



GATEWAY TO CHINA 2: TRADE MISSION INSIGHTS EXPLORING NEW OPPORTUNITIES IN A VIBRANT MARKET

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TABLE OF CONTENTS

SECTION 1: A VIBRANT MARKET6

SECTION 2: UNDERSTANDING DIFFERENCES 10

SECTION 3: LESSONS LEARNED AND POLICY RECOMMENDATIONS 12

SECTION 4: REPORT ON OUTCOMES AND PERFORMANCE OF THE MISSION 13

Appendix 15

Background

Since 2010, the Tourism Industry Association of Canada (TIAC) has been assisting the Canadian government with the management of the Approved Destination Status agreement through its Canada-China Inbound Tour Operator Registration program (ADS program). Approved Destination Status (ADS) is a bilateral tourism agreement between the Canadian and Chinese Governments which allows Chinese citizens to undertake leisure travel in organized groups to Canada.

Canada was one of the last in the world to gain approved-destination-status from China and therefore was late into the market. However, the late start meant Canada was able to learn from challenges encountered by other countries providing Canada with a great reputation among Chinese travellers.

Supported by Destination Canada (DC), the Canadian Inbound Tourism Association Asia Pacific (CITAAP), the inbound tour operator community and other stakeholders, TIAC's ADS program has played an important role in preserving the reputation of Canada as one of the top destinations in the world, with stellar service and product quality. Canada has seen double digit growth year after year since the signing of the Approved Destination Status agreement. Canada also ranks as the top destination for Chinese traveler satisfaction. This ranking is testament to the quality of experiences provided in Canada as well as the significant Chinese-Canadian population, businesses and infrastructure that provide Chinese visitors with safe, interesting and enjoyable experiences when visiting Canada.

Prior to the 2016 Gateway to China 2 mission, TIAC with the support of GOA, had the opportunity to lead a trade mission featuring meetings, workshops and events with Chinese officials in Shanghai and Ningbo and a special exhibition area at the Canadian Tourism Commission's (CTC) Showcase Asia in Hangzhou. The 2013 mission allowed participants to gain valuable insight –both on the market itself and on conducting business in market. We heard from many Chinese stakeholders about new opportunities, such as the meetings, incentives, conferences, and events (MICE) segment.



GATEWAY TO CHINA 2: TRADE MISSION INSIGHTS

2016 marked the 6th anniversary of Canada being granted Approved Destination Status from China. Since the historic agreement started, Chinese tourism to Canada has grown at an astounding rate of 24% per year generating \$3B in export revenue. In 2014 visitation from China reached 30% with over a billion dollars in receipts.

However, trends motivating Chinese travelers are changing due to many factors including the new 10-year multiple-entry visa, the growth of the Free and Independent Travel (FIT) segment, increased air capacity, as well as increasing competition from other destinations. As a result, TIAC realized that a more coordinated, sophisticated and broader approach and platform needed to be developed to effectively deliver Canada's brand promise.

Building on the momentum of Chinese market growth, TIAC upgraded the Canada China Inbound Tour Operator Registration Program to a new and improved program called Canada-China Tourism Advancement Program (CCTA) with objectives to create a China engagement strategy for members and potential members; evolve the ADS program to serve the broader tourism community in pursuing the Chinese market; provide leadership in supporting the whole industry for its advancement in the China market segment; and maintain and grow the Canada-China Inbound Tour Operator Registration Program.

Under the new CCTA program, TIAC applied and received GOA funding in 2016 to support the Gateway to China Mission 2 project, with goals of gaining in-depth knowledge of target visitors, understand the impact of the market change and identify gaps that needed to be filled in order to increase our market share in China. Building on 2013's "market primer" report from the 2014 mission, TIAC invited new delegates and visited different Chinese markets that can open access to approximately 1 billion people.



GATEWAY TO CHINA 2: TRADE MISSION INSIGHTS

From October 9th to 17th 2016, 14 delegates from Canada's tourism sector traveled to Shanghai, Jinan, Hefei and Nanjing. In addition to marketing to Chinese stakeholders, delegates were striking deals and sharing insights amongst themselves. TIAC worked with the China National Tourism Administration (CNTA) and Destination Canada (DC) to identify relevant stakeholders in each city.

