







Understand  
Anticipate  
Engage

TIAC  AITC





# TIAC Programs

- Canada-China Inbound Tour Operator Registration Program

List of registered tour operators:

<http://tiac.travel/itoregistration.htm>

- Canada-China Tourism Advancement Program



TIAC AITC

OUR FOCUS ABOUT US JOIN TIAC NEWS & MEDIA EVENTS RESOURCES CHINA PROGRAM MEMBER AREA

CHINA READINESS TRAINING PROGRAM  
CHINA ADS REGISTRATION  
INBOUND OPERATOR LIST (TIAC)  
INTERNATIONAL BUSINESS DEV.

TRAVEL YOUR WAY SHOPPING YOUR WAY

### // List of Registered Tour Operators

Tour operators are listed alphabetically by province.

- Alberta
- British Columbia
- Northwest Territories
- Nova Scotia
- Ontario
- Prince Edward Island
- Québec
- Saskatchewan
- Yukon

#### Alberta

Company 公司	Contact Information 联系方式	Profile 公司简介
AmericanTours International, LLC 6053 W. Century Blvd, 7th Floor Los Angeles, CA 90045	Contact person: George Qiao 联系人: 葛子超 Tel: 310-590-4143 Fax: 310-641-9853	中文

# Differences between China and Canada



- 1.3 B
- > 100
- 3989
- 23+4+5+2



- 34 M
- 3
- 80
- 10+3

# ABCs

## 34 provincial-level administrative units:

- **23** provinces including Taiwan
- **4** municipalities (Beijing, Tianjin, Shanghai, Chongqing)
- **5** autonomous regions (Guangxi, Inner Mongolia, Tibet, Ningxia, Xinjiang)
- **2** special administrative regions (Hong Kong, Macau)
- Language, time difference, food preferences, traditions, geography
- The Chinese  
“Facebook”, “google”, “yelp”,  
expedia, “what’s up”



The diagram illustrates a network of cities and their connections. A red path highlights a specific route starting from Detroit and ending in Québec. The cities are represented by black dots, and the connections are shown as lines. A dashed vertical line separates the network into two parts.

**Cities (Nodes):** Detroit, Sarnia, London, Toronto, Hamilton, Peterborough, Kingston, Ottawa, Trois-Rivières, Montréal, Québec, Sherbrooke, Albany, New York, Boston.

**Connections (Edges):**

- Red Path (Highlighted Route):** Detroit → Sarnia → London → Toronto → Hamilton → Peterborough → Kingston → Ottawa → Trois-Rivières → Montréal → Québec.
- Blue Path (Alternative Route):** Detroit → Sarnia → London → Toronto → Hamilton → Kingston → Albany → New York → Boston → Québec.
- Other Connections:**
  - Montréal to Sherbrooke
  - Albany to New York
  - New York to Boston

A dashed vertical line is positioned between Kingston and Albany, separating the red path from the blue path.

**353,000** international students in Canada at all levels of study in 2015

**92%** increase in international students in Canada between 2008-15

**8%** increase over the previous year

**Where do inbound students come from?**

**Top 15 countries of origin, 2014-15:**

- China: 34%
- India: 14%
- USA: 3%
- Mexico: 1%
- Brazil: 2%
- France: 6%
- Nigeria: 3%
- Saudi Arabia: 3%
- Iran: 1%
- Pakistan: 1%
- Japan: 2%
- South Korea: 6%
- Hong Kong: 1%
- Vietnam: 1%

**Fastest-growing countries of origin, 2014-15:**

- +28 India
- +20 Nigeria
- +11 China
- +9 Hong Kong
- +8 France
- +5 South Korea
- +5 Japan

**"The most positive part of my study experience in Canada has been the guidance I received from my professors. The quality of education is outstanding."**

*- Natural Sciences student from Egypt*

**Top 3 reasons international students choose Canada<sup>2</sup>**

- 1 The **quality** of the Canadian education system
- 2 Canada's reputation as a **tolerant** and **non-discriminatory** society
- 3 Canada's reputation as a **safe** country

