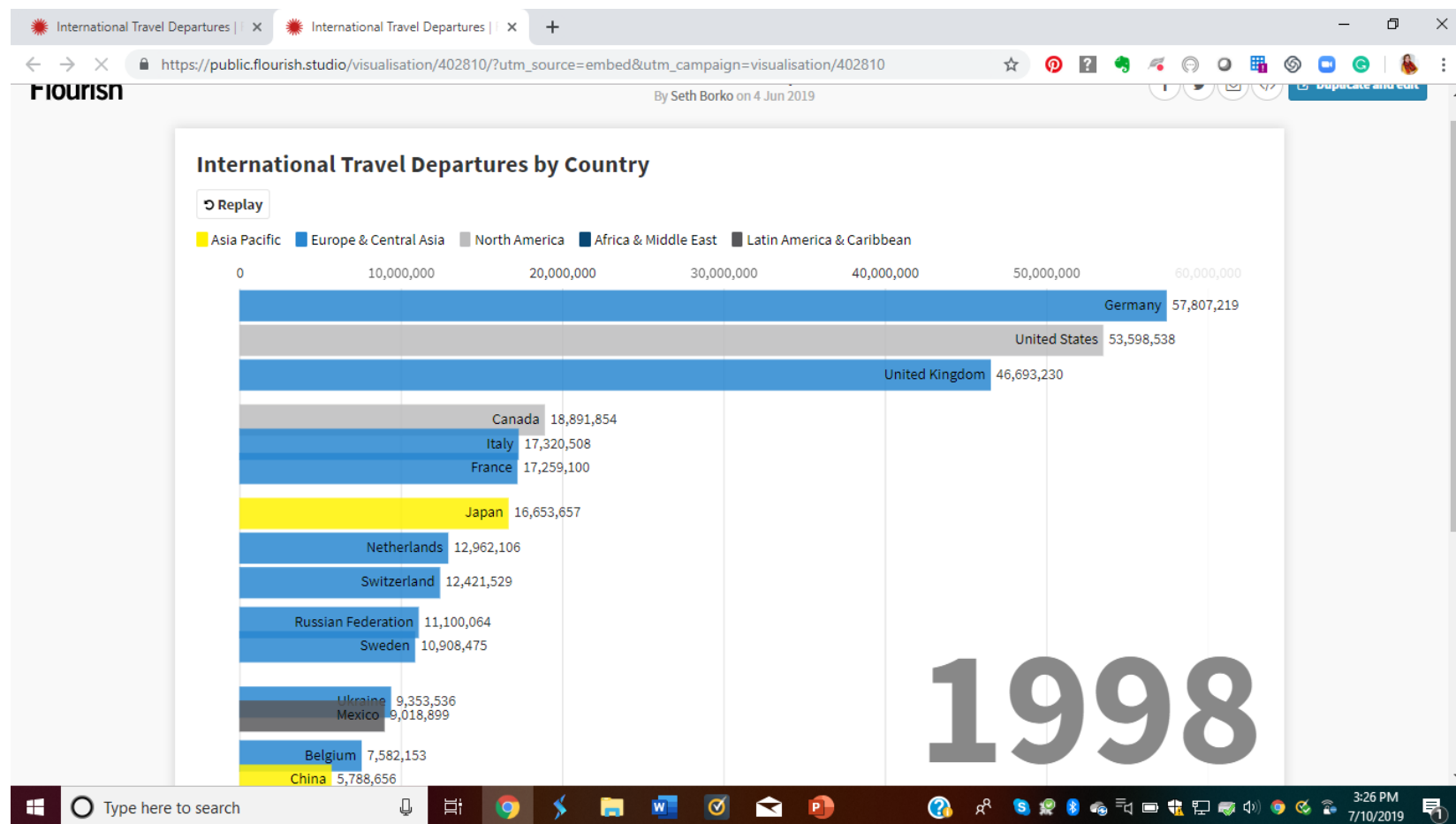


Why Tour operators and Suppliers Should Consider the China Market

Sally Davis Berry

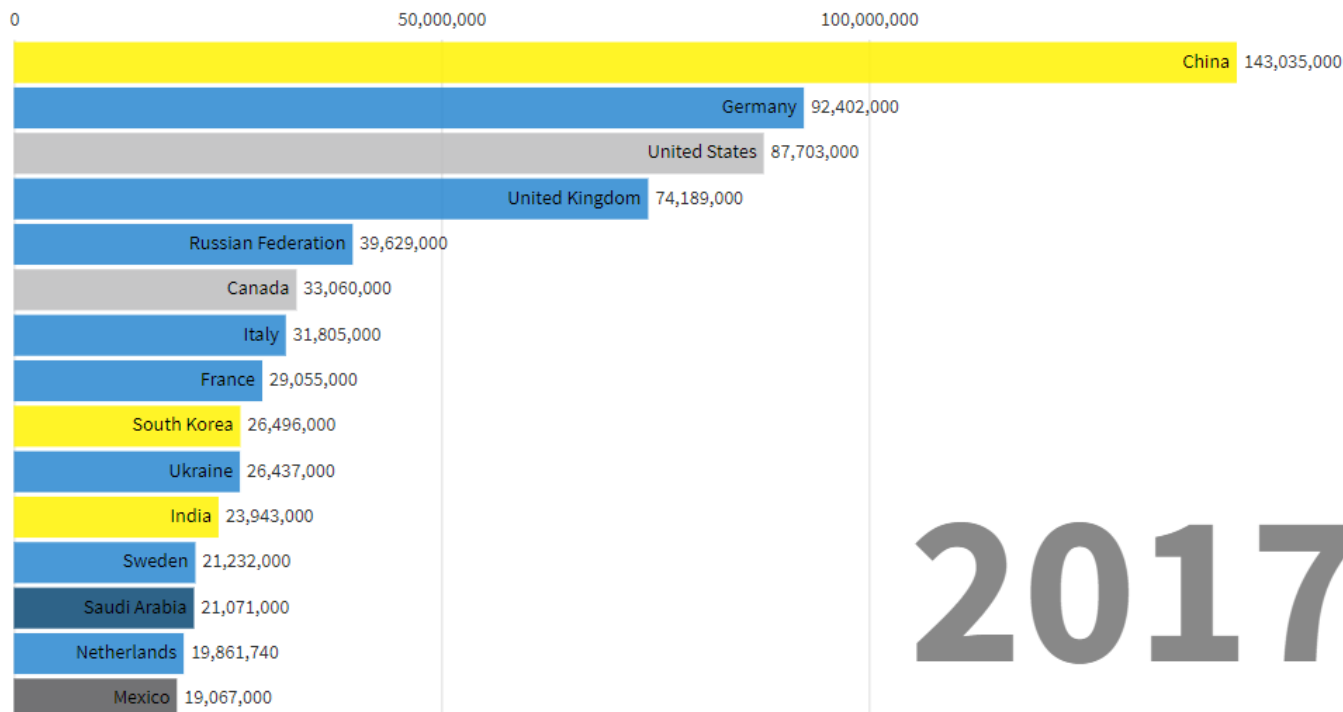
First, some background on the China market



