

**TOURISM
NOVA SCOTIA** 

Be China Ready

November 22, 2016



NOVA SCOTIA 

Tourism Nova Scotia's Strategy



Invest in markets of highest return.



Attract first-time visitors to Nova Scotia.



Focus on world class experiences.



Build Nova Scotia's Tourism confidence.

2016 Canada's Performance At-A-Glance

- Canada YTD January-August: 428,722 visitors  24%
- Air capacity  24.6%
Service to Canada from 11 Chinese cities
- Consumer Insight:
Enjoy viewing wildlife, seeing landscapes and beautiful scenery, touring parks, trying adventure experiences, vibrant cities and lots of space. Canada is welcoming, friendly, multi-cultural, modern and progressive.

2016 China Market Launch

Focus Areas for 2016/17

- Consumer:
 - ✓ Introduce Nova Scotia through Destination Canada/Atlantic Canada partnership
- Trade:
 - ✓ Trade Show Attendance- Showcase Asia, Rendez-Vous Canada, Atlantic Canada Showcase
 - ✓ FAM Tours
- Industry:
 - ✓ Partner in new TIAC Canada-China Tourism Advancement Program
 - ✓ Develop marketing assets
 - ✓ Support market readiness training



Grace Xin

Tourism Industry Association of Canada

Understand

Anticipate

Engage



TIAC  AITC

Why the Chinese Market is Interesting?

- Population
- Historical Reasons
- Economic Development/purchasing Power
- Visa Requirement
- Better air access
- Holiday schedule
- One child policy

TIAC Programs

- Canada-China Inbound Tour Operator Registration Program

- List of registered tour operators:

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

- Canada-China Tourism Advancement Program

2018 Canada-China Tourism Year

2016 Tourism MOU

HOME | MEMBERS AREA

MEMBERSHIP ADVOCACY EVENTS MEDIA PUBLICATIONS PROGRAMS

List of Registered Tour Operators

Tour operators are listed alphabetically by province.

- [Alberta](#)
- [British Columbia](#)
- [North West Territories](#)
- [Nova Scotia](#)
- [Ontario](#)
- [Québec](#)
- [Yukon](#)

Alberta

Company 公司	Contact Information 联系方式
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Differences between China and Canada



1.3 B



34M

Know Your Clients



Know Your Clients



Know Your Clients



Know Your Clients



Know Your Clients





Know Your Clients

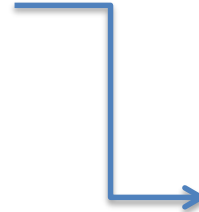
Dream



Select



Experience



Share

Cultural Influences on Service

Intangibility

Variability

Perishability

Perception/Expectation

What Makes a Good Travel Experience



Transportation 行



Accommodation 住



Food 吃



Shopping 购

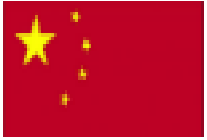


Tours 游



Entertainment 娱

Cultural Observations

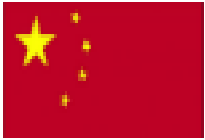


- Hierarchy
- Dependence
- Impatience/Efficiency
- Flexibility
- Comparison/follow brands
- One dominate culture
- Formality



- Equality
- Independence
- Patience/Politeness
- Rule based
- Be yourself
- Multi-cultural
- Informality

