



Xiao Bai

Age: 34
Work: Senior Executive
Family: Married
Location: Shanghai



XIAO BAI'S TRAVEL PREFERENCES

BUDGET **LUXURY**

Prepared to pay for great experiences and top-level attractions. High level of service expected.

CITY **NATURE**

Desire to experience nature, but not venture too far from the modern comforts of urban living.

OBSERVE **IMMERSE**

Safety a key consideration – activities can be enjoyed by observation rather than needing a level of activity.

INDIVIDUAL **GROUP**

Groups provide a sense of familiarity – preference for older Chinese. Xiao Bai represents growing number of Free Independent Chinese visitors.

RELAXATION **EXCITEMENT**

Adventure is balanced with natural attractions and rejuvenation to unwind from the bustling Shanghai life.

STRUCTURE **SPONTANEOUS**

Preference is for the majority of the holiday to be planned.

LIKELY TO INFORM / INSPIRE MY HOLIDAY PLANNING:

Online influencers and bloggers on Chinese platforms such as WeChat.

“The chance to escape my daily routine excites me, but planning a trip is time consuming and difficult when information is not in Mandarin. I look for guidance when planning my holiday to ensure it’s right for me and I can just focus on enjoying the moment.”

Insights produced from Tourism New Zealand research, Auckland Airport research and official data sources

CHINESE VISITOR FACTS

32%
under 35

73%
university educated

79%
household income above ¥180,000



TOP PREFERRED COUNTRIES TO VISIT:

New Zealand
Australia
Hawaii
France

WHY NEW ZEALAND FOR XIAO BAI?

In many ways New Zealand is the antithesis to life in China. Xiao Bai’s cultural norms and life in China informs the way she sees the rest of the world, just as our understanding of the world is shaped by our culture and way of life.

MY EVERYDAY LIFE IN CHINA:

- ✓ Busy
- ✓ Time-poor
- ✓ Technology heavy
- ✓ Vibrant shopping and nightlife

NEW ZEALAND APPEAL:

- ✓ A rejuvenating holiday destination
- ✓ Where I can get in touch with nature; open spaces, beautiful landscapes & broaden my mind
- ✓ Somewhere I can relax, indulge & pamper myself

DESIRES FOR MY HOLIDAY:

To feel free-spirited, relaxed, safe and comfortable.

TOP ACTIVITIES

- Short walks, views you can access by car
- Premium shopping & locally made
- lower intensity e.g. geothermal, national park, unique wildlife
- Museums and art galleries

LIKELY ITINERARY



OUTLINE OF XIAO BAI'S NEW ZEALAND HOLIDAY

Approx \$5,200 pp

2-week stay

Structured sightseeing

Hotel-based

Bus travel/ rental cars

XIAO BAI'S EXPERIENCE AS A FREE INDEPENDENT TRAVELLER (FIT) TO NEW ZEALAND:

- She tends to stick to the “must dos” of New Zealand rather than straying too far off the beaten track
- She’s prepared to pay for great experiences and top-level service
- Given New Zealand is a long haul destination, this holiday is a big investment of time for both Xiao Bai and her partner
- Other places on Xiao Bai’s list are: Milford Sound, Franz Josef Glacier, Rotorua thermal activity, glow-worm caves
- Images and sharing content with friends and family on social networks is an important part of her experience in New Zealand.

WHAT MAY IMPROVE XIAO BAI'S VISITOR EXPERIENCE?

- Familiar convenient technologies. e.g WeChat Pay or Alipay
- Clear, direct communication
- Mandarin translation/ tour guides/ signage
- Tourism products that meet the needs of free and independent travelers
- Detailed itineraries
- Being connected – having reliable WiFi available during the holiday.