Recap of Events

Oct 10th: Meeting with one of the largest public trading tour companies - CYTS in Shanghai which focusses on leisure and MICE market. In the evening, a reception with Canadian Consulate General officials, local tour operators as well as local hotel association officials.

Oct 11th: Travel to Jinan, capital city of Shangdong Province. Meeting with officials from Shangdong Tourism and Jinan Tourism as well as local travel agencies.

Oct 12th: Attend a familiarization tour (FAM) at one of China's 5A attractions arranged by Jinan Tourism in the morning. In the afternoon, roundtable discussion with members of the China Council of Promotion of International Trade (CCPIT) Jinan branch.

Oct 13th: Travel to Hefei, capital city of Anhui Province. Meeting with officials from Anhui Tourism and Hefei Tourism as well as local travel agencies.

Oct 14th: Attend a FAM tour at one of China's 5A attractions arranged by Hefei Tourism. In the afternoon, travel to Yellow Mountain City to learn/experience attraction and visitor service management /development in China.

October 15th: Visit China's 5A rating Yellow Mountain Scenery Management Area for a site visit. In the afternoon, travel to Nanjing, where Destination Canada hosted Showcase Asia.

October 16th: Media interviews with delegates with several local media outlets arranged by Destination Canada.



Participants

The Gateway to China 2 delegation included two TIAC staff and twelve tourism business representatives from across Canada:

Charlotte Bell, President & CEO,
Tourism Industry Association of
Canada

Jennifer Taylor, Vice-President,
Marketing & Member Relations,
Tourism Industry Association of
Canada

Derrick Uniat, Owner/Operator,
Lloyd Lake Lodge

Ralph Sliger, Owner/Operator,
Rockies Heli Canada



Sue Vivanco, Leisure Sales Director, Mariposa Cruises

Alice Lin, Director CAL Travel & Tours

Erin Pang, Manager, Canada Youth Travel

Kevin Yates, General Manager, Grey Eagle Resorts and Casino

Sally Leung, Group Tourism Specialist, Calgary Stampede

Bruce Pan, Owner Operator, Zen Travel

Sandy Wilde, Group Tourism Specialist, Heritage Park Historical Village

Lynda Gunter, Industry Relations (Owner) Frontiers North

Anne Stevens, Director of Sales, White Point Beach Resort

Annick Robichaud, Group Tours Manager, Hopewell Rocks

GATEWAY TO CHINA 2: TRADE MISSION INSIGHTS

The mission was also supported by our Chinese market consultant and Director of the Canada-China Tourism Advancement Program, Grace Xin.

This report will cover valuable insights and information gathered during the trade mission including:

- Section One ----A vibrant market: Chinese visitors are sophisticated and have high expectations, thus rendering it a vibrant market worth pursuing by Canadian tourism businesses
- Section Two ----Understanding differences: China and Canada are different in many ways, but understanding these differences renders our efforts to attract and serve the market more effective.
- Section Three ---Lessons Learned and Policy Recommendations: This section covers the intelligence gathered during meetings with Chinese officials and recommended policy changes.
- Section Four--- Report on outcomes and Performances for the mission: This section includes preliminary business results as reported by some delegates, as well as an addendum of business contacts made during the mission.

SECTION 1: A VIBRANT MARKET

Since the granting of ADS (Approved Destination Status) in June 2010, overnight arrivals to Canada from China have gained significant momentum, expanding 48.2% between June 2013 and June 2016.

According to our most recent report with Visa Canada, *Visa Summer Travel Snapshot 2016*, Chinese travellers spent \$372 million dollars on travel in the summer of 2016 - 10.4% of overall inbound volume.

