

TOURISM AUSTRALIA REPORTED MORE CHINESE TRAVELERS



After years of stagnation, visitors from China are once again shaping Australia's travel landscape. With holiday periods drawing larger numbers abroad, spending habits shifting, and fresh momentum building along the route between these nations. Boosted by targeted outreach, Tourism Australia finds its campaigns meeting rising interest. Growth emerges not just in numbers, but in how trips are planned and experienced. Momentum now rests on

timing, access, and changing preferences beyond borders.

China continues to be a key source of tourists for Australia, based on figures from Tourism Australia. **Second in volume yet first in expenditure, visitors from China stand out through their spending habits.** Numbers released by the Australian Bureau of Statistics show growth gaining strength. More than 220,000 people arrived from mainland China in February of this year. That figure climbs sharply compared to 123,000 during the same month last year. Even beyond the previous high of 206,000 set in February 2019, current levels are about 7% above it.

February's data stand out, experts say, marking a turning point where China moves beyond pandemic rebound into lasting expansion. Momentum builds through steady results - one million visitors maintained solidly over each of the last three 12-month spans. Growth now feels less like catching up, more like forward motion shaped by repeated patterns.

Multiple Factors Are Driving the Boom

What's behind this shift? Chinese travelers now care more about meaningful experiences than low prices, which helps explain why places such as Australia attract growing interest. Extended breaks during major holidays - especially the Spring Festival - lead many to choose longer trips abroad. Safety perceptions play a role too, since Australia is widely seen as secure. On top of that, air service links have bounced back after earlier cuts. Easier visa rules also make entry less complicated.

Across recent months, Tourism Australia pushed forward in China by sharpening its outreach. Phase two of the "Come to Australia, Say Hello" effort launched last year under local guidance. Rather than relying on one channel, it combined online ads with live gatherings. Collaborations with carriers and booking sites helped turn attention into trips. Interest grew steadily once connections strengthened at multiple touchpoints.

Now more than ever, Chinese travelers look for journeys shaped by lifestyle moments instead of routine tours. Because of this shift, Tourism Australia focuses on delivering real, well-crafted stories through digital space. These stories find their way quietly into how people imagine adventure. Often, they fit seamlessly alongside dreams already forming. With time, Australia appears less like a destination, more like part of the journey itself.

Building Deeper Connections

Because of these initiatives, deeper insights into Chinese traditions have shaped how Tourism Australia relates to future travelers emotionally. This outcome builds more than visitor numbers -

relationships grow quietly when journeys are lived together across borders.

Among global travel sources, China stands out for its scale and spending power, noted Rob Dugan, head of Tourism Australia. While size matters, it is long-term value and expansion prospects that make the relationship vital. Because traveler habits shift constantly, new openings emerge regularly across the bilateral exchange. Given these dynamics, confidence remains high in sustained collaboration between both nations on visitor mobility. Though trends change, mutual benefits continue shaping the outlook ahead.

Golden Week activity persists

Despite global shifts, demand from China continued climbing through the latest May Day break. **One peak season among others - November and Lunar New Year stand similarly tall - is when travel appetite surges most visibly.** Observers tracking behavior say travelers now lean toward deeper cultural engagement instead of standard sightseeing rounds. Past Golden Week patterns reveal a quiet pivot: quality matters more than checklist tourism these days.

Looking ahead, Australia's tourism sector stands to gain as ties strengthen between the two nations. Thanks to ongoing promotion and positive momentum, Chinese visitors are expected to shape much of the rebound - also guiding future expansion. While challenges remain, current patterns suggest a steady upward path.

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