



Bring the World to China

Take Chinese to the World

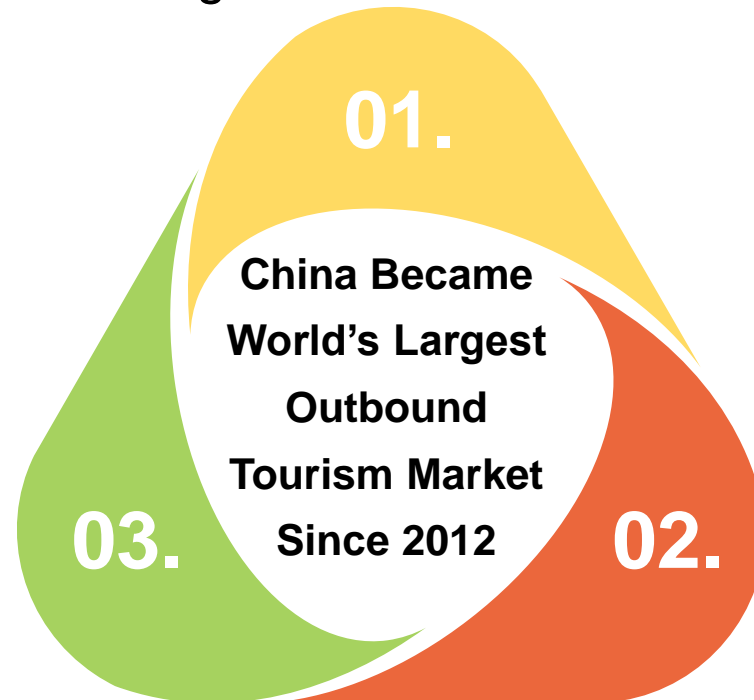
# How to Reach the Outbound Travel Market of China & How to cater for Chinese Visitors

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**CBN Travel & MICE**  
&  
**World Travel Online**



# China is the LARGEST outbound market in the world

Over **140 million** trips abroad were made by Chinese in 2018  
(According to China Tourism Academy).

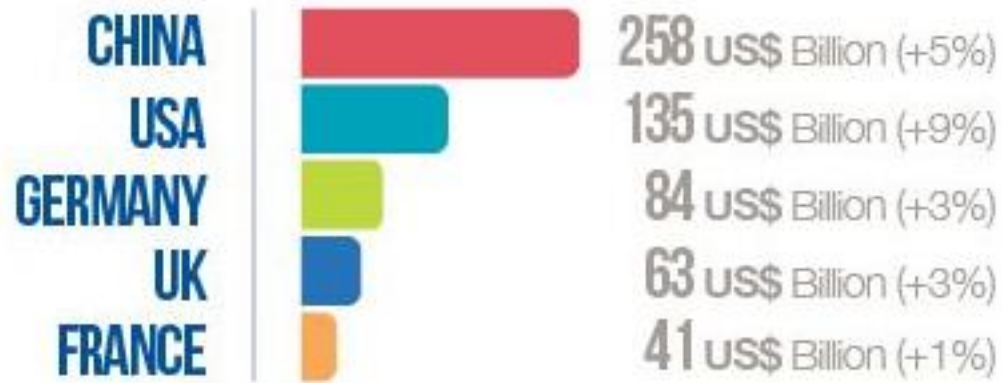


More than **200 million** Chinese are expected to travel overseas by the end of 2020 (According to UNWTO).

By 2021, Chinese visitors will spend **USD 429 billion** abroad (According to CLSA).



## WORLD'S TOP TOURISM SPENDERS 2017



Chinese tourists, spending **\$258 billion** on international tourism in 2017, almost one-fifth of the world's total tourism spending of \$1.3 trillion, have continued to lead global outbound travel.

