

MEDIA RELEASE

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Attention: News Editor

Research reveals Chinese preferences

Opportunities and challenges lie ahead for Great Southern businesses aiming for a bigger share of the Chinese tourism market, according to a Curtin University researcher.

Associate Professor Cecilia Xia, from the School of Earth and Planetary Sciences, Curtin University, visited Albany on Thursday 1 February for an event hosted by the Great Southern Development Commission (GSDC) and the Albany Chamber of Commerce and Industry. The research was funded by Bankwest Curtin Economics Centre.

Dr Xia told the group of 70 Great Southern tourism and other business representatives that her research revealed new information about the travel patterns, experiences and expectations of Chinese tourists.

Dr Xia's research showed that the Great Southern's strengths lay in its clean environment, food and wine, heritage buildings and nature-based activities.

Valley of the Giants, The Gap, Two Peoples Bay and Torndirrup National Park featured among the preferred destinations of Chinese visitors.

Shortcomings of the region identified in the research included limited shopping hours and poor wi-fi coverage.

Dr Xia said the take-away messages from her research included the need to raise awareness of attractions in the Great Southern, prepare tourist information in Chinese and train inbound tour operators.

Dr Xia was accompanied by Curtin University Research Fellow Dr Lesley Crowe-Delaney, an experienced consultant and educator in Asian tourism.

Following Dr Xia's presentation, she and Dr Crowe-Delaney conducted a workshop to gather information from the event participants. The information will contribute to Dr Xia's research.



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GSDC Chair Ross Thornton said the event provided valuable insights into the preferences of Chinese tourists.

“Dr Xia’s research will help the Great Southern to continue to strengthen its marketing for Chinese visitors,” Mr Thornton said.

“We know that we live in a wonderful part of the world, and we expect that this information will enable us to welcome more Chinese visitors to experience the delights of the Great Southern.

“However, there is work to be done, so it is commendable that there was good turn-out from businesses and related organisations.”

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