

CHINESE – SPANISH SEMINAR ON CULTURAL ECONOMICS RESEARCH

“CULTURAL POLICIES AND THE ECONOMIC IMPACT OF CULTURE”

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中国-西班牙文化政策研讨会---文化的经济影响

巴亚多利德大学/上海交通大学 西班牙巴亚多利德, 2017年7月11日-13日



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Chinese tourism in Spain: flows and futures

西班牙的中国旅游研究：流向及未来

Agenda

1. Some figures about chinese tourism
2. The Spanish plan
3. Flows and futures
4. New chinese tourists
5. Recommendations
6. Opportunities

1. 关于中国旅游的一些数据
2. 西班牙的计划
3. 流向及未来
4. 新型中国游客
5. 推荐
6. 机会



Some figures about chinese tourism

关于中国旅游的一些数据



128 M

OUTBOUND CHINESE TOURISTS

中国出境游客一亿两千八百万



SPEND \$USD 292 BILLION
OVERSEAS

海外消费292亿美元



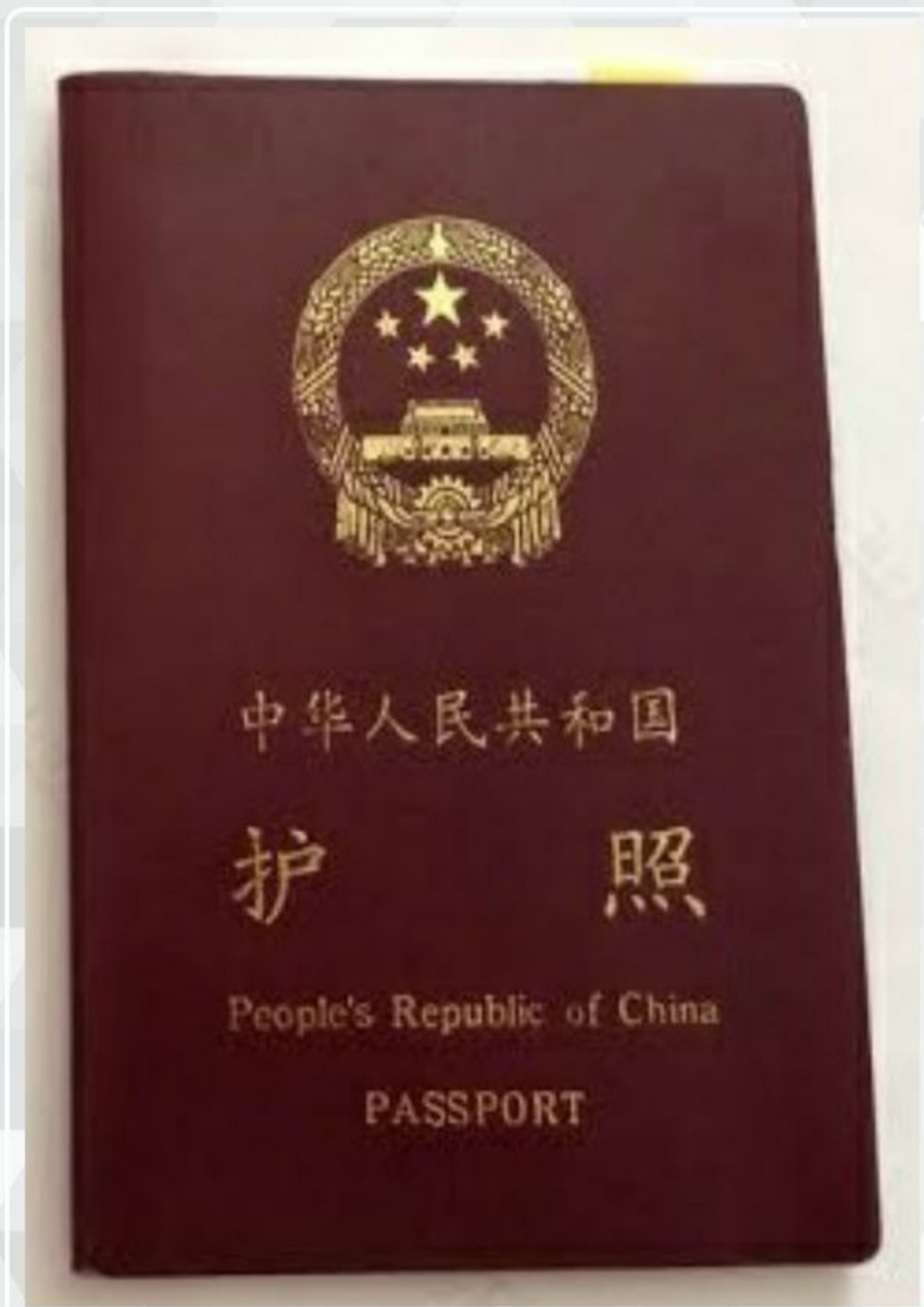
MAKE UP 29% OF TOTAL
GLOBAL LUXURY SPEND

