

China

As part of the **ACT Government’s Tourism 2030 (T2030) strategy**, China is identified as a key market of focus. The T2030 predicts international overnight expenditure in the ACT has the potential to reach \$1.4 billion by 2030.

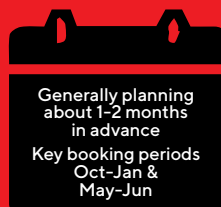
Chinese visitors arriving to the ACT for leisure (holiday & VFR)

Year ending Dec 2023



Planning & booking behaviours of Chinese travellers

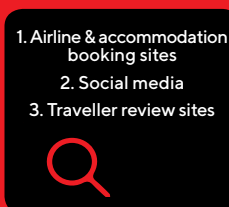
PLANNING & BOOKING



PEAK TRAVEL PERIOD



SOURCES FOR PLANNING



SOURCES FOR BOOKING



Top tourism experiences for Chinese travellers

Tourism Australia’s Future of Demand research measures experiences which most motivate travellers when choosing a destination. From 140 experiences, the following (which align with Canberra’s offering) feature in the top 20 for travellers from China:



Top Canberra experiences for Chinese travellers

VisitCanberra’s research shows the following top five Canberra experiences appeal to travellers from China:



LOCAL CUISINES & PRODUCE

Canberra is paradise for foodies offering a truly eclectic mix of dining styles, cuisines and experiences.



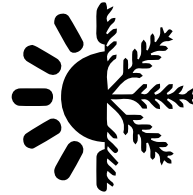
ACTIVITIES ON & AROUND LAKE BURLEY GRIFFIN

Lake Burley Griffin is Canberra’s glistening centrepiece – a water playground surrounded by museums, galleries, iconic landmarks, cafes and parks.



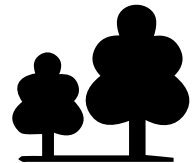
UNIQUE ACCOMMODATION

Glamping under the stars in a vineyard, slumbering near lions or sinking into luxe surrounds in the CBD – Canberra is full of unique accommodation that’ll make your holiday extra memorable!



SEASONAL EXPERIENCES

Canberra is a rare treat among Australian cities, celebrating each distinct season with different events, festivals, and experiences.



OUTDOORS & NATURE

Canberra is a nature-lovers dream with natural beauty surrounding the city-centre.

VisitCanberra’s key messages in China

“Canberra. A different kind of capital.”

“There’s more to discover in Australia’s capital city. Don’t miss out.”

VisitCanberra’s activities in China

Social media including WeChat & Red

Hosting trade & media famils

Attending trade events to meet with key travel trade partners

Training travel agents through the Aussie Specialist Program

Get involved

- **Sharing your news:** tell us about your new experiences that can be pitched to media and PR agencies or shared through our content.
- **Supporting famil visits:** gain exposure through trade or media famils by providing your experience free-of-charge or at a discounted rate.
- **Getting trade ready:** use our support programs to learn more about promoting and selling your product through trade partners and connect with the Australian Tourism Export Council to access their training library.
- **Attend Destination Canberra:** VisitCanberra holds an annual conference for the tourism industry. Join us for a day of inspirational presentations, practical learnings, and the opportunity to collaborate with your peers.

Further resources

- [VisitCanberra’s calendar of upcoming international marketing and trade engagement activity](#)
- [Future of Demand Market Snapshots](#)
- [High Yield Traveller Profile for China](#)

For more information and contacts

DOWNLOAD THE WORKING WITH VISITCANBERRA GUIDE