
With the recruitment of a promoting agent in China, *Turisme de Catalunya* widens its international representation

The objective of Naiwang Chen Li is to increase the presence of Catalonia in this Asian country, considered to be one of the emerging tourist markets with the highest sending potential

Thursday, 1 September 2005.— Naiwang Chen Li will take charge of the tourist representation of Catalonia in China. The objective of this promoting agent is to position the Brand Catalonia among the leading European destinations for Chinese travellers.

This new international representation, located in Peking, must be added to the task carried out by the Catalan Tourist Promotion Centres in France, the United Kingdom, the Benelux, the Nordic countries and the eastern European countries.

Naiwang Chen Li holds a degree in Spanish from Peking University and has a diploma in External Trade from the EADA business school in Barcelona. She has further attended MBA courses at the Guanghua Business School at Peking University, and of History of Art at the University of London's Courtauld Institute of Art.

Since 1988 she has devoted herself professionally to the consultancy business for Spanish and Latin American companies specialising in the various industrial sectors, of the tourism and telecommunications for China. She has further collaborated in various business missions organised by the COPCA.

Some of the functions of Naiwang Chen Li are to organise, and to take part in, actions of promotion such as fairs and familiarisation trips for specialised tour operators in order to make the Catalan tourist attraction better known.

On the other hand, Chen Li will also be in charge of the elaboration of reports about the Chinese sending market with the aim of obtaining the best possible picture of the needs of this Asian market in order to adapt them to the Catalan offer. The initial work lines laid down are: to identify publications and webs available in Chinese containing information about Catalonia; to determine the public and private bodies that have relationships with Catalonia; to create a database to include tour operators, travel agents, specialised media, and so on; and to establish the priority tourist products demanded by Chinese tourists, and what Catalonia can offer in this sense.



***Turisme de Catalunya* in China**

In fact, given the interest shown by this Asian market, *Turisme de Catalunya* has for some time now been developing a special promotional activity in this country, including roadshows, press and familiarisation trips, the publication in Chinese of a work on tourism, and the creation of a website containing information about Catalonia specifically designed for the Chinese market.

In addition, *Turisme de Catalunya* has been travelling to China for the second consecutive summer, as a result of the joint promotion agreements with F.C. Barcelona football club. On the occasion of these trips, a number of presentations of the destination for the Chinese specialised press and operators took place.

A mention must also be made of the trip made by Ignasi de Delàs, the Head of *Turisme de Catalunya*, to China in October 2004, where he made contacts with tour operators and tourist authorities of that country, and of the participation of *Turisme de Catalunya*, for the first time, at the Guangzhou International Travel Fair, a fair specialising in travel issues that takes place in Canton.

Direct Flights

As part of the promotion that *Turisme de Catalunya* is carrying out in order to attract Chinese tourism, the launch of the first direct flights between this Asian country and Catalonia is a basic issue. These flights will doubtless favour the arrival of Chinese tourists to Catalonia. The Air Plus Comet airline inaugurated last July a weekly flight Barcelona-Shanghai and, in the autumn, the offer will be extended with a more regular frequency. Some Spanish companies have also shown their intention of launching, in the short term, direct links between China and Catalonia.

Some Figures about the Chinese Market

The more than one billion inhabitants of China conform a very attractive market in many senses, and in the tourist sense China will become one of the most important tourist sources of the world. According to figures from the World Tourism Organisation (WTO), in 2003 China became the leading sending market of Asia, with a total of 20.2 million trips abroad. In addition, the WTO expects that it will reach the 100 million mark by 2020.

The destinations most often visited by the Chinese are in the Asia Pacific region (Hong Kong, Macao, Thailand and Singapore), while Australia and New Zealand are destinations with growing popularity. As for Europe, Germany, France and the United Kingdom are the countries that, to date, are receiving the greatest number of Chinese tourists. The profile of the Chinese tourist is a professional or executive aged between 35 and 54, who travels for reasons of leisure, and his stay lasts approximately for 11 days, and stays in a 3-to-4-star hotel. The Chinese tourists come from the large cities that have a high income per capita, such as Peking, Shanghai, Tianjin and Zhejiang.