



## UNWTO Commission for Africa

High-level Meeting on Chinese Outbound  
Tourism to Africa  
Addis Ababa, Ethiopia  
Date: **20 April 2017**

Concept Note & Provisional Prog.  
Madrid, March 2017  
Original: English

**High-level Meeting on Chinese Outbound Tourism to Africa**  
**Addis Ababa, 20th April 2017**  
**Concept Note, Prov.Prog & Technical note**

### Background

Being endowed with unique and abundant natural and cultural attractions, tourism is a strong driver of development in Africa, creating opportunities for millions of host communities and providing revenues for environmental preservation.

Demand for international tourism to African destinations has indeed more than doubled since 2000, growing at an average growth rate of 5% a year, despite various challenges. Africa welcomed an estimated 58 million international overnight visitors in 2016, up from 26 million in 2000, while international tourism receipts amounted to US\$ 33 billion in 2015 (2016 data due in May), up from US\$ 10 billion in 2000. Africa’s share in the world, however, is still modest, accounting for just 5% of all international tourism arrivals and for 3% of tourism receipts.

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In the past two decades, Asia and the Pacific has been the fastest growing source region for outbound travel in the world in both relative and absolute terms. Arrivals to Africa traditionally are originated within the region and from Europe as a result of historical ties and linguistic affiliation. Tourist arrivals from Asia and the Pacific to African destinations have been on the rise though, reaching 2.3 million in 2015, corresponding to over 4% of all arrivals, up from just below 3% in 2000.

China in particular represents a major source for further growth. The country continues to lead global outbound travel, and has become the world largest outbound market in 2012 after recording double digit growth in expenditure every year since 2004. Expenditure increased to US\$ 292 billion in 2015 from just US\$ 13 billion in 2000, while the number of outbound travellers rose to 135 million in 2016, up from 10 million in 2000.

At the same time, China has become a major investor in the African continent, contributing to infrastructure development and reshaping the economic landscape. China's surging trade and investment into Africa over the last two decades, though slowing recently, underpins much of the contemporary interest in its engagement with the continent. While trade is still dominated by Chinese exports of finished products and its imports of African resources, the investment picture in some countries is beginning to reflect Chinese foreign direction investment (FDI) into transport infrastructure, manufacturing, media, property, services and now tourism. Against this backdrop, it is important to explore how African destinations can more effectively tap into the opportunities arising from the fast-growing Chinese tourism outbound market. In order to seize its full tourism potential, the need to better understand the Chinese tourist profile and motivations becomes key, as well as how can African destinations create attractive products and services for the Chinese visitors and promote them accordingly. This should be accompanied in parallel by policies and actions aiming at addressing essential issues such as infrastructure development, connectivity, image building and safety and security in the region.

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## Aim of the High-level Meeting

The High-level Meeting on Chinese Outbound Tourism to Africa aims to:

- Analyse the situation of Africa's tourism sector, its current trends, opportunities and challenges
  - Improve the knowledge on Chinese outbound travel trends and characteristics of Chinese outbound travel in general and to Africa in particular
  - Exchange national experiences on tourism product development and marketing strategies, with focus on the Chinese market
  - Create synergies among African countries towards greater cooperation in the promotion and positioning of Africa as a destination
  - Highlight the demands and needs of the Chinese market as opposed to the main traditional market of African destinations and share the experiences of what the African destinations are doing to meet the expectations of this emerging market.
- Improve knowledge on how to provide a business-friendly environment to attract more tourism investment and business opportunities from China.

## Areas of discussion

- Chinese outbound travel background (role of travel agencies and tour operators)
- Understanding the Chinese consumers (consumer class, millennial traveller)
- Product development, marketing and promotion
- Branding, image building and crisis management
- Travel facilitation (Approved Destination Status (ADS) programme and visas)
- Access and air connectivity to Africa and between African countries

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## Audience

- The conference is aimed at African governments and tourism boards as primary audience along with respective Government counterparts
- Secondary and indirect audience is comprised of Chinese tourism and investment organizations, tour operators, academia, international donors and private sector that have an interest in the development of the region and the strengthening of relations between China and African destinations.

## Format

- The High Level meeting aims to bring together a number of African governments to discuss and strengthen the understanding of the dynamics of the Chinese outbound market and African destinations and provide guidance for policies and strategies to African Member States, Chinese stakeholders and African businesses
- The High Level meeting aims to be practical, informative and participative. The emphasis is on learning from experts and from each other
- Presentations from global experts will be complemented by experiences of industry stakeholders from African countries
- The High Level meeting will aim to achieve a balance between insights from destination managers (e.g. NTAs and NTOs) and tourism trade representatives (e.g. tour operators and airlines).

