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TourismBC

2012 China Ski Study

Desk Research Report

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Summary of Findings

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Skiing in China has seen rapid growth and a boom in development.

- The ski industry in China has grown rapidly – from approximately 10,000 skiers in 1996 to around a reported 5 million in 2010.
- In 1980, there were only three ski resorts in China. Today there are at least 70, and there may be as many as 200 ski facilities. Older resorts are upgrading their facilities while new resorts appear on the scene every year.
- China's ski boom has attracted a great deal of international attention and investment from some of the biggest names in skiing.
- The depth of the Chinese ski market may have been overstated and oversold – many of China's ski resorts have yet to meet visitor projections, and many developers have yet to see a return on their investments.

In China, skiing is a luxury trend driven by beginners with money to spend.

- China's ski boom is driven by increased personal wealth in China.
- China's ski hills are dominated by new skiers. Most people who try skiing will never go again, and there are very few experienced skiers.
- Skiing is gaining popularity as a family activity, and tends to go hand-in-hand with shopping, dining, and sightseeing.
- Equipment rental is high – estimated at around 90% of visitors.
- China has yet to develop its own ski culture – ski resorts mostly attempt to emulate western-style facilities and services.
- The Chinese ski industry has been somewhat hampered by a reputation for poor service and low-quality facilities.

Summary of Findings (Page 2 of 2)

Ski destinations around the world want to capture the notice of this new market.

- China is the third largest outbound tourist market in the world, and it is still growing.
- A new generation of sophisticated, independent Chinese travellers is emerging. Chinese travellers are turning away from traditional media sources and toward the internet for travel information research.
- The dramatic increase in outbound Chinese travellers is starting to capture the attention of the worldwide ski industry, with several countries reporting an increase in Chinese skiers.
- Many of the world's best-known ski destinations have received Approved Destination Status in recent years and are making efforts to attract Chinese skiers.
- Despite these positive market conditions, there are still relatively few Chinese skiers travelling outside of China to ski. While some outbound Chinese travellers are interested in adding skiing to their travel itineraries, dedicated ski vacations are not common.

Canada is well-positioned to take advantage of the expected growth in Chinese ski tourism.

- According to the Canadian Tourism Commission's Global Tourism Watch and other research, Chinese travellers have a high awareness of Canada as a premiere skiing/snowboarding destination and show interest in including skiing/snowboarding as part of a Canadian vacation.
- Ski destinations and tourism marketing organizations in Canada's western provinces are using several strategies to attract Chinese skiers, including establishing Internet presence and targeted marketing initiatives.
- Canada's ski destinations need to use available research intelligence to tailor their products and advertising to this market. Internet presence and understanding the preferences of the Chinese traveller are key success factors.
- It is also essential for those marketing Canada's ski destinations to recognize that Chinese tourists see skiing/snowboarding as a potential vacation activity, but are unlikely to plan an entire vacation around skiing/snowboarding. At this point in time the best way to bring these travellers to Canadian slopes is to include skiing/snowboarding outings in vacation packages with other activities.



Overview of China's Ski Market

Newly emerged and rapidly growing.



While the global ski industry is struggling in the current economy, China is a rare area of growth.

- The number of active skiers in China has grown at an astonishing rate over the past fifteen years, no doubt spurred by China's rapid economic development.
- According to figures from the China Ski Association, there were an estimated 10,000 skiers in China in 1996. By the end of 2010 the estimate was 5 million.
- Furthermore, the China Ski Association expects that number to double by 2015.
- CIConsulting, a research firm in China, predicts that the Chinese ski industry will grow to be worth \$629 million US by 2015.
- Despite its rapid growth, the ski industry in China is relatively small – 5 million people in a country of 1.3 billion. Skiing is a pricey luxury that is still out of the reach of most people in China.
- In 1980, there were only three ski resorts in the entire country. The China Ski Association claims that there are now nearly 200 ski facilities in China.
- Snow24, a company that specializes in snow sports research, has confirmed the existence of 76 ski hills and resorts in China.



A chair lift at newly-renovated Yabuli Sun Mountain.

China's ski resorts are responding to industry growth with brand new or improved facilities.

