

PNWER Summit 2014

Chinese RTO and Market

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NTS International Group

Introduction

- NTS International Group
 - Since 1993
 - Focus in Chinese speaking market
 - Approach China market from 1999
 - Became ADS Accredited agent in 2010

CITAP

- Canadian Inbound Tourism Association Asia Pacific
 - Started from 1997
 - RTO Driven non profit organization
 - Focus in Asia Pacific inbound market
 - Advocacy
 - Networking

RTO position

- Receptive Tour Operator
- Chinese traveler wants Tour Guide
- Free Independent Traveler is the new trend, still need support from local operator

How to approach China Market 1/2

- Mass Population
- Regional
- Diversity
- Credibility

How to approach China Market 2/2

- B2C Trade Show
 - CITM, COTTM
- B2B Trade Show
 - SHOWCASE CANADA, ACTIVE America
- DMO
 - CTC, DBC, Tourism Vancouver
- Receptive Operators

Agents in China

- Restricted Business, need **license**
- 70% of license belong to Government organization, independent agents attached to exiting licensee.
- Consumer / Agent / RTO
- Consumer / Agent / Wholesaler / RTO
- Consumer / Agent / Agent / Wholesaler /RTO
- Consumer / Agent / Agent / Agent / Wholesaler / RTO
- Consumer/Agent/Agent/Agent/Agent/Wholesaler/RTO

Market awareness

- ADS starts China outbound travel market from 1997
- First Decade
 - Simple Itin, BIG Group tour, the purpose is travel,

Consumer expedition

- Second Decade
 - Sophisticated itin, smaller group, personal interest, more freedom, more free time
- See more
- Feel more
- Buy more
- I want what I want

Pacific North West

- PROs
 - Beautiful scene
 - Huge variety of terrain
 - Good travel products
 - Diverse culture

Pacific North West

- CONs
 - Awareness on the market
 - Less air capacity
 - Seasonal operations
 - Less RTOs

Strategy

- Long term marketing
- Join Sales Mission
- Team work