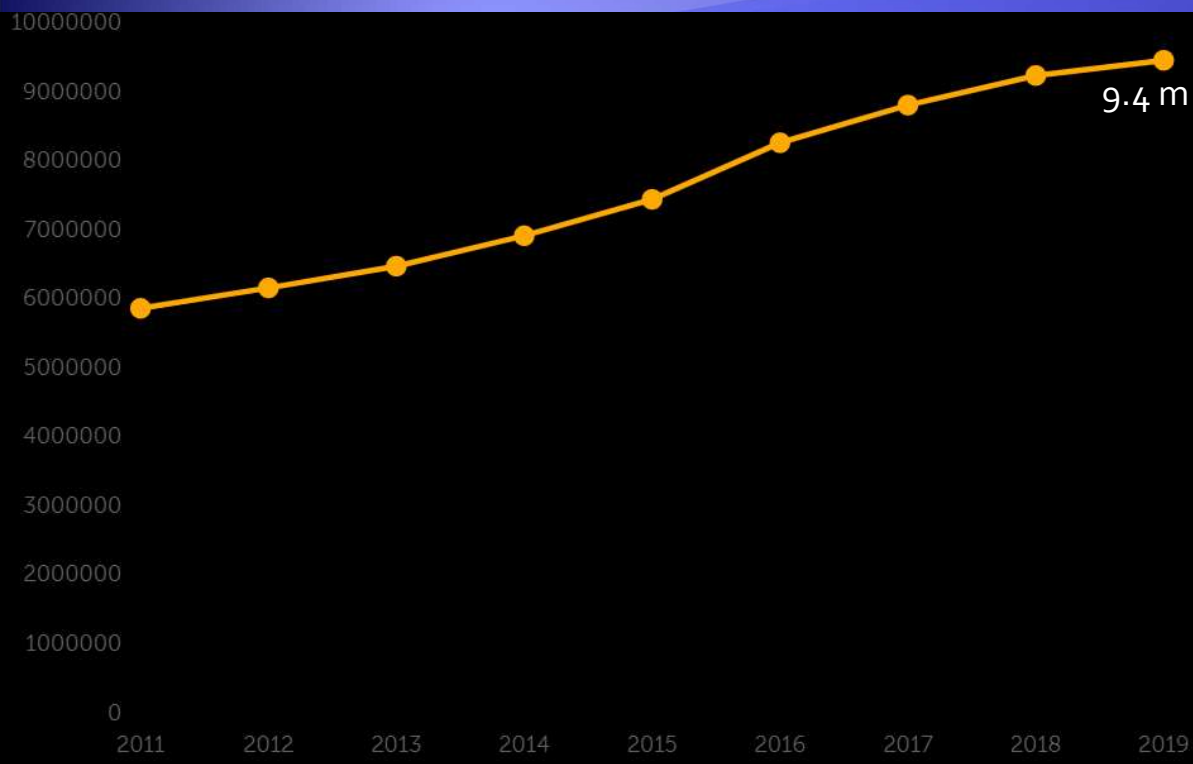


International visitors to Australia 2019-2020

<https://www.budgetdirect.com.au/travel-insurance/research/tourism-statistics.html>