**95%** of international students recommend Canada as a study destination<sup>3</sup>

**51%** of international students plan to apply for permanent residence in Canada<sup>4</sup>

Source: Canadian Bureau for International Education



# Potential of the Chinese Market

3. Marketing

DESTINATION CANADA 3

Market Context: Market Potential

## The Potential:

**More than 10 million Chinese long-haul pleasure travellers intend on visiting Canada in the next two years**

Size of the target market  
**16M**

Immediate potential ("very likely to visit Canada in the next 2 years")  
**10.9M**

Source: Global Tourism Watch 2017

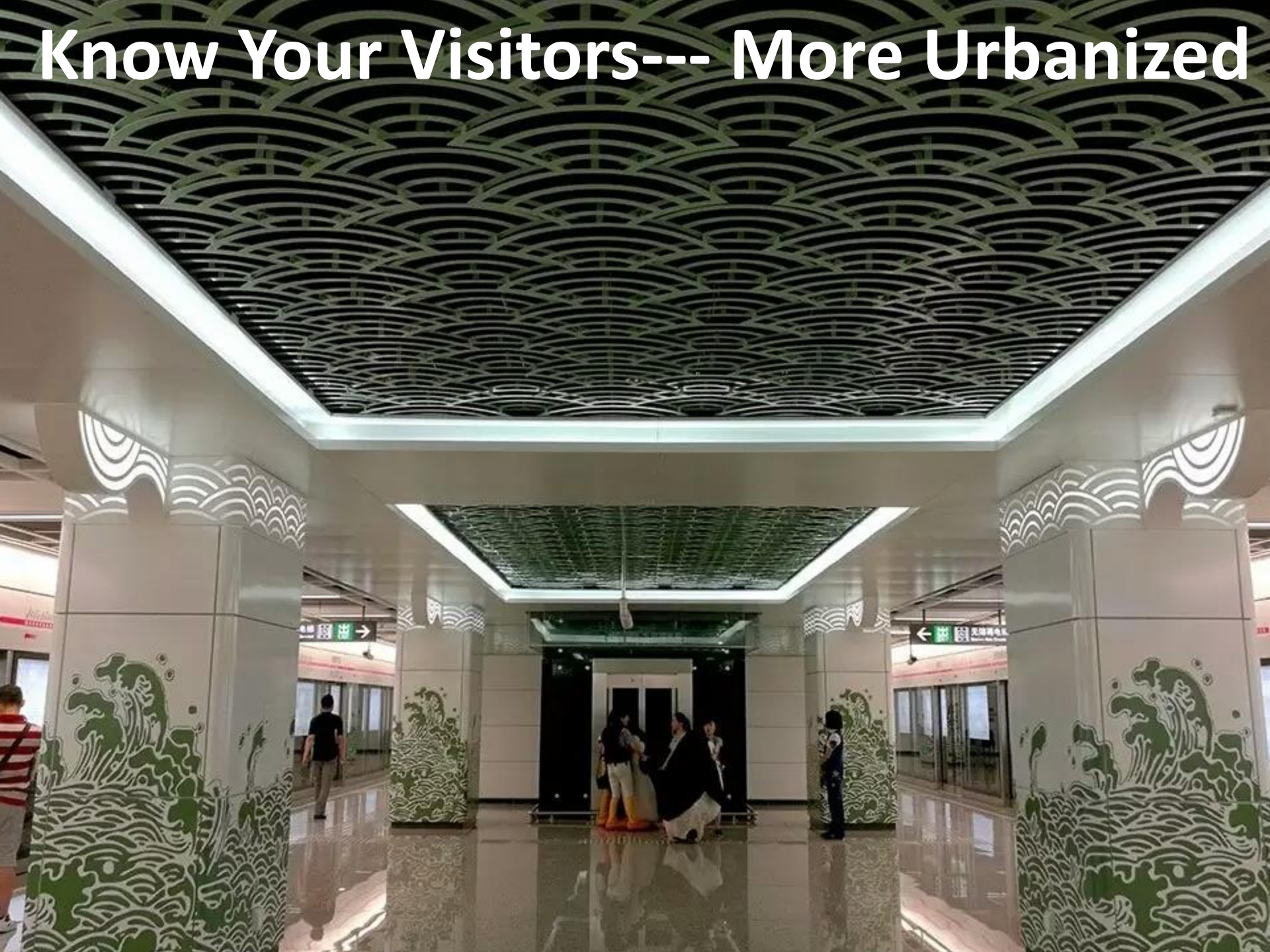
DESTINATION CANADA 4

Type here to search

10:33 AM 2018-01-31



# Know Your Visitors--- More Urbanized





# Know Your Visitors--- More Urbanized











HAINAN  
海南

海口火山口国家地质公园  
Haikou Volcanic Crater National Park















# Know Your Visitors--- More Urbanized



# Know Your Visitors--- e-Connected



By December 2017,

Chinese Internet users: 0.772 B

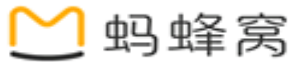
Cell internet users: 0.753 B  
with average 27 hrs/week  
online

Mobile booking in 2016 53%





# Know Your Visitors--- e-Connected



Aspiration

Research

Trip Planning

Transaction

Evaluation& Sharing