Cultural Observations

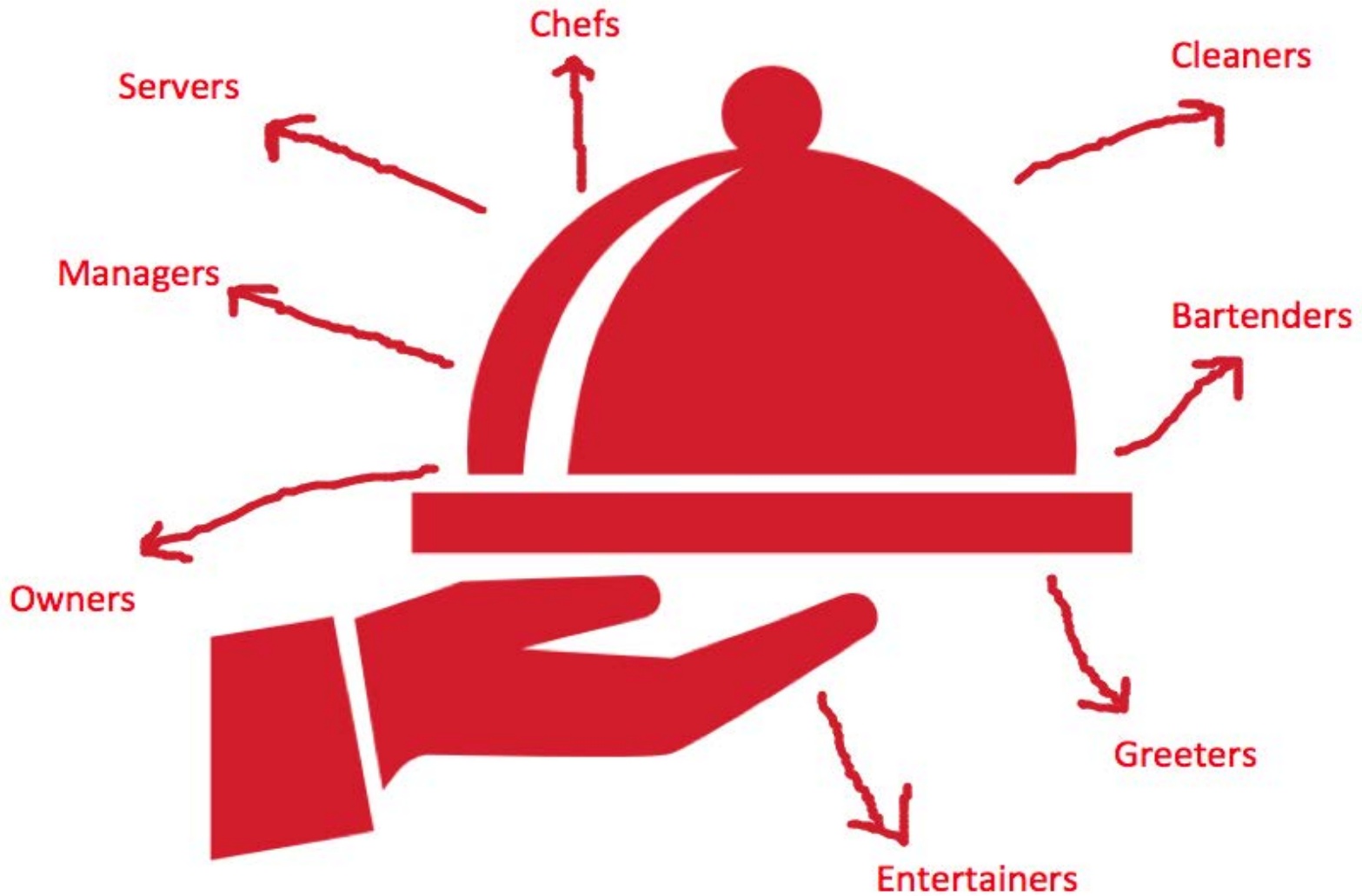


- Digital
- Government
- Relationship building
- Concept of Face
- Food preferences
- Spirituality