占全球奢侈品消费总额



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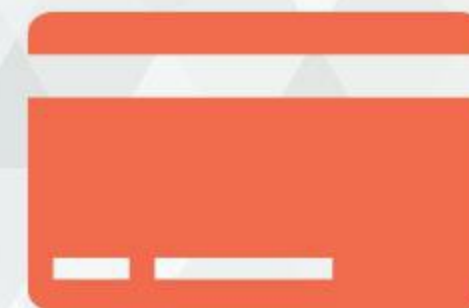
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Chinese tourists

中国旅客人

The Spanish Plan

西班牙的计划

1.000.000
Chinese tourists
visiting Spain
in 2020

2020年将有
一百万中国游客
前往西班牙旅游



The Spanish Chinese Tourism Plan 2012-2020

西班牙针对中国游客的计划 2012-2020



The Spanish Chinese Tourism Plan 2012-2020

西班牙针对中国游客的计划 2012-2020

Every year increase 100.000 chinese tourists visiting Spain

每年前往西班牙的中国游客增加10万



187.000



252.326

287.844

399.741






374.295

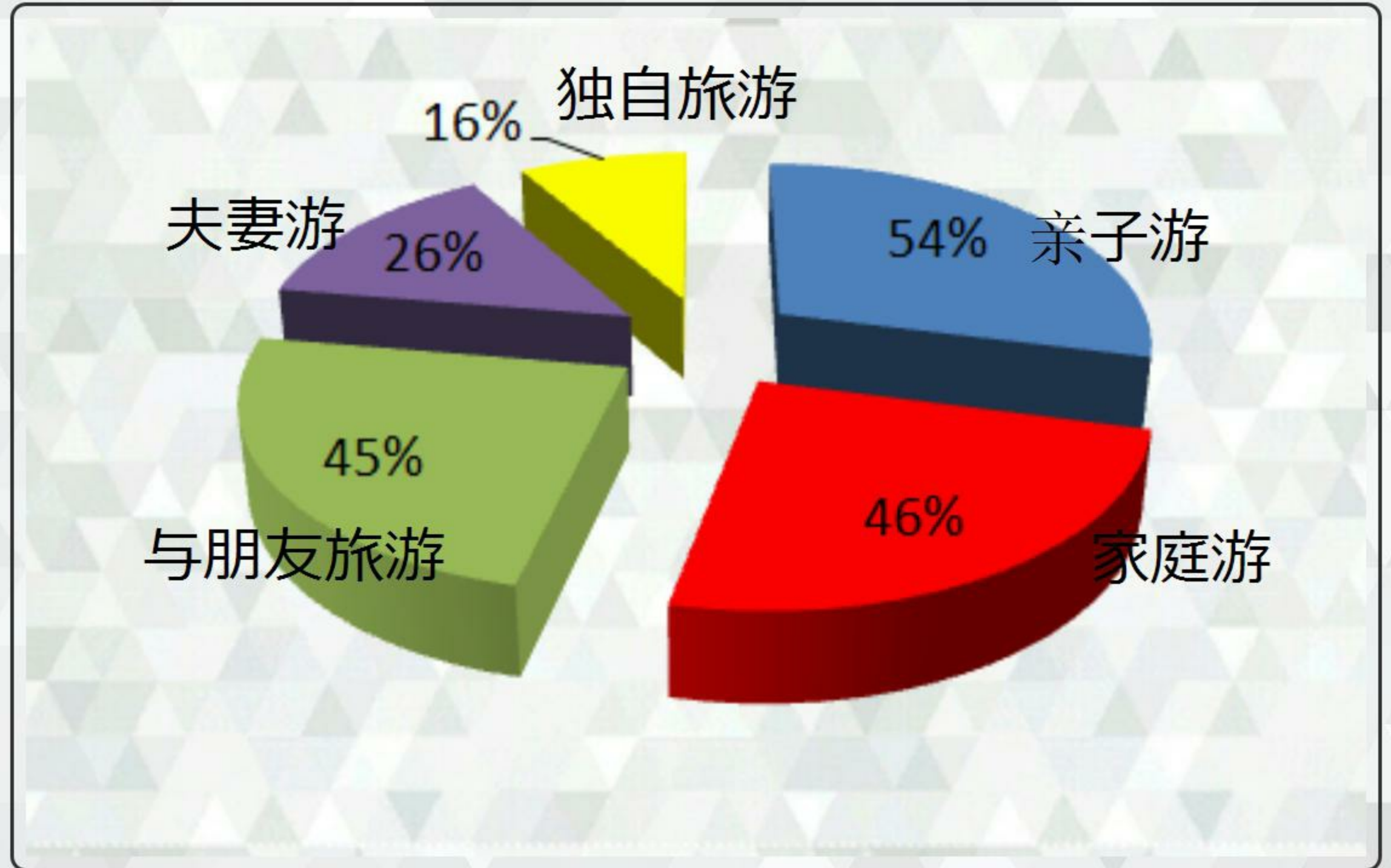
真实数据 2012-2016

The real figures 2012-2016

Who are they traveling with?

和谁去旅行?

-  % of people from China that travel in Couple / marriage with children
-  % of people from China that travel with family members
-  % of people from China that travel with friends
-  % of people from China that travel in Couple / marriage without children
-  % of people from China that travel alone



Where do they travel? / 他们旅游在那儿?



51% Barcelona / 巴塞罗纳
加泰罗尼亚



32% Madrid, Toledo, Segovia
马德里, 托莱多, 塞哥维亚



9% Andalucia 安达鲁西亚

Do they travel only to Spain?/ 他们只去西班牙吗？

Spain + 1 country
西班牙 + 1个国家

28%

