




27 April 2018




OPPORTUNITIES IN EU-CHINA TOURISM

Best practices and case studies



Background

Established in 1996 by Joos Horsten (former VP International Janssen Pharma - part of Johnson & Johnson - and 'founding father' of the successful Xian-Janssen Joint Venture, the 1st pharma JV in China in the '80s)





Xi'an-Janssen

One of the very first and most succesfull pharmaceutical joint ventures in China



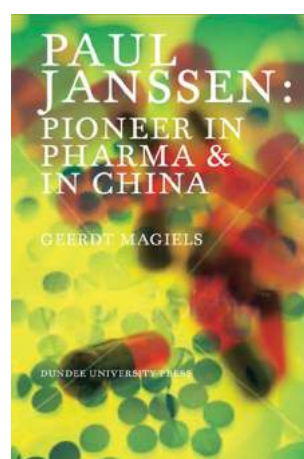
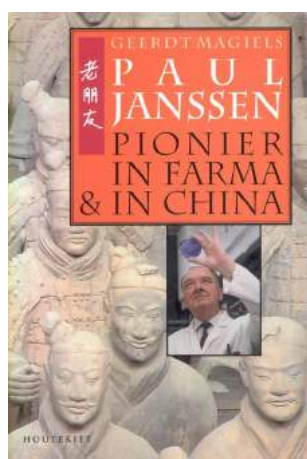
西安杨森
xian janssen



A PHARMACEUTICAL COMPANY
OF **Johnson-Johnson**



Book



Horsten International



- China consulting company
- All-round services to European Small & Medium-sized Enterprises in doing business in China
- Headquartered in Oud-Turnhout (Antwerp), Belgium
- Two 100% affiliates (in Hong Kong and Xi'an)
- Family-owned with 12 employees
- 100% focus on China


BART HORSTEN


WIM HORSTEN


TOM HORSTEN


JEFFREY WOUTERS


TIMOTHY DRIESEN


CHEN MENG


LIAN MENGJUN


WANG KIU MEI


YU LIANGXU


SHEN JIE


CHENG WENBING


CHEN YAN




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International
豪斯顿国际有限公司



**BELGIAN-CHINESE
CHAMBER OF COMMERCE**
比中经贸委员会



Project References



The collage includes logos for numerous companies and organizations, such as:

- erie water treatment
- biobeT SUSTAINABLE CROP MANAGEMENT
- Beaulieu International Group
- vanbavel
- Soudal
- RainSoft
- XIAN CHIHO
- BeoCare Innovation in Healthcare
- ResiGrass
- TRIBU the air of rescue
- DATWYLER
- OTN Systems
- terbeke driven by the zeal for your everyday meal
- BROUWLAND
- DINOL
- Trislot
- SPAS light up your life
- Profit
- KROKO
- CARTUS
- CONWED GLOBAL NETTING SOLUTIONS
- OptiPure
- frigologix
- green seed
- MYCHINAWEB INCREASE YOUR ONLINE VISIBILITY IN CHINA
- domo The Strength of Chemicals.
- LAMBERS - SEGHERS ANIMAL FEED PRODUCER
- DENTA
- Belkonn BISCUITS SINCE 1940
- ADT
- Glacio ice cream specialties
- NORRIQ Your Business - Simplified
- demopack
- FLORALIA BRUSSELS
- DA DA
- ProCepT Processing Concept
- Vemedica CONSUMER HEALTH
- GOODWILL A Brand of International Insurance
- HEYI BELGIUM
- Corsendonk Hotels & Clubs

www.horsten.be

Trends

- Group travelling is still taking the biggest share of travellers, with individual or small groups increasing in importance
- Second Wave travelers more open to suggestions, but also more confident and demanding than ever
- The generation of the one-child policy are gradually approaching the age for travelling to Europe.



Traveling as Part of a Group Is No Longer the Norm for Chinese Tourists



The Majority of Chinese Travelers Plan to Travel Independently on Their Next Trip



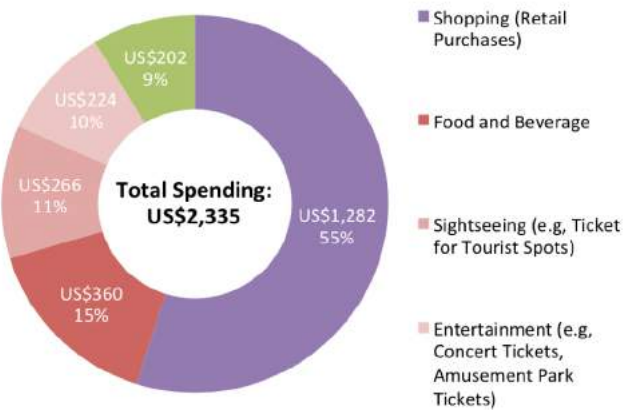
Chinese Outbound Tourists— More Diverse, More Sophisticated