- China's growing ski market has attracted international development by big names like Club Med, IntraWest, and Dolomiti Superski.
- Recognizing that most Chinese skiers are still new to the sport and looking for a combination of experiences, some of China's bigger ski hills and resorts are also offering other winter sports, games and activities for all seasons, luxury accommodations, a variety of restaurants, and shopping outlets.
- China's flagship ski resort, Yabuli, leads the charge after recently being re-branded and completely overhauled as part of a new partnership with Club Med.
- Dolomiti Superski, the best-known ski area in Italy, and Leitner, an Italian ski equipment company, formed a partnership to open a new ski resort near Beijing. Dolomiti Mountain Resort opened in 2007.
- New ski developments are growing in scale and ambition. According to a recent article in Asia Weekly, a new resort being built near Beijing, called The Secret Garden, will have 82 ski runs serviced by chairlifts and gondolas with a capacity of 18,000 guests a day. When it's complete, the new resort will also offer five championship golf courses, a theme park, a 3,000-person capacity convention center, 2,700 hotel rooms, an ice skating rink and trails for mountain biking and horse riding. The Secret Garden is being built by Malaysian developers at an estimated cost of \$6 billion over the next decade.
- Despite the growing number of Chinese skiers, the pace of growth has not always met expectations and many ski resort developers have yet to see a return on their investments. In particular, sales of ski resort real estate have failed to take off. Development is still occurring, but new developers are taking a more cautious and conservative approach.



China's Domestic Ski and Snowboard Trends

A growing market searching for quality and adventure.



Skiing and snowboarding facilities are dominated by beginners.

- Skiing is very new to China – Yabuli, China's oldest ski resort, was opened in 1957.
- China's ski boom is largely driven by the dramatic increase in personal wealth that has come along with China's economic boom. Newly wealthy Chinese are eager to find fun ways to spend their disposable income.
- The Chinese tend to treat skiing and snowboarding as a light-hearted, fun family activity. Multi-generational group outings are common.
- According to industry insider Justin Downes, president of Beijing-based Axis Leisure, around 90% of visitors to China's ski resorts are beginners who rent their equipment on-site.
- At Chinese ski hills it is common to see the slopes full of people without any skis or snowboards, just there to experience snow and watch other people skiing.
- China's skiers tend to be interested in combining their skiing or snowboarding with dining, shopping, and enjoying winter scenery – they tend to keep the skiing portion of travel itineraries relatively short.
- While it is increasingly common for Chinese vacationers to include skiing or snowboarding as part of their vacation, dedicated ski/snowboard vacations are not common. Many tour companies include a day or half-day of skiing as part of their multi-day winter group tours. Interest in longer, dedicated ski vacations appears to be quite low.
- The growth of China's economy has led to an increased interest in shopping for luxury goods. Image-conscious Chinese skiers are keen on high-end, imported ski and snowboard brands. Several manufacturers, like Rossignol, Elan and Burton, have established offices in China and are boosting their presence through advertising, sponsorship, and retail partnerships at resorts.

Experienced skiers are few and far between, and there are few facilities for them.

