High-level Meeting on Chinese Outbound Tourism to Africa
Addis Ababa, Ethiopia
20 April 2017

John G.C. Kester
Director Tourism Market Trends Programme
Overview

- The rise of China
- Chinese outbound tourism to Africa
- Know your customer
- How to prepare
Outbound tourism from China

Source: World Tourism Organization (UNWTO)
China became number 1 outbound market in 2012 and strong growth continues.
China: population by age group, 1950-2100

Current population 1.4 billion

Maximum population by 2025 and more population of 40 years and over, than under 40

Source: compiled by UNWTO based on World Population Prospects, the 2015 Revision, 2015-2100 medium-fertility variant, United Nations, Population Division (http://esa.un.org/unpd/wpp/)
Growing prosperity

Gross domestic product per capita GDP
(based on purchasing-power-parity (PPP))

Source: International Monetary Fund (IMF)
Growing prosperity

China share in the world

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2015*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>20</td>
<td>19</td>
</tr>
<tr>
<td>GDP</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>International tourism expenditure</td>
<td>3</td>
<td>21</td>
</tr>
</tbody>
</table>
Figure 2.3 Chinese Provinces, Autonomous regions and Municipalities by Gross Regional Product per capita (CNY), 2011

Source: UNWTO, compiled from National Bureau of Statistics of China

Disclaimer: The maps elaborated by UNWTO are for reference only and do not imply any judgment on the legal status of any territory, or any endorsement or acceptance of such boundaries.
Chinese outbound to Africa
International tourist arrivals to Africa by region of origin

Source: World Tourism Organization (UNWTO)
International tourist arrivals to Africa by region of origin, 2015

- Africa (47%)
- Europe (25%)
- Americas (5%)
- Asia and the Pacific (4%)
- Middle East (4%)
- Origin not specified (15%)

Total arrivals from Asia and the Pacific: 2.3 million in 2015

Source: UNWTO
Where do Chinese travel

International tourist arrivals from China as reported by destinations, 2015

Total departures from China
128 million in 2015

Source: World Tourism Organization (UNWTO)
Where do Chinese travel

International tourist arrivals from China as reported by destinations, 2015

Total arrivals to Africa from China estimated at around 1 million in 2015

Source: World Tourism Organization (UNWTO)

Countries ordered by increase in receipts
Know your customer
Where are Chinese tourists from?

(source: CNTA, 2014-2015)
Where are Chinese tourists from?

First-tier cities and eastern China are steady outbound tourist sources. Second-tier cities and south-western China show great potential.

<table>
<thead>
<tr>
<th>%</th>
<th>Source province/city of Chinese outbound tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;65%</td>
<td>Beijing, Shanghai, Guangdong</td>
</tr>
<tr>
<td>8%-12%</td>
<td>Jiangsu, Zhejiang, Tianjin</td>
</tr>
<tr>
<td>5%-10%</td>
<td>Liaoning, Shandong, Hubei, Sichuan, Chongqing</td>
</tr>
<tr>
<td>3%-5%</td>
<td>Heilongjiang, Hebei, Shanxi, Henan, Anhui, Hunan, Fujian, Guangxi</td>
</tr>
<tr>
<td>3%</td>
<td>Jilin, Inner Mongolia, Ningxia, Qinghai, Xinjiang, Tibet, Gansu, Yunnan, Guizhou, Jiangxi, Hainan</td>
</tr>
</tbody>
</table>
Where are Chinese tourists from?

Outbound travel tendency in first-tier cities

<table>
<thead>
<tr>
<th>Sample city</th>
<th>Outbound travel tendency</th>
</tr>
</thead>
</table>
| Beijing      | Increasing family and MICE tourists  
Leisure holidays in short-haul destinations  
Sightseeing trips in long-haul destinations |
| Shanghai     | Expanding demand in high-end products  
Decreasing demand in low-end products  
Increasing family and MICE tourists |
| Guangzhou    | Expanding demand in long-haul destinations |
## Where are Chinese tourists from?