International Travel Departures by Country

Replay

Asia Pacific Europe & Central Asia North America Africa & Middle East Latin America & Caribbean



2017

Source: Skift Research, World Bank, World Tourism Organization

But in the short term?

- Tariffs
- Visa rejections
- Nationalistic tendencies
- Currency exchange rate
- Competition from other countries

Long term good news

- U.S. and Canada are high on wish lists
- Those who prepare will be ready for growth
- Year -round market
- Tour companies are looking for new products and experiences.

Types of Chinese Visitors and their characteristics



Understanding the China Visitor types

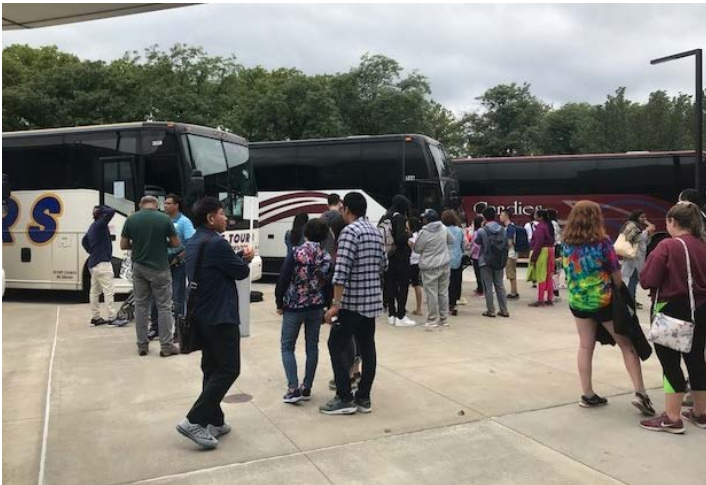
Group tour



- Many are new travelers
- Travel with friends and family
- Rely on advice, opinions and referrals from friends, neighbors and family

Understanding the China Visitor types

Group tour



- Social proof is very important
- Like to have Chinese food
- Want to buy gifts to take home

Understanding the China Visitor types

Group tour



- Want to see as much as possible
- Rely on tour guide for assistance
- Tend to be series tours

Understanding the China Visitor types

FIT/Business



- Most FIT is a hybrid type of group
- Travel with friends and family
- Travel with business companions

Understanding the China Visitor types

FIT/Business



- Want to experience a destination
- Like to have unique food
- Want to buy gifts to take home

Understanding the China Visitor types

FIT/Business



- Are looking for unique and/or valuable experience
- Rely on tour guide for driving and concierge level service

Understanding the China Visitor types

Student groups

- Fast growing market
- Family will come as well



Understanding the China Visitor types

Student groups



- Want to experience a destination
- Like to have unique food
- Want to buy gifts to take home

Understanding the China Visitor types

Student groups

- Are looking for opportunities to interact with others
- Strong educational component is key



Tour operators can benefit

- Do you have buses?
- Do you have Mandarin speaking staff?
- Chinese groups are causing new products to be created. Can you benefit?
- If your expertise is student tours, can you partner?

Tour Suppliers can benefit

- Reasons to consider the China market
 - Year- round market
 - Operators concentrated in two locations
 - Visitor demand is changing
 - Smaller venues can pursue this market

Suppliers: DMO's

- Work with state DMO
- Partner with other DMOs
- Offer China ready training
- Business might grow slowly
- Stay on tour operators radar

Suppliers: Attractions

- Signage in Mandarin
- Free wi-fi
- Gift shop?
- Payment systems – Wechat pay, Alipay
- Photo ops
- Brochure in Mandarin

Suppliers: Hotels

- Hot water kettles
- Slippers
- Breakfast included- and early
- Welcome in Mandarin with basic safety instructions

Suppliers: Restaurants

- Mandarin menus
- Food options
- Chinese not used to tipping
- Hot water
- Photo ops

Ways to connect with me

- SallyDavisBerry.com/TourismProAcademy
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Ways to work with me

- Strategic plans for China visitor market
- 1:1 Consulting calls
- Educational webinars