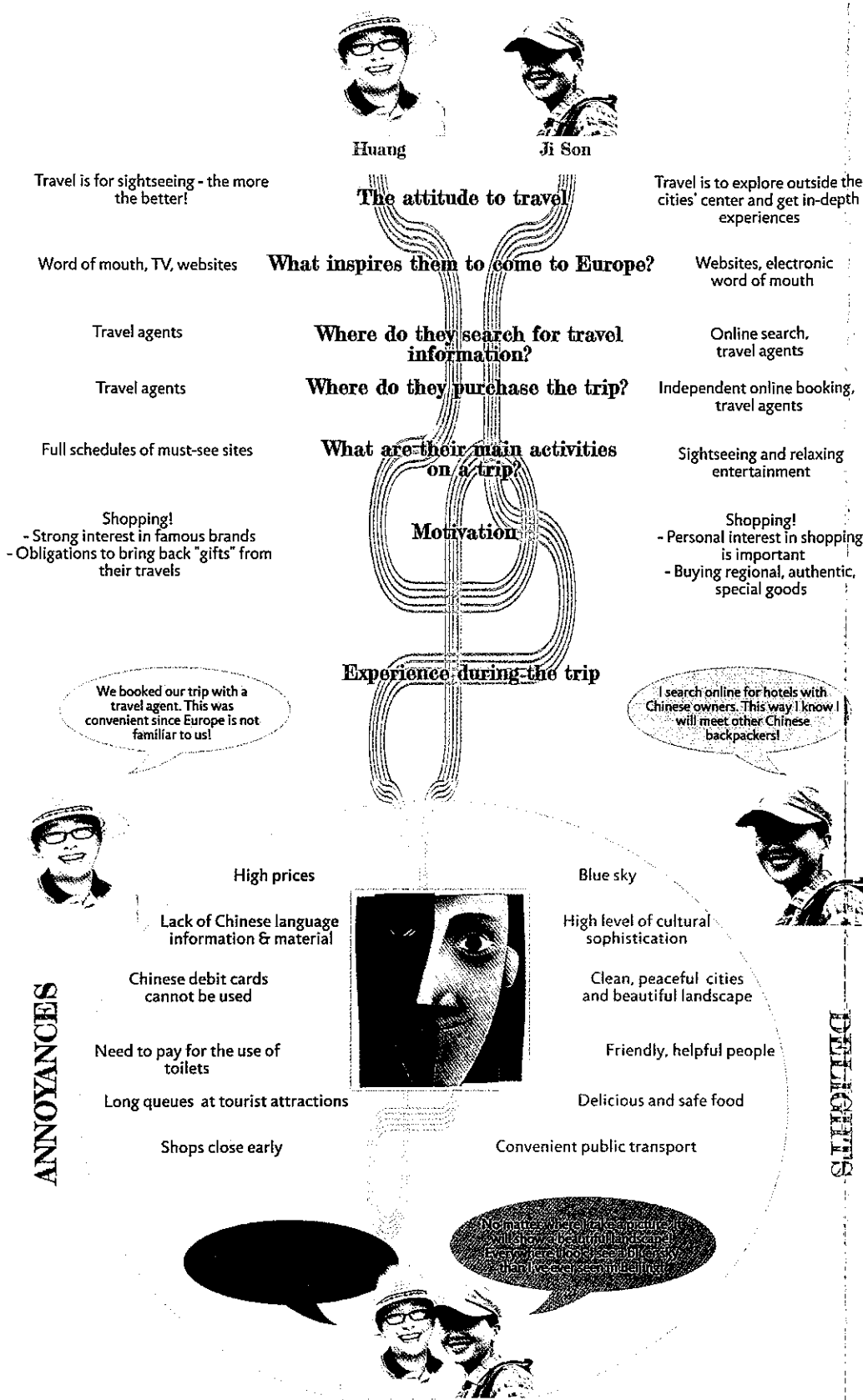


What Chinese travellers do before and during a trip?



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 ETC's corporate website <http://etc-corporate.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) in collaboration with COTRI and other partners (ETOA, Croatian Chamber of Economy)



MEET THE CHINESE TRAVELLERS

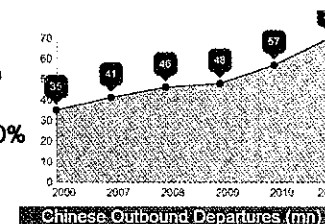
Chinese travellers are on their way to Europe...
 Are YOU ready to take your share?



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