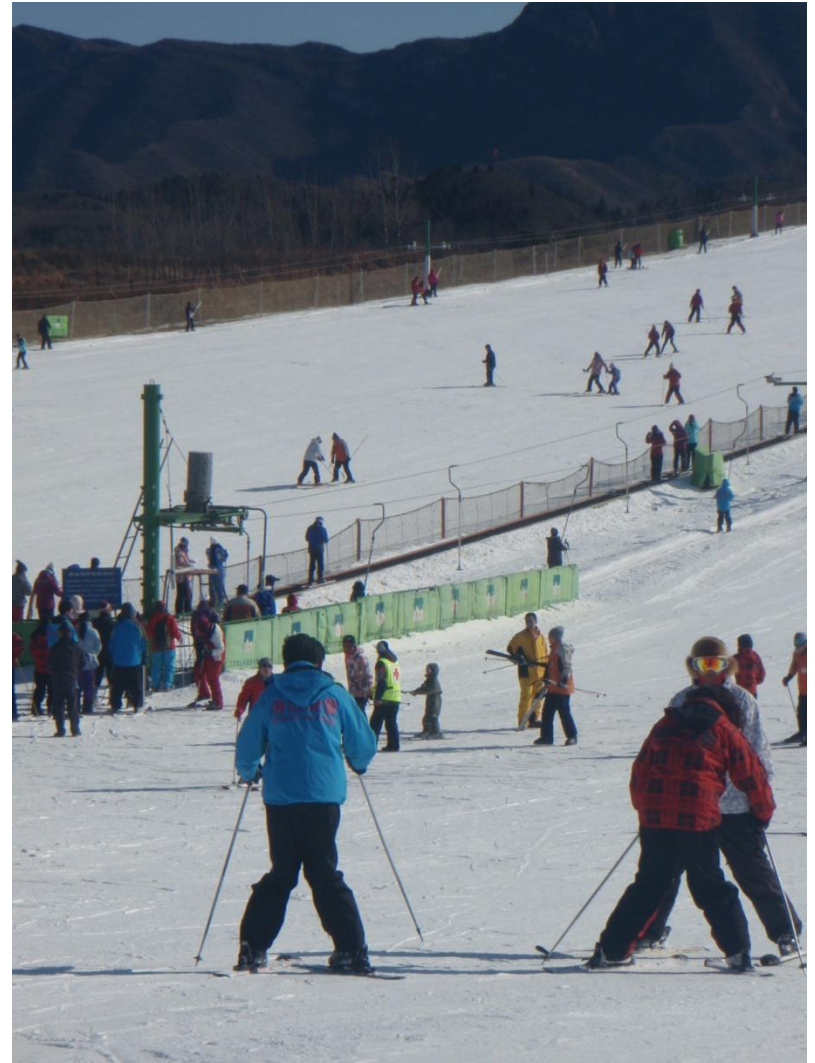
- Overall, there are relatively few serious or competitive skiers and snowboarders.
- Most ski facilities in China are designed with novice Chinese skiers in mind – experienced skiers looking for a challenge need to look to remote locations or international destinations.
- China's national ski teams have few options for adequate training facilities. Yabuli (located in Heilongjiang Province) and Alshan (located in Inner Mongolia Autonomous Region) are the main bases for training, and both of these locations are in remote, northern locations.
- There are some signs of success. At the 2010 Winter Olympics, China received three medals for ski sports, clinching Silver and Bronze in Women's Aerials, and a Bronze medal in Men's Aerials. China is currently fielding several strong competitors in men's and women's snowboarding events at the 2012 FIS Snowboard World Cup.
- The experienced Chinese skiers view skiing trips differently than most visitors to China's ski resorts. A 2009 study by Horwath HTL found that experienced Chinese skiers are focused on finding challenging runs and aren't interested in luxury accommodations and après-ski activities when they travel.



China's Nina Li won a Silver Medal in Women's Aerials at the 2010 Winter Olympics in Vancouver.

While the market is growing, the ski industry faces numerous barriers to success.

- According to recent numbers from China's National Bureau of Statistics, the annual per-capita disposable income for Chinese residents was around 10,000 RMB (approximately CAD\$1,500) in 2011. A day of skiing, including lift passes and equipment rental, can quickly exceed 400 RMB (approximately CAD\$60) – putting this activity well out of reach for people with average incomes.
- Long vacations are rare in China – Chinese workers generally don't get long stretches of vacation like westerners do.
- China doesn't have its own ski culture – yet. Most resort developments are attempts to copy the facilities found in popular western ski destinations, but they can't import the après-ski culture that is a fundamental element in places like Whistler, Aspen, and Chamonix. In coming years, developers must face the challenge of providing services and activities that appeal to the Chinese, rather than simply emulating a foreign lifestyle.
- Despite substantial investment by developers, ski resort real estate sales (e.g. on-site condos, chalets) have failed to take off in China.
- Many ski resorts in China are fairly remote and difficult to access. For example, Yabuli, considered to be China's best ski resort, is a three-hour train ride from the nearest city and about 1,400km away from Beijing.



Skiers at Beijing Nanshan. Photo taken by Megan Tam, Harris / Decima.

Service and safety short-comings also pose difficulties.