## Unique characteristics of the outbound travel market in China

- **Lucrative MICE market vs. fast growing leisure travel.**
- **Corporate travel organizers** co-exist with **outbound tour operators.**
- Each year large number of Government officials and business travelers go abroad for **official visits, for investment, attending conferences and exhibitions** but they love to combine business with leisure activities hence as **Incentive** travel; such groups normally need **invitation – try** to understand their needs as they do have higher spending power.
- These are often requested by the foreign affairs department of relevant authorities and arranged through so called “商务公司”—**commercial or consulting firms functioning as “corporate travel organizers”.**
- The largest number of leisure travelers visiting “Approved Destinations” overseas are undertaken by **Outbound Tour Operators or Travel Services (旅行社)** as most are called in China.

## How to reach the outbound travel market in China?



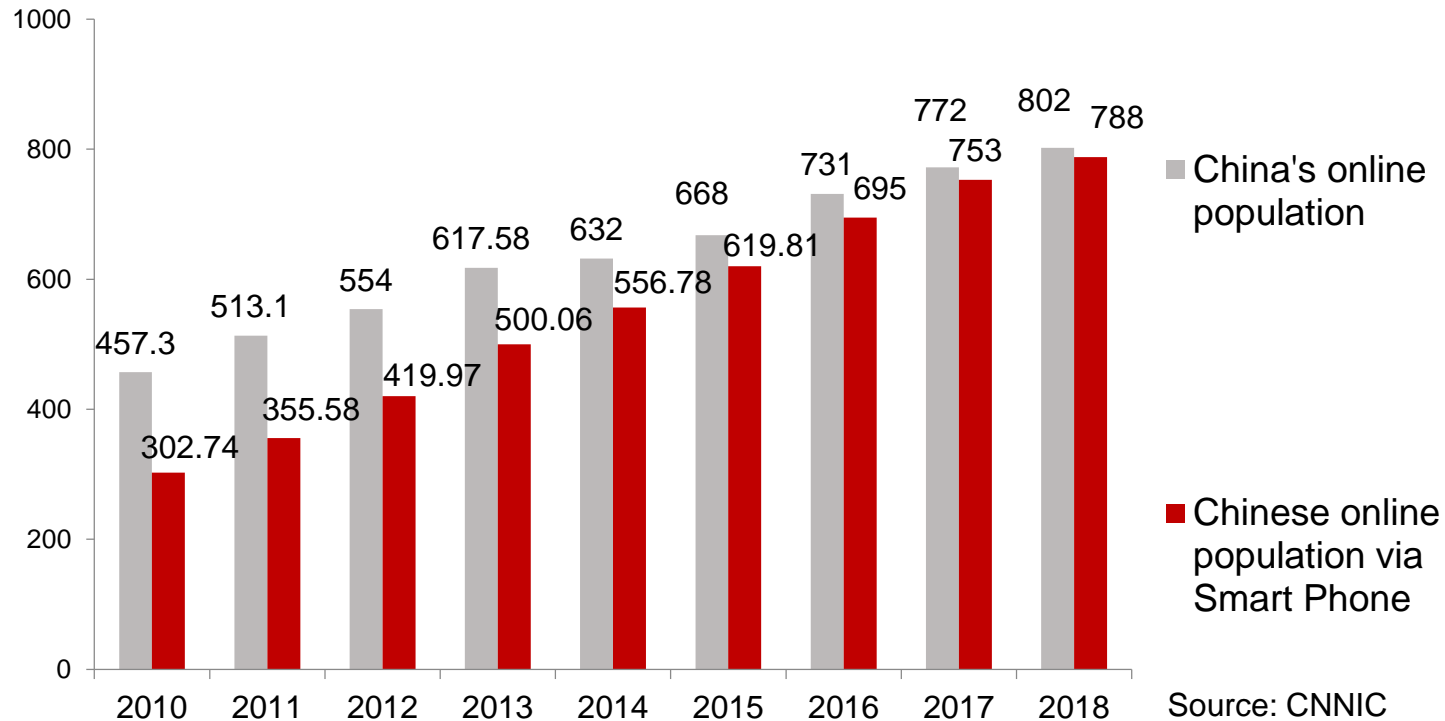
- **Attending exhibitions? Which one?** – There are travel exhibitions almost every month in China and often in different cities
- **Joining national road shows??** – Can be expensive and time consuming
- **Setting up an office in China???** – Think about the cost of renting and operating own offices
- **Employing Chinese staff ???** – where ?
- **Learning Chinese language????** – A very good idea but may take long time

*The more question marks “?”, the more difficult, more costly, or more time consuming in term of studying Chinese language.*

The **MOST cost effective way** of reaching both the outbound travel trade and millions of Chinese travelers ***is via the China Wide Web and using the unique Social Media in China.***

# China has the world's largest online population and social media users

Overwhelming majority of Chinese tour operators and FIT travelers search destination information in Chinese either online or using social media.



