

Are you ready for Chinese travellers?

2016 research report for Pandox AB



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UK OFFICES

BIRMINGHAM
BRISTOL
CARDIFF
EDINBURGH
EXETER
GLASGOW
IPSWICH
LONDON
LEEDS
MAIDSTONE
MANCHESTER
NEWCASTLE
NOTTINGHAM
READING
WINCHESTER

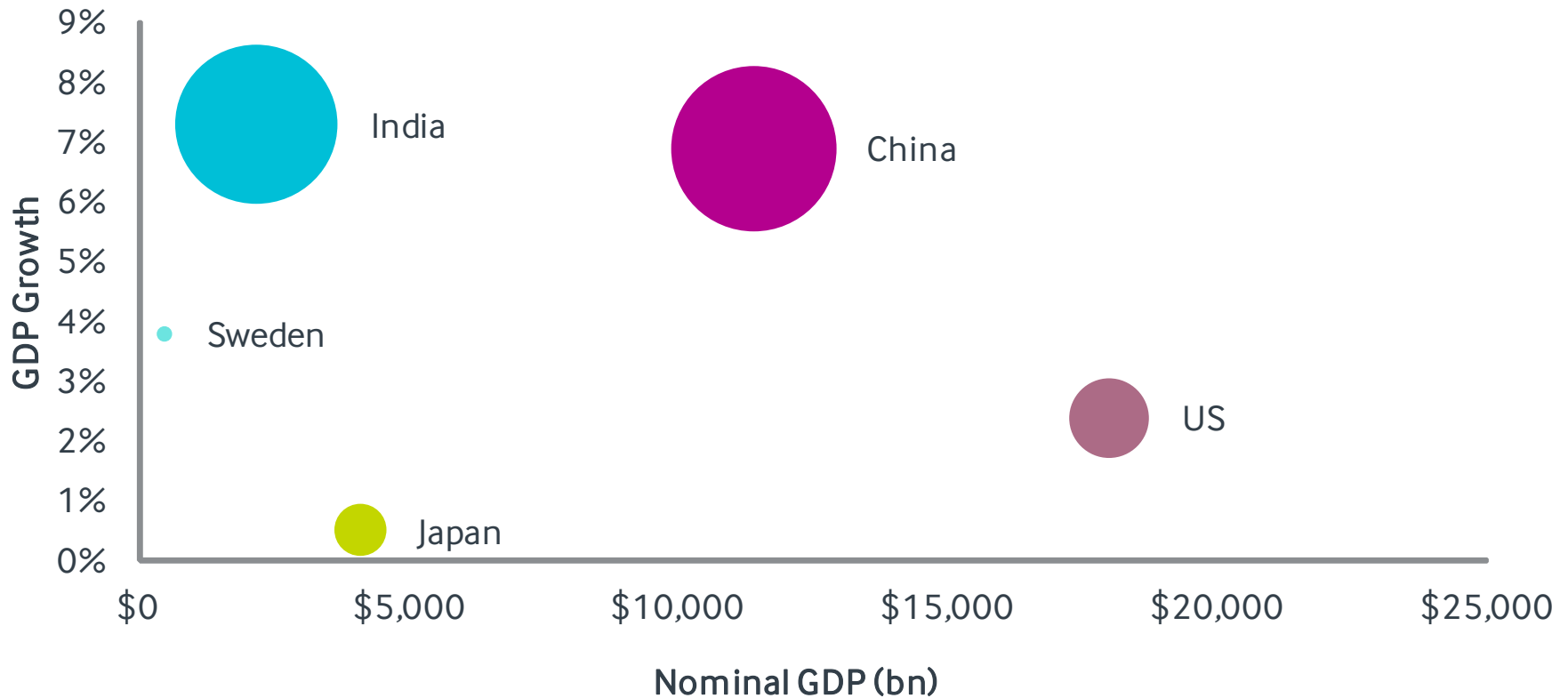
EUROPEAN OFFICES

AIX EN PROVENCE
BARCELONA
BERLIN
BORDEAUX
DUBLIN
FRANKFURT
HELSINKI
LYON
MADRID
MUNICH
PARIS
RENNES
STOCKHOLM
VIENNA
WARSAW