Portugal / 葡萄牙
France / 法国
Italy / 意大利

20%

Spain + 2 countries
西班牙 + 2个国家

Only Spain / 西班牙

47%

Greece / 希腊
Great Britain / 英国

3,7%

Spain + 3 countries
西班牙 + 3个国家



1 COUNTRY: SPAIN, 9-10 DAYS

一国十天 / 西班牙



2 COUNTRIES, 11 DAYS / SPAIN-PORTUGAL & SPAIN FRANCE

两国十一天 / (西班牙, 葡萄牙) (西班牙, 法国)



三国十二天 <<西班牙, 葡萄牙, 法国>>

3 COUNTRIES, 12 DAYS "SPAIN, PORTUGAL, FRANCE"



...and in the future?

将来会怎么样?

New travel needs?
New types of chinese tourists?



有新的旅游需求吗?
有新型的中国游客吗?



Origin of new travel needs

旅游新需求的根源

Society
社会



Individualisation
reaches new stages
个人游达到新的台阶

Technology
科技



Digital culture
电子文化

Economy
经济



New consumption patterns
新消费模式

中国旅游需求从2017



New types of chinese tourists

新型中国游客

The adventurer / 冒险家



Young members of the emerging Chinese middle class.

They see themselves as part of a new travel elite.

Their ideological position can be described as 'chinopolitan'.



They are strongly influenced by Chinese patterns in their social behaviour and their values.

The adventurer travel needs 冒险家需求



New types of chinese tourists

新型中国游客

The cultural tourist (an expert) / 文化游客 (专家)

The Chinese cultural tourist seeks to to enrich their own knowledge.