China became Canada's second biggest overseas inbound market in 2015. The 2016 overnight arrivals have grown to approximately 589,000, representing a 23% increase from 2015.¹

¹ Statistics Canada. Table 427-0003 - Number of non-resident travellers entering Canada, by country of residence (excluding the United States), monthly (persons), CANSIM (database). (accessed: January 19, 2017)



During his speech at the opening ceremony of the first World Conference on Tourism for Development on May 20th, 2016 in Beijing, Li Keqiang, Premier of the People's Republic of China, stated: "In 2015, more than 120 million Chinese people travelled abroad". Accordingly, COTRI China Outbound Tourism Research says that in the first three months of 2016, 30.2 million outbound border-crossings were made from Mainland China. While the complete figures for 2016 are not yet available at the time of writing, the vibrancy of the market was obvious from the eagerness expressed by the travel agents we met during the mission. The Canadian government's recent announcement of opening seven more visa centres in China was also very well received, as well as the joint announcement by our two heads of state declaring 2018 the Canada-China tourism year.

Tier 1 Cities: Adapting to maturing markets

With the new-found wealth through a real estate boom and increased disposable income, the Chinese outbound tourism market continues to grow. Insights from the growing outbound market show that Chinese visitors from tier 1 markets are becoming more sophisticated and demanding as they seek new personalized products and increasingly move into the FIT category. In fact, during the delegations' meetings with CYTS Tours, (among the largest travel companies in China), it was noted by the company that FIT is quickly becoming the largest segment of their Canadian bookings, and is their primary focus. The group shared the following data:

	2013 (Jan – Dec)	2016 (as of August)
FIT	1159	982
MICE (group sizes of 10 – 100 people)	44 groups	18 groups

They noted that while the 2016 numbers represented the year to date to the end of August, any slowdown by year-end would be reflective of the Chinese economy as opposed to lack of interest.



While the increase in FIT category bookings is of interest, it should be noted that the concept of “free and independent travel” is defined slightly differently in the Chinese market. FIT travel from China is often still done in groups, but these groups are typically self-selected, and itineraries are built with the assistance of a travel agent. We were also told that most clients tend to travel to Canada between May and October. Meanwhile, it is also clear that in tier-2 and 3 cities there is still opportunity for growth in group travel services.

Tier 2 and 3 Cities: Exploring new growth opportunities

During TIAC’s 2013 tourism trade mission, the delegation visited second-tier city Ningbo, which is a harbor city in Zhejiang province with a population of 7 million people. It is part of China’s ‘Golden Industrial Triangle’ economic zone with Shanghai and Hangzhou and is considered one of the richest cities in China. Through this visit, delegates learned that in a vast country like China, given its economic strength, less developed cities outside of Beijing, Shanghai, Guangzhou, and Shenzhen will soon see increased tourism activity.

It was largely because of this experience that TIAC’s second mission mainly focused on tier 2 cities. As such, the mission included visits to Jinan (population around 7 million), capital city of Shandong province (population around 90 million); Hefei (population over 7 million), capital city of Anhui province (population around 63 million); and Nanjing, capital city of Jiangsu province (population around 74 million).

While one of the mission takeaways was that, largely, these cities have limited awareness of Canada, Chinese counterparts we met expressed a desire for Canadian tourism products. It was even noted during meetings that this was the first industry delegation from Canada to visit these areas.

The mission’s visit to Jinan proved this was the case. One outbound operator stated that in 2016 they had sent 17,000 people to Canada – and while this number is small – there is great potential to send more. Access to Canada still remains an issue however. Residents of Shandong province must travel to Shanghai or Beijing to access air travel to Canada. There was

a strong desire from outbound operators to see more direct flight opportunities from the province. As in other cities, the arduous visa application process as well as high refusal rates were cited as major deterrents to potential visitors from the region. Despite this, they are eager to obtain information from Canada and find partners to work on specific itineraries that satisfy their clientele.

Capitalizing on Growth – Canada’s Strengths & Disadvantages in the Chinese Outbound Market

The following areas were identified through meetings with Chinese outbound operators, officials, and travel agents as areas of strength and improvement for Canada’s reputation as a travel destination:

Reputation and Resources:

Strength: Canada is recognized for its safe environment, interesting food, variety of sightseeing and attractions and quality of hotels;

Disadvantage: The high price of accommodations during peak tourism periods and limited availability were cited as issues.