### Outbound travel tendency in second-tier cities

<table>
<thead>
<tr>
<th>Sample city</th>
<th>Outbound travel tendency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hangzhou</td>
<td>Traveling for showing-off</td>
</tr>
<tr>
<td>Qingdao</td>
<td>Shopping with lower taxation</td>
</tr>
<tr>
<td>Nanking</td>
<td>More convenient foreign destinations</td>
</tr>
<tr>
<td>Chengdu</td>
<td>Strong consumption power</td>
</tr>
<tr>
<td>Suzhou</td>
<td>Expanding demand in emerging destinations</td>
</tr>
<tr>
<td>Wuhan</td>
<td></td>
</tr>
<tr>
<td>Chongqing</td>
<td></td>
</tr>
</tbody>
</table>
Who are the Chinese tourists?

Chinese citizens born in late 1940s and early 1950s, already retired

- Time, Money and desire to travel

Over 60% outbound travellers are young people

- “Ba Ling Hou” (travelers born in the 80s) take up 54% of China’s outbound tourist market.
- “Jiu Ling Hou” (travelers born in the 90s) take up 11% of China’s outbound tourist market.

They have higher education

Over 70% of Chinese outbound tourists are graduated from colleges or universities.

(Source: China Tourism Academy, 2014 China Outbound Tourism Report)
Rise of the consumer class

- Disposable income
- Urban
- Connected
- Generally young
Over 70% of Chinese outbound tourists tend to travel with friends or family. Most Chinese outbound tourists choose destinations based on:

- Good experiences of friends, family and colleagues
- Information available on the internet
- Recommendations and brochures from travel agencies

(Source: China Tourism Academy, 2014 China Outbound Tourism Report. Analysis based industry researches.)
How do Chinese travel?

- Over 60% of Chinese outbound tourists travel abroad more than once a year.
- Over 70% of Chinese outbound tourists travel by themselves.
- About 25% of Chinese outbound tourists travel in groups organized by agencies.

(Source: China Tourism Academy, 2014 China Outbound Tourism Report)
MEET CHINA’S NEW WAVE OF INDEPENDENT TRAVELERS
SOPHISTICATED, SELF-RELIANT & SPONTANEOUS

OF WANDERLUST AND (BIG) WALLETS

A new breed of Chinese travelers is starting to emerge – Dubbed the Free Independent Travelers (FITs), these individuals are craving the adventure away from group tours, with their wallets ever at the ready!

20% INCREASE IN OUTBOUND LEISURE TRIPS YEAR-ON-YEAR

≈US $205.7 BILLION TOTAL TRAVEL EXPENDITURE

Source: China Unbounded: The Rapid Rise of China’s Outbound Millions, Phocuswright sponsored by TripAdvisor
WHO ARE CHINA’S FITs?

- **89%** 18-44 years old
- **77%** Undergraduate degree-holders or higher
- **52%** Married with 1 child
- **44%** US$2,311 monthly earnings or more
- **38%** of outbound travelers from 1st tier cities are FITs

**On average, they have already taken 5.5x international trips in their lifetime!**

Source: *China Unbounded: The Rapid Rise of China’s Outbound Millions*, Phocuswright sponsored by TripAdvisor
They are independent and impulsive

Creating customized itineraries:

- 9/10 buy separate travel components
- 77% prefer traveling between May and October

Traveling spontaneously:

- 32% choose destinations 1-2 weeks beforehand

Taking longer trips:

- 40% stay 4-6 nights abroad
- 91% prefer short-haul destinations

Flying shorter distances:

- Top 10 travel hotspots: Japan, Thailand, South Korea, United States, Malaysia, Singapore, France, United Kingdom, Italy, Canada

Source: China Unbounded: The Rapid Rise of China’s Outbound Millions, Phocuswright sponsored by TripAdvisor
56% REST & RELAXATION

