

Sichuan Visa Pilot

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Competing to get our Share of the Chinese Travel Market

- In 2013 there were nearly 100,000,000 outbound Chinese travelers....that's 8.3 million per month!
- In 2009/10 the number of Chinese travelers to the US increased by 53% to 802,000.
- For Canada, in 2009/10 Chinese visitation increased 20% to 200,000 visitors, then jumped 39% in 10/11 and through July 2013 was up a further 19%

Impact of Chinese Tourism

- Average US length of stay was 33 nights in 2010, with total trip spend of \$6,243 generating \$5.0 billion
- Chinese visitors to the US supported 35,000 domestic jobs
- According to TIAC, Chinese travelers stay an average of 19 days
- In Canada, the Chinese have quickly become one of our top per person spenders
- China is no longer an emerging market; it is now an important part of our base

The Time is Right for Efficient Parallel Visa Processes

- In a recent report, TIAC reports that 32.5% of international visitors to Canada do so after first landing at a US gateway
- With BTB, the US and Canada are already sharing traveler security information and flight manifests
- Industry is seeing the appetite of the Chinese traveler to purchase western, detailed Two Nation Vacations
- We know that the different processes and timelines for obtaining US and Canadian Visas for the Chinese traveler is frustrating business

Sichuan Visa Pilot

- Under BTB 2.0, PNWER proposes a pilot program for the Sichuan flight into Vancouver
- Chinese travel to US consulate in Chengdu for a joint interview which starts a parallel process for both visas that follows one timeline
- Both nations retain ability to make individual admissibility decisions
- Small, contained, low season, manageable, share resources where possible, use technology, measure ROI

Mechanics of how to achieve?

- Bilateral discussion among experts and decision-makers is needed
- Industry would like to see creativity and a willingness to move

Impact on Industry

- Huge improvement in competitiveness in China
- Potential for industry to learn how to become more involved and help deliver secure border transit