Potential Of Chinese Travellers

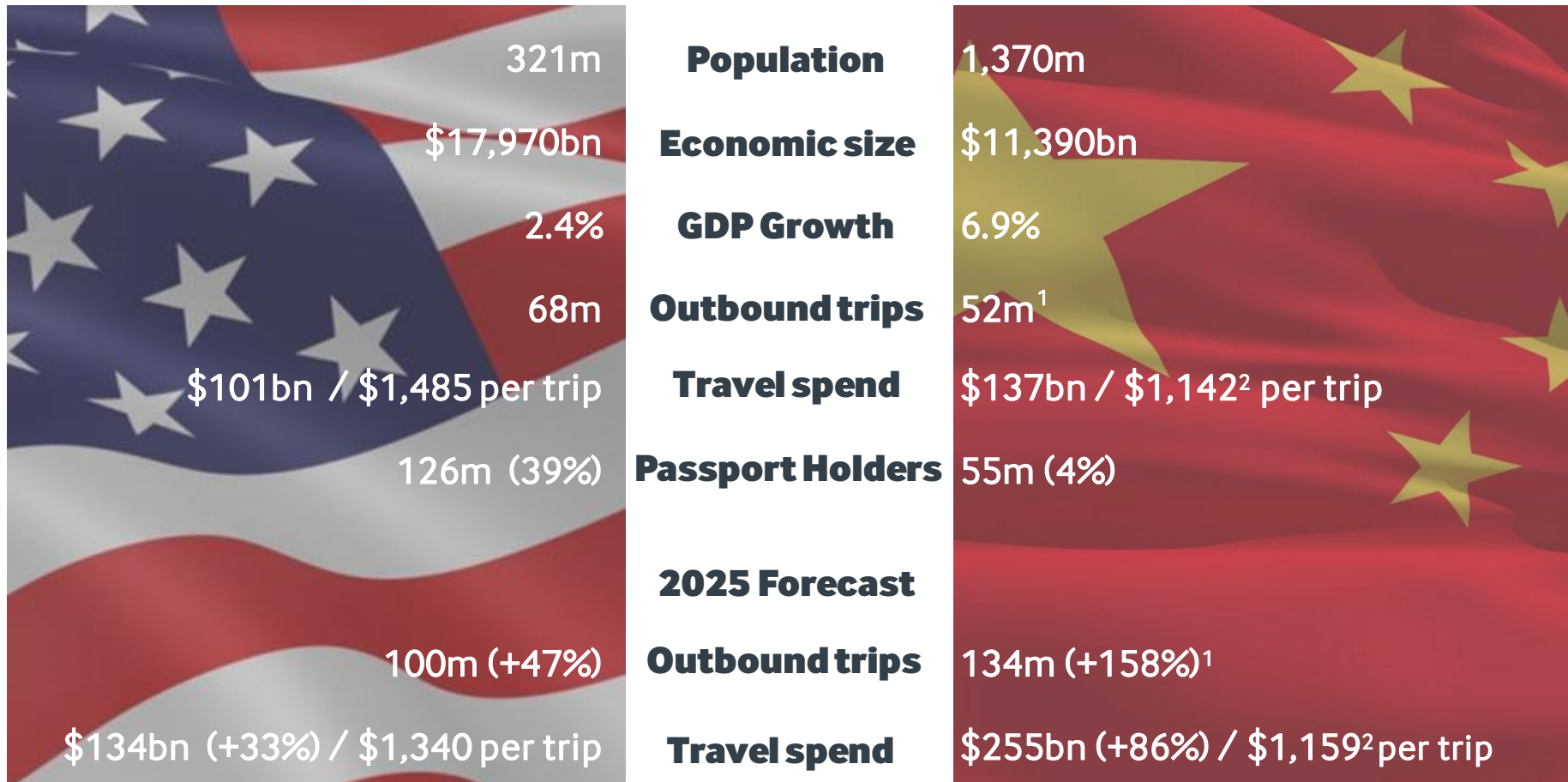
Given China's population size the potential of Chinese travellers is largely significant

Comparison of Economic Size, GDP Growth and Population 2015



China vs. the US

Comparing China with one of the strongest travel markets: the US



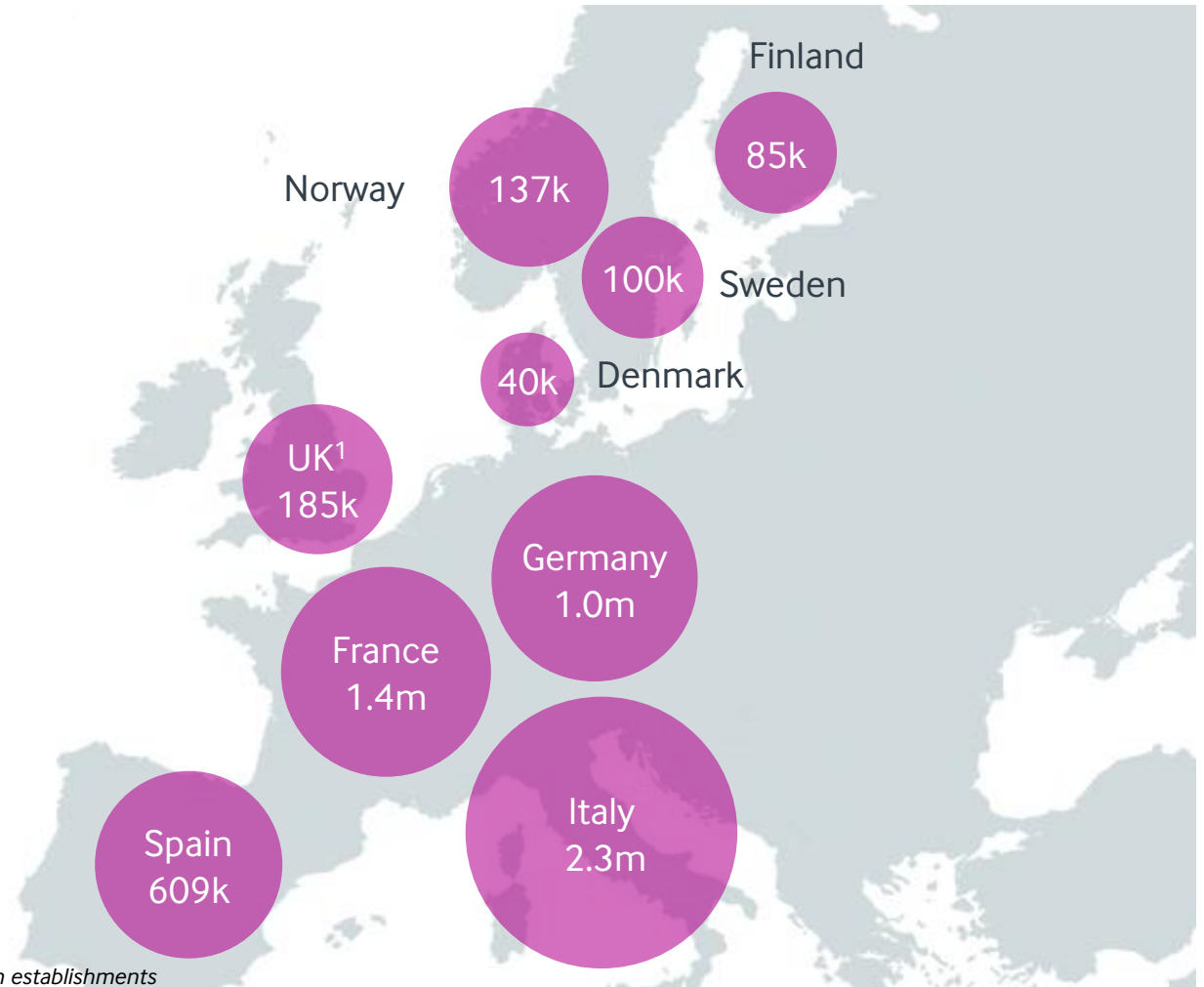
¹ Excludes trips to Hong Kong and Macau SAR

² Based on total trips including Hong Kong & Macau SAR 120m (2015) & 220m (2025)

How Well are Hotels in Stockholm Prepared for the Chinese Traveller?

