

**TOURISM AND MAJOR EVENTS MISSION TO CHINA BY  
THE HON ADAM MARSHALL MP, MINISTER FOR TOURISM AND  
MAJOR EVENTS AND ASSISTANT MINISTER FOR SKILLS  
27-30 August 2017  
POST MISSION REPORT**

**PURPOSE OF TRAVEL**

The Hon Adam Marshall, Minister for Tourism and Major Events and Assistant Minister for Skills travelled to China to participate in the Tourism Ministers' Meeting (TMM) held in Beijing on 28 August 2017 as part of the China-Australia Year of Tourism program.

The key objectives and outcomes of the mission were to:

- Advance the Tourism Ministers' Meeting agenda with other Australian State and Territory Tourism Ministers
- Promote Sydney and regional NSW as a premier destination
- Encourage travel trade partners to continue to work with Destination NSW to increase visitation from NSW's top source market for international visitors
- Establish government connections and market understanding for the new Minister.

**DESCRIPTION OF TRAVEL**

The NSW Minister for Tourism and Major Events travelled to China, visiting Beijing, Tianjin and Guangzhou over four days.

**Beijing**

The Minister for Tourism and Major Events visited Beijing on 27 and 28 August 2017 to attend the Tourism Ministers' Meeting, formal TMM luncheon and Official Industry Briefing at the Australian Embassy.

Whilst in Beijing the Minister met with Mr. Wang Yinzun, General Manager of Marketing Ms. Emma Li, Deputy General Manager from Capital Airlines. This meeting resulted in the announcement of a new partnership marking the commencement of three-times weekly services to Sydney from Qingdao commencing on 29 October 2017.

The Minister also attended the Tourism Australia Industry Awards cocktail reception to acknowledge the contribution of the Chinese travel trade to increasing visitation to Australia.

The Minister was accompanied by representatives from Destination NSW at all engagements in Beijing.

**Tianjin**

On 29 August 2017, the Minister travelled to Tianjin to meet with Mr Vincent Chen, China/CEO Special Assistant, Sun Hope Charity Foundation Secretary General, Sun Hope China and Ms Vera Li, China/Marketing Event Manager Sun Hope China. The purpose of this meeting was to assist Business Events in their bid to secure the Sun Hope Distributor Incentive event for the ICC Sydney in 2019. The Minister was accompanied by Business Events Sydney at this meeting.

**Guangzhou**

On 29 and 30 August 2017, the Minister travelled to Guangzhou for dinner with Qantas representatives: Mr. Wyn LI, General Manager, HK & Southern China and Camille Liu, Sales

Manager presenting an opportunity to discuss the airline landscape in Southern China and the airline's future plans in this market.

On 30 August 2017, the Minister met with Mr. HAN Wensheng Member of Leading Party Group and EVP China Southern Air Holding Company. This meeting presented an opportunity to discuss the Memorandum of Understanding between China Southern and the NSW Government.

The Minister hosted a luncheon with eight key travel trade partners in Guangzhou. The luncheon allowed the Minister to meet with partner to recognise their contribution to promoting travel to Sydney and NSW and encourage partners to continue to work with Destination NSW to promote travel to Sydney and regional NSW destinations and increase visitors to the State.

The Minister was accompanied by representatives from Destination NSW at all engagements in Guangzhou.

### **KEY OUTCOMES AND BENEFIT TO NEW SOUTH WALES**

A NSW Tourism Minister has not visited China since August 2015. The mission reinforced NSW's reputation as a premier visitor destination and as a strong, stable and growing economy, through meetings with key government and industry stakeholders. The Minister's travel aligned to the business objectives of the NSW Government and is consistent with the NSW Visitor Economy Industry Action Plan.

#### **Attendance at the Tourism Ministers' Meeting**

The Tourism Ministers' Meeting was held in Beijing as part of the China-Australia Year of Tourism program which celebrates the close relationship between China and Australia and recognises the importance of the China market for Australia's tourism industry.

The Minister's attendance at the Tourism Ministers' Meeting provided an opportunity to participate in Commonwealth led activities with other State and Territory Tourism Ministers, to discuss policy matters and to advance the tourism agenda.

#### **Engagement with travel, trade and airline partners in NSW top source market**

China is currently the number one source market for visitors, nights and expenditure in NSW and is one of the priority international markets identified in the Visitor Economy Industry Action Plan 2012-2020. This market continues to present significant opportunities to NSW.

The mission enabled the Minister for Tourism and Major Events to engage with a range of travel trade and airline partners and executives in China to:

- share market insights and the outlook for the China market
- highlight and promote experiences on offer in Sydney and regional NSW
- strengthen important bilateral ties with China
- encourage continued travel trade partners working with Destination NSW to increase visitation from NSW's top source market.

As his first official visit to China, the mission enabled the Minister to meet with key airline and travel trade partners for Destination NSW to reinforce the importance of China as a priority international market. The mission resulted in the announcement of a new partnership with Capital Airlines and enabled the Minister to discuss the NSW Government's Memorandum of Understanding with China Southern Airlines.

**Scheduled meetings (if not included in previous sections) - Nil**

<b>Minister</b>	The Hon Adam Marshall MP
<b>Portfolio</b>	Minister for Tourism and Major Events and Assistant Minister for Skills
<b>Destinations(s) visited</b> a) Countries b) Cities	China Beijing, Tianjin and Guangzhou
<b>Dates of travel</b> a) Departure date b) Return date	27 August 30 August
<b>Number of official travel days</b>	Four days
<b>Number of accompanying</b> a) Minister's staff b) Government officials	1 2-3 depending on location
<b>Accompanied by spouse</b> a) in an official capacity b) in a private capacity	N/A
<b>Costs</b>	
<b>Airfares</b> a) Minister and Minister's staff b) Government officials	a) \$12,024.44 b) \$10,201.23
<b>Accommodation</b> (includes any meals/incidentals charged to room) a) Minister and Minister's staff b) Government officials	a) \$2,488.12 b) \$2,351.08
<b>Official hospitality</b> a) Minister and Minister's staff b) Government officials	a) Nil b) \$2,674.87
<b>Other expenses</b> a) Official gift presentation b) Ground transport c) Meals and refreshments d) Other miscellaneous costs	a) \$1,047 b) \$2,277 c) Nil d) \$1,380 (interpreters)
<b>TOTAL estimated travel cost</b> a) Minister and Minister's staff b) Government officials	a) \$14,512.56 b) \$19,931.18
<b>Currency conversion rate</b>	All dollars listed above are in Australian

This report does not include costs for data roaming, official passports, visas, vaccinations, insurance, translation or printing of business cards.