



中国-新西兰旅游年
CHINA NEW ZEALAND
YEAR OF TOURISM
2019

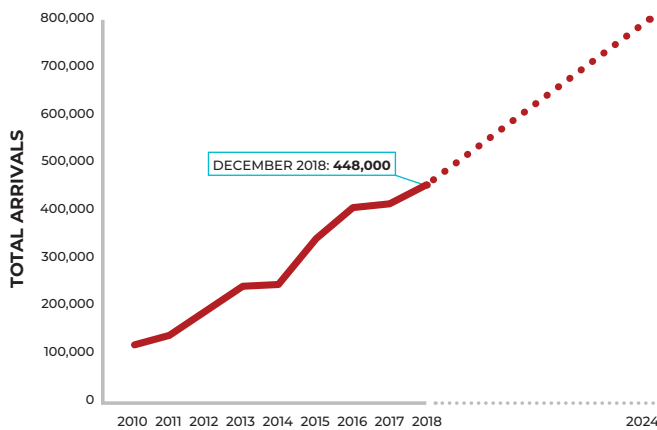
A shared New Zealand and Chinese Government initiative aimed at advancing the overall bilateral relationship (community, trade and government) and the two countries' respective tourism strategies.

NEW ZEALAND GOVERNMENT AIMS

OUR FOUR KEY GOALS FOR THE CHINESE VISITOR MARKET

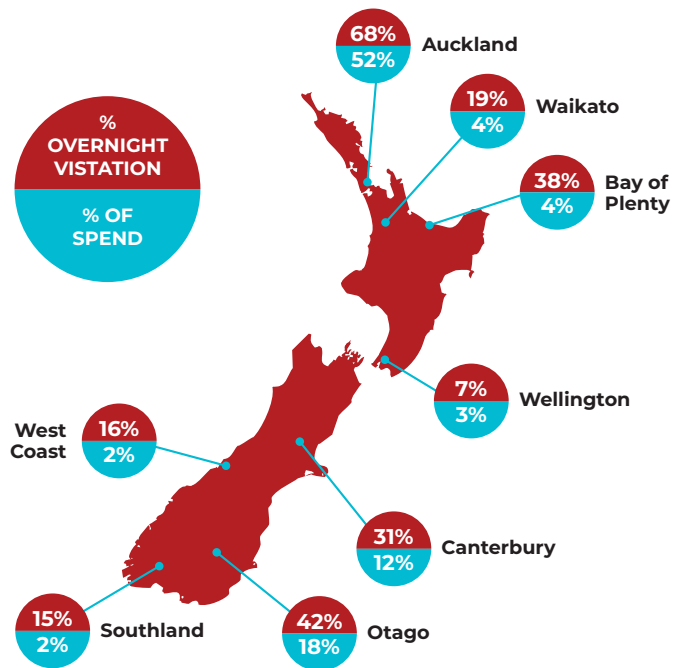
- Visitors **stay longer**, and travel during the shoulder and off-seasons
- **Explore wider** into New Zealand's regions
- **Refer others**
- **Come back** to enjoy the **high quality hospitality** New Zealand has to offer

VISITOR GROWTH TREND



VISITOR DESTINATIONS

Percentage of Chinese visitors that stay in each location



MOST POPULAR SEASONS TO ARRIVE IN NZ



TOP 5 ACTIVITIES FOR CHINESE HOLIDAY VISITORS



81%

OBSERVING WILDLIFE



72%

WALK/HIKE/ TRAMP



71%

MAORI CULTURAL EXPERIENCE/ACTIVITY



65%

FARM/ ORCHARD



65%

BEACH

The Year of Tourism is an opportunity to showcase to China what makes Aotearoa a world class destination: stunning natural landscapes, unique experiences and products, and manaakitanga – our warm and friendly Kiwi welcome.

ACTIVITY STREAMS

CHINESE AND NEW ZEALAND GOVERNMENT ACTIVITIES/CEREMONIES

Prime Minister to release video welcoming the Year of Tourism
Year of Tourism Opening Ceremony hosted by Chinese Government
Closing Ceremony in China hosted by New Zealand Government
Minister of Tourism to lead trade delegation to China for Closing Ceremony activities
China's Year of Tourism activities e.g. Xi'an's New Zealand night on 10 September
Education New Zealand to leverage of Year of Tourism events and brand (activities TBC)
Immigration New Zealand China-based staff (186) to have logo on all email signatures
MBIE Year of Tourism website

KEEPING PEOPLE WELCOME, SAFE, HAPPY & SECURE

MPI-Customs Border staff wearing Year of Tourism pins, digital displays at airport and in-market biosecurity information
NZ Police in-flight video with child actors from Auckland's Chinese community
NZTA, AA & TIA Visiting Drivers Programme and driver safety information

TOURISM INDUSTRY PROMOTION

Tourism NZ In-Market campaigns under Year of Tourism brand
Use of logo in promotions e.g. to use the logo for marketing in China
Xiyangyang China Travel Show
Regular promotions through CIAL South Programme
NZCTTA-Sky City in-bound promotions – with Destination Rotorua
Auckland International Airport digital promotions in China
WREDA and Immigration NZ MoUs
ATEED MoU with China Union Pay and Immigration NZ

BUSINESS AND COMMUNITY ACTIVITIES, EXHIBITIONS & CULTURAL CONNECTIONS/AWARENESS

NZ Maori Tourism Dragon's Den Year of Tourism Award 2018
Wellington's 'summer of China' including:

- Terracotta Warriors Exhibition
- Wellington Art Gallery Cao Fei #18
- Chinese New Year celebrations – including night noodle market
- Lanterns of the Terracotta Warriors
- Wellington Dragon Boat Festival

Wellington Multi-Cultural Society gala performance
Dunedin Chinese New Year events
Parnell Business Association Year of the Pig Public Art Exhibition and Auction
Auckland Lantern Festival ("Travellers Avenue" sponsored by China Southern, CTS and Chinese Herald)
South Island Lantern Business Forum and Lantern Festival
ID Fashion Week
Sino-NZ PGA Golf Championship & NZ Sport International Education Forum
Sister Cities conference (sponsored by NZ Government via Year of Tourism)
Auckland-Guangzhou Sister City 30th Anniversary Celebrations
Football New Zealand sports diplomacy
Global Youth Leadership Summit
CIBTM - about strengthening business connections
Dunedin-Shanghai Sister City 25th Anniversary Celebrations
Chinese Language Week 2019
Teochew International Convention (Chao Shan General Association)
Te Puia Tuku Iho Exhibition
KiwiLink (Chengdu)
Frontline Training (Tourism NZ)
Sheep World Chinese Show
Bay of Plenty Documentary series

TRADE MISSIONS

Queenstown China Tourism Exchange Trade Mission
Kia Ora South Mission led by Christchurch Airport

UPSKILLING

Tourism NZ Roadshows 2019 to have China focus (tbc)
Contemporary China Research Centre "China's New Tourists" conference
Lightning Lab Tourism
Series of FIT Insights workshops co-branded/funded between Rotorua and North Asia CAPE – to prepare for TRENZ Rotorua and KiwiLink China 2019
Tourism Legacies Conference