Chinese Outbound Travellers in Europe

Italy is the most popular destination for Chinese tourists in Europe



¹ Chinese tourist arrivals at national borders

Note: Chinese tourist arrivals in all types of accommodation establishments

Destination Comparison

How are the most popular destinations in Europe doing?



Paris

Notre Dame, Eiffel Tower

746k (+40% YoY)

1.75m (+37% YoY)

2.3 nights

Direct connections to five airports

Schengen Visa, valid for one year,
costs around €60

Top Sights

Chinese Visitors

Total Nights

Average Stay

Direct Flights

Visa

London



Buckingham Palace, Bicester Village

167k (+69% YoY) Chinese travellers

1.46m (+70% YoY) nights

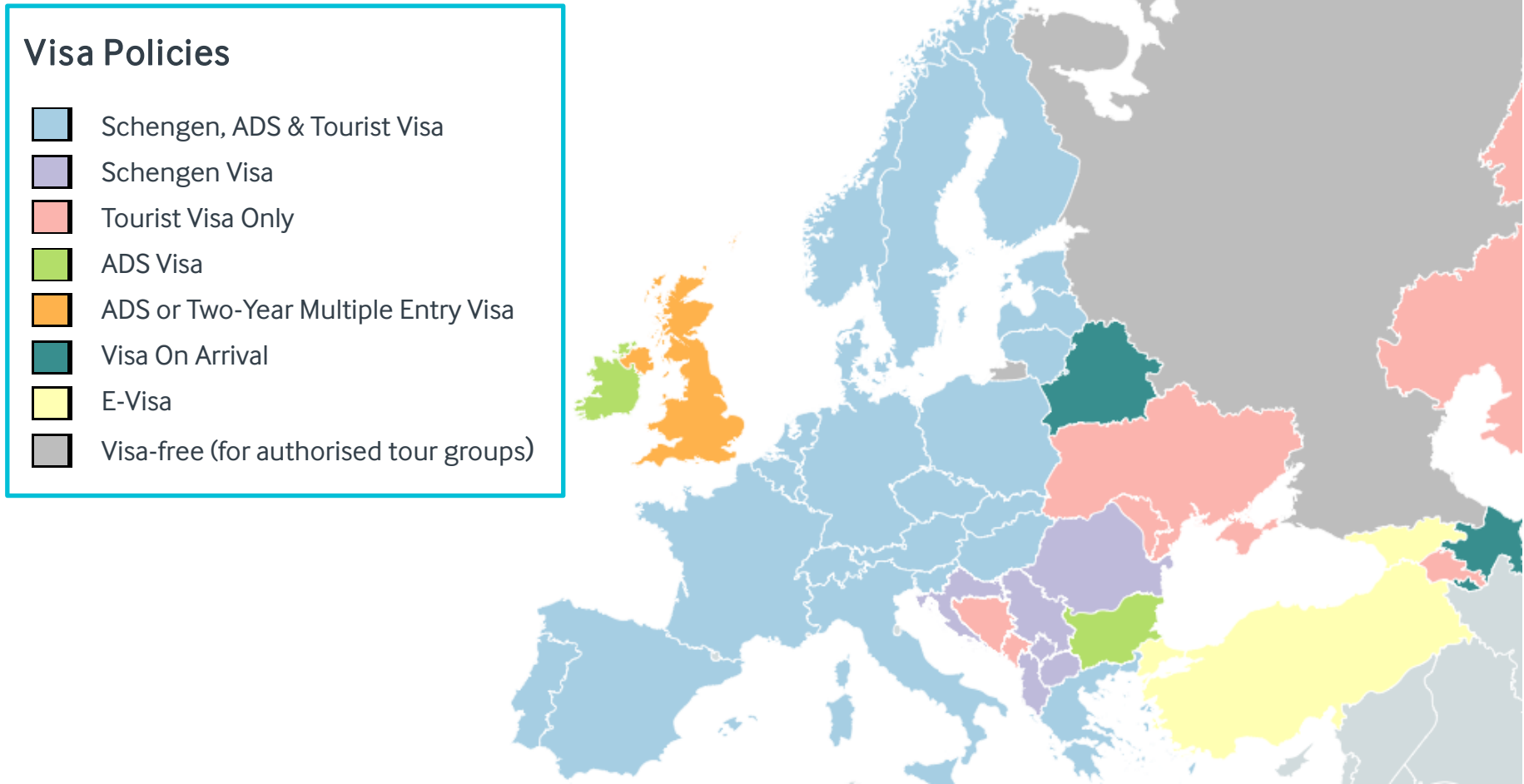
8.7 nights on average

Direct connections to six airports

Short-term visa, valid for six months,
process time between 10 - 15 days and
costs around €120