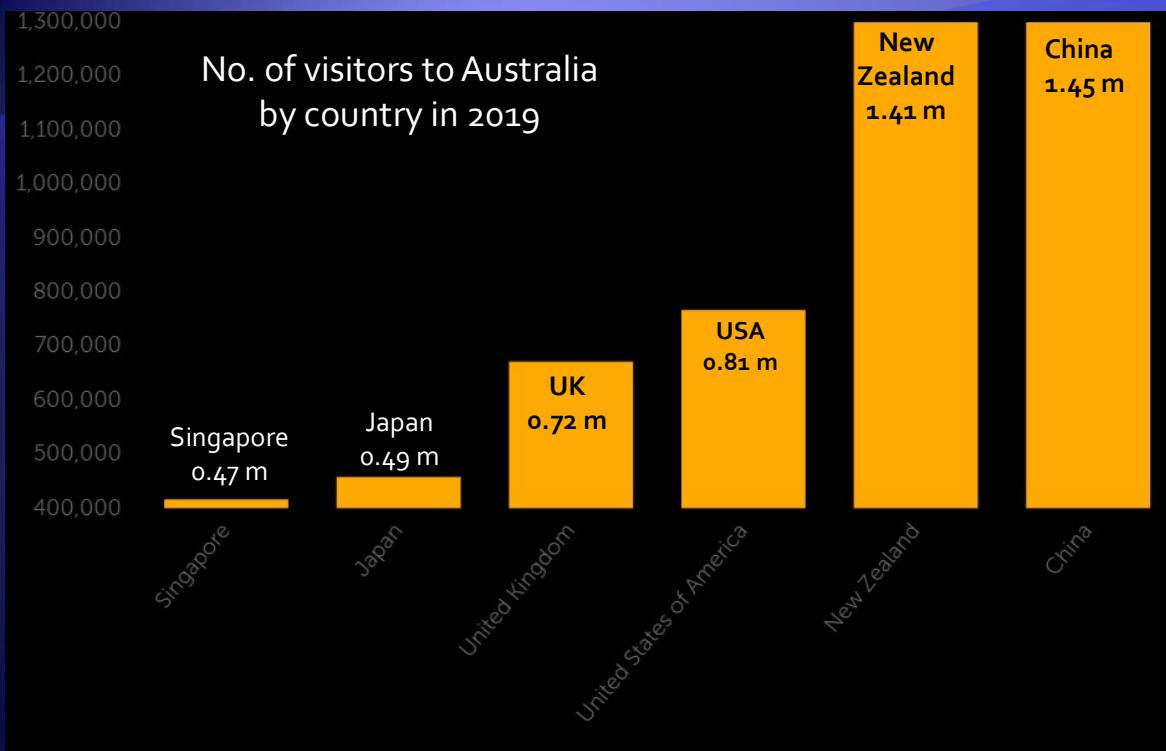
- The industry employed 666,000 people (5.2% of total employment)
- Contributed a total of AUD \$60.8 billion (3.1% of GDP), grew at a faster rate than the national economy
- Of this, 26% came from international visitors to Australia while 74% came from domestic tourism
- There were 9.4 million international visitors to Australia in 2019
- Tourism is now Australia's largest services export

## No. of international visitors



Australia's international visitors

- With the 9.4 million international tourists visited Australia in 2019, it marked a 2.4% increase from 2018
- Steady increase in international arrivals since 2011
- Projected increase to 15 million by 2026-2027



Sources:

<https://www.budgetdirect.com.au/travel-insurance/research/tourism-statistics.html>

Tourism Research Australia <https://www.tra.gov.au/International/international-tourism-results>

## 2019 Incoming tourist composition

- Top 6 countries: China, New Zealand, US, UK, Japan, and Singapore
- China 1.45 m, 677,000 visitors (46%) came to Australia for holiday purposes
- Chinese tourists spent \$12.4 billion (27% of total amount spent by all international visitors)
- < 1% of China's outbound tourists (160 million) visited Australia in 2019

# Visitor arrivals in July 2020



Visitor Number July 2020

(Australian Bureau of Statistics ABS - <https://www.abs.gov.au/ausstats/abs@.nsf/mf/3401.0.55.004>)

# Pandemic impacts

- ◆ Incoming visitors dropped by 99% from 780,000 to just 7,600 per month in July 2020
- ◆ In June quarter 2020, there were 611,700 *tourism filled jobs*, representing:
  - ❑ a decrease of 15.1% (-109,000) from June quarter 2019 compared to a 5.1% (-736,400) fall in the whole economy
  - ❑ a decrease of 12.9% (-90,800) from March quarter 2020 compared to a 6.1% (-877,700) fall in the whole economy
  - ❑ the lowest number of tourism filled jobs since June quarter 2014 with 4.5% of filled jobs in the economy, the lowest proportion on record



