GATEWAY TO CHINA II
Delegate Information Guide
DID YOU KNOW?

» In April 2016, in partnership with Destination Canada, TIAC launched the Canada-China Tourism Advancement (CCTA) program to help the industry take advantage of opportunities in the Chinese market after a successful Canada-China Inbound Tour Operator Registration Program implementation.

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

» While the summer remains the most popular time for Chinese visitors to Canada, evidence suggests that visitation during the winter and shoulder seasons continues to grow.

» According to our most recent report with Visa Canada, Chinese travellers spent $372 million dollars on travel in the summer of 2015 - 10.4% of overall inbound volume.

» China is on track to become Canada’s 2nd largest international market, and number 1 overseas market in the next 1-3 years (at the time of the 2013 trade mission it had just moved to the 4th highest spot!).
WELCOME TO CHINA

Gateway to China 2 is the second trade mission to China, and the fourth in TIAC’s trade mission program. This trip includes access to meetings and events with Chinese officials, receptive and outbound operators and concludes in time for Showcase Asia.

This mission is supported by Global Affairs Canada through their Global Opportunities for Associations (GOA) grant program.

A MESSAGE FROM CHARLOTTE BELL

Welcome to TIAC’s 2nd China trip of our Trade Mission program. We have built an itinerary for you that we hope will introduce you to or expand your knowledge of the lucrative Chinese market. We want to help you make connections and gain an inside edge so you can take advantage of this very important and growing market. I look forward to meeting you in Shanghai.

Sincerely,

Charlotte Bell, President & CEO
Tourism Industry Association of Canada

A BIG THANK YOU TO OUR SPONSORS!

Global Affairs Canada
Affaires mondiales Canada

AIR CANADA

Fairmont
## GATEWAY TO CHINA ITINERARY

- TENTATIVE -

<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUNDAY OCTOBER 9, 2016</strong></td>
<td>Arrivals in Shanghai based on own schedule</td>
</tr>
</tbody>
</table>
| **MONDAY OCTOBER 10, 2016 (SHANGHAI)** | 08:30 Meet in Lobby of Fairmont Peace Hotel to catch coach bus  
|                       | 09:00 Meeting with CYTS outbound and MICE departments @ CTYS Shanghai headquarters  
|                       | 12:00 Lunch with CYTS officials  
|                       | 13:00 Shanghai city tour w/ Grace Xin  
|                       | 16:00 Return to hotel  
|                       | 18:00 Reception w/ Canadian consulate officials @ Peace Hotel – Thames Room |
| **TUESDAY , OCTOBER 11, 2016 (JINAN)** | 07:45 Meet in Lobby of Fairmont Peace Hotel to catch coach bus  
|                       | 08:30 Train Shanghai to Jinan (G213 8:47/12:58)  
|                       | 13:00 Meet coach and guide outside train station  
|                       | 14:00 Checkin to the Sofitel Hotel Silver Plaza  
|                       | 16:30 - 19:30 Late meeting and dinner with outbound operators/Local tourism associations |
| **WEDNESDAY, OCTOBER 12, 2016 (JIANAN)** | 09:00 - 15:00 FAM tour in Jinan  
|                       | 16:00 - 17:30 Meeting with China Council for the Promotion of International Trade – Jinan section (CCPIT)  
|                       | 18:00 Dinner with CCPIT Jinan section members sponsored by Canada Youth Travel by Canada Youth Travel |
| **THURSDAY, OCTOBER 13, 2016 (HEFEI)** | 08:30 Checkout – meet in hotel lobby to catch coach buss  
<p>|                       | 09:30 Train Jinan to Hefei (G265 9:38-12:28) |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:00</td>
<td>Meet coach and guide outside train station</td>
</tr>
<tr>
<td>14:00</td>
<td>Checkin to Hilton Hotel Hefei</td>
</tr>
<tr>
<td>16:30 - 19:30</td>
<td>Late meeting and dinner with outbound operators/ Local tourism associations</td>
</tr>
</tbody>
</table>