Visa Policies in Europe

The Schengen visa area attracts the most Chinese tourists



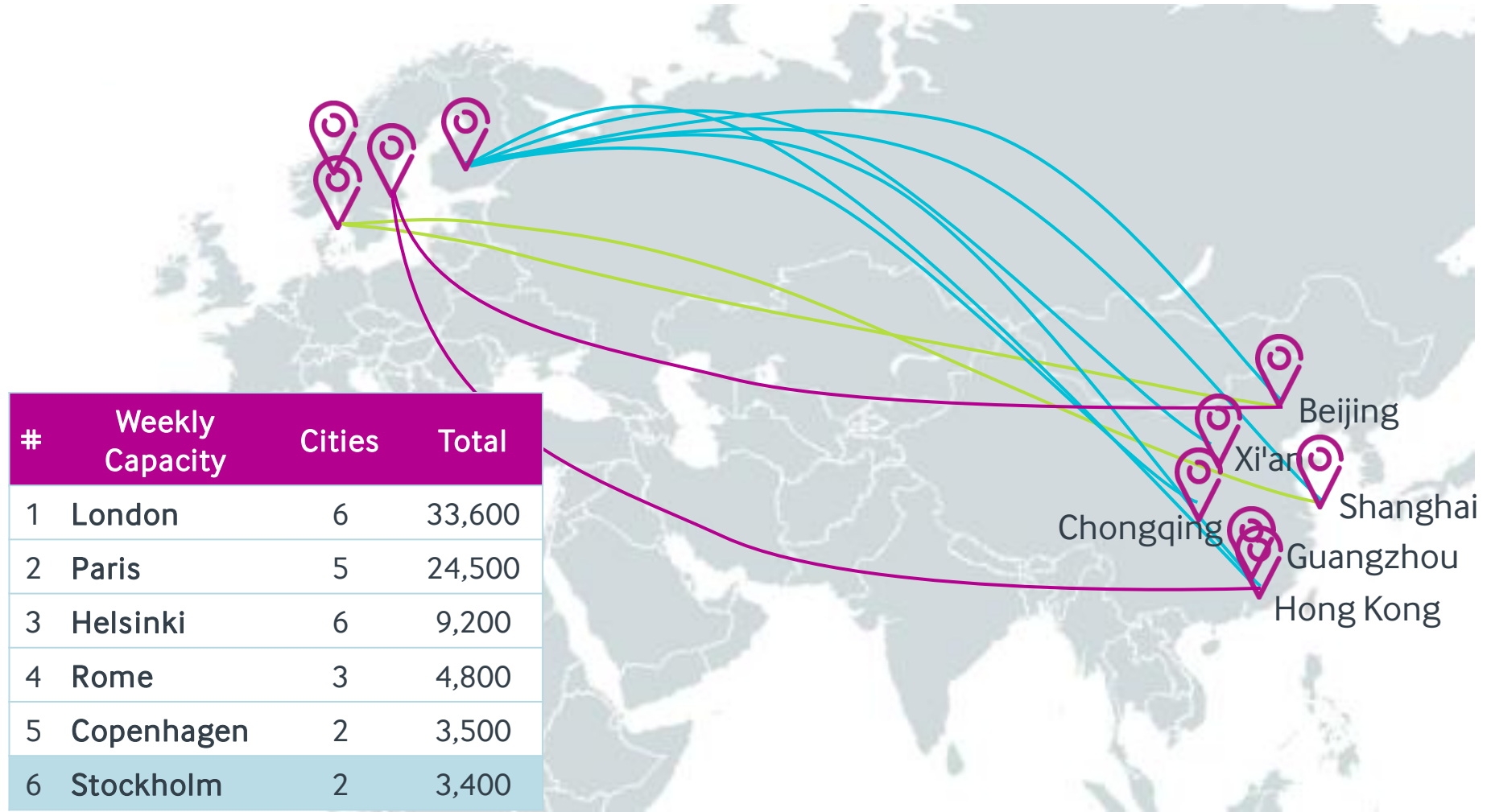
Visa Policies in Scandinavia

Denmark, Finland and Sweden have simplified the visa application process

	Denmark	Finland	Norway	Sweden
Type of Visa	Schengen	Schengen	Schengen	Schengen
Maximum Length of Stay	90 days	90 days	90 days	90 days
Cost	€60 + CNY192-200 services charges (vary per application city)	€60 + CNY185 services charges	€60 + CNY172 services charges	€60 + CNY156 services charges
Application Cities	Beijing, Shanghai, Guangzhou and nine other cities	Beijing, Shanghai, Guangzhou and nine other cities	Beijing, Shanghai and Guangzhou	Beijing and Shanghai and ten other cities
Processing Time	5 - 11 days	4 - 7 days	15 days	15 days
Changes to Attract More Visitors	Yes – Red Carpet Programme for those who travel regularly to Denmark for business purposes	Yes – Opened 13 new visa application centres in China	No	Yes – Opened 10 new visa application centres in China

Flight Connections

Helsinki-Vantaa Airport is leading in the Nordics in terms of flights from China



Stockholm Arlanda Airport

An increasingly Chinese-friendly airport



Changes to make the Chinese feel more welcome at Arlanda Airport

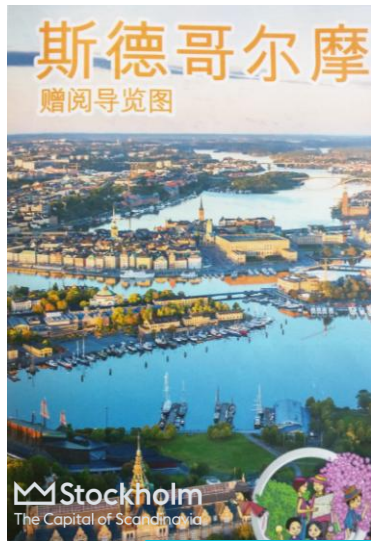
- Information signs in Chinese and WiFi portal in Chinese
- Website in Chinese language
- Welcome folder in Chinese handed out by Welcome Hosts upon arrival
- Digital map of the terminal in the transit area
- New Chinese restaurant concept in the transit area – Food Truck “Beijing 8”
- Ensure that passengers have access to hot water
- Accepting UnionPay & special sales campaigns in shops ahead of Asian holidays
- Stockholm’s Arlanda Airport became sister airport to Beijing Capital International Airport



Chinavia

Joint initiative to promote Scandinavia to Chinese visitors

- Chinavia (China + Scandinavia = Chinavia) was initiated in 2012
- Chinavia provides the following tools:
 - ✓ China ready advice
 - ✓ Welcome Letter in Chinese
 - ✓ Hotel Phrasebook
 - ✓ Please Take Me To... Cards
 - ✓ Chinese Breakfast
 - ✓ Signage Bank
 - ✓ App Suggestions
 - ✓ Chinavia Crash Courses



Dear Guest,
尊敬的贵宾,

We warmly welcome you to <hotel name> and hope that you will have a pleasant stay at our hotel.