- The growing desire for authentic country-specific cultural experiences, but also physical activity, entertainment, recreation and family happiness
- Chinese outbound tourists have evolved into experienced and sophisticated travelers

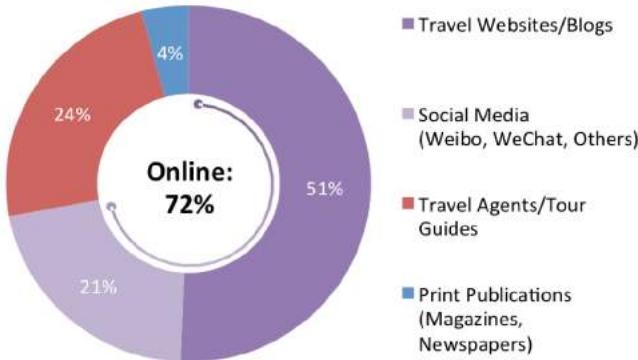


Source: Tui Think Tank – Z_punkt The Foresight Company

Chinese Tourists Spend the Most on Retail
Purchases, but Experiences During the Trip Also
Matter



Chinese Tourists Plan Their Trips
With Online Resources



Case Studies



Case Studies




Hotel group from Belgium



Inbound Destination Management Company




Annual Flower Show in Brussels




Corsendonk
Hotels & Clubs

6 locations:

1. Priorij Corsendonk Oud-Turnhout
2. Corsendonk Viane Turnhout
3. Corsendonk de Linde Retie
4. Corsendonk Duinse Polders Blankenberge
5. Corsendonk Sol Cress Spa
6. Corsendonk Hooge Heyde Lichtaart









Corsendonk
Hotels & Clubs



OFFLINE Communication

- Liaison and communication with Chinese partners and stakeholders
- Adaptation of the foreign operator to the wishes of the Chinese tourists