**802 million** web users in China



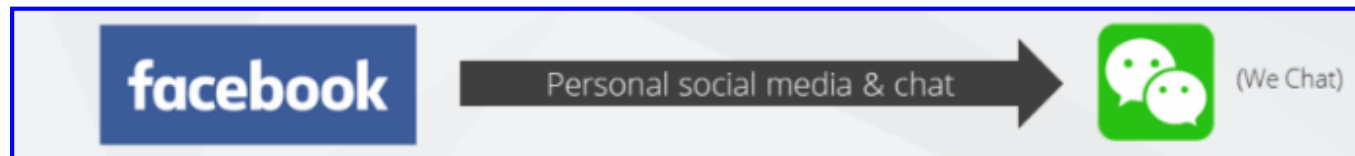
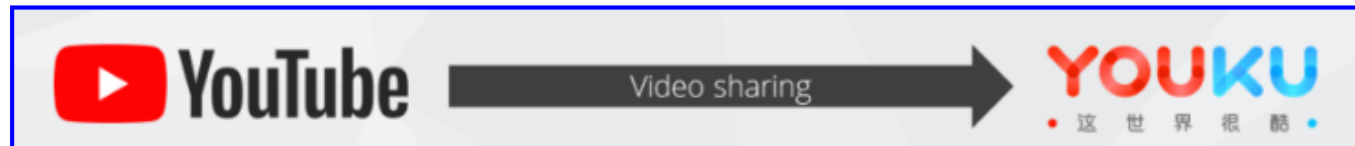
**788 million** smart / wireless devices users



Highest number of social medial users with over **738 Million** subscribers of each WeChat and Weibo



## Social media platforms in China



## China Wide Web vs World Wide Web

**China Wide Web** is the literal translation of 中国互联网 which distinguishes from the initial import of the term Internet which was to mean the World Wide Web i.e. 世界互联网 in Chinese. Of course, the two are interlinked nowadays but still separated by the **“Great Fire Wall of China - GFWC”**.

China Wide Web distinguishes from the World Wide Web by the “Great Fire Wall of China” which is meant to block politically sensitive and pornographic web sites that are turning the World Wide Web in to a huge Internet Jungle. It is important to realize that the majority of Chinese people do not speak foreign language or prefer accessing information in Chinese.



