**Do you want to learn more about the Chinese tourists?**

![ETC and UNWTO (2013). The Chinese Outbound Travel Market - 2012 Update, UNWTO, Madrid.](image)

- Travel is to explore outside the client’s center and get in-depth experiences.
- Travel is for sightseeing - the more, the better!
- Word of mouth, TV, websites
- Travel agents
- Travel agents
- Independent online booking, travel agents
- Sightseeing and relaxing entertainment
- Shopping! - Personal interest in shopping is important
- Buying regional, authentic, special goods

**What inspires them to come to Europe?**

- Travel is to explore outside the client’s center and get in-depth experiences.
- Sightseeing and relaxing entertainment
- Shopping! - Personal interest in shopping is important
- Buying regional, authentic, special goods

**Where do they search for travel information?**

- Independent online booking, travel agents
- Sightseeing and relaxing entertainment
- Shopping! - Personal interest in shopping is important
- Buying regional, authentic, special goods

**Where do they purchase the trip?**

- Independent online booking, travel agents
- Sightseeing and relaxing entertainment
- Shopping! - Personal interest in shopping is important
- Buying regional, authentic, special goods

**What are their main activities on a trip?**

- Sightseeing and relaxing entertainment
- Shopping! - Personal interest in shopping is important
- Buying regional, authentic, special goods

**Experience during the trip**

- Blue sky
- High-level of cultural sophistication
- High prices
- Lack of Chinese language information & material
- Chinese debit cards cannot be used
- Need to pay for the use of toilets
- Long queues at tourist attractions
- Shops close early
- Convenient public transport
- No matter where I take a picture, it will show a beautiful landscape
- Friendly, helpful people
- Delicious and safe food
- High prices
- Lack of Chinese language information & material
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- Need to pay for the use of toilets
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**Do you want to access the Chinese travel market directly?**

- China International Travel Mart
  - Place: Shanghai or Kunming, China
  - Date: Once a year in November

- China Outbound Travel and Tourism Market
  - Place: Beijing, China
  - Date: Once a year in April

**Why should Chinese tourists matter?**

- Fastest growing tourism source market in the world
- Forecasted annual growth through 2019=10%

**Chinese travellers are very diverse.**

- If we have to generalise, we can distinguish between a package tour traveller and a self-organised traveller

**Stop Here!**

- Family name comes first, normally only one syllable (Xi Jinping).
- Status comes before gender, no "ladies first" in China.
- Many Chinese travellers are money-rich but time-poor. They do not want to wait.
- Numbers 4 and 44 pronounced in Chinese are similar to "death". Avoid them!
- Number 8 has a positive connotation.
- Chinese assign powerful meanings to colors:
  - YELLOW - the center of everything and signifies neutrality and good luck
  - RED - symbolizes good fortune and joy
  - BLUE - implies virtue and vitality
  - WHITE - symbolizes mourning and is associated with death and used predominantly in funeral arrangements

**Annexes**

- We booked our trip with a travel agent. This was convenient. (But Europe is not familiar to us!)
- We learned to love in Paris and waited for 25 years. But this opportunity never came tripping...
- No matter where I take a picture, it will show a beautiful landscape
- Friendly, helpful people
- Delicious and safe food

**In case you need support to attend tourism fairs in China, contact your NTO or Chamber of Commerce!**

**Be visible on Chinese social media sites!**

- Establish a Sina Weibo or WeChat account
- Post text, photos to initiate the discussion among Chinese travellers!

**Participate in fan trips!**

- The inbound fairs in your country are often followed by familiarisation trip offers for foreign tour operators or journalists/bloggers. Offer them to use your services!

**Promote your business among local Chinese associations!**

- Not all the Chinese tourists are coming from China - some are already living, working or studying in Europe.
  - Contact local Chinese associations and offer them information/familiarisation visits.
  - Contact your local Chamber of Commerce to offer your services if they have Chinese visitors.

**Stop here!**

- A Chinese trip to Europe averages 8-15 days. Chinese tend to spend only 1 to 3 nights in each European country.
- Most Chinese travellers to Europe are aged 25-45.
- Most Chinese travellers to Europe have a university or college education.
- The majority of Chinese tourists to Europe belong to the upper and upper-middle class. They are used to high-quality services.
- Today, most Chinese tourists still prefer sightseeing over relaxation. However, in the near future, relaxation will become the dominant travel motivation.
TOP 8 TIPS TO WIN THE CHINESE!

**TOP 1: Bravery**
Make sure that your services meet their expectations. Don’t expect them to like what you offer.

**TOP 2: Strengthen your services**
What stories do Chinese know about your destination?

**TOP 3: Provide Chinese with Wi-Fi**
...and strongly encourage them to spread the word about your service on Chinese social networks.

**TOP 4: Set the stage for interaction**
Lead Chinese from observation to participation – engage them in conversations or suggest them ways to interact with locals or other Chinese tourists.

**TOP 5: Let them shop!**
Let them shop!
Do you have Chinese Union pay points!
Also, suggest shops opened late hours

**TOP 6: Emphasize the value of your services**
Find out what Chinese attract the Chinese!

**TOP 7: Accept Chinese travellers with open arms**
Give service with a smile!

**TOP 8: Learn a few useful Mandarin Chinese phrases... right now!**

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**DID YOU KNOW?**

- 13% of Chinese internet users book their trip online
- 66% of Chinese internet users search the web before making a travel decision
- 2% of Chinese internet users visit social media pages at least 3 times a week
- 5% of Chinese consumers trust a company that is active on Weibo (micro-blogging site)

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**Mandarins**

- 中文 (Chinese language spoken across North and South-Eastern China)
- "the official language of the People’s Republic of China"