



EUROPEAN TRAVEL COMMISSION
COMMISSION EUROPÉENNE DU TOURISME
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Dear Mr Özbek,

The European Travel Commission is pleased to announce a new product focused on world's fastest growing outbound market: China!

The aim of the brochure is to convey the deep knowledge gathered through ETC broad market intelligence activities in a simple and visual way. The "Meet the Chinese Travellers" brochure highlights key traits of the Chinese traveller, distinguishing between Chinese group travellers and self-organised travellers. Readers also get key statistics and a top tips list on how to win the Chinese tourists and become Chinese-friendly tourist destinations.

This brochure addresses the small and medium tourism businesses across Europe. The brochure can be downloaded from ETC's Corporate website (www.etc-corporate.org). We encourage you to disseminate the brochure to your stakeholders and the local tourism business, as a service provided by your NTO being a member of the European Travel Commission. A pilot phase conducted in cooperation with the Croatian Chamber of Commerce revealed that tourism SMEs are highly interested in receiving these types of services.

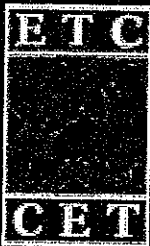
The brochure's content was developed through tight collaboration with COTRI and ETOA. COTRI (China Outbound Tourism Research Institute) is a leading independent research institute for information, training, quality assessment, research, and consulting relating to the Chinese outbound tourism market. ETOA is the leading trade association for tour operators and suppliers with business in European destinations, and research partner of ETC.

In 2014, new brochures on the most relevant long-haul travel markets will come!

If you have any questions regarding this new type of product please contact us at trainee.research@visiteurope.com

With best regards,

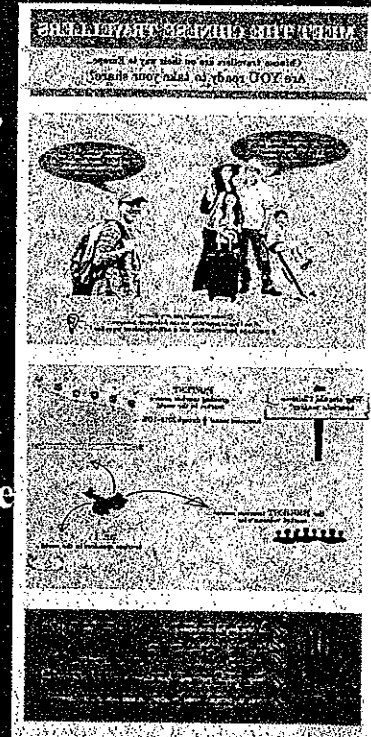
Eduardo Santander
Executive Director, European Travel Commission



"Meet the Chinese Travellers" brochure

The analysis on brochure's content and visual appeal

19/03/2014
Valeria Croce
European Travel Commission



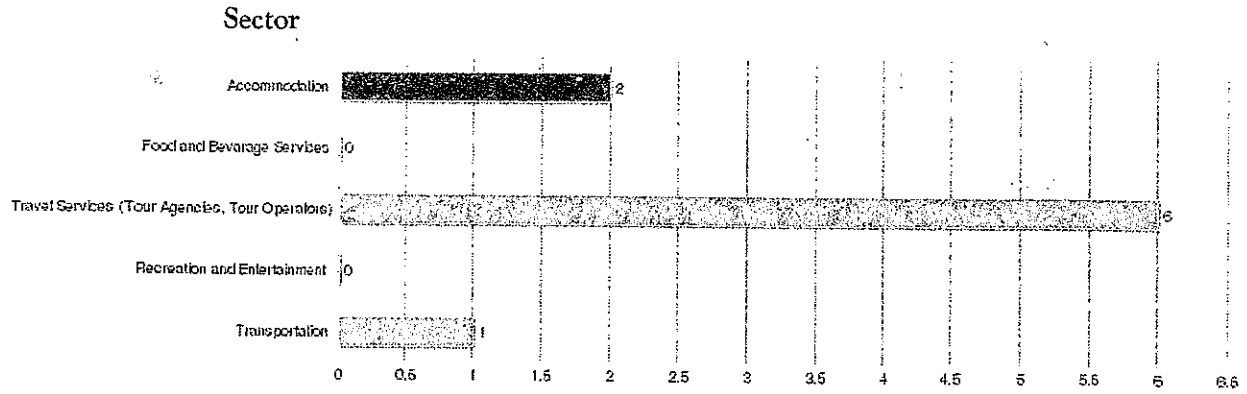
I. Survey design



- ❖ The usefulness and appeal of the brochure was tested among tourism SMEs in Croatia.
- ❖ The Croatian Chamber of commerce disseminated the brochure and an online questionnaire via email, addressing it to approximately 100 tourism providers.
- ❖ The survey was conducted between 27.1.2014 and 13.2.2014.
- ❖ Only 15 companies returned a filled-in questionnaire - results should be interpreted in a qualitative manner!