World Wide Web 世界互联网



China Wide Web 中国互联网



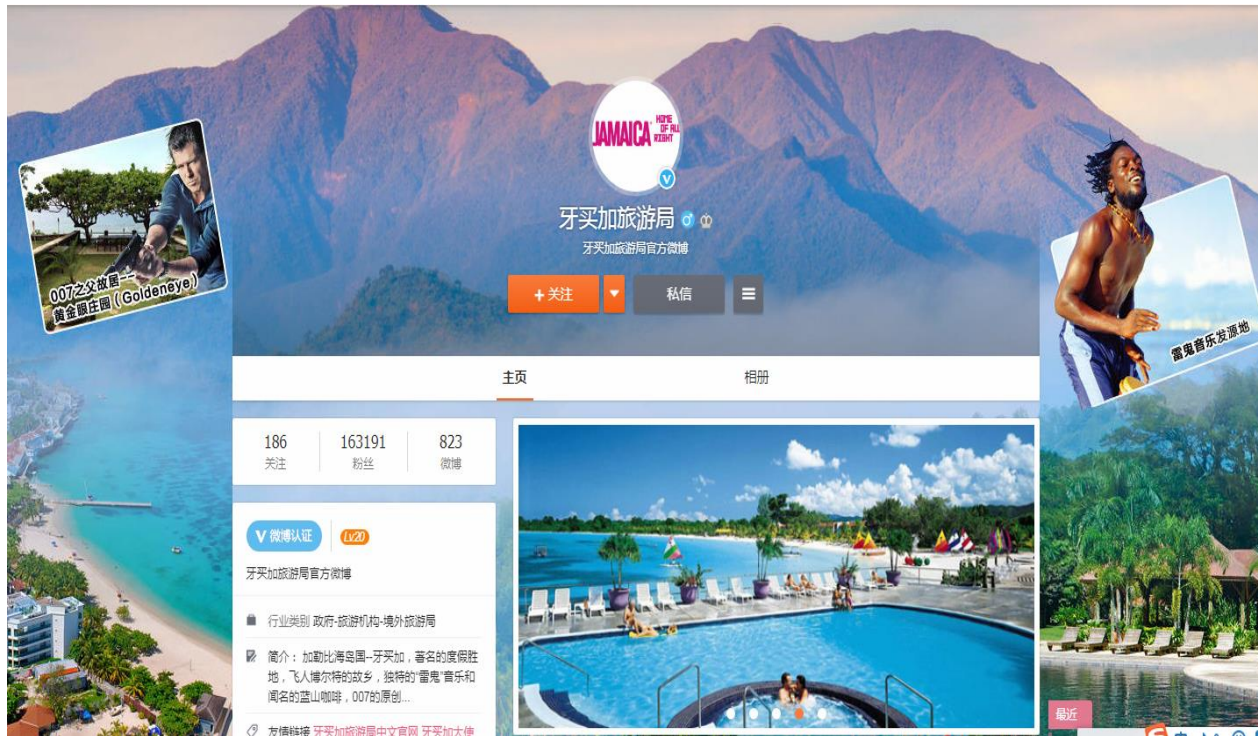
# Official Chinese Web Site of JTB





## Social Media Marketing - Weibo

Official Weibo Account of JTB: <https://weibo.com/visitjamaica>



CBN have registered and been maintaining the Official Weibo accounts for JTB which is aimed at both B2B and B2C.

The **Weibo** account of <http://weibo.com/visitjamaica> are followed by **163,191 registered followers**.

We featured holidays, beaches, sports and activities, attractions, shopping and dishes etc. in Jamaica.

The posts about the beautiful attractions and exciting activities in Jamaica as well as the latest event held in Jamaica are more popular on Weibo attracting the most visits.





## Proactive WeChat Promotion for Jamaica

CBN have registered and been maintaining the WeChat accounts for JTB.

The **Public WeChat** account of JTB generated **61,022 active followers**. All the editorials released on WeChat have been well circulated by Chinese travellers and Tour Operators. Many of Wechat messages attracted more than **2000 views**.

The Wechat account has been used to find useful tips about travel to Jamaica, recommended itineraries in Jamaica, and latest events held in Jamaica.

These editorials generated further awareness and interests among Chinese visitors and help them to take action to go to Jamaica and enjoy the destinations that they learn first online.





# Bring the World to China, Take Chinese to the World



## Promoting Jamaica in China with Offline Marketing Activities

We have been promoting to **Jamaica** in all the major travel exhibitions across China.



CBN arranged interviews for Jamaica's Ambassador, H. E. Mr. Thomas with the main media in China.





## Fam Trip and Press Visits to Jamaica

CBN has been organising many Fam Trip assigned by different tourism authorities.

To generate the best publicity for **Jamaica** and encourage more Chinese tour operators to send more groups to **Jamaica**, **CBN** is happy to organize **Press visit** and **FAM trip** for selected top tour operators, qualified individual journalists and travel media with a famous personality such as a film star, famous blogger or photographer, who will be able to organize a photo exhibition both online and offline about Jamaica on their return to China.