# Know Your Visitors--- e-Connected

The screenshot displays the Bangtravel.com website interface. The top navigation bar includes links for '精彩亮点' (Highlights), '详细行程' (Detailed Itinerary), '价格包含' (Price Includes), and '预定须知' (Booking Notice). The main content area features a map of Canada with a travel route highlighted, connecting major cities: Toronto (DAY 1-3), Kingston (DAY 4-5), and Montreal (DAY 6-9). The route is marked with icons for a park, a castle, and a coin. The right sidebar contains a booking form with fields for '出发日期' (Departure Date) set to 2018-04-19, '出发城市' (Departure City) set to Beijing, and a total price of 27,998元. The bottom section shows three featured destinations: Quebec, Toronto, and Kingston, each with a representative image and a brief description.

World Travel Agency  
www.shijiebang.com/super/1183/?rf=powers\_ldbld

预定咨询: 4006-646-888

在线咨询

品质旅行 优选旅行

出发日期: 2018-04-19

出发城市: 北京 上海 广州 全国可出发 香港 更多

成人: 2 儿童: 0 房间: 1 车辆数: 1

2人总价: 27,998元

开始预定

全网比价, 超全攻略

领取红包

详细行程 >

世界邦 SHIJIEBANG.COM

多伦多多伦多 DAY1-3

金斯顿金斯顿 DAY4-5

蒙特利尔蒙特利尔 DAY6-9

Canada 加拿大

魁北克 Quebec 巍然屹立钻石岬角

多伦多 Toronto 混凝土森林中的绿洲

金斯顿 Kingston 如繁星遍布圣劳伦斯河

# Know Your Visitors

**More experienced**  
**More sophisticated**  
**More mature**  
**More segmented**

Most interested themes: (2016 Chinese FIT Report by Mafengwo.com )  
Nature, Culinary, Shopping, prairie, animal, hot spring, ancient towns, ocean islands, mountain climbing, flora tours, diving, star viewing, skiing, culture, adventure













