

NEW ZEALAND STEPS UP EFFORTS TO ATTRACT CHINESE TOURISTS



In the first quarter of this year, New Zealand welcomed approximately 791,000 foreign visitors, a significant increase from the same period in 2022, when there were only 38,000 visitors. In 2022, foreign tourists are expected to spend NZD 6.5 billion (around US\$ 4 billion) in New Zealand, indicating a 62% increase from 2021. The tourism industry in New Zealand is making a successful recovery.

China is an important tourist source market for New Zealand. Before the pandemic, China was New Zealand's second-largest source of overseas tourists for many years. Chinese tourists account for 1/4 of group here.

Auckland Airport is getting busier. Experts predict that by the end of this year, passenger traffic on Chinese routes will return to 70%-80% of the pre-epidemic level, which is faster than expected.

At the Auckland International Airport terminal, many signs and boards display in Chinese, and the airport also arranges for Chinese-speaking staff to help Chinese tourists in need. Some merchants also accept Alipay and WeChat Pay. Also, to facilitate customs clearance, New Zealand provides several convenient services such as team access and tour guide services for Chinese tourists, hoping to offer them smooth experiences during their trip to New Zealand.

The New Zealand Tourism Board is making a more significant effort to attract Chinese tourists by implementing measures to promote New Zealand as a preferred destination for tourism, sightseeing, and leisure activities.

Date: 2023-06-14

Article link:

<https://www.tourism-review.com/chinese-tourists-are-in-focus-of-new-zealand-news13290>