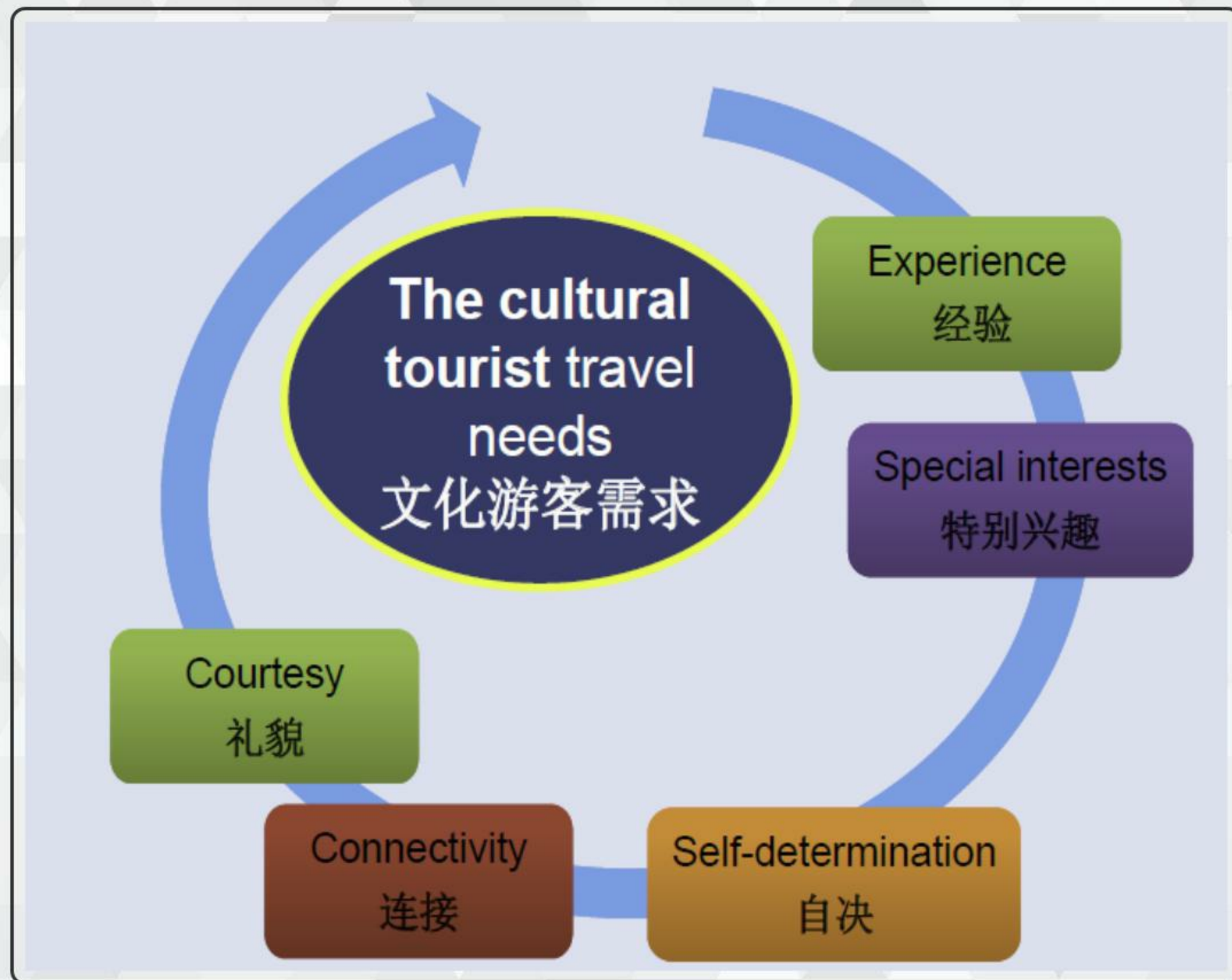
Many of them have already visited very quickly the known hotspots on a first trip,

On subsequent trips they wish to gain deeper insights into another culture.

They stay longer in some places, (destinations deliberately selected), that promise enrichment of a personal experience.