# Why do Chinese tourists matter?

Country	COVID-19 new cases (13/11/2020)
New Zealand	3
USA	142,860
UK	22,950
Japan	1,524
Singapore	18
Malaysia	822
India	47,905

New York Times, European Centre for Disease Prevention and Control 13/11/2020

## Pandemic under control

China: 36 new cases (13/11/2020)

Population: 1.4 billion



## Australia's Short-term Visitor Arrivals<sup>1</sup>, ('000)

Number (year to June) Seasonally Adjusted	FY2008/09	FY2016/17	FY2017/18	FY2018/19	% Share of Total, FY2018/19	% Change 2018 - 2019	% CAGR 2009 - 2019
<b>Total by region</b>	5,535	8,576	9,079	9,367	100.0	3.2	5.4
<i>North-East Asia</i>	1,188	2,444	2,692	2,743	29.3	1.9	8.7
<i>South-East Asia</i>	705	1,352	1,397	1,469	15.7	5.1	7.6
<i>Southern and Central Asia</i>	142	365	444	492	5.3	11.0	13.3
<i>Oceania and Antarctica</i>	1,255	1,535	1,571	1,618	17.3	3.0	2.6
<i>Europe</i>	1,406	1,608	1,635	1,663	17.8	1.7	1.7
<i>Americas</i>	659	1,066	1,125	1,168	12.5	3.8	5.9
<i>Africa</i>	180	205	216	214	2.3	-1.1	1.7

### By economy

1	China	353	1,283	1,430	1,450	15.5	1.4	15.2
2	New Zealand	1,097	1,349	1,372	1,411	15.1	2.8	2.5
3	USA	457	765	790	812	8.7	2.8	5.9
4	UK, CIs & IOM <sup>2</sup>	688	728	735	719	7.7	-2.2	0.4
5	Japan	400	429	445	489	5.2	9.9	2.0
6	Singapore	241	437	436	465	5.0	6.5	6.8
7	Malaysia	194	403	397	387	4.1	-2.4	7.2
8	India	113	280	335	372	4.0	11.0	12.7
9	Hong Kong SAR	139	262	298	312	3.3	4.7	8.4
10	South Korea	198	289	306	281	3.0	-8.1	3.6
11	Indonesia	95	181	197	211	2.3	7.2	8.3
12	Germany	164	209	207	207	2.2	0.0	2.4
13	Taiwan	95	170	199	196	2.1	-1.9	7.5
14	Canada	132	165	172	189	2.0	10.0	3.6
15	Philippines	54	124	131	154	1.6	17.2	11.1
	<b>Total of Other Economies</b>	<b>1,116</b>	<b>1,502</b>	<b>1,629</b>	<b>1,713</b>	<b>18.3</b>	<b>5.2</b>	<b>4.4</b>

Short term visitor arrival = < 1 year based on ABS  
(Source: Australian Bureau of Statistics) for all aged over 15 years

CAGR = 10 year Compound Annual Growth Rate  
(Source: Tourism Research Australia - Overseas arrivals and departures, Australia, Table 4, Austrade, released 15 August 2019)