WARNING 警告  
PREVENT DROWNING  
防溺水  
水深 1.5m

水深 1.5m  
1.5M



五世牡丹

王忠





Roasted Chicken

清蒸深海石斑鱼

Steamed Grouper

美极焗深海大明虾

Roasted Prawn

蒜蓉粉丝蒸大扇贝

Teamed Scallop with Garlic and Vermicelli

锅仔西红柿煮鲍鱼

Poached Abalone with Tomato

香烧万宁东山羊

Braised Lamb

红酒鹅肝汁焗进口牛肋排

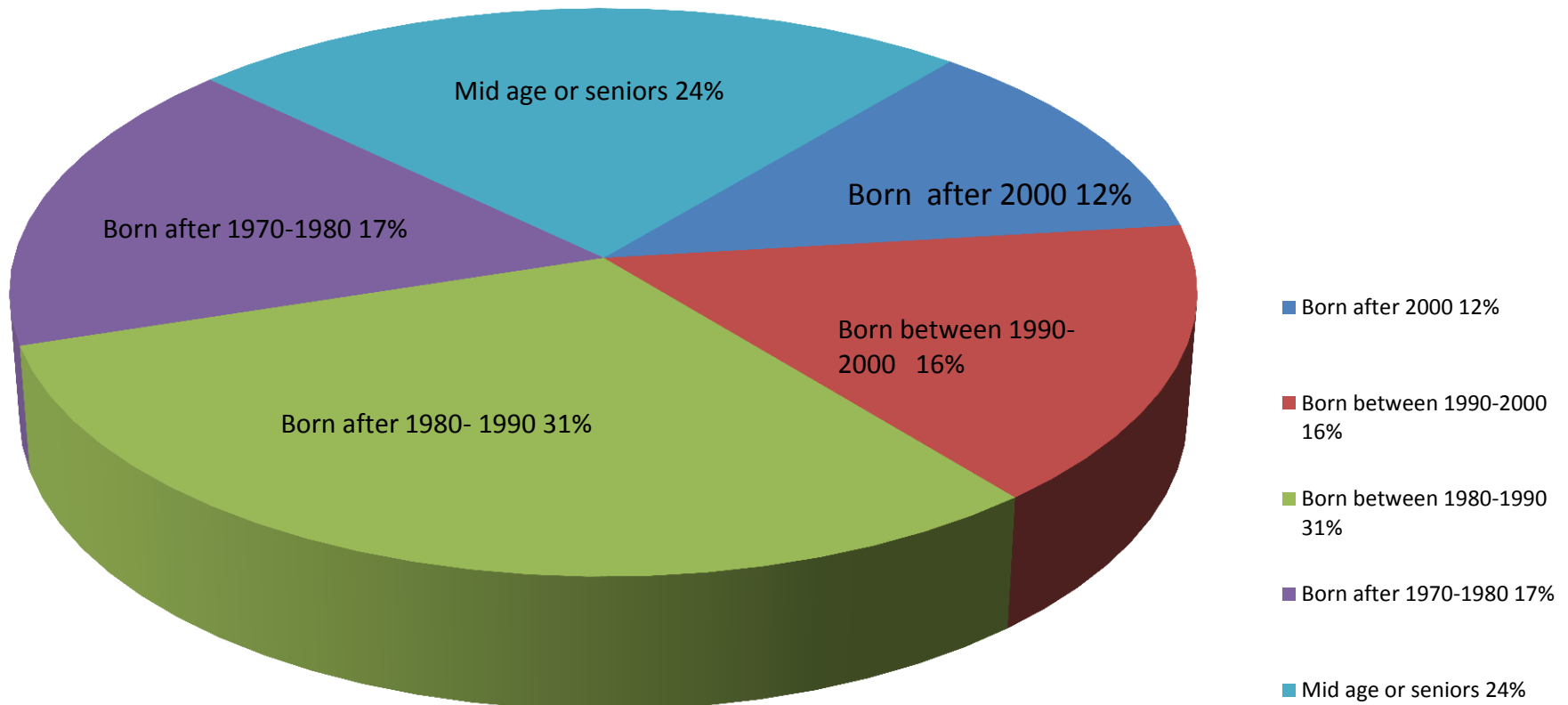
Braised Beef ribs with Red with Saucs

秘制叉烧炒杏鲍菇

Fried Mushroom with Pork

蒜蓉炒野

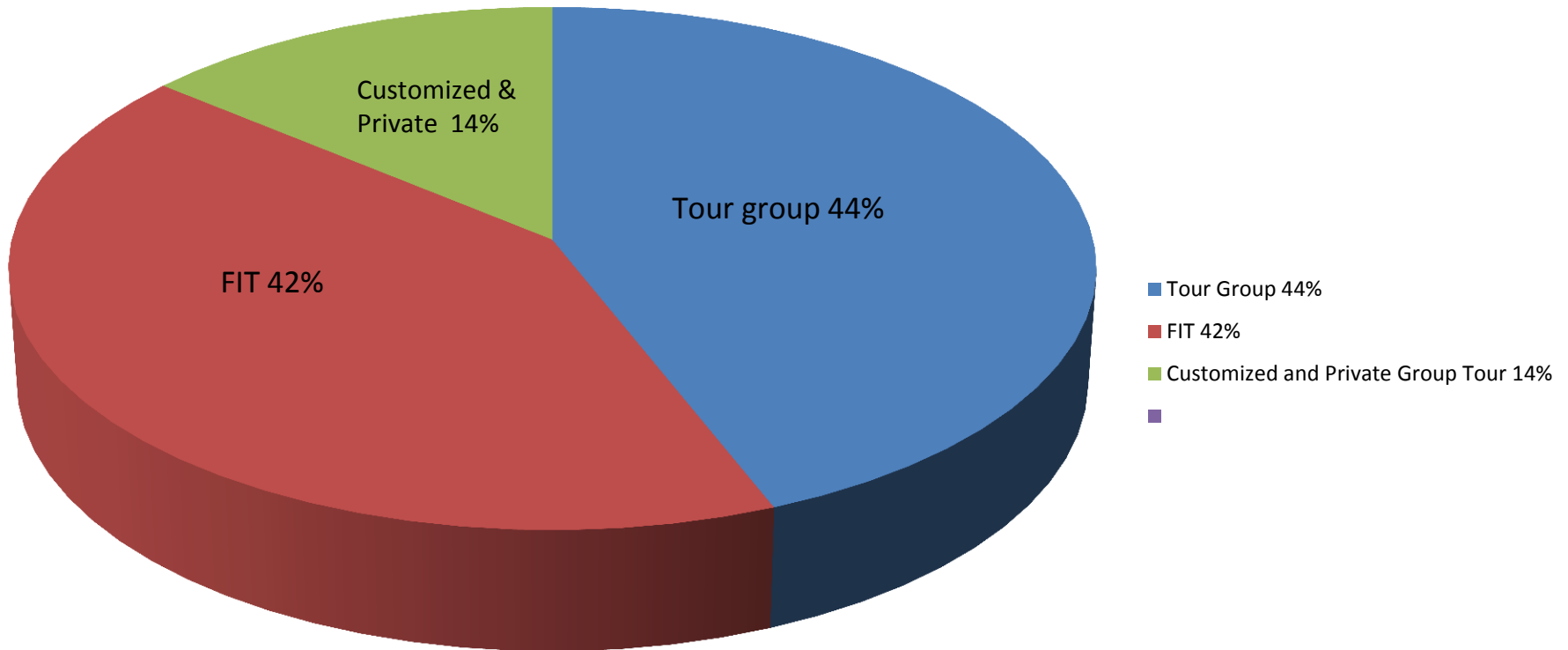
## 2017 Outbound Travel Age Groups



From 2017 Outbound Big Data Report" leased by the China Tourism Academy and China's popular OTA ctrip.com