Familiarization trip of Chinese tour operators and travel media with Chinese celebrities Cui Jian 'Rock Star Effect' to Jamaica



## Strength of CBN

1. **Strong focus and rich experience** in destination marketing for large number of foreign DMOs on the national, regional and local level;
2. **Practical experience** in dealing with large number of Chinese groups and organizing variety of events both in China and overseas;
3. **Most comprehensive and up-to-date database** of the outbound travel trade and travel media;
4. **Senior officers and key staff with extensive experience** in travel and tourism industry;
5. **Insight knowledge** of Chinese outbound tourism market;
6. **Good relationship with relevant authorities** including CNTA now the Ministry of Culture and Tourism;
7. **Online targeted marketing service** with necessary offline supports;
8. Nothing is too small for us; we will even **design and print your business cards and brochures** in Chinese professionally free of charge or at a fraction of the cost for the same done outside of China.



## How to understand and cater for Chinese Visitors?

### *Knowing Chinese Cultural Values:*

- ◆Harmony Generates Prosperity
- ◆Saving Face / Losing Face
- ◆Do not know how to say “No”
- ◆Better talking about food and shopping
- ◆Chinese like taking photos
- ◆Wifi is must any where we go



## Harmony Generates Prosperity: Saving Face / Losing Face

**Saving face** is one of the building blocks of Chinese culture.

In practice, it means **avoiding conflict and preserving other people's dignity** – an angry client will never buy; an upset partner can be lost forever unlike between wife and husband. By bearing this in mind all time can come in handy when dealing with anything from daily contacts to business negotiations.

“it's OK for everybody to know that the truth is somewhere in the middle, but **not hammer it out until someone is humiliated.**”



## Chinese Greetings

◆When meeting with people Chinese generally do not bow as in Korea or Japan, except on very formal occasions, such as when receiving an award or addressing an audience.

◆A short and light handshake adopted from the West for a formal introduction.

◆A friendly greeting by saying “**Ni-Hao**” can break the ice and make Chinese more welcoming and willing to talk to you.

◆Say “**Xie-Xie**” as a magic word .

◆Chinese are not used to physical contact such as kissing or hugging in public.

◆Don't touch - especially women, they may feel uncomfortable



## How to accommodate Chinese guests?

### *Know Chinese believes or superstitions*

**4** is pronounced the same as “**death**” hence is bad — which is why hotels and office buildings in China rarely have a fourth floor. So best to avoid allocating room numbers with 4 or 44 to Chinese guests.

**8** is regarded as good because it sounds like “**prosperity**” so you can make a Chinese guest happy by giving him or her a room or table with number 8.

### *Do ask if Chinese guests smoke*

then, better to allocate them into smoking rooms than penalising them once find out they smoked in a none-smoking room because most Chinese do not understand English or pay attention to signs as in China there is no need or habit to check if a place allows smoking or not before lighting up.

## Chinese Names

**Chinese given and family names are said and written in the reverse order from the West.** So when written President Xi Jin Ping, the family name is Mr. Xi (No Ping)

However, some Chinese business cards may have the order of the names written with family name last as in accordance to the Western tradition.

Most Chinese family names are short with one syllable e.g. Wu, Wang, Li.  
Problems may occur when some one is called Chen Chen  
so we normally advise Chinese operators to write surnames in CAPITAL letters e.g. Ms CHEN Chen



## Chinese Eating Habit and Food

Don't be surprised if you hear noises when Chinese have soup as in Chinese people say “drink soup” and Chinese like having soup when it is hot hence inevitably making some noises

The same applies when eating noodles. Chinese like the Japanese believe by sucking in noodles the food tastes better.



If you do not wish other guests to feel offended or cause a scene try to put Chinese guests a bit away from others as **Chinese tend to talk loudly** among themselves even in public places

**Most young Chinese like to try out local cuisine** however, majority Chinese visitors prefer eating Chinese meals whenever available.



# Shopping

It has been widely reported that Chinese visitors spend most money on shopping:

- In USA Chinese visitors spend on average **US\$6000** per person per visit.
- In UK Chinese spend about **£3500** per person while in Europe **4000 Euro**



Chinese visitors like buying **high quality branded or high value products** like Gold and Diamond or unique products made overseas; when they believe some thing is good or unique they are willing and able to pay for them. Chinese also spend the most **at duty free shops** anywhere also at the airports.

