

SE News
HD **China's** rich get dream holiday
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WC 381 words
PD 30 October 2014
SN Gold Coast Bulletin
SC GCBULL
ED GoldCoast
PG 2
LA English
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TOURISM Australia is targeting **China's** most affluent travel seekers with a holiday package "money can't **buy**".

Well, it can, but it'll set you back \$70,000 per person.

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The 22-day tour takes in every state and territory, showcasing Gold Coast beaches, Uluru and Kangaroo Island plus a range of the country's top restaurants such as Quay in Sydney, Darwin's Evoo, Attica in Melbourne and Windy Point near Adelaide.

International **business** class flights, luxury lodgings and exclusive **wine** tastings are also included in the price.

China is now our most valuable tourism market, overtaking the United Kingdom during the past year to be worth \$5.3 **billion**.

That figure is expected to grow to \$13 **billion** by 2020, aided by more direct flights between Australia and **China**, as well as the weaker Australian dollar.

Although just 30 packages will be **sold** in **China** to underline its exclusivity, Tourism Australia managing director John O'Sullivan said it was about "making headlines" and spreading the word.

"We know this holiday may be out of the reach of many **Chinese** travellers but this is also aspirational," Mr O'Sullivan said.

"What we're really seeking to do is create a buzz, a sense of excitement and new news about Australia." HH Travel general manager Omar Chen said the package would be **sold** on a "first- come, first-served" basis.

"Priced at \$70,000 (CNY375,000) per person, this is targeted at **China's** most wealthy citizens who are looking for total exclusivity," said Mr Chen.

"We know from experience that exclusive packages such as these generate huge interest and can have a knock-on effect on other holiday bookings." Mr Chen said a similar package offering an 88-day world tour had **sold** out in just seconds.

"We're hoping for a similar response with this, particularly as we know that Australia is top of the travel wish list of most **Chinese** travellers," Mr Chen said.

"We expect the publicity around the promotion to generate extensive inquiries about other more affordable holidays." The **sale** will coincide with the launch of the Restaurant Australia campaign in Shanghai this week, using food and drink to tempt travellers Down Under.

CO tourism : Tourism Australia

NS gtour : Travel | gcat : Political/General News | glife : Living/Lifestyle

RE austr : Australia | china : China | apacz : Asia Pacific | asiaz : Asia | ausnz : Australia/Oceania | bric : BRICS Countries | chinaz : Greater China | devgcoz : Emerging Market Countries | dvpcoz : Developing Economies | easiaz : Eastern Asia

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