Airlines & Transportation

Strength: Canada is recognized as a destination offering more direct flights in recent years;

Disadvantage: Chinese visitors travelling from different Chinese cities are challenged in matching domestic flights with international flight schedules;

Strength: Air Canada was recognized as being good from a scheduling perspective;

Disadvantage: challenge remains for Chinese carriers to connect with Air Canada or WestJet once in Canada; difficult to coordinate and expensive;

Disadvantage: Capacity is one of the biggest issues facing Canada

Visas

Strength: Canada’s 10-year multi-entry visa is very positive as well as the announcement of seven new visa centres;



GATEWAY TO CHINA 2: TRADE MISSION INSIGHTS

Disadvantage: Visa application process is most onerous in the world. The process is unpredictable with high levels of applications being denied. It was suggested in every meeting that Canada's visa application be simplified.

Application of Science and Technology

Strength: The recent announcement of the Canadian government working with China to promote Canadian products and services (including travel) on online Chinese platforms offer ample opportunity for Canadian businesses to promote their products to the market

Disadvantage: There are many challenges faced to bring Canadian and Chinese technologies together as they are not always compatible. Google is not accessible in China. Any photos shared with Chinese companies must first obtain approved copyright.

In the Memorandum of Understanding signed between Canada and China in 2016, both parties affirmed the importance of cooperation between the CNTA and TIAC resulting from the MOU between the National Tourism Administration signed in 2010. TIAC will continue to work with the CNTA and Destination Canada to take the ADS program into tier 2 and 3 cities for group travel development while helping ADS tour operators develop themed products to meet the needs of increasingly sophisticated free independent travellers.

SECTION 2: UNDERSTANDING DIFFERENCES

China differs from other markets in terms of language, size, political structure, culture, etc. Understanding the differences is the key to ensuring effectiveness in this market place.

In addition to investigating tier 2 cities, a goal of the Gateway to China 2 mission was to allow delegates to acquire first-hand experience in the domestic marketplace so they could observe and understand the Chinese tourism industry as well as Chinese traveller expectations while abroad.

Our experience through the mission garnered a number of takeaways:

Rating systems are highly valued by the Chinese to establish an attraction's reputation. Attractions in China have 5 rating classes, from A to AAAAA. These attractions range from historical sites and nature to resorts and theme parks. Chinese attractions focus on presenting a complete and interactive experience, that is, attractions often package activities that include dining, drinking, playing and experiencing. This reflects the Chinese tourist profile preference for inclusive products and services. Shopping is also a vital component of attractions. In many places, markets are integrated within attractions. Chinese tourists enjoy selecting, comparing and bargaining for goods.

Infrastructure has been dramatically improved at the attractions we visited. Roads and facilities are either newly built or renovated. In China, signs are installed in both English and Chinese. Though translation to English is sometimes inaccurate, an effort to provide bilingual service is evident.

The CNTA regulates the tour guide market in China. There are three levels of tour guides in its management system: basic, intermediate and senior level. To be qualified for each level, one must pass a national standardized exam. Besides training Chinese guides, the system trains guides in foreign languages. Conversely, in Canada tour guide certification and management is not regulated on a national basis and, while some national occupational standards may exist, no unified format or standard has been adopted by provincial marketing organizations (PMOs) and destination marketing associations (DMOs). In Canada, the provinces and municipalities regulate the profession. The absence of a national strategy or system presents challenges when it comes to finding qualified Chinese tour guides to serve the market. This can be an issue for Chinese tourists as they expect qualified tour guides and a high level of professionalism when travelling in Canada.

SECTION 3: LESSONS LEARNED AND POLICY RECOMMENDATIONS

Even after six years of ADS approval in Canada, China continues to be our fastest growing inbound travel market, with no signs of slowing down. Our learnings from the Gateway to China 2 mission lead us to make recommendations for the industry, policy makers, and anyone looking to improve their product offering to Chinese consumers.

Place more focus on tier 2-3 cities in the group travel service

While free independent travelling is increasingly popular among sophisticated travellers who can master the language with rich travel experiences, many tier 2 and 3 cities present great potential with many clients interested in packaged tour services at minimum cost with maximum venues within Canada. TIAC will continue to market the ADS program in the industry. While FIT may be for high-end clients who will also spend more in Canada, there are still opportunities for additional group travel as more flights open between the two countries.