- New skiers in China are often turned-off by poor-quality skiing, lacklustre customer service, and safety shortcomings.
- According to industry insider Justin Downes of Axis Leisure: “The quality of the product and safety has often been questionable, service has been poor.”
- Graham Kwan, CEO of Melco China Resorts (developers of Sun Mountain, Yabuli) says of China’s new skiers: “Around 80 percent will probably never do it again, because the experience is so bad.”
- There are signs that these issues are being resolved. Outdated facilities and dull, beginner-level runs are gradually being replaced by modern equipment and runs designed for a wider variety of skill levels. Some of the larger ski hills are starting to develop special features like moguls and jumps.
- The China Ski Association is trying to establish general safety standards to reduce accidents and injuries on the slopes. Additionally, the China Ski Association now gives accreditation to ski instructors who meet certain criteria.
- Several resorts now employ experienced ski instructors - an essential service that is key to creating a positive first-time ski experience. Many ski instructors are recruited from countries that are renowned for their skiing.



Skiers at Beijing Nanshan. Photo taken by Megan Tam, Harris / Decima.

Chinese tour operators offer skiing as part of larger tours, but dedicated ski packages are rare.

- Yabuli's Club Med Resort is the indisputable premiere ski destination in China. With 80 locations, Club Med is a world leader in all-inclusive, family-oriented resort vacations. Like Club Med's other villages, the Yabuli resort offers complete, all-inclusive packages to vacationers from around the world. The cost of an all-inclusive, 7-day ski package for one adult, excluding transportation to China, is around \$US 2,000.
- Beyond Club Med, Yabuli ski trips tend to be packaged with larger sightseeing trips exploring the area around Harbin (the capital city of Heilongjiang province where the Yabuli ski resort is located). This remote part of China is known for beautiful mountain scenery and winter activities, including skiing. A typical 4-day tour of the Harbin area is around \$US 500 to \$US 750 (excluding flight to Harbin) and generally includes an optional half-day or full-day of skiing at Yabuli, with equipment rental costs extra.
- Ski-based tours from Beijing are typically one or two day tours that include a visit to one of several ski resorts in the Beijing area, like Nanshan and Huaibei. Beijing ski trips are often packaged with sightseeing and spa visits. These tours generally cost \$US 250 or less.
- Dedicated ski trips that take skiers to many different ski hills over a period of several days are available, but they generally need to be arranged on an individual basis with costing dependent on season, group size, and itinerary. The limited availability of such trips speaks to the small number of serious, experienced skiers in China.
- The market for travel packages certainly reflects the scarcity of vacation time available to workers in China – most ski packages are 6 days or less.



China's Outbound Ski Tourism

A niche market with growing potential.



Outbound Chinese tourism is growing rapidly.

- As of late 2011, the Chinese government has granted Approved Destination Status to 140 countries. Chinese tourists now have unprecedented access to travel destinations and attractions around the world.
- China was the world's seventh biggest outbound travel market in 2005 – by 2010, it had moved to third place.
- UNWTO figures show that international tourist arrivals from China rose from around 51 million in 2009 to nearly 56 million arrivals in 2010.
- International tourism from China was worth around \$US 55 billion in 2010 according to the UNWTO.
- The China National Tourism Administration (CNTA) predicts that by 2015 there will be 100 million Chinese outbound travellers spending \$US 100 billion outside of Mainland China.
- The outbound Chinese ski market is relatively small – but growing.



Canada was granted Approved Destination Status in 2010.

Chinese travellers are becoming more sophisticated and breaking old stereotypes.

- Travel industry experts are now speaking widely about a “Second Wave” of Chinese travellers who are moving beyond traditional group tours, instead seeking out personalized experiences that allow deeper exploration. This change is being fuelled by relaxed travel regulations, easier access to passports and currency, and a shift toward the internet for individual travel research and planning. This “Second Wave” also coincides with China’s larger economic and cultural changes.
- China’s “Second Wave” of travellers have high expectations – they are seeking high quality services and facilities that cater to their individual preferences. China’s new travellers want to exercise the power that comes with newly acquired wealth, and they want to go home with experiences that give them bragging rights and prestige.
- According to recent research conducted on behalf of China Elite Focus, tailoring travel products to Chinese travellers is crucial: “Successful Western marketers should be well-prepared to accommodate the basic needs of the Chinese tourists visiting a destination for the first time, as well as adding social and psychological familiarity and comfort to products and services offered.”
- A research report done for Qunar.com (China’s largest travel search engine) found that when it comes to China’s outbound travellers, women are in control of travel decisions and travel spending. The study found that women make 65 percent of decisions about travel products and expenditure, and 70 percent of comments about hotels left on Qunar.com are left by women.