II. Respondent's profile



Nr. of employees

01-10	3
11-30	5
31-60	3
> 60	4

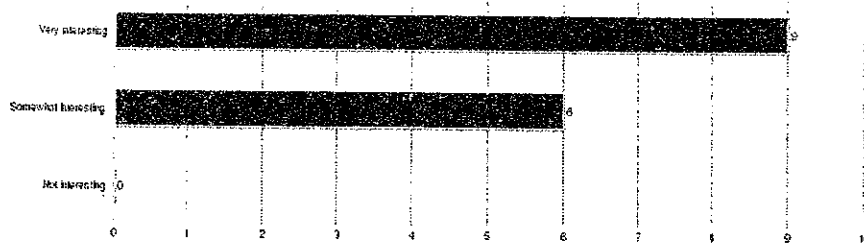
% of Chinese travel market on their customer base (estimate)

≤ 2%	12
5%-6%	2
40%	1

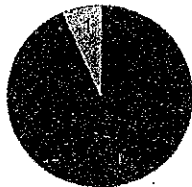


III. Brochure's content

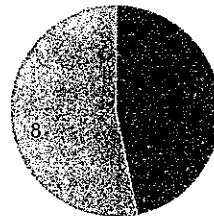
How interesting do respondents find the given information?



Is the content relevant?



- The scope of given information is appropriate
- Too much

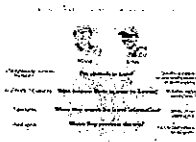


- Yes it definitely is
- Yes, it is somewhat relevant

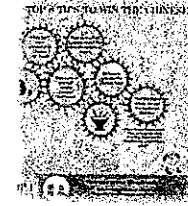


IV. Most interesting brochure's sections

Top 8 tips to win the Chinese



Package & self-organized traveller distinction



»Stop here!« notes



Suggested topics to add:

- ❖ world leaders such as "Top 5 destinations to visit"
- ❖ section targeted at special interest groups: birdwatchers, national parks, botanical gardens, wine heritage, archaeological heritage, etc.

Suggested topics to delete:

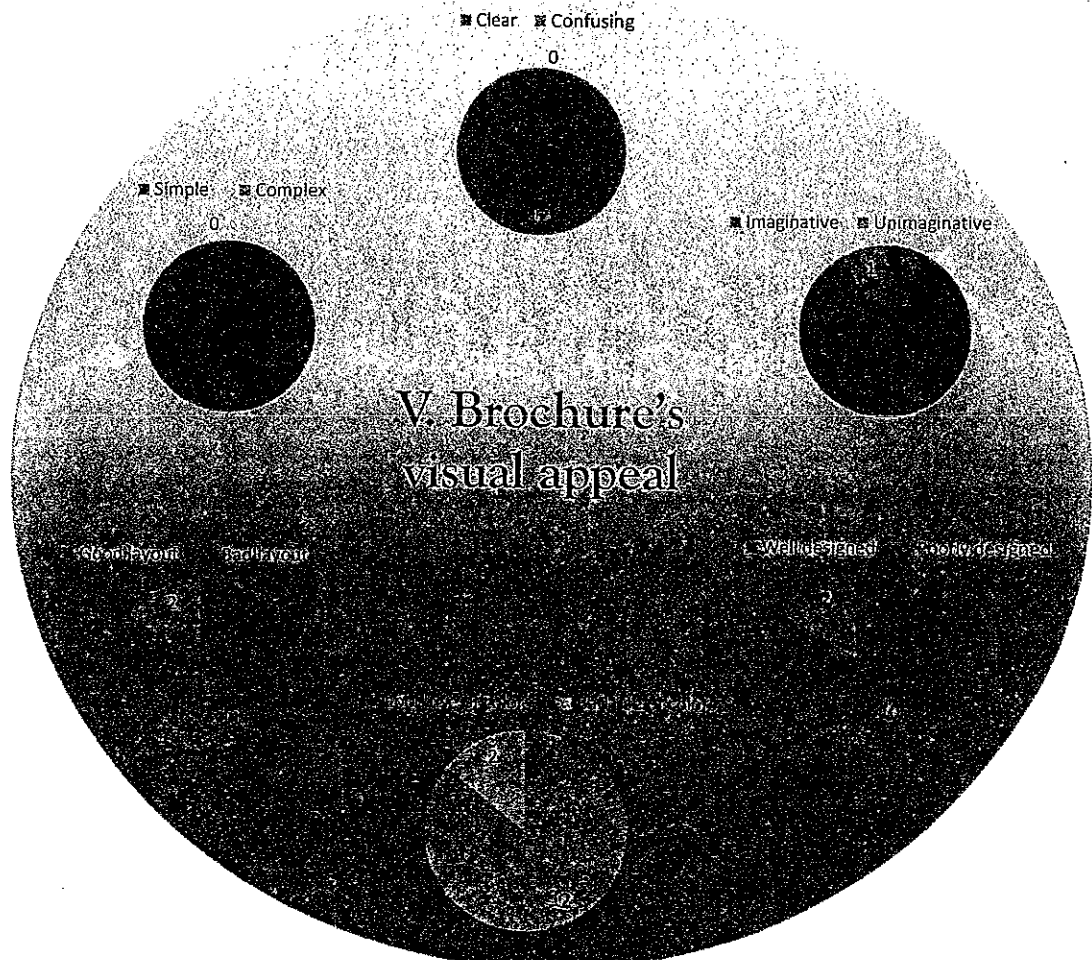
- ❖ None



positive



negative





www.etc-corporate.org



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