欢迎入住<hotel name>酒店。我们衷心希望您能在此感觉宾至如归。

<city name> is an easy city to travel in and many of the main attractions can be reached by foot.

In the city centre you will find some of the city's most popular attractions as well as shopping streets, cozy cafes, restaurants and green areas.

<city name> 是一个可以轻松玩转的城市，众多主要景点步行可至。城市中心聚集了最受欢迎的景点，时尚的购物街，温馨的咖啡馆，美味的餐厅，还有随处可见的绿色区域。

RICE PORRIDGE (CONGEE) 粥

Makes: 10 small bowls
Preparation time: less than 10 minutes
Cooking time: 50 minutes



Rice porridge, also called "congee," is eaten often for breakfast in China. The closest comparison is with the oatmeal porridge found in Europe. The most traditional type of congee is made from white rice and typically served with Chinese pickles, salted eggs, century eggs or fermented tofu. These ingredients are all easy to find in Chinese or Asian grocery stores.



INGREDIENTS

250g plain white rice
2,5L water

Tools:

1 large heavy-bottomed pot

"Don't use parboiled rice. The best is to use jasmine rice, or any white rice available in Chinese supermarkets."

THE METHOD

Rinse the rice three times under cold water and place it in a heavy-bottomed pot.

Add water to the pot and bring to a boil.

Leave uncovered and let simmer for 20-30 minutes on low heat.

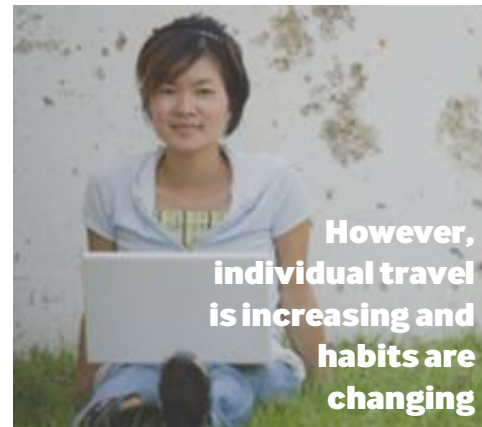
After 20-30 minutes, switch off the heat, cover the pot with a lid and let sit for 30 minutes.

Serve warm.

How Well are Hotels in Stockholm Prepared for the Chinese Traveller?

Implications for Stockholm

Stockholm needs to appeal to group tours and independent travellers alike



It is evident that actions have been taken to attract more Chinese guests to Stockholm. Now, how well are hotels prepared?

How Well are Hotels in Stockholm Prepared for the Chinese Traveller?

Primary Research:

How Well are Hotels in Stockholm Prepared for the Chinese Traveller?

Viewpoints

On Chinese guest from GMs to others

Most surprising is that they want to take pictures of me when I tell them that I am the GM.

Chinese are unfamiliar with Sweden except for the palace and city hall. Due to the lack of well-known landmarks, the city needs to promote itself more actively.

A Chinese couple set fire in their room using a rice cooker & cooking plate which they had brought from China.

Where do you find the best Chinese food...

I don't think domestic chains are doing anything to attract Chinese guests.

It would be nice if Chinese familiarise themselves with the Western culture prior to their visit.

Chinese guests are quite demanding in comparison to what they are willing to pay.

The importance of social media in China should not be underestimated.

...and suddenly they started cooking their own food in our restaurant.

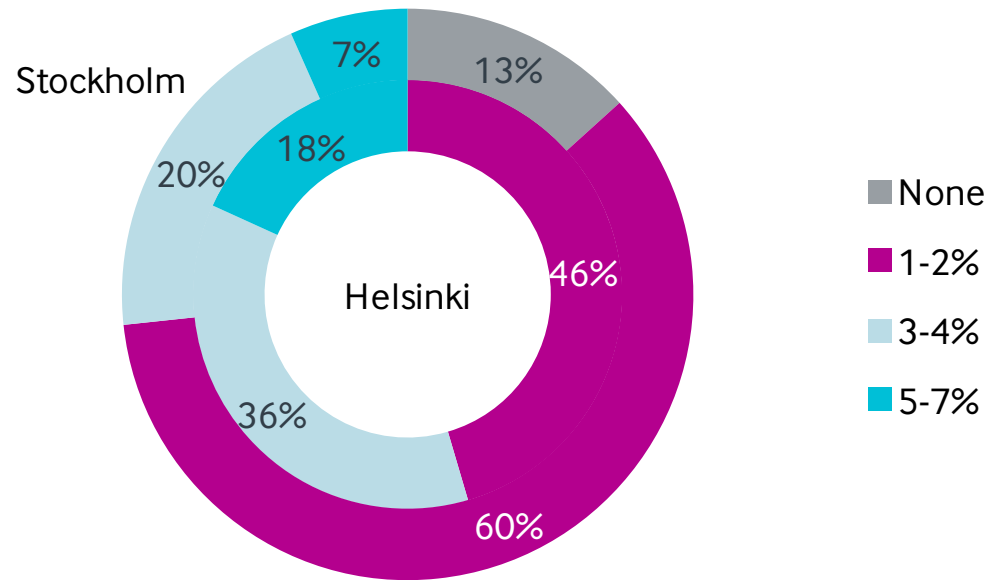
Chinese request warm meals and hot water should be provided at all times.