China's travellers are turning away from travel agents and traditional media: the internet is key.

- The Nielsen China Outbound Travel Monitor study conducted in 2009 found that the internet was the most widely-used source of travel information for Chinese travellers. Chinese travellers were also most likely to recall seeing travel advertising on the internet, as opposed to other sources in print, radio, and television.
- The Nielsen study found that Chinese travellers are increasingly turning to online discussion groups to plan their trips, rather than traditional travel agents.
- Asia's Top Digital Brands, a 2009 TNS study, found that Chinese travellers trust internet sources over traditional media when it comes to information about brands and products.
- Online travel planning sites like Ctrip, Qunar, Mango City, eLong, DaoDao, and lvyou168.cn are increasingly favoured by Chinese travellers over traditional travel agents.
- According to the China Internet Watch, around 36 million people in China used the internet to book travel arrangements in 2010 – a 20 percent increase over the previous year. Travel booking accounts for approximately 4 percent of mobile internet use in China.
- China's internet users increasingly favour social media (blogging, micro-blogging, online review sites) for finding and sharing information about brands and products, including travel destinations and activities. Social media allows travel planners to see feedback from other travellers, instead of relying on the word of advertisers.
- There are many ski-related forums and blogs available to Chinese internet users (e.g. <http://bbs.8264.com>, <http://www.snowcollar.cn/>, <http://www.91ski.com/>). General travel sites and social media sources also play host to discussions about skiing and snowboarding.
- China's internet censorship laws are a barrier to effective communication with Chinese consumers who may not be able to access websites for international travel destinations. Developing internet sites and advertising tailored to Chinese internet users and in compliance with Chinese internet regulations is key to reaching this market.

Ski resorts in Japan and South Korea are benefitting from an influx of Chinese skiers.

- Early reports suggest that ski destinations in both Japan and South Korea saw a boom of Chinese visitors over the Chinese New Year holiday in 2012.
- Japan's ski industry peaked in the 1980s, but it has been in decline for several years with many resorts scaling back operations and some even closing. After several years of struggle, many Japanese resorts are now seeing a lift in visitation, largely due to Chinese visitors.
- Chinese tourists are credited with boosting Japan's tourism industry following the March 2011 earthquake and tsunami. According to data from the Japan National Tourism Organization, inbound visitor numbers from China were back to pre-tsunami levels by October 2011, merely seven months after the disaster occurred.
- Chinese skiers have played a large role in the Japanese rebound – many of Japan's ski resorts reported 2011 winter booking rates at 70% or higher.
- Japan has bolstered inbound travel from China by increasing flights, relaxing visa rules, and lengthening the maximum length of stay for Chinese vacationers to 30 days.
- Japan was granted limited Approved Destination Status in 2000 (only residents of certain cities were eligible) and full Approved Destination Status in 2005.
- South Korea's ski industry is smaller and less developed than Japan's, but it is also benefitting from its relative proximity to China and consumer uncertainty about Japan.
- Chinese tourists are attracted to South Korea's ski resorts for their higher safety standards compared to Chinese resorts, and the accessibility of other attractions like spas and shopping.
- South Korea has enjoyed Approved Destination Status since 1998. More recently, China and South Korea have worked together to ease visa restrictions and increase air travel between the two countries.

Many other countries in Asia have the potential to benefit from the Chinese ski market.

- North Korea is luring Chinese tourists to the controversial Mount Kumgang region, where there are plans for a new ski resort in the works. North Korea is trying to increase Chinese tourism in some of its remote regions as a way to attract valuable foreign currency, while still protecting itself from outside scrutiny. North Korea was given Approved Destination Status in 2008.
- Turkey received Approved Destination Status from China in 2002, and last year received 70,000 Chinese visitors. Though Turkey is home to several established ski resorts, Turkey's tourist industry has only recently begun to focus on its ski industry as an area of potential growth.
- Gulmarg, in the Kashmir region of India, is renowned for the high quality of its Himalayan ski slopes, but the area's tourism industry struggles to assuage fears of war and violence. India received Approved Destination Status in 2002.
- Iran's ski resorts have gained favour with western visitors in recent years, and Iran has had considerable success selling itself as a safe and welcoming destination for skiers. With China granting Iran Approved Destination Status in 2011, Chinese skiers may soon take an interest in these resorts as well.
- Kyrgyzstan and Kazakhstan are home to a small, but emerging ski industry. The ski facilities in these countries are capturing the attention of Asian skiers, including Chinese, for their inexpensive resorts, fantastic ski conditions, and high-quality heli-skiing. Ski facilities and services in this region will likely benefit more as the Chinese ski industry matures and Chinese skiers become more experienced. Chinese tourism to these countries is currently limited, as they do not have Approved Destination Status.