47% NATURE, CULTURE & HISTORY

42% SHOPPING

DESTINATION CRITERIA

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe and Politically Stable</td>
<td>65%</td>
</tr>
<tr>
<td>Clean with Low Pollution</td>
<td>36%</td>
</tr>
<tr>
<td>Natural Features and Landscapes</td>
<td>35%</td>
</tr>
</tbody>
</table>

Source: China Unbounded: The Rapid Rise of China’s Outbound Millions, Phocuswright sponsored by TripAdvisor
HOLIDAY INDULGENCES

AVERAGE SPEND PER TRIP
≈US $2,729

TOP SPENDERS:
BEIJING, SICHUAN, SHANGHAI

NEARLY
30%
SPENT
≈US $3,078

ACCOMMODATION
≈US $473

AIRLINE TICKETS
≈US $691

SHOPPING
≈US $1,054

FOR TRIPS TO THE U.S. AND CANADA, THE AVERAGE SHOPPING SPEND CAN REACH ≈US $2,707!

A BRIGHTER FUTURE BECKONS

In the next 2 years, nearly half of outbound Chinese FITs plan to take more trips

52% for a LONGER period

54% with a BIGGER budget

Source: China Unbounded: The Rapid Rise of China’s Outbound Millions, Phocuswright sponsored by TripAdvisor
Understanding Chinese outbound tourism

Outbound market ‘netnographic’ studies based on the analysis of the blogosphere

Understanding Brazilian Outbound Tourism
What the Brazilian Blogosphere is Saying about Europe

Understanding Russian Outbound Tourism
What the Russian Blogosphere is Saying about Europe

Understanding Chinese Outbound Tourism
What the Chinese Blogosphere is Saying about Europe
Major themes

- Yearning for simplicity and authenticity
- Increasing demand for in-depth travel
- Shopping and luxury
- Remaining price sensitive
- High potential in lower-tier cities
- Honeymoon boom
- Travel goes mobile
- Fringe phenomena spreading to the mainstream
- The visa hurdle
Yearning for simplicity and authenticity

The ideal destination is one with few people. If you want to talk, you talk. If you want silence, you keep silent.

Forget about Paris and London! The small towns in Europe are so much more beautiful than the big cities. But most travel agencies won’t take tourists there, we can only go on our own.
Blue skies – an underestimated advantage

Take a picture in any direction and it will show a beautiful landscape. Look anywhere and you will see a sky bluer than what you’ve ever seen in Beijing.
The tenth wedding anniversary is a very special day, so I asked my wife where she would like to go for a make-up honeymoon.

I and my beloved wife travelled to amazing Greece. We experienced the sweetness and romance of the myriad Greek islands, embraced the serendipitous blue sky at the Aegean Sea, kissed in front of temple ruins, and felt the warm breeze on a passionate boat trip. We will forever live happily together.
My plan is to travel to Hungary, Austria and Italy next year. I will have a wedding veil made and bring it with me to take photos.

Courtesy of Chai Ran and Amina Xu.
亚的斯亚贝巴景点 Addis Ababa

热门景点

- Red Terror Martyrs Museum 561条点评
- Holy Trinity Cathedral 380条点评
- Ethnological Museum 359条点评
- National Museum 1,013条点评

纪念碑与雕像

- Menelik II Square 19条点评
- Tiglachin Memorial 48条点评
- Yekatt 12 Martyrs Square 7条点评
- Meyazia 27 Square Memorial 7条点评

博物馆

- Red Terror Martyrs Museum 561条点评
- Ethnological Museum 359条点评
- National Museum 1,013条点评
- Asni Gallery 20条点评

www.tripadvisor.cn
“在博物馆度过了美好的下午！”

