

Connecting you with the Asia Pacific Market

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Hello...

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What is CITAP

Canadian Inbound Tourism – Asia Pacific

Not for profit organization established in 1997 by Receptive Tours Operators.

- **Vision:** to increase the business from the Asia Pacific market into Canada
- **Members:** close to 300 members from various sectors in the tourism industry from across Canada and the United States.



ASIA PACIFIC



- The world's fastest-growing outbound travel markets.
- The emerging markets: China, India, Malaysia, Thailand, Indonesia, Philippines and Vietnam.
- The developed economies: Japan, South Korea, Taiwan, Hong Kong, Singapore, Australia and New Zealand.

Why Asia Pacific

- Asia Pacific remains a leading growth market for world travel with a 5% rise in outbound trips so far this year despite the slowdown in the Chinese economy.*
- China shifted from Canada's sixth source of overseas travellers in 2010 to third in 2014** and soon could outpace UK in arrival.
- Chinese travellers spent an estimated \$920 million in Canada, making China Canada's second-largest market in terms of tourism expenditures.**

Sources:

* ITB World Travel Trends Report 2015/2016

** Destination Canada – Where we market Canada: China

HOW TO TAP INTO THIS MARKET?

Distribution channels to reach end consumer

SUPPLIERS →	RECEPTIVE →	OVERSEAS WHOLESALER/ INTERNATIONAL TOUR OPERATOR →	TRAVEL AGENT →	CONSUMERS
Hotels Attractions Transportations	CITAP members	In-market wholesaler	In market retail travel agencies	Visitors from China and other Asia Pacific markets



HOW TO TAP INTO THIS MARKET?

Pros and cons

- **Sell directly to end consumer:** bigger profit margin but expensive and high risk
- **Work with overseas travel agent, tour operator or wholesaler:** limited knowledge on the destination and the suppliers' products; not necessarily specialize in Canadian tourism suppliers' products
- **Work with receptive tour operator (RTO):** how to work with them as a supplier of our products.
 - **Expert:** specializing in Canadian tourism experiences and products
 - **Partner:** based in Canada and represents Canadian tourism suppliers' products to tour operators in international markets and looking for a long term partnership. They source, package, market, distribute and deliver the services of Canadian tourism products to provide a world class Canadian experience to international visitors
 - **Cost effective:** suppliers can have their products featured in thousands of brochures in countries all over the world at virtually no cost. This can eliminate the need for expensive sales missions to foreign countries and they reduce your financial risk

HOW TO TAP INTO THIS MARKET?

Different kind of RTOs

- **Global RTO** – Jonview
- **Regional RTOs**: only specialize in a certain region of Canada or certain segment of business like ‘education’ or may only focus on a certain market (region) only Korea
- **Integrated RTOs** like HIS Canada: parent company has Retail and Wholesale



HOW YOUR BUSINESS CAN ENGAGE AND BE SUCCESSFUL

As a supplier...

- Your products/experiences are export ready
 - Safe and professional operation
 - Have the ability to accept payment from overseas clients
 - Have the commitment to stay in international markets for a minimum of 3 yrs.
 - Have language capability to service an international clients
 - Have the willingness to adapt to the needs of overseas clients

HOW YOUR BUSINESS CAN ENGAGE AND BE SUCCESSFUL

Working with RTO – they are part of your sales force. They can be your first link to the overseas markets. In some cases they may be your **ONLY** link.



KEY POINTS FOR CONSIDERATION WHEN WORKING WITH RTOs

- Understand the roles played by receptive tour operators, tour operators, travel wholesalers, and retail travel agents
- Understand rack or retail pricing, agent commissions and wholesale net rates at each level.
- Be willing to provide contracted wholesale net rates to receptive tour operators.
- Provide detailed pricing and program information to receptive tour operators at least one year in advance of selling season
- Be prepared to set up billing arrangements with the receptive tour operator. RTOs will ask for credit terms.

SUPPLIERS' RTO STRATEGIES



- Long-term and strategic vs. short term and transactional.
- RTOs want to work with those that are committed to the market.
- Being a member of CITAP and participating in CITAP's events as well as tradeshow and making sales calls.

HOW CAN CITAP HELP YOU?

What is CITAP

Canadian Inbound Tour Operator for Asia Pacific

CITAP, non-profit organization established in 1997, is a united force with members from various market segments of the Hospitality Tourism Industry.

Growing from 10 pioneers to over 300 members in just a short period of time does mean something to us at CITAP – a genuine interest with sincere and devoted support in further developing Canada as the preferred destination for Asia Pacific travellers.

Who are CITAP members?

Close to 300 members from various sectors in the tourism industry from across Canada and the United States.

- Associations,
- Receptive Tour Operators
- Retail Travel Agencies
- DMOs, PMOs,
- Canadian and US Suppliers (accommodations, attractions, transportation etc.),
- Individual/Independent,
- Media



Benefits as Members

There are numerous advantages you gain by joining CITAP:

- Networking events
- Marketplace
- Asia Pacific market updates
- Member profile directory
- Seminars and workshops
- Advocacy
- Quarterly e-newsletter and e-updates





CITAP MISSION STATEMENT

Get connected. Stay connected

- If you want Asian Pacific customers there are numerous advantages you gain by joining CITAP and working with RTOs.
- I hope the presentation stimulates thought on how your business can engage and be successful with the Chinese market and other Asia Pacific markets.



QUESTIONS?