Ski destinations around the world are seeing an increase in Chinese visitors – but are they ready for them?

- Many of the countries that encompass the world's great skiing destinations have received Approved Destination Status in recent years, including Canada, the United States, France, Switzerland, and New Zealand. Tourism boards and ski facilities in these countries are now preparing for a potential influx of Chinese visitors.
- Evidence of an increase in Chinese ski tourists is largely anecdotal, but widely discussed within the ski and travel industries.
- China Elite Focus, a marketing agency that specializes in reaching affluent Chinese customers, sees a trend emerging with affluent Chinese travellers heading to international destinations like Switzerland, France, the United States, and New Zealand for skiing. With no real statistics emerging yet, China Elite Focus estimates that only a few thousand Chinese tourists go on dedicated ski trips each year.
- Queenstown, New Zealand is a notably popular destination for Chinese skiers, who were even made the subject of an award-winning documentary film.
- Notable ski destinations in the United States, like Vail and Aspen in Colorado, have been marketing to Chinese tourists since the U.S. received Approved Destination Status in 2004. More recently, smaller ski destinations like Lake Placid and Utah are starting to notice an increased Chinese presence on and off the slopes.
- Another hot spot for Chinese ski tourists is Bansko, Bulgaria, a high-quality ski area that is more affordable than other destinations in Europe.
- While Chinese outbound travel to Europe is rising, Chinese tourists seem to prefer summer trips to Europe. Ski resorts in Switzerland, Italy, and France have not seen the same dramatic increase in Chinese visitors that summer attractions have enjoyed.
- Though Chinese skiers have a growing presence on the world's ski slopes, vacation packages aimed at these travellers are few and far between and there is limited Chinese web presence. Many ski destinations may find themselves unequipped to make a good impression on Chinese travellers.



Chinese Skiers in Canada

Is Canada ready to capitalize on this emerging market?



Travel research suggests that Canada's ski and snowboard scene has a high profile among the Chinese.

- In 2006, Decima conducted the Consumer and Travel Trade Research in China study and identified skiing as a niche market with potential for growth in five to ten years. While awareness of and interest in Canada was high at that time, skiing was barely on the radar for Chinese travellers.
- The latest Global Tourism Watch (GTW) study done in 2011 pegs the potential size of the outbound ski market for Canada at more than two million people.
- Since 2008, GTW respondents have consistently ranked Canada as the top ski and snowboard destination (compared with six competitors: United States, France, Germany, Australia, New Zealand, United Kingdom).
- The GTW study has identified skiing/snowboarding as a strong motivator for Chinese travellers to Canada, with at least two-thirds of Chinese past travellers to Canada identifying it as a motivation for visiting since 2009.
- Skiing / snowboarding was the top “Canadian Dream Vacation Experience” mentioned by Chinese GTW respondents in 2011: fourteen percent of respondents mentioned skiing and/or snowboarding as part of a dream vacation to Canada.
- In the 2011 GTW study, twelve percent of China's likely visitors to Canada said they would likely visit Whistler during a trip to Canada. Eight percent said they would likely visit Banff and five percent would likely visit Jasper.
- In 2010, S.U.C.C.E.S.S. (a British Columbia social service agency that provides services and support to new Canadians, particularly those of Chinese descent) partnered with EMR International and the Asia Pacific Foundation of Canada to produce the Research Report on China's Outbound Tourism Market. A telephone survey of 1,080 people in Beijing, Shanghai and Guangzhou explored travel preferences and found that Canada ranked third (behind Australia and Singapore) as a tourist destination. Skiing ranked high as a travel motivation for Canada in this study.

Canada's western ski destinations are starting to prepare for an influx of Chinese visitors.

