Chinese travellers are on their way to Europe...
Are YOU ready to take your share?

Ni hao! My name is Huang. I’m from Wuhan and for me and my family this is the first time in Europe. We travel as part of a group.

Ni hao! My name is Ji! Son and I’m from Beijing. I really love Europe. It is my fourth time here! The last few times I travelled on my own.

Chinese travellers are very diverse. If we have to generalise, we can distinguish between a package tour traveller and a self-organised traveller.

Why should Chinese tourists matter?

FASTEST growing tourism source market in the world
forecasted annual ↑ through 2018≈10%

the BIGGEST tourism source market volume-wise

nr. 1 tourism spenders in the world

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 35-60.

Most Chinese travellers to Europe have a university or college education.

The majority of Chinese visitors to Europe belong to the upper and upper-middle class, they are used to high-quality services.

Today, most Chinese travellers still prefer sightseeing over relaxation. However, in the near future, relaxation will become the dominant travel motivation.

STOP HERE!
What does travel mean to the Chinese?

Hierarchy of the Chinese travellers’ needs:
- Unique destination features
- China friendly services/gastronomy
- Value for money and time
- Guaranteed quality as seen from the Chinese point of view
- Safe and low risk

When do most Chinese travel?
- 1st week of May: The Golden Week!
- May-Oct: Business travel
- Jul-Aug: Family travel
- 1st week of Oct: The Golden Week!

Where do they spend most of their money at the destination?

Did you know?
- 13% of Chinese internet users book their trip online
- 66% of Chinese travellers search the web before making a travel decision
- 92% of Chinese internet users visit social media pages at least 3 times a week
- 95% of Chinese consumers trust a company that is active on weibo (micro-blogging sites)
What Chinese travellers do before and during a trip?

The attitude to travel
- Travel is for sightseeing - the more the better!
- Travel is to explore outside the cities' centers and get in-depth experiences
- Word of mouth, TV, websites
- Websites, electronic word of mouth
- Travel agents
- Online search, travel agents
- Travel agents
- Independent online booking, travel agents
- Travel agents
- Full schedules of must-see sites
- Shopping!
- - Strong interest in famous brands
- - Obligations to bring back "gifts" from their travels
- Shopping!
- - Personal interest in shopping is important
- - Buying regional, authentic, special goods

What inspires them to come to Europe?

Where do they search for travel information?

Where do they purchase the trip?

What are their main activities on a trip?

Motivation
- 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

Experience during the trip
- Blue sky
- High level of cultural sophistication
- Clear, peaceful cities and beautiful landscape
- Friendly, helpful people
- Delicious and safe food
- Convenient public transport
- No matter where I take a picture, it will show a beautiful landscape! Everywhere I look I see a bluer sky than I've ever seen in Beijing!
- We went to Louvre in Paris and waited for 2h to enter! My kids were hardly standing!
- We booked our trip with a travel agent. This was convenient since Europe is not familiar to us!
- I search online for hotels with Chinese owners. This way I know I will meet other Chinese backpackers!

Annoyances
- 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 - symbolises good fortune and joy
  - BLUE - implies vigor and vitality
  - WHITE - symbolises mourning and is associated with death and used predominantly in funerals
TOP 8 TIPS TO WIN THE CHINESE!

TIP 1  勇气
Make your services “China friendly”!
Make sure that your services meet their expectations, don’t expect them to like what you offer.

We learned about Karl Marx back in school. Now that I am in Europe, I definitely want to visit his birthplace!

I love to taste European food, but I cannot eat it everyday! Especially for breakfast, Chinese food is a must!

TIP 2  Storify your services
What stories do Chinese know about your destination?

I cannot survive without internet while travelling! I use it for photo sharing, locating restaurants and local transport information.

Most Chinese travellers bring their internet-enabled devices to Europe.

TIP 3  Provide Chinese with WiFi!
…and smartly encourage them to spread the voice about your service on Chinese social networks

In China I would dare to ask a foreigner to take a photo of us together, but in Europe I’m too shy.

TIP 4  Set the stage for interaction!
Load Chinese from observation to participation - engage them in conversations or suggest them ways to interact with locals or other Chinese tourists.

If you don’t have any info in Chinese USE SIGNS
Read as much as possible about the Chinese culture & habits
Do some of your staff speak Chinese? Yes? Good!
Be sure to provide Chinese food!
Your brochures should contain more pictures than text.
TIP 5
Let them shop!
Do you have Chinese Union pay points? Also, suggest shops opened late hours!

TIP 6
Emphasize the value of your services
Find out what phrases attract the Chinese!

TIP 7
Accept Chinese travellers with open arms!
Give service with a smile!

TIP 8
Learn a few useful Mandarin Chinese phrases... right now!

Welcome 欢迎光临 [huānyíng guānglín]
Hello 你好 (nǐ hǎo) - frm
您好 (nǐ hǎo) - frm
How are you? 你好好吗? [你好吗?] (nǐ hǎo mà)
I’m fine, thanks. And you? 我很好，你好呢？ (wǒ hěn hǎo, nǐ ne)
What’s your name? 您贵姓大名？ (nín guìxìng dànmíng) (frm)
你叫什么名字 (nǐ jiào shénme míngzi)?
My name is ... 我姓 ... (wǒ xìng ...)
我叫 ... (wǒ jiào ...)
Pleased to meet you 幸会 [xìnghuì] (xìnghuì)
Thank you 谢谢 [xièxiè] (xièxiè)
Sorry 对不起 [duì bù qǐ] (duìbùqǐ)
抱歉 bǎoqiàn
Good morning 早上 (zǎoshàng)
Good evening/good night 晚安 (wǎnān)
Goodbye 再见 [zàijiàn] (zàijiàn)
Do you want to learn more about the Chinese tourists?

- **Find out more in the following studies:**

  To order our studies visit the Infoshop on UNWTO’s website - pub.unwto.org

- **Or get a professional training with COTRI**

  COTRI (China Outbound Tourism Research Institute) is the world’s leading independent research institute for information, training, quality assessment, research, and consulting relating to the Chinese outbound tourism market.

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Do you want to access the Chinese travel market directly?

- **Have you ever thought of going to tourism fairs in China?**

  **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
  - More info: http://www.cottm.com/

  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 fam 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.

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