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"New and Emerging Markets: What are the Possibilities?"

- **Myths and Realities of Chinese Tourists to Canada**

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Myth 1: ADS

- Reality: ADS effect is diminishing
 - 132 countries/regions granted ADS; 86 operating
 - Non-ADS trips are rising
 - Real ADS effects:
 - Distinguish true tourists from business and family visits
 - Marketing in China
 - Sustainable growth



Myth 2: The More The Better

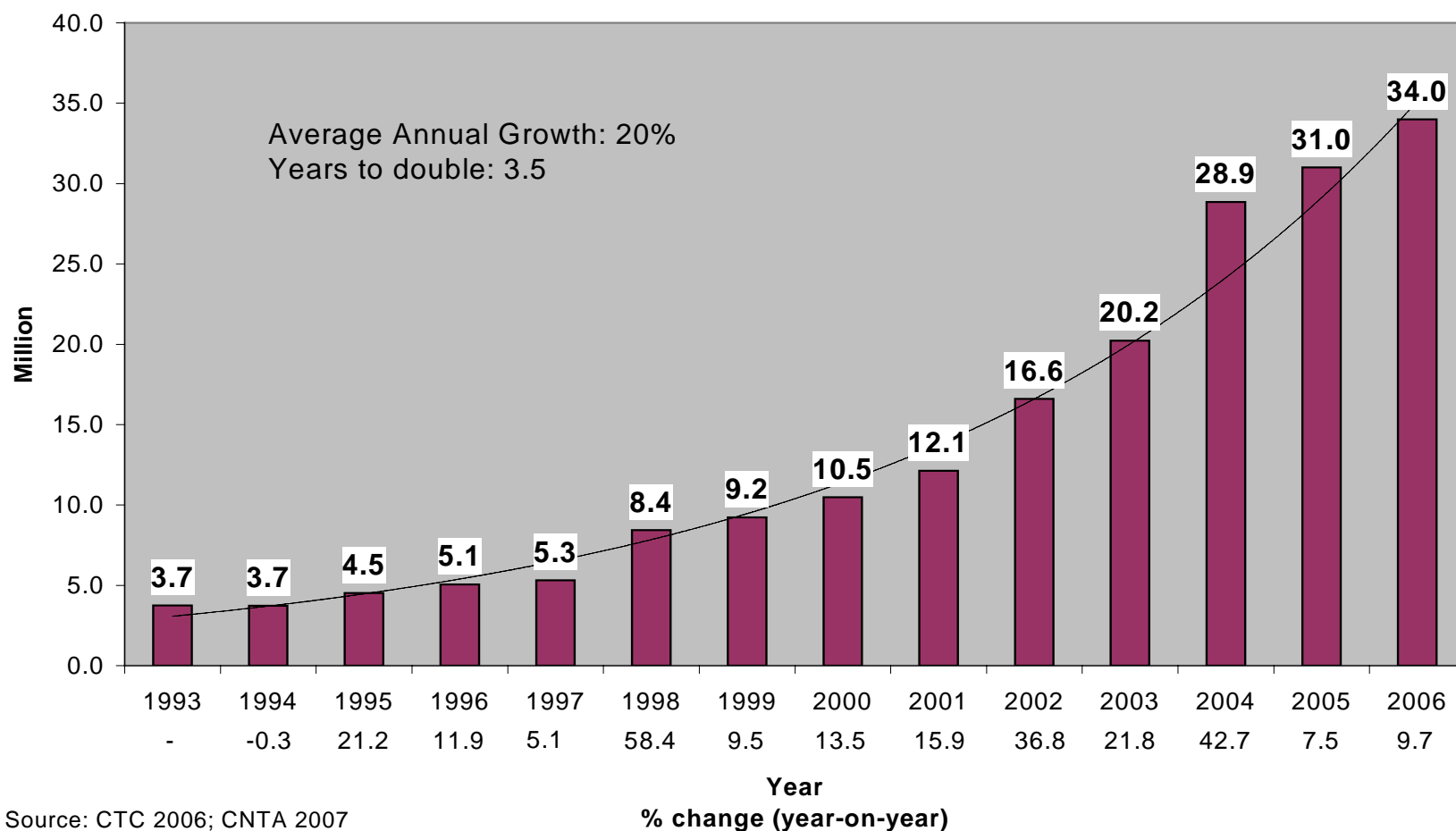
- Reality: from high volume to high yield
 - Outbound travel is soaring
 - Arrivals to Canada are rising
 - Top spender in Canada