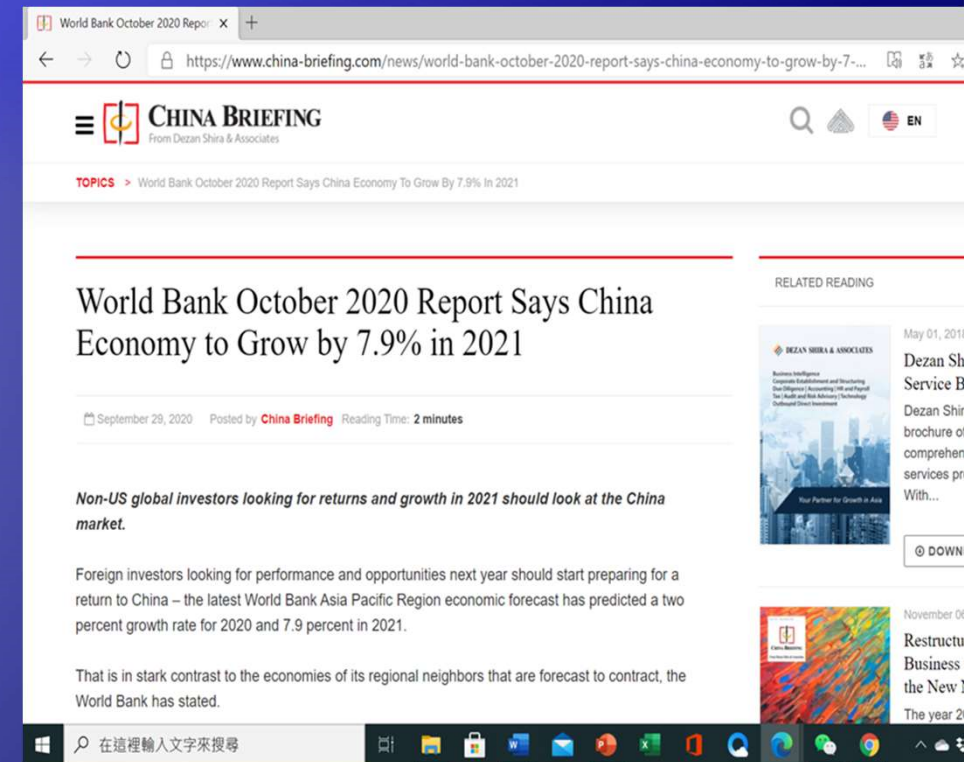




- ◆ China was the largest growth market of 1.45 m visitors by June 2019, overtook New Zealand, which contributed 1.41 m visitors
- ◆ Dramatic 10 year growth: 2009 - just 353,000, 3 times more by over one million or at a compound annual growth rate (CAGR) of 15% a year since 2009
- ◆ In terms of visitor number and spending, other countries may take decades to compete

# Speedy economic recovery

- ◆ China's economy predicted to expand faster than earlier forecasts:  
*+2% in 2020 and +7.9% in 2021*  
(World Bank October 2020 Report)
- ◆ Clear and quick recovery signs appear in different sectors of the economy
- ◆ Highlighted by domestic travel during the National Day/Moon Festival Holiday period in October and the Singles Day Online Shopping Bonanza



# National Day & Moon Festival Golden Week Holidays

- ◆ 637 million domestic tourists during 8 day holiday from 1 - 8 Oct, 2020 (80% of 2019)
- ◆ Total tourism revenue RMB 467 billion or AUD 98 billion (70% of 2019)
- ◆ Great Wall: 261, 400 tourists (33,000/day)
- ◆ Danxiashan UNESCO Global Geopark: 275, 417 tourists (34,000/day)

Sources:

<https://new.qq.com/omn/20201008/20201008A0DR4U00.html>

<https://new.qq.com/omn/.html>

<https://baijiahao.baidu.com/s?id=1668267783578399936&wfr=spider&for=pc>

Danxiashan UGGp 2020



Great Wall



Danxiashan Global Geopark



Winter Palace



# Singles Day Online Shopping Bonanza (1 November)

- ◆ Annual one day (00:00-24:00) online shopping bonanza on 1 November every year
- ◆ Total amount transacted:  
*Tmall RMB 498 billion = AUD 104 billion*  
*JDcom RMB 271 billion = AUD 56 billion*
- ◆ +25% more sale comparing to 2019
- ◆ A showcase for the country's success in battling the Covid-19 pandemic and a strong economic recovery
- ◆ Australia, brands such as Blackmores Vitamins, Bubs baby formula, A2 milk and fashion retailer Netaporter were highly sought after by Chinese consumers



nine.com.au **9NEWS**

News / National

## Australia among top countries for Singles Day 2020 sales

By Olivana Lathouris • Associate Producer | 5:49pm Nov 12, 2020

[Tweet](#) [Facebook](#) [Mail](#)

A demand for vitamins, baby formula and A2 milk has put Australia in the top overseas markets selling to [China](#) in this year's Singles Day shopping bonanza, which generated a record-breaking \$103 billion.