***In order to attract Chinese shopping with you it is necessary to have Chinese speaking staff.***

## ***How to Communicate and Deal with Chinese Outbound Travel Trade (Including Outbound Tour Operators and Corporate Travel Organizers)?***

### ***How to Arrange Invitations for official delegations or Business Executives and/or Investors?***

- ◆ Main purpose of invitations is to get approval from relevant authorities and also for visa application.
- ◆ Invitation can be addressed to your Clients or the Embassy of Mali in China but better sent to the Clients for submitting to the Embassy or Consulate.
- ◆ Once you arrange the invitation your company will likely be engaged or surely will be preferred to provide incoming services provided your company has relevant experience and your quotation is reasonable.

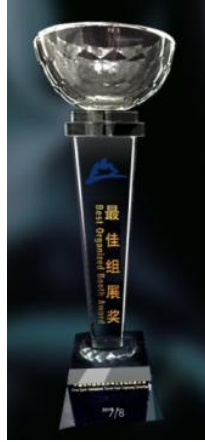
### ***To provide quotations within the same day China time – HOW?***

Acknowledging any enquiry POSITIVELY and asking for more details by kicking the ball back

## CONCLUSION

1. ***Better be prepared and reap the benefit*** rather than missing the opportunity or criticizing
2. ***Be accommodating and understanding the*** needs & wants of the visitors
3. **Chinese visitors** are most interested in visiting ***heritage sites*** particularly those accredited by UNESCO, but also ***unique attractions*** in any destination; and ***shopping***
4. Attracting Chinese visitors making commercial sense not only because of the sheer size and real potential of the Chinese market but also because Chinese visitors can be used ***to ease seasonal and spatial imbalances*** of the **domestic visitors** and those from other markets
5. To be successful one must be prepared ***to break down the language barriers*** and to **build long term relationship**
6. The **most cost effective way** of reaching the Chinese outbound market is via the ***China Wide Web and Chinese Social Media.***

## AWARDS AND RECOGNITION of CBN



**2006** - **World Travel Online** won the Best Outbound Travel Portal for Outbound Travel in China

**2008** - **CBN Travel & MICE** won Gold Award of CTW Chinese Tourists Welcoming Award in the category Overall Performance in Gold

**2009** - **CBN** won the Excellent Participating Award at the China International Travel Mart (CITM)

**2010** - **World Travel Online** won CTW Gold Award of in the category Internet/Media

**2013** - **CBN** won the Best Organized Booth Award at the China Guilin International Tourism Expo (CGITE)

**2014** - **World Travel Online** won the Certificate of Appreciation by IT&CM China

**2014** - **CEO of CBN Travel & MICE**, Dr. Wu received Lifetime Award for Contribution to Outbound Travel in China

**Between 2006-2016 CBN helped many of its clients to win numerous awards and recognition.**







## Entities of CBN Focusing on Outbound Travel



**World Travel Online (WTO)** was the first and remain the ultimate outbound travel portal on the China Wide Web dedicated to outbound travel from China. It has an unique URL <http://lvyou168.cn> in Chinese which means travel hence it has a demo home page in English [www.travel168.net](http://www.travel168.net), WTO was voted as The Best Website for Outbound Travel from China and also won the CTW Golden Award.



**China Travel & Tourism Club (CTTC)** is a non-profit membership based organization with over 48,000 outbound tour operators and corporate travel organisers as company members across China and over 56,000 professional members according to similar criteria of Buyers Club of WTM, and Buyers Circle for ITB.



**Promo Communications** has 20 years' experience in providing comprehensive PR & marketing services in China to large number of destination marketing organizations (DMOs) and companies in or serving the travel and tourism industry from airlines to airports and many more.



**CBN Travel & MICE** is an experienced DMC and MICE organizer having undertaken countless roadshows, workshops for foreign DMOs in China and also for Chinese organizations overseas hence living up to our slogan of *"Bring the world to China and take Chinese to the world"*.