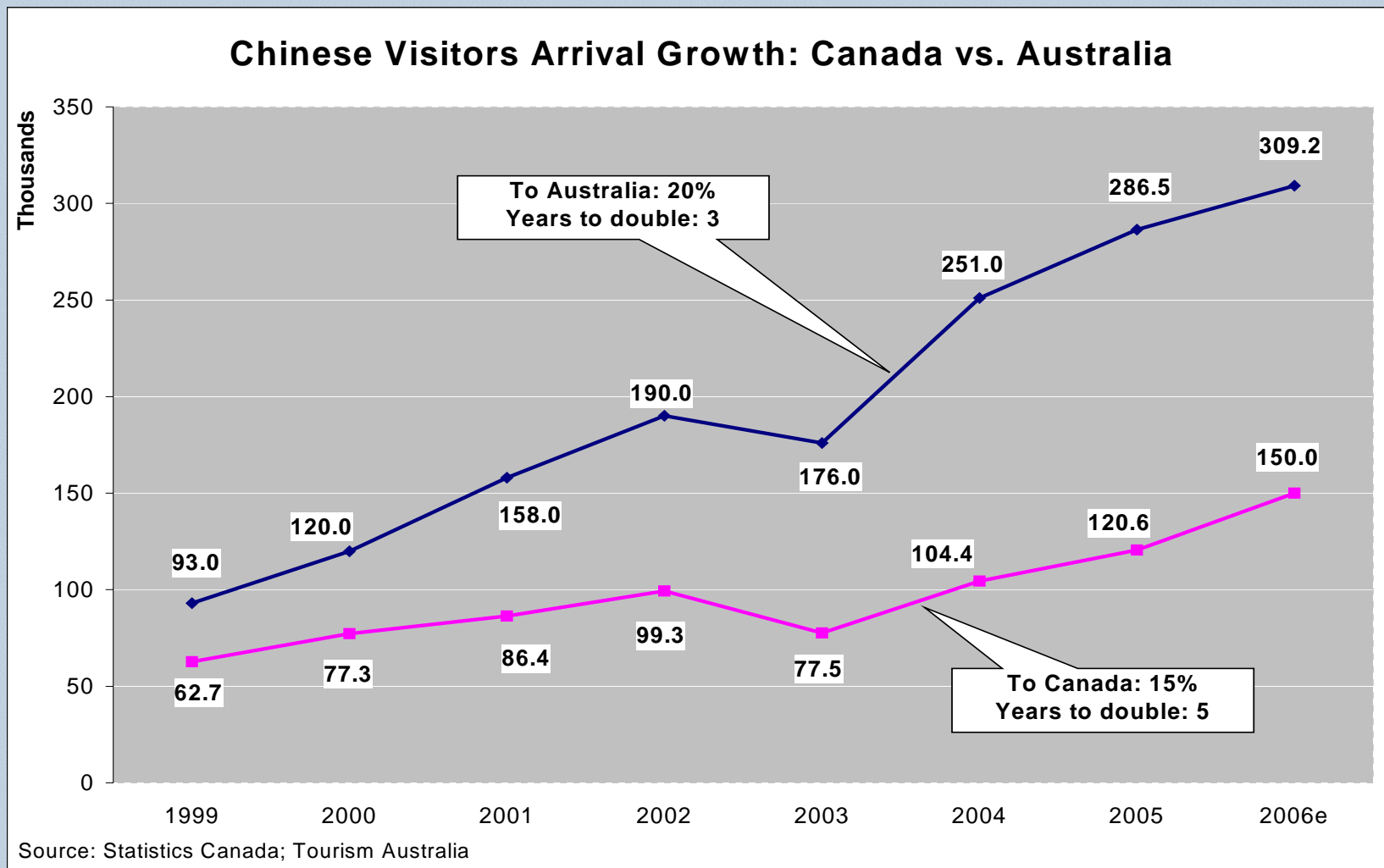
Soaring Market

Number of Departures from China



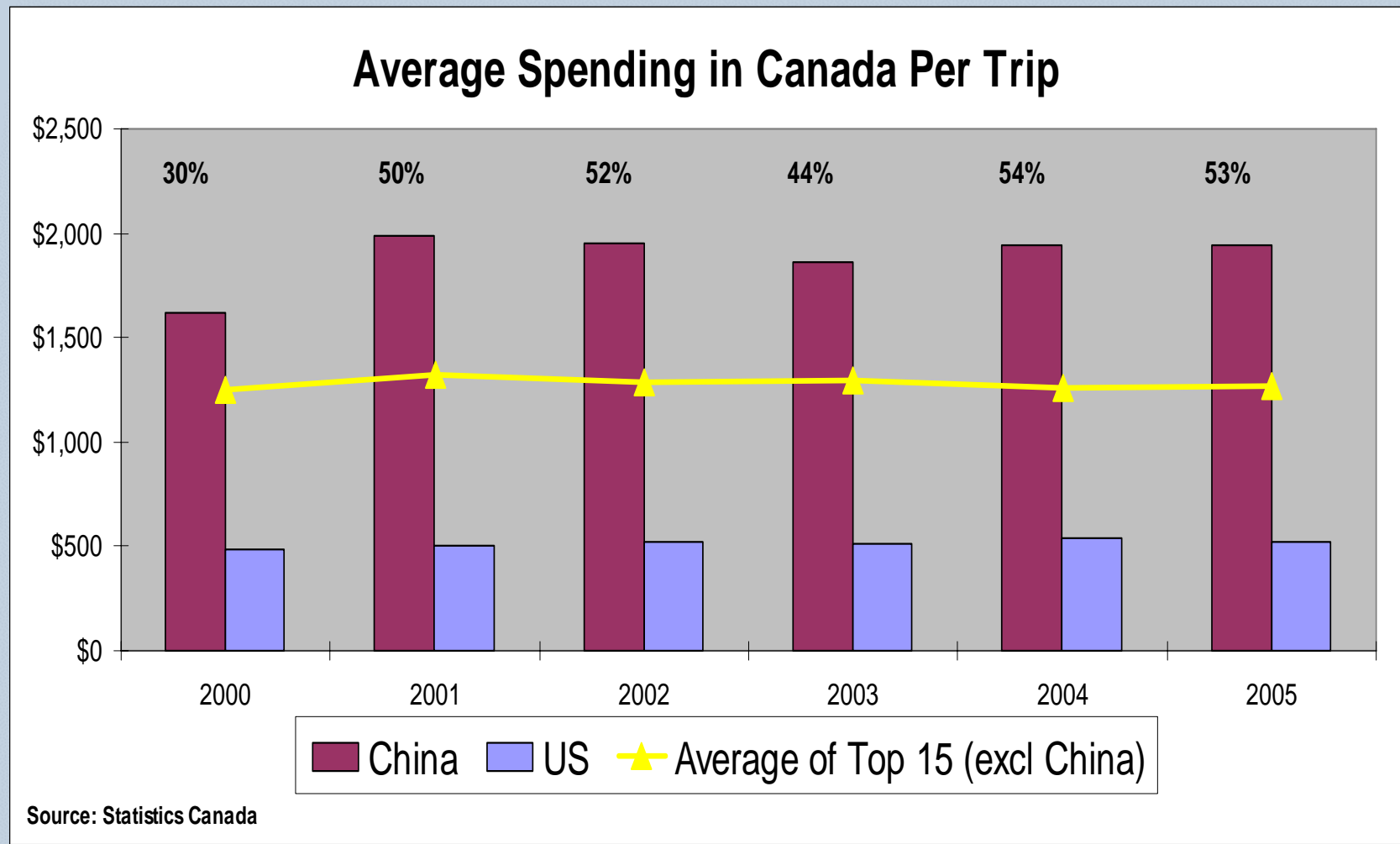


Rising Arrivals





Top Spender



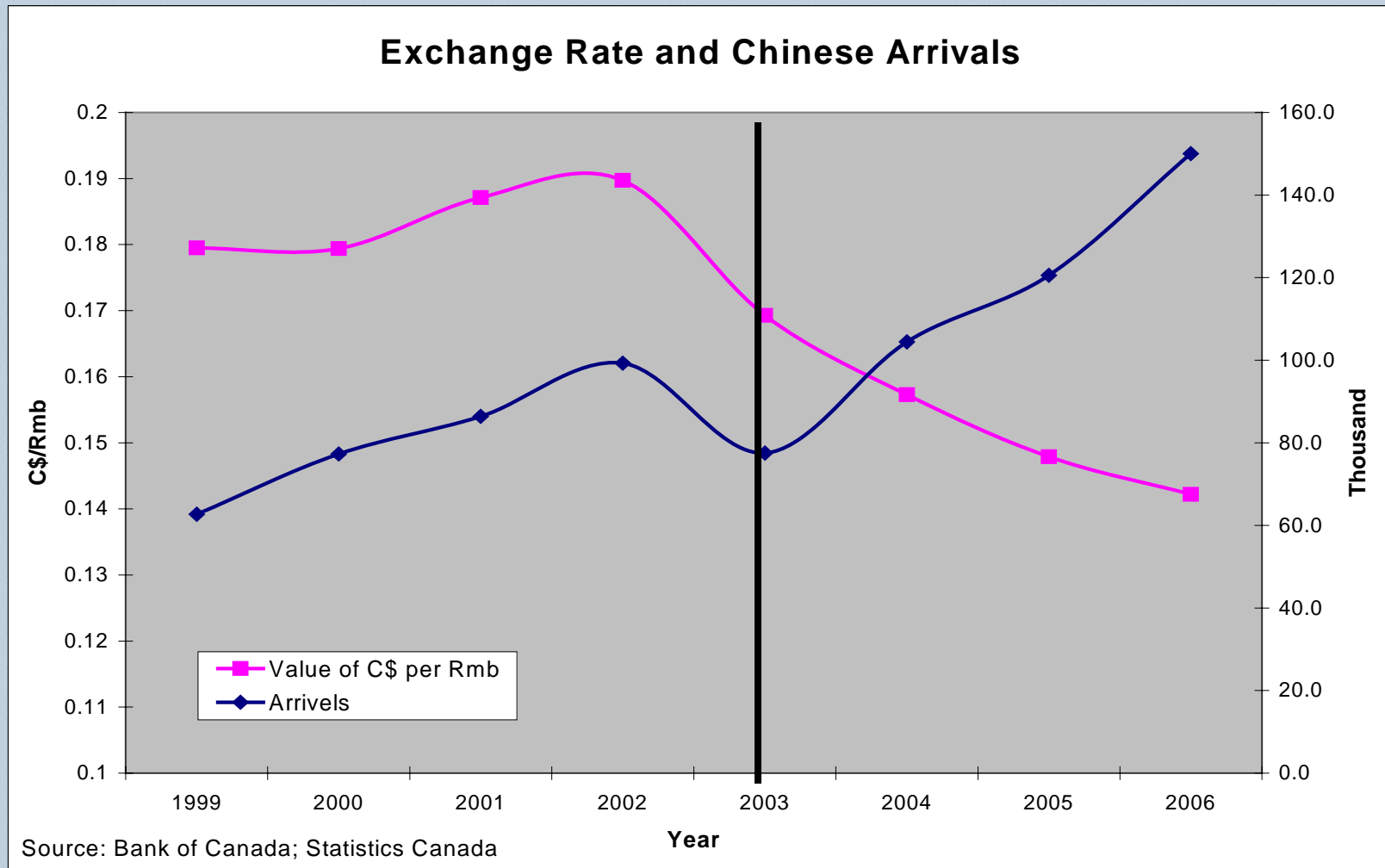


Myth 3: Exchange Rate

- Reality: More risks than exchange rate
 - Appreciation of Chinese currency
 - China perspective:
 - Establishing warning system-lesson from foreign students
 - Establishing insurance mechanism
 - Latest behavior modification campaign
 - Canada perspective
 - Government regulatory
 - Industry discipline



Exchange Rate Effect





Concluding Remarks

- Government and industry should work together
- Industry needs competition and collaboration





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Thank You!

