

# MEET THE CHINESE TRAVELLERS

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

Ni hǎo! 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 hǎo! 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.



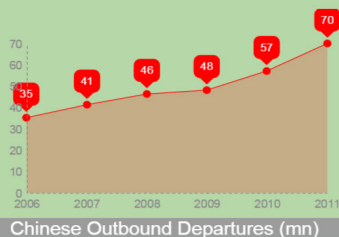
Chinese travellers are very diverse.  
If we have to generalise, we can distinguish between  
**a package tour traveller** and **a self-organised traveller**



Why should Chinese tourists matter?

**FASTEST**  
growing tourism source  
market in the world

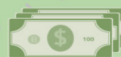
forecasted annual ↑ through 2018=10%



the **BIGGEST** tourism source  
market volume-wise



**nr. 1**  
tourism spenders in the world



**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 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.

# What does travel mean to the Chinese?



Prestige



Personal fulfillment

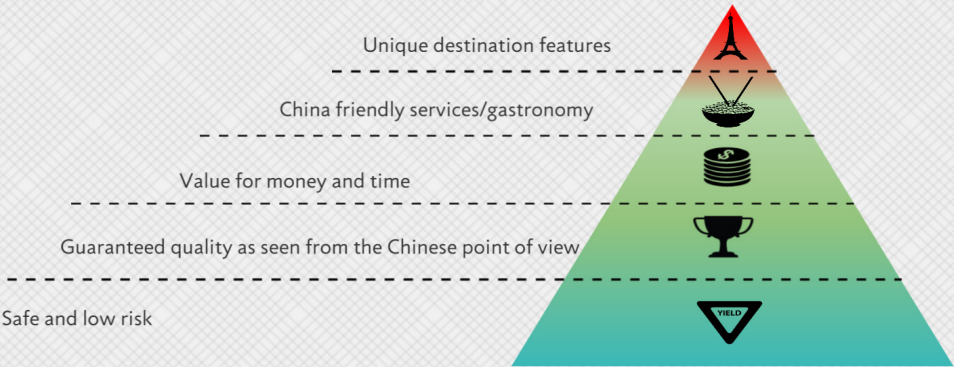


Learning opportunities

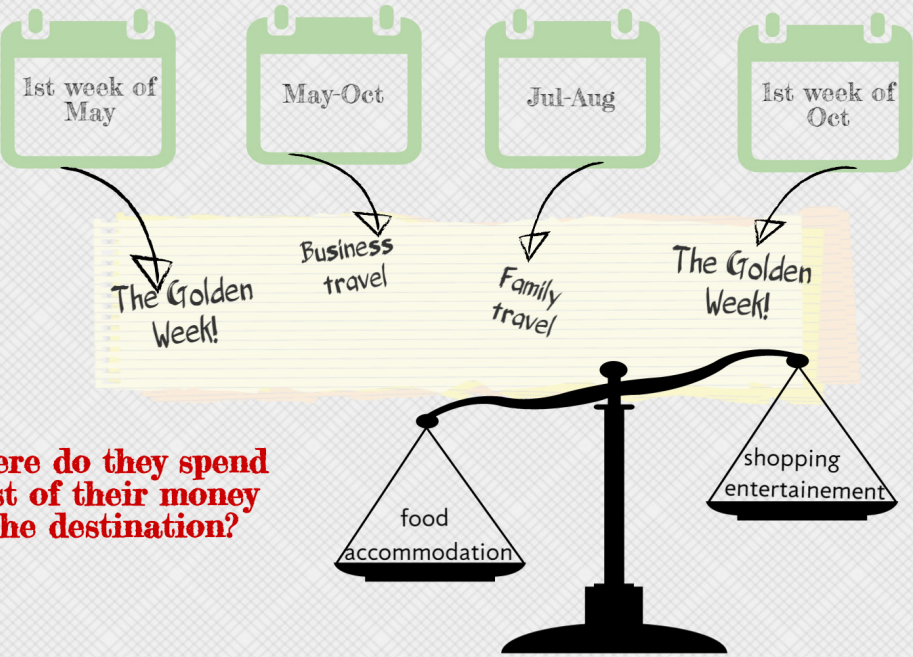


Giving face to China and Chinese

## Hierarchy of the Chinese travellers' needs



## When do most Chinese travel?



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

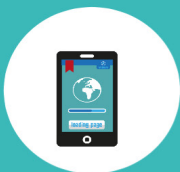


### DID YOU KNOW?



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?



Huang



Ji Son

Travel is for sightseeing - the more the better!

## The attitude to travel

Travel is to explore outside the cities' center and get in-depth experiences

Word of mouth, TV, websites

## What inspires them to come to Europe?

Websites, electronic word of mouth

Travel agents

## Where do they search for travel information?

Online search, travel agents

Travel agents

## Where do they purchase the trip?

Independent online booking, travel agents

Full schedules of must-see sites

## What are their main activities on a trip?

Sightseeing and relaxing entertainment

Shopping!

## Motivation

Shopping!

- Strong interest in famous brands  
- Obligations to bring back "gifts" from their travels

- Personal interest in shopping is important  
- Buying regional, authentic, special goods

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!