- Western Canada is poised to take advantage of the exposure it received from the Vancouver Olympics in 2010, its new Approved Destination Status, and recent marketing initiatives led by the CTC.
- The CTC's "Hello Canada Campaign" was awarded "best e-marketing campaign" by Travel Weekly China.
- Banff is reaching out to Chinese visitors with a new tourism website developed by Dragon Trail, specifically aimed at Chinese tourists and optimized for Chinese search engines.
- Whistler is also developing strategies to target Chinese skiers. Early in 2011, Tourism Whistler did a survey of Chinese ski enthusiasts in order to better understand this emerging potential market and are now putting their findings to use.
- Tourism Whistler, Tourism Vancouver, Tourism British Columbia, and the CTC have been instrumental in bringing new flights from China to Vancouver that will help attract new Chinese visitors, including skiers.
- While tourism bureaus in eastern Canada are taking aim at Chinese travellers in a variety of ways, the emerging Chinese ski market doesn't seem to be part of their strategies at this point in time.



Skiers near Lake Louise.

Chinese skiers considering travel to Canada face some unique challenges and barriers.

- According to GTW results from 2011, there are numerous factors preventing Chinese travellers from considering Canada as a travel destination. Hassles associated with long-distance travel, like passport and visa requirements, affordability, long flights, and airport and border issues all rank high. Lack of interest, interest in competing destinations, general lack of knowledge about Canada, and language are also strong barriers.
- Cultural differences can be a challenge for any traveller, and the Chinese are no exception. In some respects, Canada has an advantage over other destinations due to its large and well-established population of new Chinese immigrants and Canadian descendents of Chinese immigrants – Chinese tourists know they can find Chinese language services and familiar foods in Canada's big cities. But while Canada's cities are well-equipped to ease the culture shock for Chinese visitors, ski resorts in rural locations may be less prepared to meet their needs.
- The scale of Canada's ski resorts is simply not comparable to the facilities found in China. China's ski resorts – even the well-known ones like Yabuli and Nanshan – are small, and geared toward inexperienced skiers. Most of China's skiers lack experience on challenging ski runs and may find themselves unprepared for the facilities offered at Canadian destinations like Whistler or Banff.
- Compared to Canadian ski hills, China's ski hills are disorganized, slow, and lacking safety features. Non-skiers walk up the slopes and get in the way, many new skiers take to the hills without any lessons on safety or technique, the lines for lifts are disorderly. Chinese skiers visiting Canada may experience difficulty adjusting to different expectations, etiquette and safety standards.

What can Canada's ski destinations do to attract Chinese visitors?

- Canada is well-known and highly regarded among Chinese travellers, both generally and specifically in terms of skiing and snowboarding. With the right strategies, Canada's tourism industry is well positioned to capitalize on its reputation as new Chinese travellers flood into the marketplace.
- Chinese vacationers are looking for travel experiences that cater to their individual preferences. Vacation providers may want to consider creating package deals aimed specifically at Chinese that include itineraries with ample time for sightseeing, shopping, dining and other non-skiing activities.
- Chinese travellers are looking for new and exciting experiences, but they also want to unwind with comforts that remind them of home.
- Small details matter – resort hotels can increase their appeal with simple offerings like Chinese language television channels and Chinese breakfasts, while ski resorts should consider Chinese language signage, lessons, and services.
- An increased online presence within China is crucial. Destination web sites optimized for Chinese internet users are useful, but it's also necessary to reach into the social networking that is an increasingly important part of Chinese travel planning. Many Chinese travellers are keen on sharing their experiences online – their insights could be a valuable resource for travel providers.
- Marketing aimed at these travellers should take their general inexperience into consideration. Offering some sort of primer on Canadian ski etiquette and safety may help Chinese visitors adjust and enjoy their ski adventures more readily.
- The needs and expectations of Chinese ski and snowboard tourists are likely going to change rapidly in the next few years as the industry grows and matures and the skiers themselves gain experience. The Canadian travel industry needs to keep a finger on the pulse of this emerging market in order to fully capitalize on its potential.
- Chinese travellers are keen on sharing their experiences and disappointments after a vacation. As Chinese travellers shift away from traditional media advertising, this makes meeting the expectations of current travellers particularly crucial for securing a good reputation in the long-term.



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