Tourism Nova Scotia’s Strategy

1. Invest in markets of highest return.
2. Focus on world class experiences.
3. Attract first-time visitors to Nova Scotia.
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.
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
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
Differences between China and Canada

1.3 B

34M
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
Accommodation 住

- Hotels
- Guest Ranches
- University dorms
- Inns
- Hostels
- B & Bs
- Lodges
Transportation
Tours

- Boat Tours
- Travel Companies
- Stadiums
- Museums
- Calgary Zoo
- Amusement Parks
- Arts and Culture
- Art Galleries
Entertainment
Shopping 购

Boutiques
Corner stores
Souvenirs & Gifts
Markets
Galleries
Shopping Malls
Phone SIM cards
Western Wear
Duty Free
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
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