Chinese Official Visitor Guide

Four Edition Media Kit

2018/19
Overview

Connecting the growing Chinese visitor segment with Melbourne

The Chinese edition of the Official Visitor Guide provides the biggest and fastest growing market to Melbourne with a comprehensive understanding of the experiences available in Melbourne. It includes compelling information on Melbourne’s events, attractions, shopping and dining precincts. The guide also provides key travel information on regional Victoria. Collectively, the guide represents a wealth of visitor experiences.

The Chinese Official Visitor Guide readership comprises a mix of international visitors, international students and Chinese speaking residents.

Forecast Growth

China’s economy is expected to grow 6.1% in 2018/19

This rapid rate of growth will ensure that the Chinese middle class will continue to swell, providing an important enabler to international travel. Tourism Research Australia expects to see an increase in the importance of Chinese tourism, as this market’s share of arrivals grows from 14.6% in 2016/17 to 16.3% in 2018/19 and to 25.7% in 2026/27.

Additionally, the increase in aviation capacity means it’s now easier than ever for Chinese tourists to get to Australia and Melbourne. Strong growth is expected in this area sourced largely from ‘new’ airlines and second-tier cities. RA forecasts that inbound aviation capacity from China will grow by 10.0% 2018–19.

*Source: Tourism Research Australia: Tourism Forecasts 2017

Visitors from China also accounted for the largest proportion of expenditure in Victoria (35.11%)

*Source: Business Victoria International visitation and expenditure in Victoria. Year ending December 2017

Melbourne Official Visitor Guide (Chinese) is supported and endorsed by the following organisations:
Chinese Visitor Snapshot

It's estimated that more than 621,600 Chinese overnight visitors came to Melbourne YE December 2017, an increase of 9.2% on the previous year*

It's estimated that Chinese visitors spent 17.4 million visitor nights YE December 2017, an increase of 10.5% on the previous year*

Chinese visitors spent approximately $4,318 per visit YE December 2017*

62.2% of Chinese visitors came to Melbourne on a holiday YE December 2016**

80% of Chinese visitors would like information in Mandarin for planning the trip*

65% of Chinese hosts (in Melbourne) would like information in Mandarin*

82% of Chinese hosts (in Melbourne) influenced the trip of a friend/relative visitor from China initially**
Chinese Official Visitor Guide

SIZE
+ A5 – 112 pages

PRINT RUN
+ 240,000 copies per annum
+ 60,000 copies per season

ADVERTISING SPACE AVAILABLE
+ Full page
+ Half page

KEY FEATURES
+ Dedicated editorial focusing on key experiences for the Chinese market
+ Information on travelling around Melbourne and regional Victoria
+ Recommended itineraries
+ Detailed maps including Melbourne City Centre and Regional Victoria
+ Coupons (EOI available to four edition advertisers only)

DEADLINES

<table>
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<tr>
<th>SEASON</th>
<th>BOOKING</th>
<th>EDITORIAL EOI</th>
<th>MATERIAL</th>
<th>RELEASE</th>
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<tr>
<td>Spring</td>
<td>8 June 2018</td>
<td>16 May 2018</td>
<td>19 June 2018</td>
<td>1 September 2018</td>
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<tr>
<td>Summer</td>
<td>7 September 2018</td>
<td>16 May 2018</td>
<td>18 September 2018</td>
<td>1 December 2018</td>
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<tr>
<td>Autumn</td>
<td>23 November 2018</td>
<td>31 October 2018</td>
<td>4 December 2018</td>
<td>1 March 2019</td>
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<td>Winter</td>
<td>8 March 2019</td>
<td>31 October 2018</td>
<td>19 March 2019</td>
<td>1 June 2019</td>
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“Puffing Billy Railway is a long-time advertiser in the Chinese Official Visitor Guide as well as the Melbourne Official Visitor Guide. With a large international market visiting our attraction, the Visitor Guides remain an excellent way to position ourselves as a ‘must see’ when visiting Melbourne. The discount coupons in the Visitor Guides have been beneficial for us. The team at Destination Melbourne are great to work with and we look forward to continuing our association with them.”

—
Kine Haughland
Marketing Executive Puffing Billy Railway
Distribution & Participation Rates

Destination Melbourne distributes a minimum of 240,000 copies of the Chinese Official Visitor Guide every year. The guide is distributed both exclusively and non-exclusively at several key points of arrival throughout Melbourne.

DISTRIBUTION POINT EXAMPLES
+ Exclusive distribution at the International Terminal, Melbourne Airport
+ Exclusively at Melbourne Convention and Exhibition Centre
+ Seasonal distribution through Melbourne China Post newspaper
+ Melbourne Visitor Hubs
+ Direct distribution to conference delegates through Melbourne Convention Bureau
+ City and metropolitan hotels and attractions
+ Accredited Visitor Centres throughout Victoria
+ Skybus – Melbourne Airport and Southern Cross Station
+ Avalon Airport Arrivals Terminal
+ Australian Visitor Centre at Melbourne Airport
+ Selected Bank of Melbourne branches (Chinatown & Box Hill)

<table>
<thead>
<tr>
<th>SIZE OF ADVERT</th>
<th>SINGLE EDITION</th>
<th>FOUR EDITION SPECIAL RATE*</th>
<th>SAVING PER YEAR</th>
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<tr>
<td>Full</td>
<td>$3795 ex GST.</td>
<td>$3416 ex GST.</td>
<td>$1518</td>
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<td>Half</td>
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<td>$2205 ex GST.</td>
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NOTE: Where required, translation is included with your booking.
* Four Edition Special Rate includes a 10% discount when purchasing four editions of the Chinese Official Visitor Guide at the one time. Price indicative of single edition only.

Sales Contacts

Tina Seirlis
Sales & Partnerships Manager
0450 603 086
tina@destination.melbourne

Emma Gray
Sales Executive
0418 220 568
emma@destination.melbourne
SUPPLY SPECIFICATIONS
Advertisers can supply their artwork translated already, or we can have it translated free of charge. If translation is required, please ensure artwork is supplied as a packaged InDesign file containing all links and fonts.

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>WORD LIMIT</th>
<th>LOGO/IMAGE/QR</th>
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<td>1700 characters</td>
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*Please note: Length of words can sometimes make word count vary. Image montages or images with text over the top will not be accepted. Destination Melbourne reserves the right to edit any submissions and make corrections, omit material, or do minor reorganisation required to achieve the consistent look and feel as per the style guide.

PROOFING OF ADVERTISEMENTS
When a proof is ready for advertiser review/approval, an email notification including a hyperlink to access the dmhub will be sent.

Advertisers are granted the opportunity to make 2 rounds of changes. Changes made beyond the second round will incur an additional fee of $60 per proof.

Material submission questions?
Yolanda Baker
Sales Coordinator
9869 2415 | yolanda@destination.melbourne