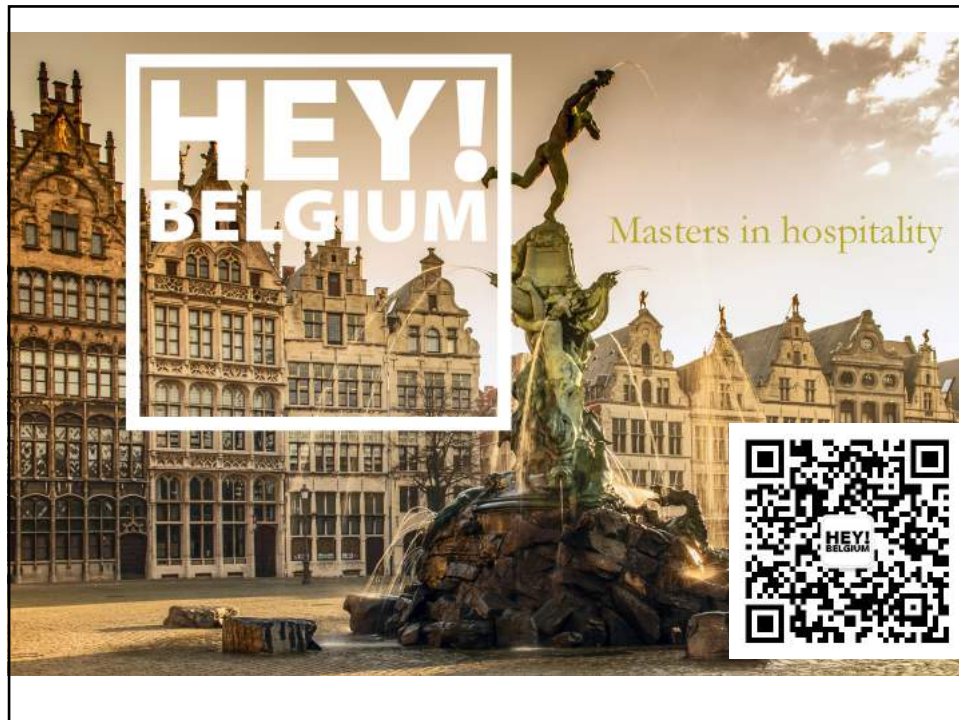
ONLINE Communication

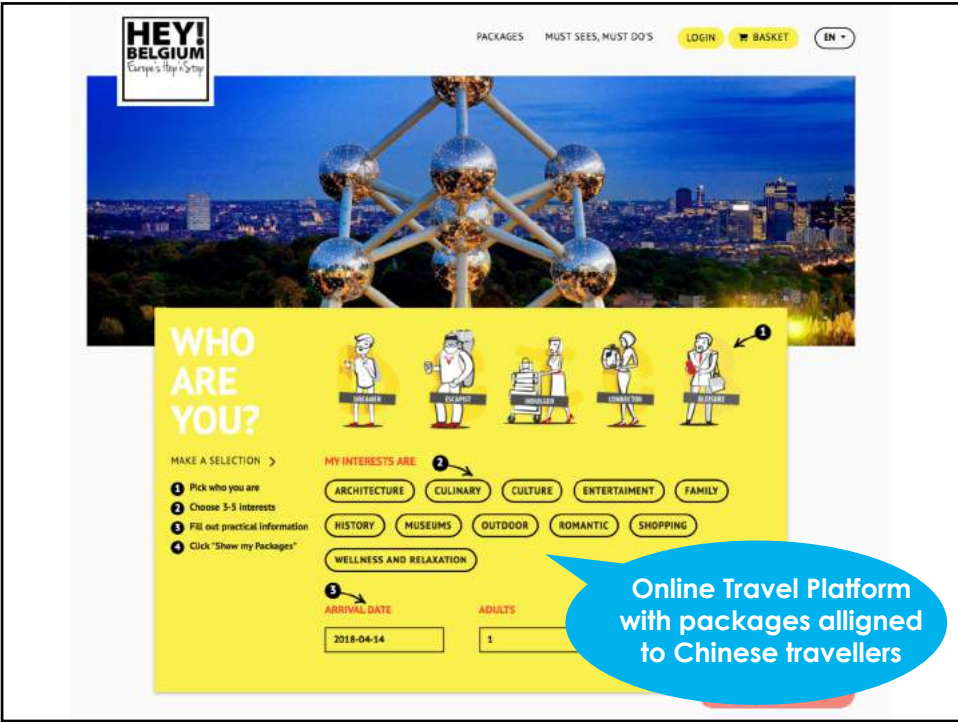
- Social media: WeChat Official Account
- Chinese website

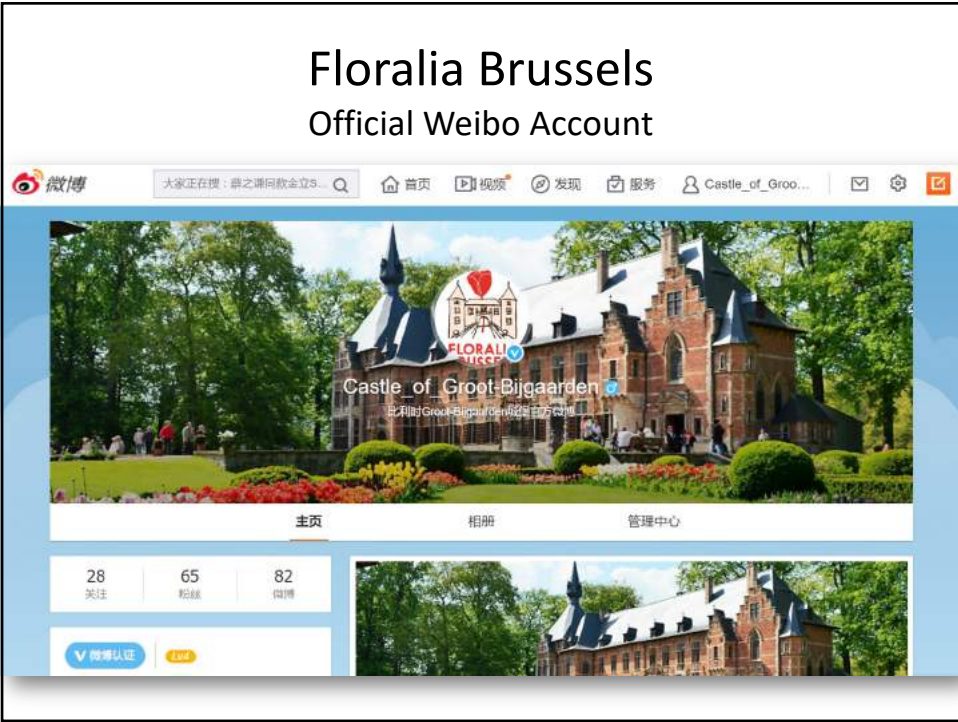


Corsendonk hotels
Wechat account









Best practices

- Before a trip:
 - be 'visible' in Chinese internet or social media
- During a trip: make it easy for visitors to...
 - ... stay in your hotel, to shop in your store
 - ... share info about you online
- After a trip:
 - leverage good reviews
 - trade opportunities



Recommendations for European Suppliers

- Be prepared to spend time to set up a collaboration with Chinese partners
- Start small, learn and invests wisely
- Find a niche
- Include contemporary elements in offerings
- Combine authenticity with convenience





The top section of the business card features three distinct images. On the left, a row of various national flags flies against a blue sky. In the center, a traditional red Chinese junk boat with two sails is on the water, with a modern city skyline in the background. On the right, a man in a white shirt and tie and a woman in a black blazer are standing and talking in a modern office setting.

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