

The China Tourism Market:

Opportunities and Challenges for Aboriginal Tourism

Presented by Carmut Me



The China Tourism Market:

Opportunities and Challenges for Aboriginal Tourism

- Identifying the Market: Who are they?
 - China Outbound Tourism Boom
 - The Chinese Tourist in British Columbia
 - Perceptions and Values
- Identifying Strategies: Next steps?
 - Emerging Trends
 - Target Groups
 - Opportunities for Aboriginal Tourism Industry



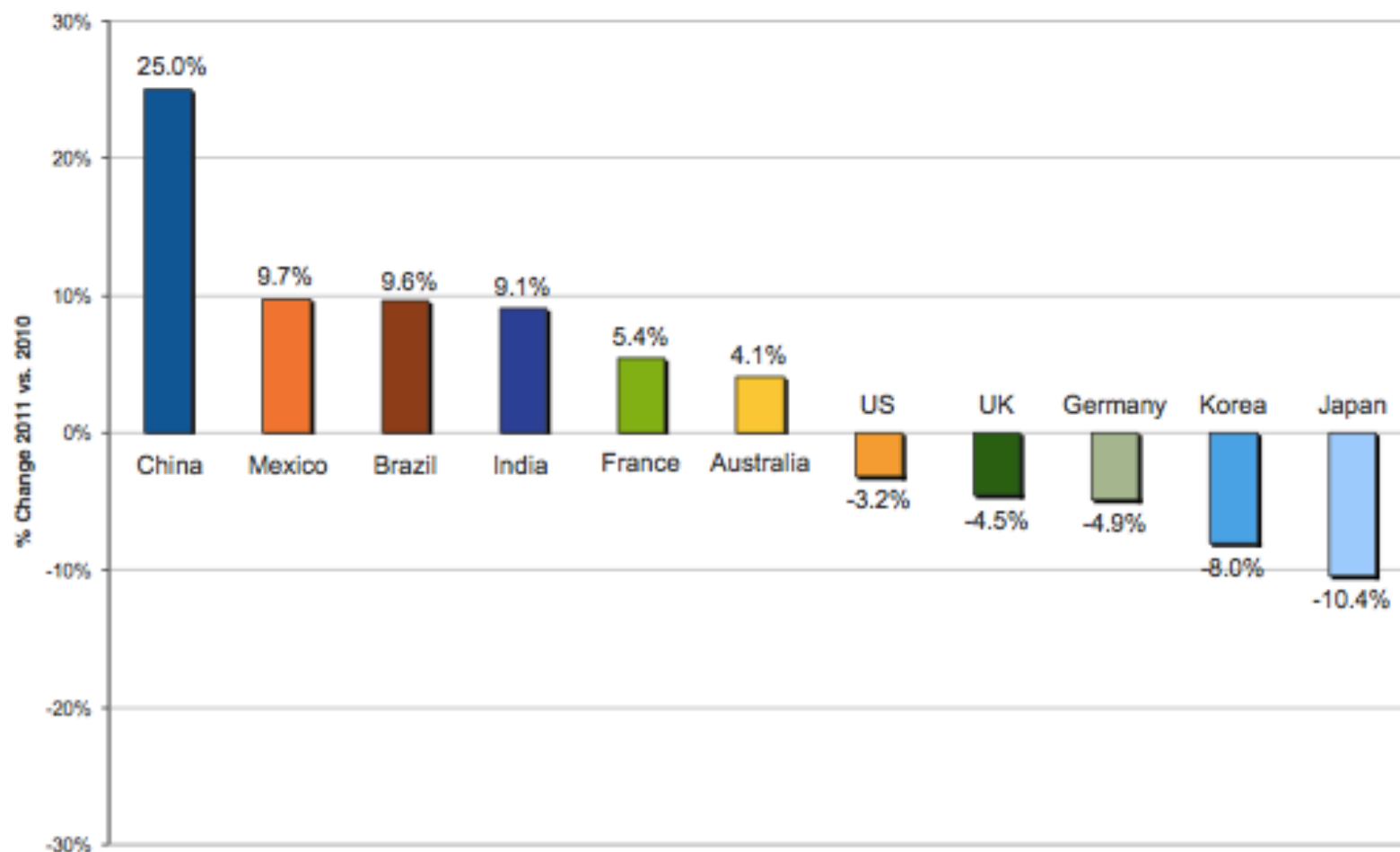
Identifying the Market

- Growth in the China Tourism Market
 - 2011 Chinese outbound departures: 67.4m (17.5% year-on-year growth)
 - 22.4% more overnight arrivals to Canada from 2011 to 2012
- Important Factors:
 - Approved Destination Status
 - Winter Olympics Exposure

100
million
outbound
departures in
2020

(World Tourism
Organization)