Current Share of Chinese Travellers in Stockholm

Almost two thirds of the hotels in Stockholm accommodate less than 2% Chinese guests

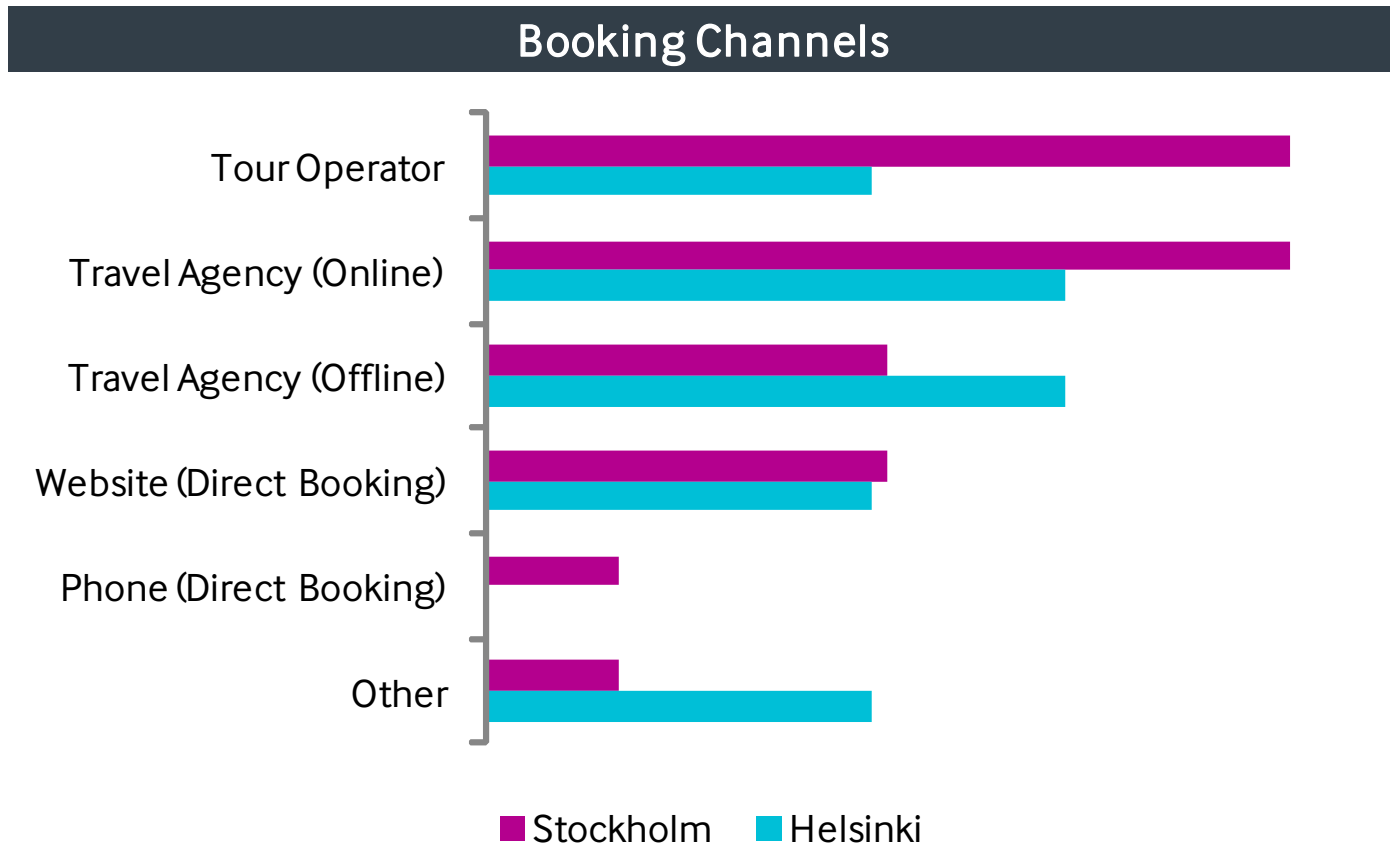
13% of
Stockholm
hotels report
that they
don't have any
Chinese guests