**FRIDAY, OCTOBER 14, 2016 (HEFEI – YELLOW MOUNTAINS)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30</td>
<td>Checkout – meet in hotel lobby to catch coach buss</td>
</tr>
<tr>
<td>09:30 - 11:30</td>
<td>Hefei Meeting or FAM</td>
</tr>
<tr>
<td>13:00</td>
<td>Train to Yellow Mountain area</td>
</tr>
<tr>
<td>14:00</td>
<td>Site visit and meetings at Yellow Mountain</td>
</tr>
<tr>
<td></td>
<td>Overnight in Yellow Mountain – location TBC</td>
</tr>
</tbody>
</table>

**SATURDAY, OCTOBER 15, 2016 (TRAVEL DAY)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30</td>
<td>Checkout – meet in hotel lobby to catch coach buss</td>
</tr>
<tr>
<td>09:00 - 12:00</td>
<td>Private coach to Hefei</td>
</tr>
<tr>
<td>14:00 - 16:00</td>
<td>Train Hefei to Nanjing</td>
</tr>
<tr>
<td>17:00</td>
<td>Checkin to Fairmont Nanjing</td>
</tr>
<tr>
<td></td>
<td>Free evening</td>
</tr>
</tbody>
</table>

**SUNDAY, OCTOBER 16, 2016 (NANJING)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00 - 15:00</td>
<td>Stakeholder meetings</td>
</tr>
<tr>
<td>16:00 - 17:00</td>
<td>Media opportunity w/ Chinese media (trade mission focused)</td>
</tr>
<tr>
<td>17:30 - 19:30</td>
<td>Working dinner with outbound operators</td>
</tr>
<tr>
<td></td>
<td>Those participating in Showcase Asia switch to the Shangri-la hotel</td>
</tr>
</tbody>
</table>

**MONDAY, OCTOBER 17, 2016 (TRAVEL DAY)**

- Departure based on own travel schedules

NOTE: While TIAC has made every effort to assure the highest quality itinerary possible, TIAC shall not, in any event whatsoever, be responsible for personal injury, loss or damage to baggage or property, illness or death, or for any damages or claims sustained by the participant arising out of the participant’s involvement in this trade mission. Please inform TIAC in advance if you have any specific medical or dietary requirements and/or physical restrictions. Any incidental charges (including internet, phone calls, parking, etc) are the responsibility of the individual member of the mission.
TRAVEL IN CHINA

BASICS OF SHANGHAI, JINAN, HEFEI AND NANJING

» The weather in each of our destination cities is fairly comparable, and on average will reach a high of between 16-22 degree Celsius.

» We will take a fam-tour of the famous Yellow mountain region of China the Saturday of the mission.

» Population:
  » Shanghai: 24.1 million
  » Jinan: 3.5 million – Capital city of Shangdong Province
  » Hefei: 7.4 million- Capital city of Anhui Province
  » Nanjing: 8 million- Capital city of Jiangsu Province

TRAVEL TIPS

While China is a fast growing country with a booming economy, there are many aspects of daily life that are very different from Canada:

» Voltage: 220 v / 50 Hz. Most hotels geared to foreigners provide a power socket of 110v / 60 Hz or transformers for use by guests.

» Do not drink tap water before it is boiled. All hotels provide in-room kettles. Bottled water is fine.

» If you are a coffee drinker, you may want to bring some instant coffee that you like, as good coffee can sometimes be difficult to find.

» Be sure to bring some Chinese cash with you even though credit cards are widely accepted; cash is still the most convenient payment method in China.

» CAD $100 is about ¥511.46 (as of September 12, 2016)

» Time difference - Shanghai is 12 hours ahead of Toronto.

» Always keep a pack of pocket tissues. Sometimes public
washrooms do not provide toilet paper or paper towel to dry your hands. Also note some even charge a fee to use the public washroom.

» Bring some anti-bacterial wipes or hand gel on the trip.
» Take some diarrhea medicine with you in case your stomach has a difficult time with the adjustment.
» Tipping is not common in China. All prices listed are the final price (including taxes and service fees). However, some places like the 5-star hotels that we will be staying at may adapt to the western culture. Still, not tipping will not offend the service workers.
» Smoking in China is prevalent, as China is the world's largest consumer of tobacco. Hotels and restaurants offer non-smoking sections. We have requested all accommodations be smoke-free.

