



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

# HAC Presents: Hospitality For Chinese Guests Webinar

## President's Club Webinar

Presented by: Anthony Pollard, President HAC

DATE: February, 8, 2012

TIME: 11:00am

LOCATION: [Log in at: http://hotelassociation.adobeconnect.com/webinar1](http://hotelassociation.adobeconnect.com/webinar1)

The Canadian tourism industry continues to target the growing Chinese market following Canada officially receiving Approved Destination Status (ADS) from China in 2010.

Over the course of this decade China will become the second largest source of tourists after the United States. According to the World Travel Market Global Trends Report 2011, the continued growth in Chinese outbound and domestic travel will change the global hospitality industry forever. The report, produced in association with Euromonitor International, says that the Chinese will spend US\$57 billion on accommodation this year, third in the world behind the US and Germany. By 2015, the Chinese will be number two, with their spend up 17% to \$67 billion. This is an opportunity we as hoteliers need to be ready for.

Our Chinese guests have high hopes and expectations of Canada. We must, therefore, adopt the correct form of tact and diplomacy, and show ourselves to be most welcoming in our hospitality. In terms of succeeding in our relationships with the Chinese tourists, cultural sensitivity with regard to their needs and expectations plays a key role. Aside from having brochures, websites, menus and leaflets translated into Chinese, we must also take into consideration the customs in China, in organizing holiday or leisure activities, as well as in accommodating preferences in meals and in-room décor and amenities.

To find out more join HAC President, Tony Pollard, on February 8 when he'll be sharing his 2011 USA Today award winning report on "Hospitality for Chinese Guests" with HAC members.

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