

ESSENTIAL THINGS FOR CHINA READY

1. TOP AU DESTINATIONS

1. Sydney
2. Melbourne
3. Brisbane
4. Gold Coast
5. Perth



2. TOP AMENITIES

- Chinese Signage or language help
- Free WiFi
- Free Breakfast
- Kettle/ Hot Drinking Water
- Union Pay/Alipay/Wechat Pay



3. TOP BOOKING DATES

- Nov 11th-: Single's Day (Chinese Black Friday /Boxing Day)
- October to January
- May to June



4. TOP TRAVEL DATES

- Spring Festival: December-Feb (Chinese New Year holidays)
- May & October (National Holiday)
- July to August - School summer holidays



5. TOP BOOKING TRENDS

- Average lead time 31.4 days
- Over 35% bookings made >31 days
- Around 22% bookings made within 3 days
- Average Length of Stay = 2.1 days
- 27% bookings stay >3 days
- Over 50% bookings made on apps or mobile web



6. TOP PARTNERS IN CHINA

- Airline Partners: China Eastern & Air China
- Banking Partners: VISA, MasterCard, China Merchant Bank
- OTAs: Meituan.com, Haoqiao.com, Mafengwo.com