**DOING BUSINESS IN CHINA**

While we are providing you with some basic hints here, remember the point of the mission is to introduce you to the Chinese market. Grace Xin will be happy to provide guidance and answer any questions you may have on the ground.

» Greetings tend to be formal and the highest person in the hierarchy is always greeted first. A handshake is the most common form of greeting. For the Chinese it is best to use the title and the family name (e.g. President Wang).

» It is recommended to have one side of your business card translated into Chinese. Hold the card in both hands when offering it, Chinese side facing the recipient. Use both hands when receiving a card as well. Read it before putting it to the table next to you or in a business card holder, not in your pants pocket.

» It is great to prepare some small gifts for your hosts. TIAC will bring gifts to present on behalf of the mission, you are encouraged to provide your own gifts that represent your company.
TABLE ETIQUETTE

» Toasting is important in China. At banquets, the host offers the first toast, and toasting continues all evening.

» Your ability to use chopsticks will be admired. Your attempt at using chopsticks will be appreciated. Do not place the chopsticks parallel on top of your bowl or stick your chopsticks straight up in your rice bowl because this is considered bad luck.

» Do not be offended if a Chinese person makes slurping or belching sounds, it merely indicates they are enjoying their food.

» Following established seating plans is important. At TIAC’s events we will take care of developing the seating plan.

HELPFUL CHINESE PHRASES

It is good to learn some useful phrases but do not worry if you don’t have the time. TIAC will provide interpretation services to the mission.

<table>
<thead>
<tr>
<th>English</th>
<th>Chinese Pin Yin Spelling</th>
<th>Intuitive / Phonetic Pronunciation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hello</td>
<td>Ni/hao</td>
<td>Nee How</td>
</tr>
<tr>
<td>Yes</td>
<td>Shi/de</td>
<td>Shih Duh</td>
</tr>
<tr>
<td>No</td>
<td>Bu/shi/de</td>
<td>Boo Shih Duh</td>
</tr>
<tr>
<td>Please</td>
<td>Qing</td>
<td>Qing</td>
</tr>
<tr>
<td>Thank you</td>
<td>Xie/xie</td>
<td>Sheh Sheh</td>
</tr>
<tr>
<td>Sorry</td>
<td>Dui/bu/qi</td>
<td>Dawy Boo Chee</td>
</tr>
<tr>
<td>Good bye</td>
<td>Zai/jian</td>
<td>Zai Jyan</td>
</tr>
</tbody>
</table>
Welcome | Huan/ying | Hwon Yin
---|---|---
Good | Hao | How
Cheers | Gan/bay | Gan Bay

**READING SIGNS & COMMUNICATING**

<table>
<thead>
<tr>
<th>English</th>
<th>Chinese Character</th>
<th>English</th>
<th>Chinese Character</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrance</td>
<td>入口</td>
<td>“Take me to”</td>
<td>请带我到</td>
</tr>
<tr>
<td>Exit</td>
<td>出口</td>
<td>Restaurant</td>
<td>餐馆</td>
</tr>
<tr>
<td>Telephone</td>
<td>电话</td>
<td>Pork</td>
<td>猪肉</td>
</tr>
<tr>
<td>Airport</td>
<td>机场</td>
<td>Beef</td>
<td>牛肉</td>
</tr>
<tr>
<td>Info Desk</td>
<td>信息服务台</td>
<td>Chicken</td>
<td>鸡肉</td>
</tr>
<tr>
<td>Hospital</td>
<td>医院</td>
<td>Dumpling</td>
<td>饺子</td>
</tr>
<tr>
<td>Washrooms:</td>
<td>洗手间</td>
<td>Soup</td>
<td>汤</td>
</tr>
<tr>
<td>Men’s</td>
<td>男</td>
<td>Water</td>
<td>水</td>
</tr>
<tr>
<td>Women’s</td>
<td>女</td>
<td>Beer</td>
<td>啤酒</td>
</tr>
<tr>
<td>Taxi</td>
<td>出租车</td>
<td>Wine</td>
<td>葡萄酒</td>
</tr>
</tbody>
</table>

**CONSULATE INFORMATION**

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