Further simplify the visa application process

Canadian visas have long been viewed as the most onerous to obtain in China. During our mission, we heard repeatedly that Chinese clients normally try to get a US visa before they have the confidence to submit their applications for a Canadian visa. The Chinese market welcomes the 10-year multiple-entry visa but requirements and timing to obtain visas to enter Canada are cumbersome, lengthy and applications are often denied. A recurring message heard during the mission was that Canada needs to modernize and streamline its visa application process in order to increase the number of Chinese visitors into Canada.

Develop new products and diversify tourism offerings

During the mission, many comments were made about the seasonality of Canadian products. Long winters make Canada a destination many only

GATEWAY TO CHINA 2: TRADE MISSION INSIGHTS

want to visit during periods of milder weather. As a result, during high season travel, when supply and demand cause prices to soar, affordability becomes a major deterrent in attracting more Chinese tourists. For instance, destinations like Banff or Lake Louise experience high volumes of tourists during summer months, so hotels rooms are scarce and at a premium. Visitors sometimes cancel entire plans to visit Alberta when they are unable to obtain accommodations in desirable destinations like Banff or Lake Louise.

Since China will be hosting the winter Olympic games in 2022, winter sports and related activities have become a top priority on the Chinese government's agenda. Participating in winter sports and building winter sport infrastructures are encouraged. Canada is one of the leading countries in winter sports management and development. The tourism industry should take advantage of these golden years by developing new winter products to meet market demand.

Develop a national Chinese tour guide training and registration program

Tour guides directly impact visitor experience especially for Chinese visitors who have language barriers. The CNTA has a unified system in tour guide training, development and certification. In Canada, because tour guides are regulated (where such regulations exist) at the municipal level, currently, tour guide standards vary on a market-specific basis. It was recommended to TIAC that as the primary national organization representing the tourism industry, should develop a national tour guide training and registration pilot program for the Chinese market.

SECTION 4: REPORT ON OUTCOMES AND PERFORMANCE OF THE MISSION

In addition to a successful fact-finding mission, Gateway to China 2 provided ample opportunity for our delegates to further their business prospects in the Chinese market. While tourism exports don't yield immediate sales results, **potential business worth up to \$450,000** as a result of contacts made during the course of the 10-day mission were

GATEWAY TO CHINA 2: TRADE MISSION INSIGHTS

reported. On average, delegates reported that they made about **70 new contacts**, and of those contacts **5-25 potential leads**.

Clearly missions such as these can provide tremendous value for the tourism industry. As we continue to work with our stakeholders and value the Chinese market as one that promises future growth, we look forward to hearing more about how our delegates take advantage of the Chinese market.