我和我丈夫在这里度过了下午时光，游览了一些旅游景点。他是埃塞俄比亚人，但从未去过博物馆！博物馆很小但有保存的文物，我们的导游很善于助人。我以为可能会更新一些，但令人感到有新意。我没想到有这么多的文物和展览。我们看到了著名的“Lucy”，但并没有很好地展示埃塞俄比亚今天向艺术世界所提供的东西。

“埃塞俄比亚之旅的不错的背景知识”

虽然这个博物馆比较小，但对于我们来说还是有很大意义的。在这里我们看到了很多展出的历史和文化。我们的导游Netsanet Tseessa（通过Gemel Tours联系的）非常专业，她的讲解使我们的参观更为丰富和有意义。如果你去过埃塞俄比亚的话，你会知道她的导游是多么的少见。她让我们更深入地理解埃塞俄比亚的历史和文化。

“为Lucy而来”

我来博物馆就是为了看一眼Lucy。Lucy是一具发现于埃塞俄比亚的古人类化石标本，生活在约320万年前的埃塞俄比亚。科学界普遍认为全球人类皆由Lucy所在的种群进化而成，有可能是我们在人类的共同祖先。但我们的导游Alex说他不信，因为他以为是被上帝创造的，但这并不妨碍他认真地给我们讲解博物馆。
How to prepare
Visa facilitation: UNWTO jointly with partners is working closely with stakeholders to move agenda forward

A number of meetings have taken place and three reports have been prepared taking stock of and analysing the current situation:

For more information and download of reports, see http://rcm.unwto.org/en/content/facilitation-tourist-travel
Safe and seamless travel

Visa requirements for visitors from China

**visa free:** Mauritius, Cook Islands, Hong Kong, Dominica, Grenada, Turks & Caicos Islands

**visa free recently introduced:** Morocco, Indonesia, Micronesia, Niue, Fiji, Macao, Taiwan (China), Vanuatu, Antigua & Barbuda, Bahamas, Cuba, Ecuador, Haiti, Jamaica

**visa upon arrival:** Comoros Islands, Seychelles, Cambodia, Laos, Maldives, Samoa, Sri Lanka, Thailand, Timor-Leste, Tuvalu, Bahrain

**visa upon arrival recently introduced:** Cape Verde, Djibouti, Ethiopia, Guinea-Bissau, Kenya, Madagascar, Malawi, Mauritania, Mozambique, Tanzania, Togo, Uganda, Bangladesh, Iran, Nepal, Palau, Azerbaijan, Tajikistan, Guyana, Jordan, Lebanon,

e-visa recently introduced:  Côte d'Ivoire, Gabon, Rwanda, São Tomé e Principe, Zambia, Zimbabwe, Australia, Bhutan, India, Malaysia, Myanmar, Singapore, Georgia, Turkey, Colombia, Montserrat, St Kitts & Nevis, United Arab Emirates

**Visa needed:** Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Congo, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Gambia, Ghana, Guinea, Lesotho, Liberia, Mali, Namibia, Niger, Nigeria, Reunion, Senegal, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tunisia, Afghanistan, Brunei, French Polynesia, Japan, Kiribati, Korea DPR, Korea ROK, Marshall Islands, Mongolia, Nauru, New Caledonia, New Zealand, Pakistan, Papua New Guinea, Philippines, The, Solomon Islands, Tonga, Vietnam, Albania, Andorra, Armenia, Austria, Belarus, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kazakhstan, Kyrgyzstan, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, The, Norway, Poland, Portugal, Romania, Russian Federation, The, San Marino, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkmenistan, Ukraine, United Kingdom, Uzbekistan, Anguilla, Argentina, Aruba, Barbados, Belize, Bermuda, Bolivia, Bonaire, Brazil, British Virgin Islands, Canada, Cayman Islands, Chile, Costa Rica, Curacao, Dominican Republic, El Salvador, French Guiana, Guadeloupe, Guatemala, Honduras, Martinique, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saba, St Eustatius, St Lucia, St Maarten, St Vincent & Grenadines, Suriname, Trinidad & Tobago, United States of America, Uruguay, Venezuela, Egypt, Iraq, Kuwait, Libya, Oman, Qatar, Saudi Arabia, Syria, Yemen
Recommendations