Current Share of Chinese Traveller



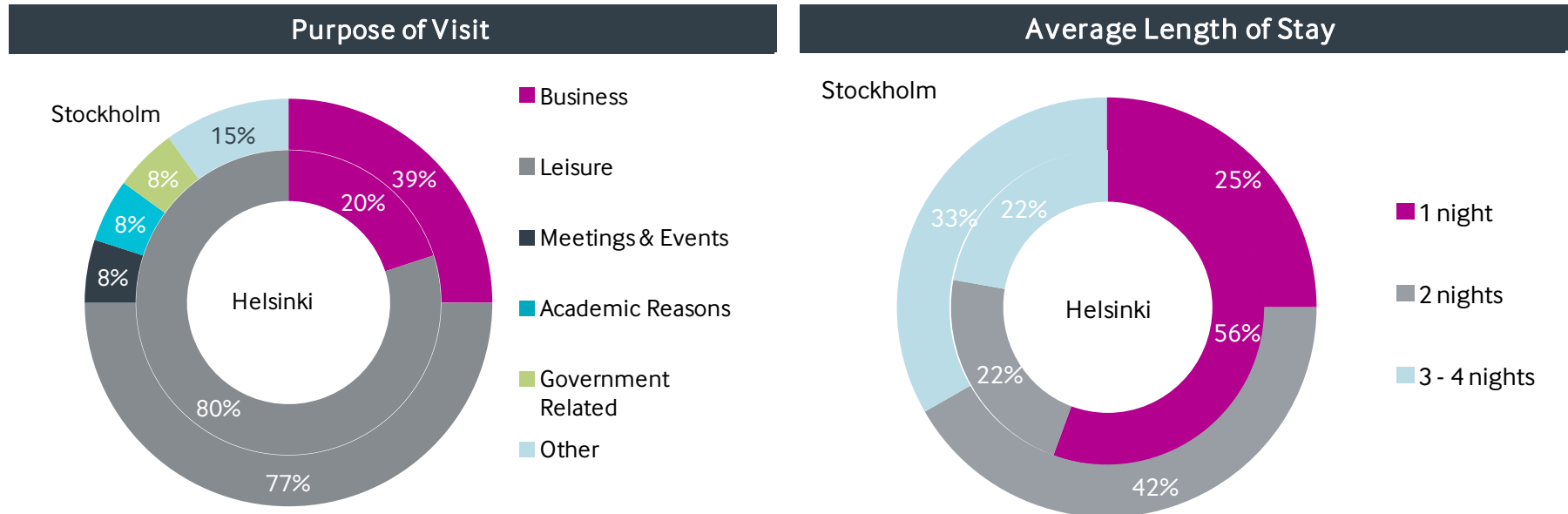
Distribution Channels

Chinese book complex and expensive outbound trips through mobile devices



Chinese Visitor Profile

The purpose of visit influences the average length of stay

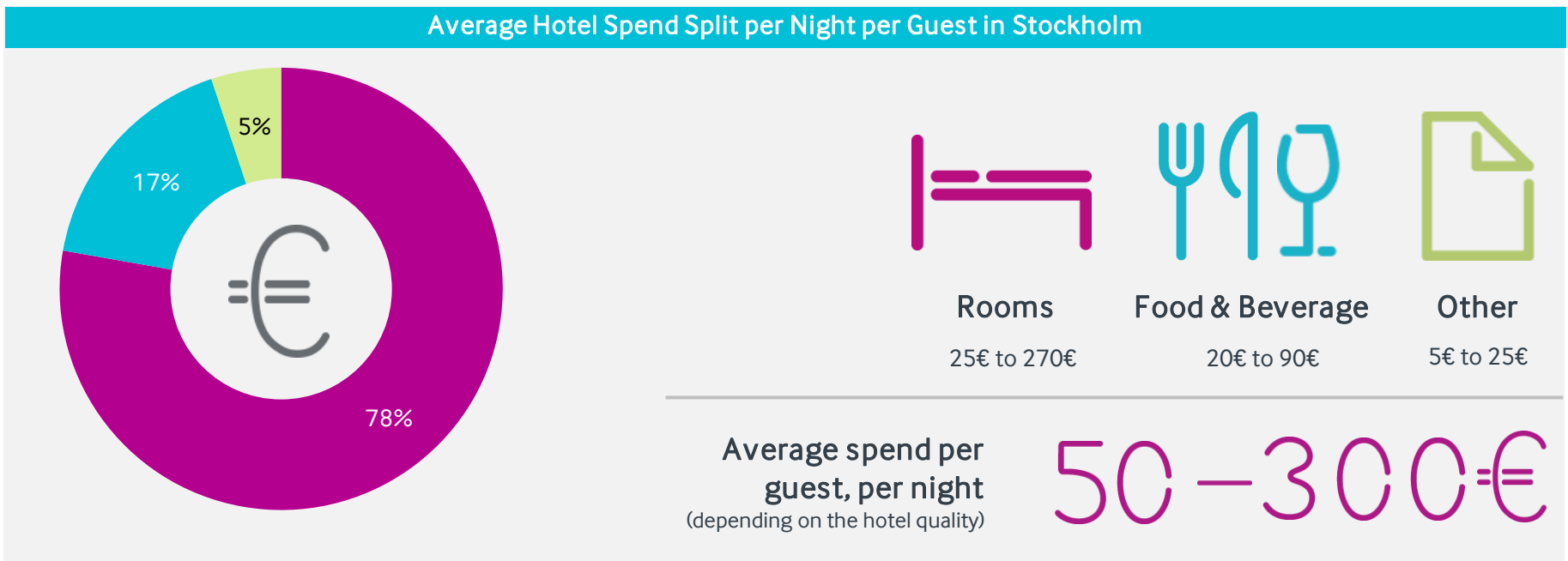


The average length of stay in Stockholm tends to be longer and a higher share of business travellers is noted



Chinese Visitor Profile (continued)

Average spend at hotels



How Well are Hotels in Stockholm Prepared for the Chinese Traveller?

Chinese Visitor Profile (continued)

Stockholm is often combined with other Nordic destinations

Copenhagen

Oslo

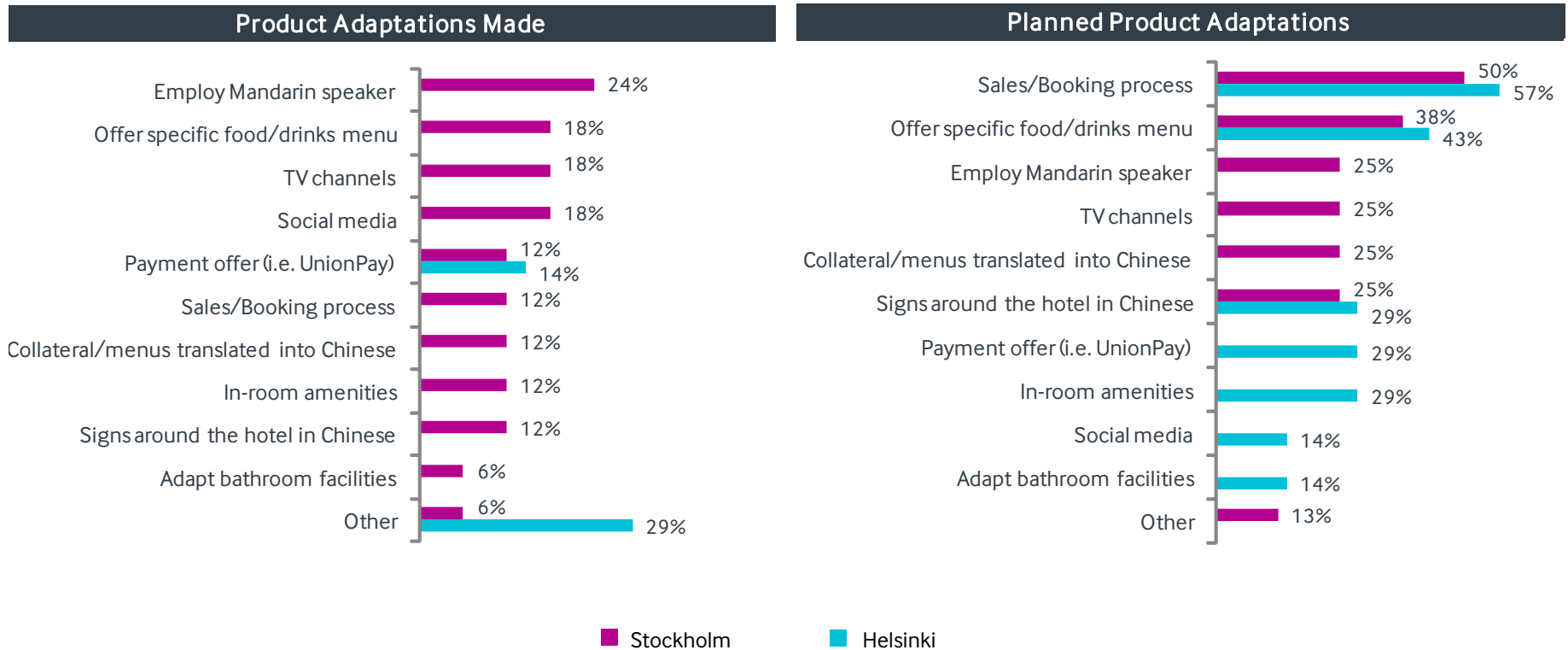
Helsinki

London



Product Adaptations

About 50% of hotels in Stockholm have adapted their product offering to attract Chinese travellers