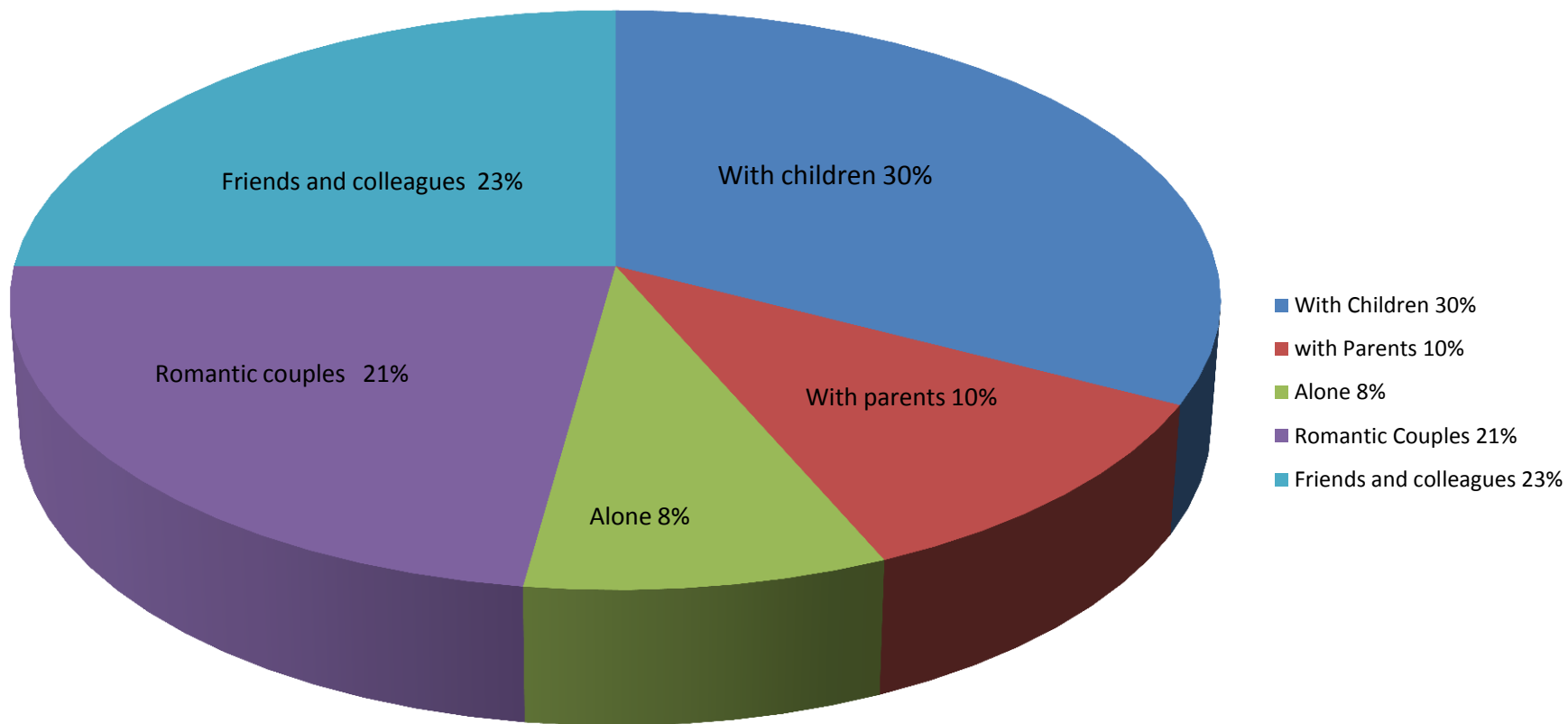


## 2017 Outbound Ways of Travel



From 2017 Outbound Big Data Report" leased by the China Tourism Academy and China's popular OTA

## 2017 Outbound Travel Companion Types



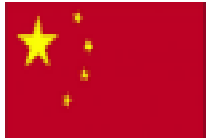
From 2017 Outbound Big Data Report” leased by the China Tourism Academy and China’s popular OTA ctrip.com



## 2017 20 top outbound travel departure cities in China

Top 1	Shanghai *
Top 2	Beijing *
Top 3	Chengdu *
Top 4	Guangzhou *
Top 5	Shenzhen
Top 6	Hangzhou *
Top 7	Nanjing *
Top 8	Wuhan *
Top 9	Tianjing
Top 10	Xian
Top 11	Changsha
Top 12	Chongqing *
Top 13	Xiamen
Top 14	Kunming *
Top 15	Wuxi
Top 16	Haerbin
Top 17	Shenyang *
Top 18	Hefei
Top 19	Fuzhou
Top 20	Zhengzhou

# Cultural Observations

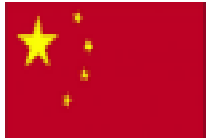


- Hierarchy
- Formality
- Group oriented
- External Influence
- Impatience/Efficiency
- Flexibility
- One dominate culture



- Equality
- Informality
- Individualistic
- Comfortable in being self
- Patience/Politeness
- Rule based
- Multiculturalism

# Cultural Observations



- Mobile/digital
- Government
- Relationship building
- Concept of Face
- Food preferences
- Bonus/brand shopping
- Spirituality



- Semi-digital
- Community
- Personal/organizational trust
- Individual pride
- Food preferences
- Souvenir/Memory shopping
- Multi-faith



# Three Take-Away Thoughts

**Know & be Known**  
**Products**  
**Capacity Building**



不想排队?  
扫码自在点餐



KFC 早餐

# 现熬好粥系列 套餐 6 元起



本广告仅限2021年11月12日起生效，全国10-11点供应，全国各餐厅以12-13点供应，具体供应时间以当地门店为准。部分套餐需搭配其他产品，具体供应情况以当地门店为准。产品图片仅供参考，不作为法律依据。不适用于各地法律法规。