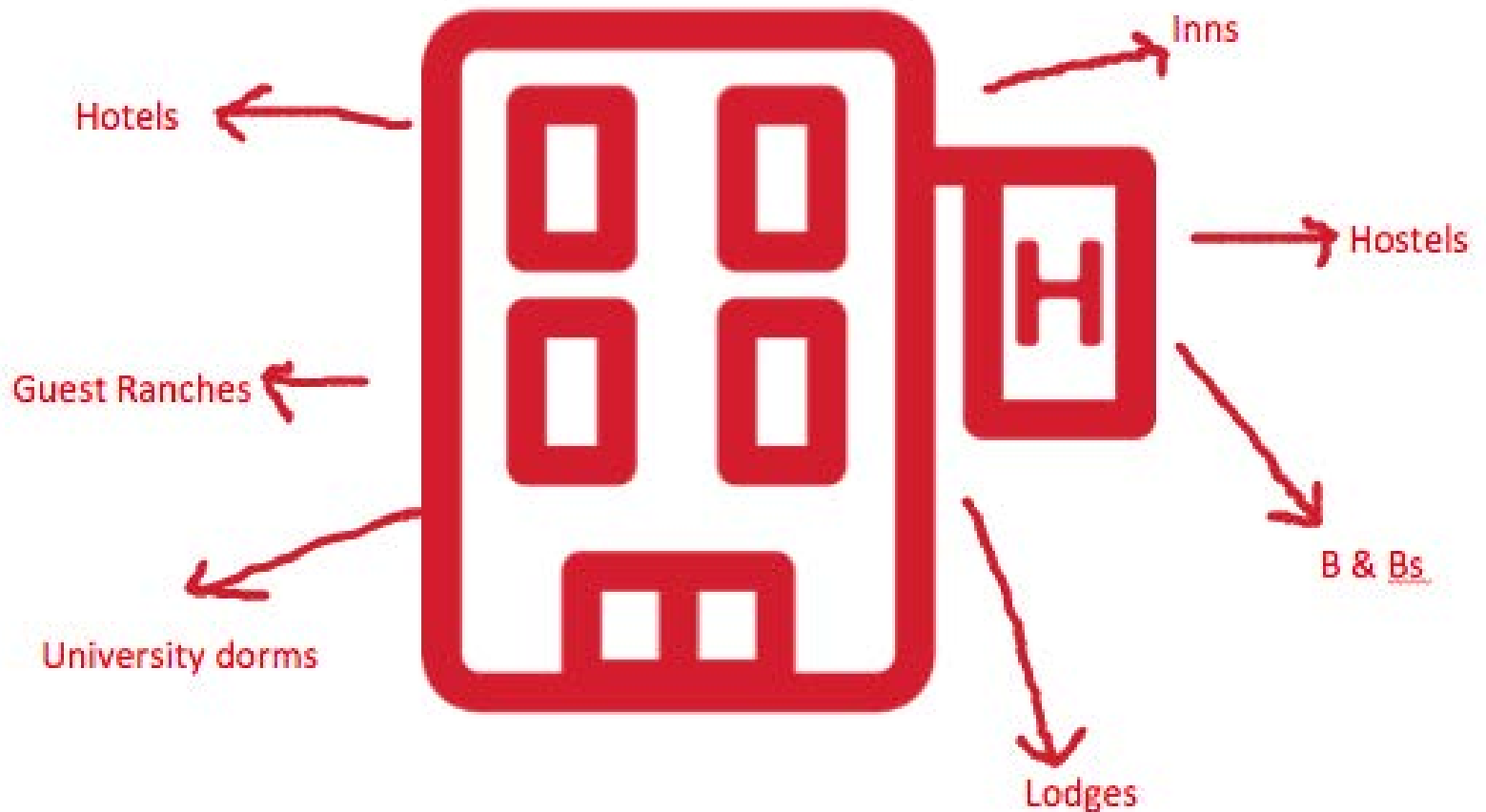


- Semi-digital
- Community
- Personal/organizational trust
- Individual pride
- Food preference
- Multi-faith

