



**LATeral
Thinking
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**5 reasons to consider engaging
with
Chinese visitors to Canada:**

1. **The market is growing.** Thanks to Canada's "approved destination status" by the Chinese government in 2010, over half a million Chinese tourists visited Canada last year, and the number is expected to double by 2020.
2. **Chinese visitors are ready and willing to spend.** They are the second largest contributor of tourism dollars to the Canadian economy. China also uses **different payment systems**, like UnionPay. **59% of Chinese travellers to Canada say that UnionPay is necessary** - merchants will find it worthwhile to accept

this payment method.

3. They want to experience local culture.

Almost two-thirds of Chinese tourists come to Canada on their own and are ready to experience authentic culture - think food, history and activities.

4. They want to see the sights. They're here to see **Canada's beauty** – both urban and natural. In fact, “seeing beautiful sights” is the activity Chinese tourists are most looking for.

5. A little effort goes a long way. Attracting Chinese tourists takes more than just translating your website; it pays to **understand** and **connect** with potential visitors **before they arrive**. Upon their arrival, knowing even a couple of words of Chinese or having a tea pot and slippers in hotel rooms can make a difference for guests.

5 not enough?

Here's half a million reasons why you shouldn't ignore Chinese tourism



From the blog...

LAT helped YVR Airport go viral! [Click here](#) to read how.



温哥华国际机场

6月27日 10:08 来自 秒拍网页版

#港航遇上温哥华# 之【成龙遇上雷启明】随着@香港航空 首航温哥华进入倒计时，温哥华国际机场的总裁雷启明先生也是豁出去了，练搏击、搬大石甚至是拉飞机，就是为了能与功夫巨星@成龙 切磋一二！6月30号，记得来围观这场巅峰较量哦！ [秒拍视频](#)



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