GATEWAY TO CHINA 2: TRADE MISSION INSIGHTS

Appendix

i. List of contacts made in the China

COMPANY	PRE	NAME	TITLE
Officials			
Jinan Tourism Administration	Ms.	Liang Zhi	Director
Consulate General of Canada	Mr.	Walsh Jason L.W.	Consul&Trade commissioner
Shandong Tourism Development Commission	Mr.	Yuxuan Shang	Secretary General
Hefei Tourism Administration	Mr.	Xuenian Wu	Director of the center for information
The Tourism Bureau of Huangpu District, Shanghai	Mr.	Qijun Chen	Tourism Management Section Chief
Shandong Tourism Development Commission(Tourism Marketing Department)	Mr.	Qing Li	Section Chief
Shandong Tourism Development Commission(Tourism Marketing Department)	Mr.	Xiangjun Yan	Director
Anhui Provincial Tourism Administration	Mr.	Keyong Bao	Marketing and Promotion Department
Jihan Tourism Administration	Mr.	Rongyao Liu	Marketing Department Department Director
Jihan Tourism Administration	Mr.	Ya Wang	Marketing Department
Jihan Tourism Administration	Mr.	Fang Lianqing	Deputy Director
Government of Alberta Shanghai Office(Consulate General of Canada)	Mr.	Yvonna Zou	Senior Commercial Officer
International Trade and Investment Office Representing the Government of British Columbia in East China	Mr.	Jessie Gao	Education Marketing Manager
International Trade and Investment Office Representing the Government of British Columbia in East China	Mr.	Ellen Xin	Director, East China
Shanghai Huangpu District Private Enterprises Association	Mr.	Guilin Che	Secretary General
Travel Agency			
Shanghai Ximei International Travel Service Co., Ltd.	Mr.	Tom Wang	General Manager
Shanghai UTour International Travel Service Co., Ltd	Ms.	Jue Ru Wang	Retail Operation Center America Dept. Director
CA18SA Travel Management Co., Ltd.	Mr.	Mu Ge	Assistant President
CHINA SHANDONG TOURISM CO., LTD.	Ms.	Lili Meng	Manager
HH travel	Mr.	Irene Sun	Director Product Center America Division
Shandong jinhua culture INT'S travel Service Co.,Ltd	Ms.	Yan Qiu Zhao	Executive Director
China Travel Service Head Office Co.,Ltd.	Ms.	Jessica Cong	Outbound Tourism Dept.-Assistant General Manager
ANHUI CHINATRAVEL SERVICE CO., LTD.	Mr.	Qun Wang	Vice-General Manager
Choice Travel International Co.,Ltd	Ms.	Min zhou	Manager
Anhui Bindwood International Travel Co.,Ltd	Ms.	Cuiling Zhao	Vice-General Manager
Huangshan china International Travel service	Mr.	Wu Zhong Wu	
CTSHK Shenzhen Int'l Travel Service Co., Ltd.	Ms.	Joyce Zhao	Director of Operation Dept.
Shanghai Caissa Shi Jia International Travel Service	Mr.	Jacky Tang	Vice General Manager
Shanghai Jin Jiang Tours Co.,Ltd.	Ms.	Lillian Dong	Product Manager
ANHUI CHINA YOUTH TRAVEL SERVICE CO., LTD	Mr.	Yigeng Chen	Vice-General Manager
Travel Agency			
Anhui Pacific International Travel Service Co.,Ltd	Mr.	Ke Zhen	General Manager
Anhui Longteng MICE Ltd.	Mr.	Dong Wang	General Manager
Traveling Bestone	Ms.	Juanjuan Xu	产品助理
Lucky Tourism	Mr.	Di Lu	Vice-General Manager
Anhui Pacific International Travel Service Co.,Ltd	Ms.	Feng Wang	
CHINA CYTS M.I.C.E.(Shanghai) SERVICE CO., LTD.	Mr.	Rodger Luo	Procurement Department /Department Manager
CHINA CYTS M.I.C.E.(Shanghai) SERVICE CO., LTD.	Mr.	Melody Ding	Senior Procurement Supervisor
CITIC Travel (Shanghai) Co., Ltd.	Ms.	Lisa Li	
CITIC Travel (Shanghai) Co., Ltd.	Mr.	William Ding	Assistant GM
China Travel Service Shangdong	Mr.	Joyce Yuan	Sales Executive
Anhui Kang Hui Interantional Travel Agency Co.,Ltd.	Ms.	Yan Zhang	计调部经理
Wanda Tourism	Ms.	Rui Hao	Vice General Manager
Shangdong China Railway International Travel service	Ms.	Xinxin Li	港澳及欧美澳非部经理
China Shandong Travel Service	Ms.	XiaoLi Liu	公民旅游中心总经理
Shandong Airline International Travel Service Co.,Ltd	Ms.	Jemmina Li	Operations General Manager
康辉旅游集团济南国际旅行社有限公司	Mr.	Jinghui Zhang	欧美澳非部 经理
Companies			
GuoYu Capital	Mr.	Hua Zhang	Partner
Shandong Jiacheng Sino Foreign Cultural Exchange Center	Mr.	Chao Sun	CEO
Jinan Times	Mr.	Jiazhao Yuan	Assistant General Manager
Best Ariculture Development Inc.	Ms.	Yonghong Li	General Manager 山东办事处
Jinan Performing Arts Group Company Ltd.	Mr.	Xiangming Li	General Secretary chairman
Shandong red Spider Swap travel Network Inc \Jihan comprehensive FreeTrade ZoneInternational Commod	Mr.	Yong Xu	Chairman
China Chamber Of International Commerce Jinan Chamber Of Commerce	Mr.	Yuming Li	Chairman MBA Senior Engineer
JINAN COMPREHENSIVE FREE TRADE ZONE	Mr.	GuiYin Yun	Director Development and Reform Bureau