Note: Multiple answers were permitted

How Well are Hotels in Stockholm Prepared for the Chinese Traveller?

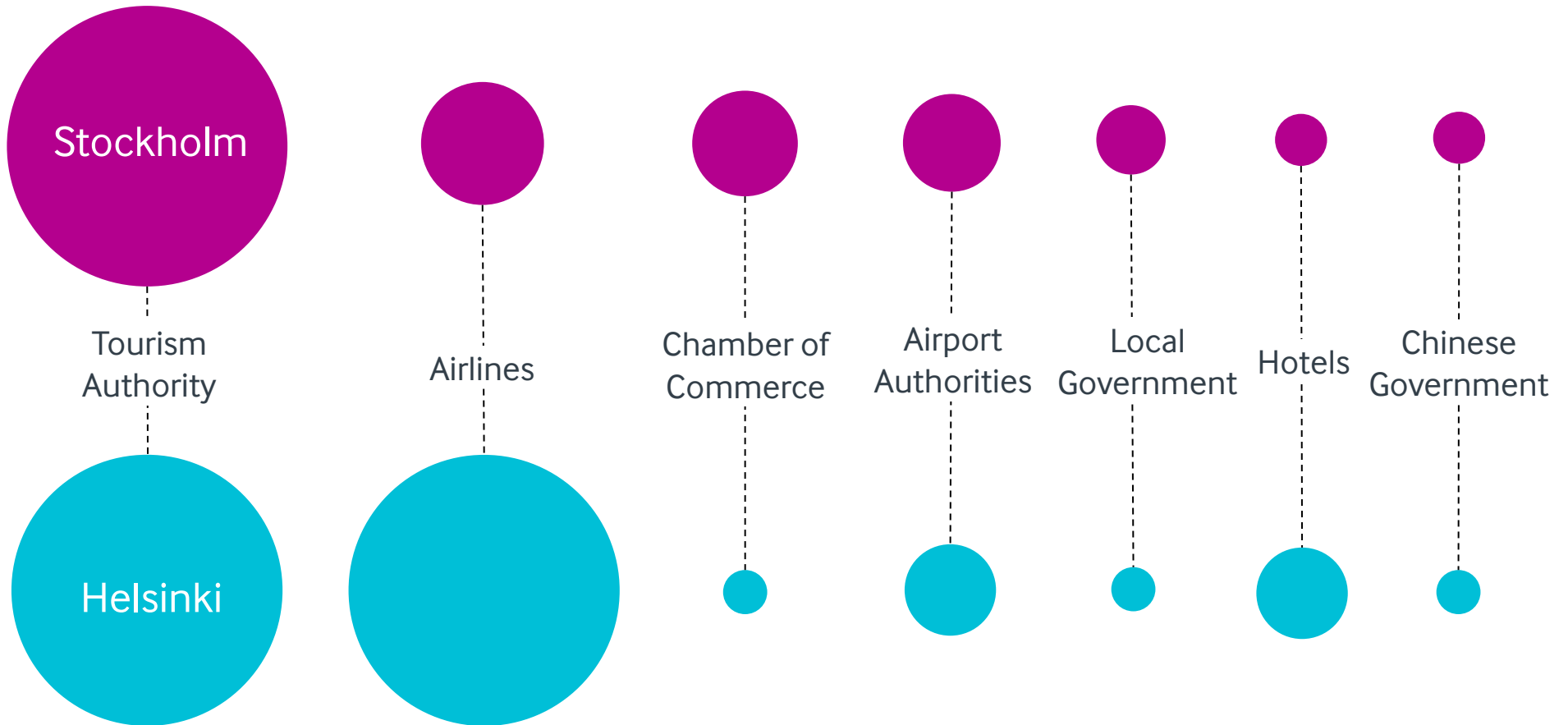
Obstacles for Chinese Travellers Coming to Stockholm

Improving visa regulations and overcoming language barriers are key



Influential Stakeholders

Marketing organisations are considered the most influential stakeholders



How Well are Hotels in Stockholm Prepared for the Chinese Traveller?

Christie & Co Recommendations to be China-Ready

Recommendations for Stockholm/Sweden

How to attract Chinese travellers

1. Create a more efficient visa process

2. Develop more air routes with China

3. Promote the destination

4. Overcome language barriers

5. Go mobile

How Well are Hotels in Stockholm Prepared for the Chinese Traveller?

Recommendations for Hotels

How to target Chinese travellers

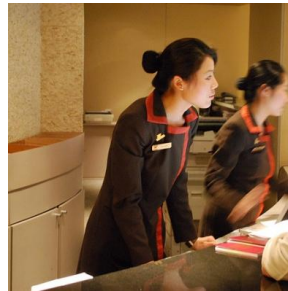
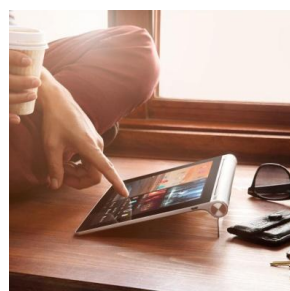
Phase 1
Basic



Phase 2
Intermediate



Phase 3
Advanced



How Well are Hotels in Stockholm Prepared for the Chinese Traveller?

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