- Vitamin 4c: communication, cooperation, collaboration and coordination
  - With Chinese travel trade
  - In the region
- Establish presence in China
- Professional trainings
- Language, signage
- Participation in travel shows in China
- Film/tv shot in African destinations
- Need for an image specially for China market: culture needs translation, religion needs interpreting, people need introduction, food needs sharing
- Payment: more places accepting Union Pay cards
**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 growth through 2018=10%

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

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

Chinese Outbound Departures (mn)

**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.

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

**Ni hao! 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 hao! 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.**

[www.etc-corporate.org/china-operations-group](http://www.etc-corporate.org/china-operations-group)
What does travel mean to the Chinese?

Hierarchy of the Chinese travelers' needs

- Unique destination features
- Value for money and time
- Guaranteed quality as seen from the Chinese point of view
- Safe and low risk

When do most Chinese travel?

1st week of May

May - Oct

Jul - Aug

1st week of Oct

The Golden Week!

Business travel

Family travel

The Golden Week!

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

Food

Accommodation

Shopping

Entertainment

What Chinese travellers do before and during a trip?

Travel is for sightseeing - the more the better!

Word of mouth, TV, websites

Travel agents

Travel agents

Full schedules of must-see sites

Shopping!

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

We booked our trip with a travel agent. This was convenient and the trip is not familiar to us!

High prices

Lack of Chinese language information & material

Chinese debit cards cannot be used

Need to pay for the use of toilets

Long queues at tourist attractions

Shops close early

We went to Lourdes in France and visited for 24 hours. My kids were hardly standing!

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 (micro-blogging sites)

95% of Chinese consumers trust a company that is active on weibo (micro-blogging sites)

www.etc-corporate.org/china-operations-group
TOP 8 TIPS TO WIN THE CHINESE!

TIP 1: **勇气**
Make your services "China friendly"!
Make sure that your services meet their expectations, don’t expect them to like what you offer.

TIP 2: **服务**
What stories do Chinese know about your destination?

TIP 3: **网络**
Provide Chinese with WiFi!
...and smartly encourage them to spread the voice about your service on Chinese social networks.

TIP 4: **互动**
Set the stage for interaction!
Lead Chinese from observation to participation – engage them in conversations or suggest ways to interact with locals or other Chinese tourists.

TIP 5: Let them shop!
Do you have Chinese Union pay points? Also, suggest shops opened late hours!

TIP 6: Emphasize the value of your services
Find out what phrases attract the Chinese!

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: 欢迎光临 (huān yíng guāng líng)
Hello: 你好 (nǐ hǎo)
How are you? 你好吗 (nǐ hǎo ma)
I'm fine, thank you! 我很好, 你呢? (wǒ hěn hǎo, nǐ ne)
What's your name? 你叫什么名字 (nǐ jiào shénme míezi)
My name is... 我叫 (wǒ jiào...)
Pleased to meet you. 欢迎光临 (huān yíng guāng líng)
Thank you 谢谢 (xièxiè)
Sorry 对不起 (duì bù qǐ)
Good morning 早上好 (zǎoshang hǎo)
Good evening, good night 晚安 (wǎn ān)

Mandarin — the official language of the People's Republic of China

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Guilin Forum on Tourism Trends and Outlook

The 11th UNWTO/PATA Forum on Tourism Trends and Outlook

12-14 October, 2017, Guilin, China

http://asiapacific.unwto.org/event/unwtopata-forum
‘The only thing that is constant is change’
Heraclitus, c. 535 - 475 BC

Thank you very much for your attention!
John G.C. Kester
Tourism Market Trends Programme
World Tourism Organization (UNWTO)
www.unwto.org