GATEWAY TO CHINA 2: TRADE MISSION INSIGHTS

ii. Gateway to China 2 group itinerary

October 10, 2016 (Shanghai)	
Arrival of China Mission Delegates	
October 10, 2016 (Shanghai)	DAY ONE
9:20am	Meet in Lobby of Fairmont Peace Hotel to catch coach bus
9:30am	Depart for CYTS Office
10:00 AM	Visiting CYTS office and Meeting with CYTS outbound and MICE departments
11:30 am to 1:00 pm	Lunch with CYTS officials
4:30pm	Return to hotel
6:00pm	Reception w/ Canadian consulate officials @ Peace Hotel – Thames Room
October 11, 2016 (Jinan)	DAY TWO
7:45am	Meet in Lobby of Fairmont Peace Hotel to catch coach bus
8:30am	Train Shanghai to Jinan (G213 8:47/12:58)
1:00pm	Meet coach and guide outside train station
2:00pm	Check in to the Sofitel Hotel Silver Plaza
4:30-7:30pm	Late meeting and dinner with outbound operators/Local DMOs and PMOs and tourism associations
October 12, 2016 (Jinan)	DAY THREE
	Tour of The Baotu Spring; a culturally significant artesian karst spring located in the city of Jinan, Shandong, China.
	Met with Park Director
	Meeting/lunch with Jinan Tourism Association
4:30-7:30pm	Late meeting and dinner with CCPIT and Cultural groups from Shandong Province to discussion investment options and explore new partnerships
October 13, 2016 (Hefei)	DAY FOUR
8:30am	Checkout – meet in hotel lobby to catch coach bus
9:30am	Train Jinan to Hefei (G265 9:38-12:28)
1:00pm	Meet coach and guide outside train station
2:00pm	Check-in to Hilton Hotel Hefei
4:30-7:30pm	Late meeting and dinner with outbound operators/Local DMOs and PMOs and tourism associations
October 14, 2016 (Hefei – Yellow Mountains)	DAY FIVE
8:30am	Checkout – meet in hotel lobby to catch coach bus

GATEWAY TO CHINA 2: TRADE MISSION INSIGHTS

9:30am – 11:30am	Visit to Sanhe Ancient Town and meeting with Hefei representatives
1:00pm	Train to Yellow Mountain area
2:00pm – 8 p.m.	Site visit to Chengkan Village and Tunxi Old Street (dinner – eat like a local)
	Overnight in Yellow Mountain
October 15, 2016 (Travel day)	DAY SIX
8:30am	Checkout – meet in hotel lobby to catch coach bus
9:30 a.m. – 12:30 p.m.	Yellow Mountain Tour
1:00 p.m. – 6:00 p.m.	Private coach to Nanjing
5:00pm	Check-in to Fairmont Nanjing
	Free evening
October 16, 2016 (Nanjing)	
4:00-5:00pm	Media opportunity w/ Chinese media (trade mission focused)
5:30 – 7:30	Working dinner with outbound operators and Destination Canada
	(Those participating in Showcase Asia switch to the Shangri-la hotel)
October 17, 2016 (Travel Day)	
	Departure based on own travel schedules

iii. Gateway to China trade mission promotional material

Our delegate guide, which includes many tips for travel and doing business in China, can be found on TIAC's website [here](#).

In addition to the delegate guide, TIAC produced a promotional flyer to give to give all our business contacts. This was produced in both English and Chinese. These documents can be found here in ([English](#)) and ([Chinese](#)).

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Gateway to China Market Report

Written by Grace Xin & Jennifer Taylor



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