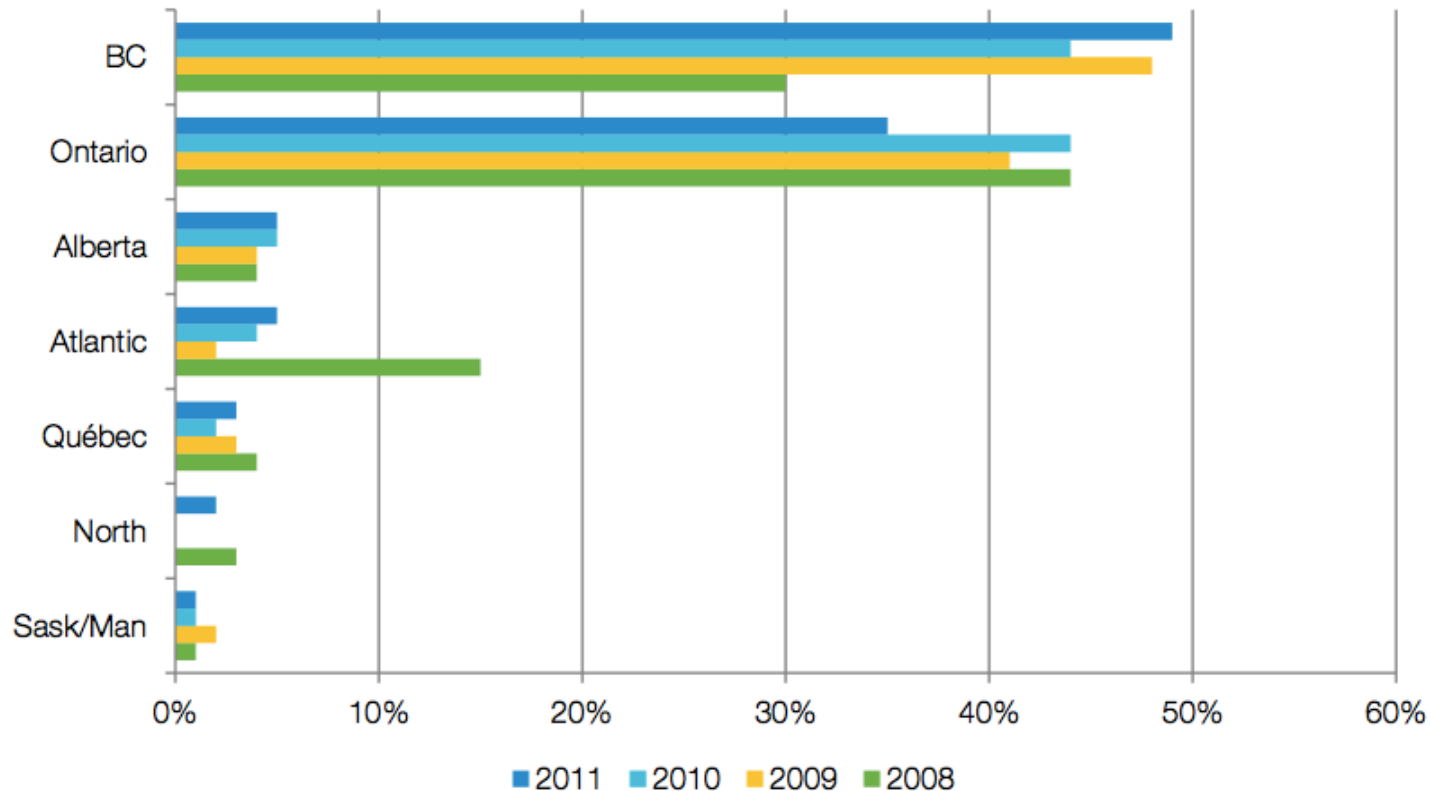
GROWTH IN OVERNIGHT TRIPS TO CANADA (2011 vs. 2010)



Source: Statistics Canada.

The Chinese Tourist in B.C.

- B.C. is the most popular destination within Canada
- Almost half of likely visitors to Canada choose B.C. as top destination



The Chinese Tourist in B.C.

- Spending

- China travellers injected \$408 million into the Canadian economy in 2011, up 29.5% over 2010.
- In 2011, Chinese travellers spent on average \$1,724 per person-trip and stayed on average 29 nights in Canada.

- Activities

- Scenery, City Seeing and Shopping, Experiencing Local Lifestyles
- Visiting Friends and Relatives

In China, experiencing the culture of indigenous peoples is the **third most important motivator** for trips to Canada – CTC 2012

Identifying Strategies

- What are the next steps?



1. Targeting Market Groups

Generalized Traveller

- Large group package tours through reputable agencies
- Expects understanding of Chinese culture
- Prefer Chinese materials
- Must do and must see
- Variety of activities

Free Independent Traveller

- Experienced and affluent travellers
- Confident in English
- Look for flexible itineraries
- Prefer deeper immersion to understand local culture

1. Targeting Market Groups

Generalized Traveller

- Coordination with local tour operators
- Chinese Materials
- Train staff to have an understanding of cultural expectations
- Provide visitors with a glimpse and introduction

Free Independent Traveller

- Make use of social media and online resources
- Recommend flexible itineraries
- Promote uniqueness of the region and the community



2. Strengthening Partnerships

- With leading wholesale and retail travel agencies in key market regions and cities Shanghai, Beijing, Guangzhou.
- With local organizations, tour operators servicing the Chinese-Canadian population
- Partnerships with overseas or local Chinese agencies can foster beneficial relationships for the tourism industry

3. Vancouver as a Gateway to B.C.

- Opportunity to foster awareness of aboriginal culture in the region

Identified interest sites:

- Stanley Park (Klahowya Village)
- Chinatown



Start Now