Food 吃



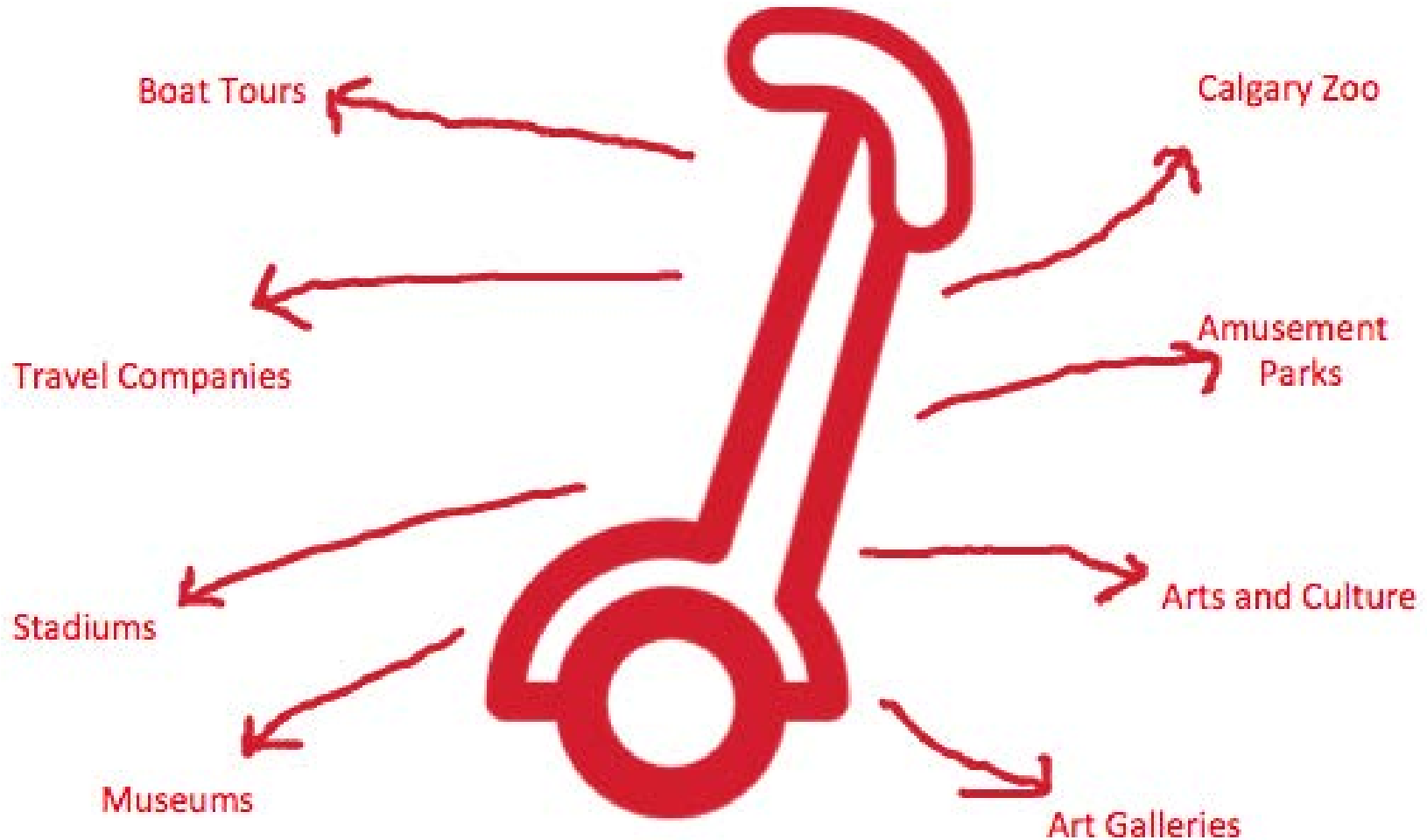
Accommodation 住



Transportation 行



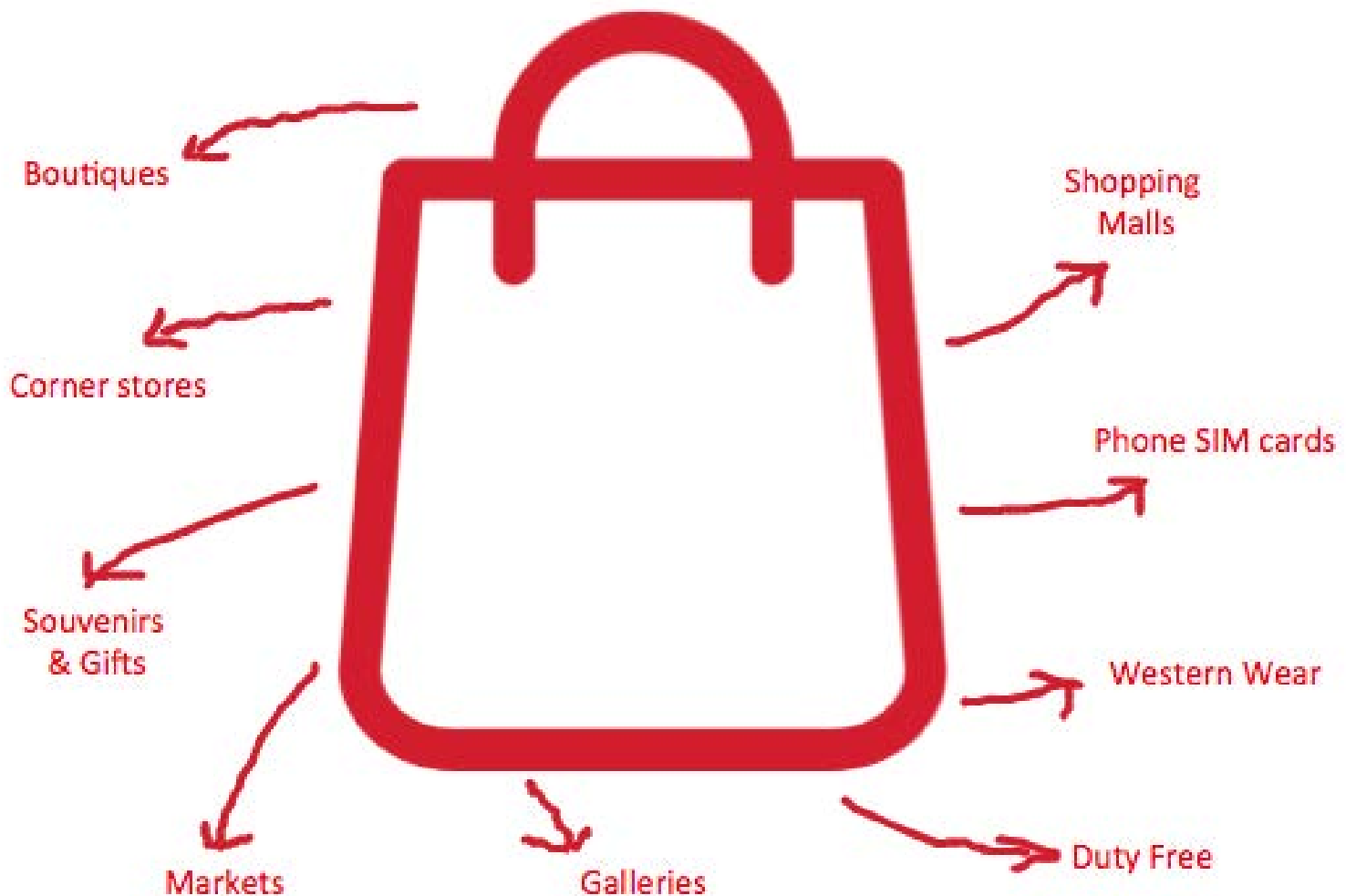
Tours 游



Entertainment 娛



Shopping 购

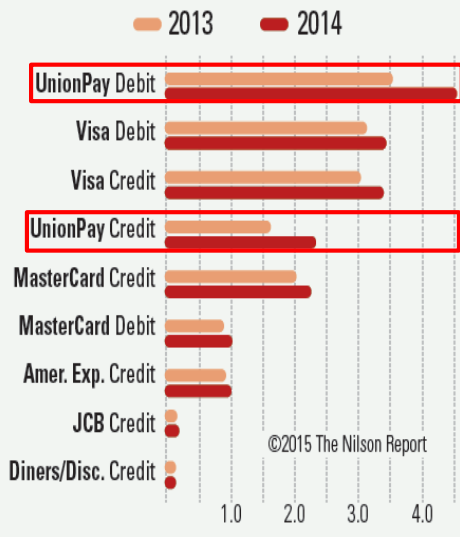


Be China-Ready with Payment Options

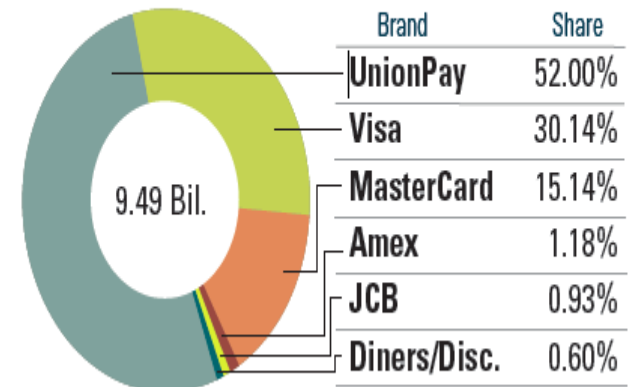


- 5 billion circulation worldwide
- #1 in Transaction Volume processed at \$6.88 trillion
- Acceptance: 150 countries and regions
- Issuance: 400 member banks in 40 countries and regions
- Avg. purchase amount on debit cards: \$500 UnionPay, \$48 Visa, \$42 MasterCard

Purchase Volume by Card Type (\$Tril.)



Global Cards in Circulation Credit & Debit 2014

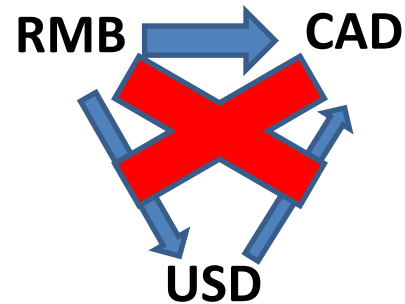


Cardholder Benefits

Safety



Convenience & Savings



Supports large transactions

\$\$\$\$\$\$

4.66M CAD



Merchant Benefits

Savings on processing costs

1.2%

vs.

VISA 1.52%+

MasterCard 1.59%+

American Express 3.5%+

Providing best payment option to Chinese travellers

Unlimited purchase

vs.

Foreign Currency Regulation

Lower chargeback ratio

PIN Authorization

vs.

Signature Authorization



Be China-ready with payment options

- Contact your POS provider to setup UnionPay acceptance if you're using Moneris or Global Payments or TD Merchant Services
- Place the signage to welcome Chinese traveller to use UnionPay



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Do Your Home Work

- Assess the market potential
- Develop the right products
- Design the best process
- Build the team and tools
- Have a support system

Speak a few Chinese Words!

Have a Chinese Name!

- Hello 你好 (Knee-how)
- Thank you 谢谢 (Shia-shia)
- Goodbye 再见 (Zy-gian)
- Hot Water 开水 (k eye-shway)

Andy Deng

Beyond Deep Business & Travel Co.

Thank you!
谢谢

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