

HD Tourism Australia targets wealthy Chinese with exclusive holiday deal

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Tourism Australia is targeting China's most affluent travel seekers with a holiday package that '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 Australia's nature and landscapes, its cosmopolitan cities and culture.

The package includes international business flights and overnight stays in some of Australia's most comfortable hotels and luxury lodges, including Longitude 131 at Uluru, Southern Ocean Lodge on Kangaroo Island and Woodbridge on the Derwent, close to Hobart in Tasmania.

Along the way, guests will enjoy some of Australia's finest food, best wines and culinary experiences, which include eating under the stars at Uluru, exclusive wine tastings and fine dining at hat-awarded restaurants such as Quay in Sydney, Attica in Melbourne, Darwin's Evoo restaurant and Windy Point, just outside Adelaide.

Tourism Australia Managing Director, John O'Sullivan, admitted the promotion was aimed at making headlines in China but was part of a much broader China 2020 strategy, it believes will see more than a million Chinese visitors spending in excess of A\$13 billion annually by the end of the decade.

'Sure, we know this holiday may be out of the reach of many Chinese travellers, but this is also aspirational - what we're really seeking to do is create a buzz, a sense of excitement and new news about Australia,' he said.

Omar Chen, General Manager at HH Travel said that the exclusive holiday package was limited and would only be available on a 'first-come-first-served' basis to 30 customers.

'Priced at CNY 375,000 (A\$70,000) per person, this is targeted at China's most wealthy citizens, who are looking for total exclusivity. We know from experience though that exclusive packages such as these generate huge interest, and can have a knock on effect on other holiday bookings.

'We already offer a similar promotion - an 88 day world travel tour which, when we launched it earlier this year, 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. We expect the publicity around the promotion to generate extensive enquiries about other, more affordable holidays,' he said.

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The week, Australia's national tourism organisation will launch its Restaurant Australia campaign in Shanghai. Recently, Tourism Australia had also began building an elite network of specialist travel agents, trained to sell high quality Australian holiday packages to the country's rapidly growing middle classes.

The holiday package goes on sale on 31 October 2014.

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