The cultural tourist travel needs

文化游客需求



New types of chinese tourists

新型中国游客

The dreamer / 梦想家



They are mostly young members of the middle class.

When they travel, they seek the fulfilment of a personal dream (they follow personal motives) even if this means risking a loss of prestige at home.

This type is a new generation of emancipated and globalised Chinese.

The dreamer travel needs

梦想家需求



New types of chinese tourists

新型中国游客

The seeker of relax / 放松的追求者



People who are complaining about pollution in China,

Members of the middle and up-per-middle class increasingly seek to escape on a trip to Europe specially to Spain because of the blue skies.



This type of tourists follow ideas of romanticism and well-being, for instance, river boat ride to enjoy the natural landscape, aromatherapy in a SPA or even a rural or beach holiday with the family.

The seeker of relax travel needs 放松的追求者需求



All of them have in common...

他们都有共同点



Self-Determination
自决



Connectivity
连接



Courtesy
礼貌



To attract Chinese tourists

为了吸引中国游客

We have to take into account

我们需要考虑

1. A young and independent Chinese tourist
年轻独立的中国游客
2. China's most "wealthy" citizens travel
中国最富裕公民旅游
3. They often travel with other family members
他们经常与家人一起出游
4. Security is a priority factor to choose a destination
安全是选择旅游目的地和首要因素
5. Shopping, gastronomy and sightseeing
购物，美食与观光



"To adapt"



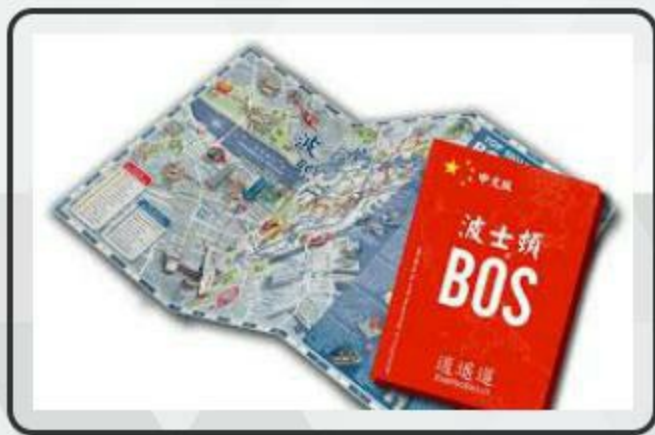
"A good start is half of the battle"

"适应"



好的开始，是成功的一半

Recommendations 推荐



Cities (maps, signpost...in chinese)

城市 (中文地图和标记)



Hotels (rooms, breakfast, kettles)

宾馆 (房间, 早餐, 电热水壶)



Communication, promotion and
new payment methods

通讯, 推广和付款新方式



Chinese credit cards

中国信用卡



Tourism industry

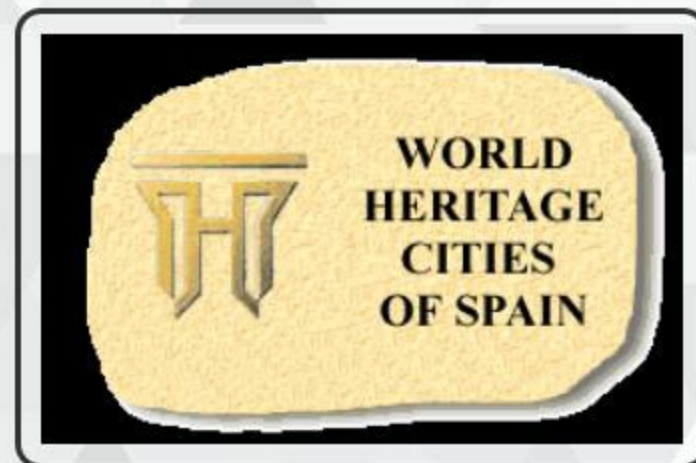
旅游业同行

Opportunities

机会



Spain is a heritage and cultural country
西班牙是一个遗产和文化的国家



The new Silk Road (One belt, one road)
OBOR 一带一路



2018 EU-China Tourism Year
2018 欧盟中国旅游年





THANK YOU 谢谢



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