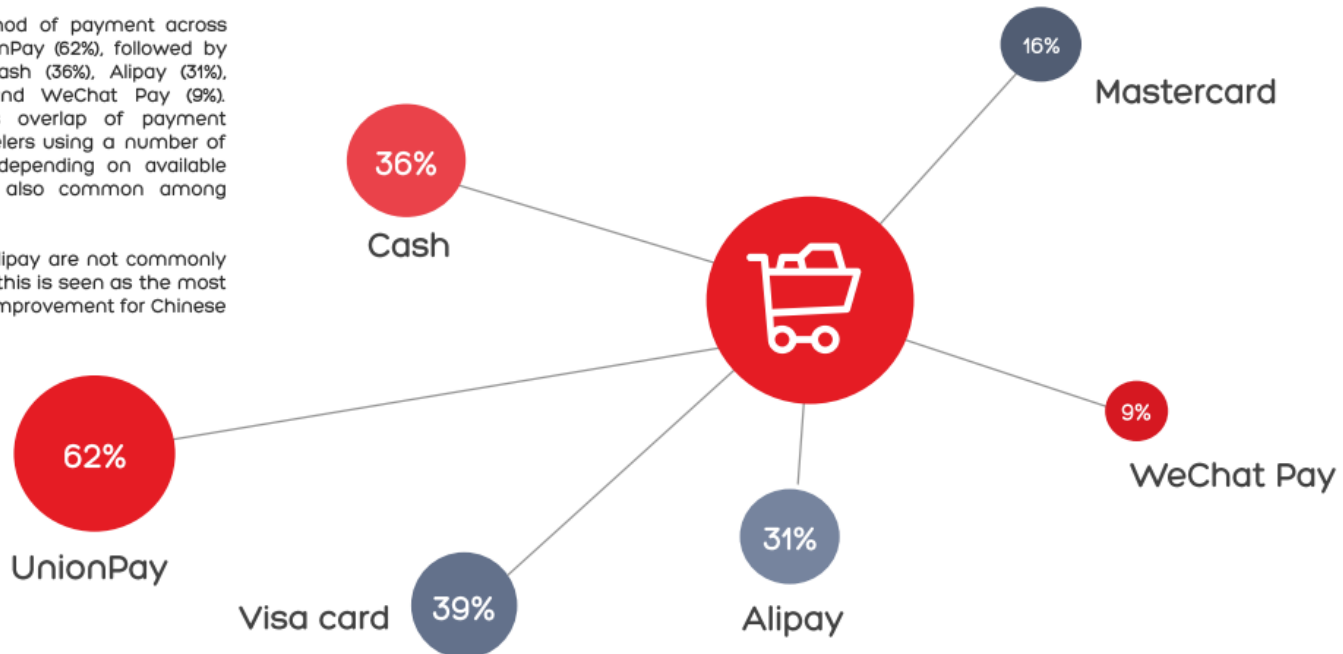
PULL  
拉

PULL  
拉

# Payment methods

The preferred method of payment across age groups is UnionPay (62%), followed by Visa Card (39%), cash (36%), Alipay (31%), Mastercard (16%) and WeChat Pay (9%). Obviously there is overlap of payment methods with travelers using a number of different methods depending on available facilities. Alipay is also common among younger millennials.

As UnionPay and Alipay are not commonly accepted overseas, this is seen as the most important area for improvement for Chinese travelers.





# Collect the Payment



- The largest card payment organization (debit and credit cards combined) in the world.
- A Chinese Financial Corporation established under the approval of China's central bank.
- Service providers in Canada:  
Moneris, TD Merchant Services, Global Payments



Alipay

- A third-party mobile and online payment platform
- Alibaba – over 500M active monthly users
- Service providers in Canada:  
Alpha Pay, Motion Pay, Ott Pay, River Pay



WeChat Pay

- A third-party mobile and online payment platform
- Tencent - A Chinese multi-purpose social media mobile application software, over 800 million monthly users
- Service providers in Canada:  
Alpha Pay, Easy Pay Solutions, Motion Pay, Ottawa, River Pay

# Collect the Payment

Practicality

Capacity

Functionality

Customer  
Service

- Expected transaction volume from Chinese tourists
- Energy and resources for system management
- Integration with current payment system
- Technical support and training
- Pricing



# Q & A