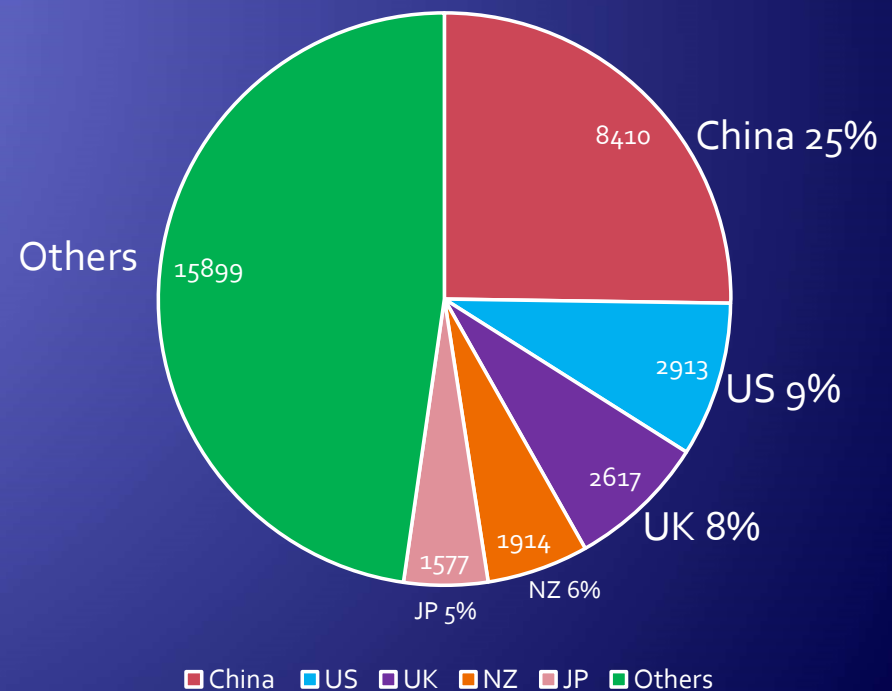
The annual event regularly hauls in tens of billions of dollars for Alibaba and other e-commerce and retail companies in China.

## Total trip expenditure of International visitors by countries of residence

(Top 5, Year end June 2020)

- Total trip expenditure of international visitors end June 2020: A\$33.33 billion
- Chinese tourists on average, spent 2 – 5 times more than tourists of any other countries in the top 5 countries of residence

Trip expenditure by country (A\$ million)





# Geotourism Attractions of Australia to Chinese tourists

- ◆ natural landscape (A=Abiotic), plants & animals (B=Biotic), culture (C=Culture)
- ◆ wilderness and vastness

A



B



C





- ◆ Healthy & fresh food:  
Seafood, beef, lamb, wines,  
fruits, dairy products
- ◆ Hospitality, safety,  
accessibility



# Approaches

- ◆ Take advantage of the recently signed Regional Comprehensive Economic Partnership agreement (RCEP 15 Nov, 2020) to open up dialogue with the Chinese Government
- ◆ Lifting of international border restrictions for Chinese tourists with appropriate COVID-19 testing and monitoring measures if necessary
- ◆ Publicity focusing on Australia's geo eco and cultural attractions to present as a healthy and safest tourist destination in the world to the Chinese market as mentioned above





# Conclusions



- ◆ Chinese tourists – too important to lose
- ◆ China recovers fast from the pandemic
- ◆ Post pandemic desire for travel and spending are strong
- ◆ Instant boost to the Australian tourism industry
- ◆ Australia as the world's safest destination
- ◆ Australia's geotourism and ecotourism destinations are the best attractions

# Thank you!

Contact: Dr Young Ng  
2901792603@qq.com