High prices

Blue sky

Lack of Chinese language information & material

High level of cultural sophistication

Chinese debit cards cannot be used

Clean, peaceful cities and beautiful landscape

Need to pay for the use of toilets

Friendly, helpful people

Long queues at tourist attractions

Delicious and safe food

Shops close early

Convenient public transport

We went to Louvre in Paris and waited for 2h to enter! My kids were hardly standing!

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!



ANNOYANCES

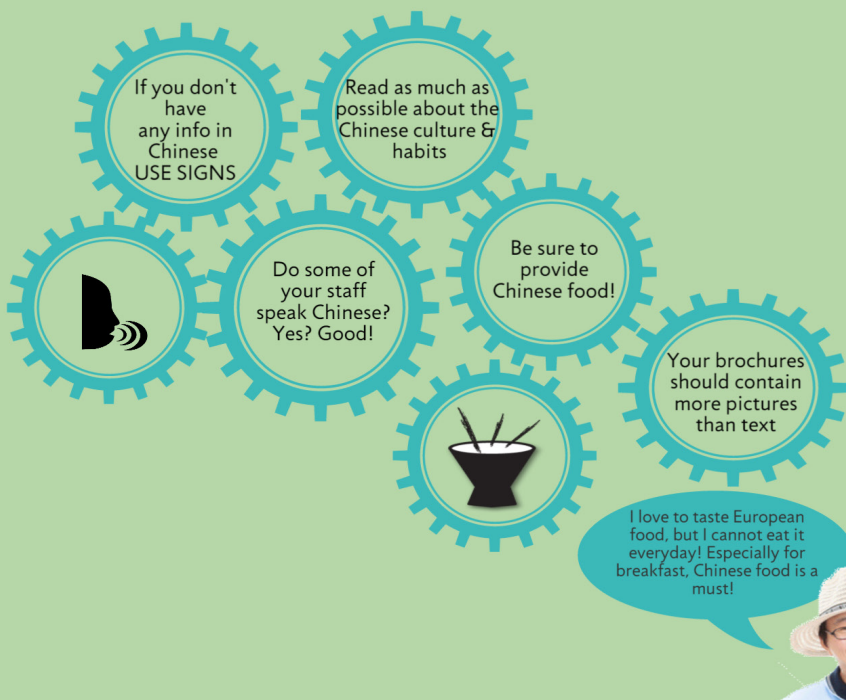
DELIGHTS



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

勇氣

### 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 birth place!

I always eat ice cream at the Spanish Steps in Rome, as I want to recreate a scene from the movie "Roman Holiday"

## 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!

Lead Chinese from observation to participation - engage them in conversations or suggest them ways to interact with locals or other Chinese tourists.



I can't buy anything here because shops are not open and when they open I cannot shop anyways as they don't accept my credit card.



## TIP 5



### Let them shop!

Do you have Chinese Union pay points?  
Also, suggest shops opened late hours!

*typical famous VIP only oldest  
highest awarded hard to get  
celebrities as seen in movies unusual  
choice*



## TIP 6



### Emphasize the value of your services

Find out what phrases attract the Chinese!

Europeans can be rude sometimes.  
They don't understand our culture, our history, our emotions. It's difficult to connect with them deeply.



## 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

歡迎光臨 [欢迎光临] (huānyíng guānglín)

Hello

你好 (nǐ hǎo) - ifrm  
您好 (nín hǎo) - frm

How are you?

你好嗎? [你好吗] (nǐ hǎo ma)

I'm fine, thanks. And you?

我很好, 你呢? (wǒ hěn hǎo, nǐ ne)

What's your name?

您貴姓大名? (nín guìxìng dànmíng) (frm)  
你叫什麼名字 (nǐ jiào shénme míngzi)

My name is ...

我姓 ... (wǒ xìng ...)  
我叫 ... (wǒ jiào ...)

Pleased to meet you

幸會 [幸会] (xìnghuì)

Thank you

謝謝 [谢谢] (xièxie)

Sorry

對不起 [对不起] duìbùqǐ 抱歉 bàoliàn

Good morning

早安 (zǎoān)

Good evening/good night

晚安 (wǎnān)

Goodbye

再見 [再见] (zàijiàn)

### Mandarin

- the official language of the People's Republic of China

I am so impressed when Europeans try to speak my language! It doesn't matter whether it sounds perfect - I appreciate the effort!



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

## Find out more in the following studies:



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



ETC and UNWTO (2013), Understanding Chinese Outbound Tourism - What the Chinese Blogosphere is Saying about Europe, UNWTO, Madrid.

to order our studies visit the Infoshop on UNWTO's website - [pub.unwto.org](http://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.



# 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

More info: <http://www.citm.com.cn/english/index.aspx>



### China Outbound Travel and Tourism Market

Place: Beijing, China

Date: Once a year in April

More info: <http://www.cottm.com/>

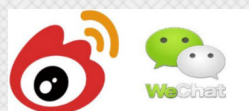


In case you need support to attend tourism fairs in China, contact your NTO or Chamber of Commerce!

## 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.

The brochure was designed and published by the European Travel Commission (ETC)

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