



Outbound China: Are we ready for it?

With 1.367 billion people travelling in China, the growth rate of Chinese tourism has grown significantly at a rate of +18'300 p/d. The numbers of Domestic travellers were estimated at 3.6billion travellers in 2015. Especially in Luzern, 5 years growth rate of Chinese tourists will reach to 41.8percent. In 2003, Hong Kong introduced individual visa to Chinese tourists which increased the growth of the economy, so monitor the issues through studies and adapt for Chinese markets. So in setting your policy consider the social issues, costs and benefits and make adjustments accordingly. It's important to drag the Chinese tourists to all the locations you only need a right story and right choice to create an opportunity. Chinese tourists are especially "Money rich - Less time " tourists and there are different kinds of tourists, so it's not only about numbers but also an opportunity to attract them in different times of the year. Create "Market of opportunities". There are lot individual tourists growing and Chinese FIT's are different from European FIT's. 60% of Chinese FIT's travel through travel agencies and travel in groups.

- Social habits are congruent and they differ amongst countries. So, it takes time to understand both the parties. By 2020, Chinese markets will be a game changer.
- Sustainable tourism can be encouraged in China by educating the young travellers through local social media activities since they are tech-savvy. Ecological awareness, sustainable behaviour can be educated through Chinese digital media.
- "Most adapted" products

Take home message:

- All travel agencies and tour operators should learn to "Smile" to attract the tourists
- Don't concentrate on "Geography" , rather concentrate on "topics" "interests"
- Educate the community, make more informed to attract the tourists