

APPROVED DESTINATION STATUS (ADS) SCHEME

China Approved Destination Status Advisory Panel (ADSAP) 22nd MEETING – 6 December 2018 – COMMUNIQUÉ

China Visa Statistics: The Department of Home Affairs (Home Affairs) reported in 2017-18 the programme experienced positive growth, with a 4.8 per cent increase in applications in comparison to 2016-17. There were 205,505 ADS visas granted in 2017-18. Starting from 2018-19, the first four months have shown a 7 per cent growth in ADS application in comparison to 2017-18. Visitors under the ADS scheme still consists of 24 per cent of Chinese Tourist visa holders. 2017-18 had 954,264 visitor visas granted to citizens of China, representing a 7.4 per cent increase on 2016-17. The uptake of online lodgment in China has risen to 90 per cent and is expected to reach 100 per cent online lodgment in 2019.

ADS Unit update

- Tour Guide Content Translation: this project will create English, simplified and traditional Chinese content pieces for around 100 commonly used ADS attractions (from New South Wales, Queensland and Victoria) will be available on the Austrade website for tour guides to download in the coming months.
- Compliance Activity: Austrade reported as at December 2018, there were 95 approved ITOs and 2,285 guides.
- Staff Training: ADS staff recently completed training with Fastrak Asian Solutions on the inbound tourism market and communicating with Chinese stakeholders
- WeChat account: The ADS unit recently obtained approval to create an official WeChat account for ADS tour guides. The ADS unit aims to launch the WeChat account in early 2019.

Update from members

Tourism Australia (TA)

TA signed MoU with China Southern Airlines to develop a business event travel sector in China. In 2019, TA will partner with the Australian Football League and host its third AFL game in Shanghai. Greater China Travel Mission will go ahead by visiting two cities in China.

Australian Federation of Travel Agent (AFTA)

AFTA mentioned a two month national TV campaign, promoting the benefit of using ATAS accredited agents. The ATAS program is growing, there are 1,400 ATAS Accredited Agents / 2,800 ATAS locations nationally. In 2019, AFTA will relaunch its individual consultant accreditation program congruent with the launch of an LMS platform and e-learning for both ATAS accredited agents and individual consultants.

Australian Tourism Export Council (ATEC)

ATEC has recently wrapped up Meeting Place in Darwin, 430 delegates attended. In partnership with Asialink, next year ATEC will deliver China Host Program. Wine Australia appoints ATEC to develop capability development program in terms of export readiness and developing international ready wine tourism products and services.

Attendees

Austrade
Department of Home Affairs
Tourism Australia
Tourism and Events Queensland
Australian Tourism Export Council
Australian Federation of Travel Agents
Go to Rich Pty Ltd/AU VIP Tour
AOT Group Inbound Pty Ltd
Redrock Capital Pty Ltd
Fastrak Asian Solutions
PTC Express

Apologies

Destination NSW
Australia China Business Council
Queensland Tourism Industry Council
Visit Victoria