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## PROVISIONAL PROGRAMME

**Thursday, 20 April 2017**

**High-level Meeting on Chinese Outbound Tourism to Africa** (*Venue: Hotel Sheraton Addis Ababa*)

**09:00-10:00**

Registration of Participants

**10:00-10:40**

**Opening of the High-level Meeting**

- Mr. Hongtao WEI, Vice Chairman of CNTA
- Mr. Taleb Rifai, UNWTO Secretary-General
- H.E. Mrs. Hirut Woldemariam, Minister of Culture and Tourism of Ethiopia

**10:40-11:00**

Presentations :

- Mr. John Kester, UNWTO Director, Tourism Market Trends
- Mr. Tang YuanYuan, Vice President, Ivy Alliance Tourism Consulting

**11:00-12:30**

**1<sup>st</sup> Panel Session:**

**Harnessing Chinese outbound market- Opportunities and challenges for sustainable tourism development in Africa**

**Moderator: Ms.Anita Mendiratta, , Founder & Managing Director, CACHET Consulting**

**Panellists:**

- H.E. Walter Mzembe, Minister of Tourism and Hospitality Industry, Zimbabwe
- H.E. Hirut Woldemariam, Minister of Culture and Tourism of Ethiopia

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- Mr Victor Tharage Director-General, , Minister of Tourism, South Africa
- Mr. Mohamed Alami Hassani, Chief of the Cooperation Division, Ministry of tourism, Morocco
- Mr. Bai Xue,Vice, GM of Beijing Global Tour International Travel Service Co.Ltd
- Mrs. Elizabeth Onunga, Area Manager, North East Africa, Kenya Airways
- Mr. Tony Sze Senior Consultant of Chimelong Group

12:30-14:00

Lunch offered by host country

14:00-14:10

Presentation:

- Mr. Boubacar Djibo,Director, Air Transport Bureau, International Civil Aviation Organization (ICAO)
- Mr. Jerome Leroux, Director, Greater ChinaVice-President, Asia-Pacific, AVIAREPS

14:10-15:45

**2<sup>nd</sup> Panel Session:**

**Skills development, cooperation and investment**

**Moderator: Dr. Salifou Siddo, CEO, SME, Trade Links**

**Panellists:**

- H.E. Najib Balala, Cabinet Secretary for Tourism, Kenya
- Mr. Tewolde GebreMariam, CEO Ethiopian Airlines
- Mrs. Anne Lafortune, Principal Secretary for Tourism, Seychelles
- Dr. Wang Xinjun, CEO Ivy Alliance Tourism Consulting
- Mr. Jerome Leroux, Director, Greater ChinaVice-President, Asia-Pacific, AVIAREPS
- Mr. Boubacar Djibo,Director, Air Transport Bureau, International Civil Aviation Organization (ICAO)

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**15:45 -16:00**

Closing Remarks by Mr. Zhu, UNWTO Executive Director Technical Cooperation and services

**16:00 -17:00**

Refreshments offered by AVIAREPS, UNWTO Affiliate member

*Evening Free*

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Technical Note

High-level Meeting on Chinese Outbound Tourism to Africa

Basic Information

Title	High-level Meeting on Chinese Outbound Tourism to Africa					
Event	Conference	Country	Ethiopia	Department Lead	Regional Programme for Africa (RPAF)	
				Associated	Regional Program for Asia and the Pacific (RPAP), Tourism Market Trends (TMT)	
				Departments		
Completion Year	April 2017					

Associate  
Activity/Task

59th Regional Commission for Africa





## Development Objective & Expected Intermediate Outcome

The objective of this High Level Meeting on Chinese Outbound Tourism to Africa is to strengthen the understanding of the inter-related dynamics upon China's source market and African destinations and provide guidance for Government policy to African Member States, Chinese officials and the private sector.

Intermediate Outcome(s)	Indicator(s)
(i) Private and public financing informed	Existing initiatives/operations informed, Government expenditure informed Private sector expenditure informed
(ii) Policy/strategy informed	Government policy/strategy informed, UNWTO strategy informed,
(iii) Knowledge deepened	Facilitated exchange of best practice w/ member states, Facilitated exchange of best practice w/ partners, Disseminated best practices



## Audience

Primary Audience	Explanation
<b>AFRICAN GOVERNMENTS</b> <b>PRIVATE SECTOR</b> <b>CHINESE OFFICIALS</b> <b>CHINESE TOUR OPERATORS</b> <b>ACADEMIA</b> <b>UNWTO</b>	African governments are the primary audience along with respective Government counterparts. Secondary and indirect audience is comprised of Chinese tourism and investment organizations, tour operators, academia, international donors and private sector.

## Strategic Relevance

This activity initially follows on the study done by UNWTO in 2010 entitled “Study on Chinese Outbound Travel to Africa” which was a well-researched publication with the most up-to-date information and data about Chinese tourists who go to Africa, why they do so and how Africa can capitalise on the growing Chinese travel market. In a context where there has been an increasing level of Chinese investments in the past decade, the steady emergence of tourism opportunities and infrastructure-related potential between China and Africa has led to the organization of a continent-wide technical and political workshop. The 59<sup>th</sup> Regional Commission for Africa therefore serves as the ideal platform for discussing the growth of the Chinese market in the Africa region as the meeting brings together tourism stakeholders from both the public and the private sector.

This activity also supports the new approach taken this year during the 8<sup>th</sup> edition of INVESTOUR (19 Feb. 2017) with the invitation of a large delegation headed by the Chairman of the China Chamber of Tourism and its presentation on the opportunities that African destinations represent for Chinese travelers. The presentation



addressed how countries in the region could target their approach to increase tourism investments from China, facilitate entry and customize solutions to attract a higher number of Chinese tourists.

### Summary Task Description and themes for round tables

**Challenges and Rationale:** Despite being endowed with unique abundant natural and cultural attractions, Africa accounts for only 5% of the proceeds of international tourism while other regions enjoy their fair share. To be able to receive its fair share of the Chinese market, African destinations need to understand this market, know how to provide the right hospitality and how to create attractive products and services for the Chinese visitors and promote them accordingly:

- (i) **General overview - appeal and challenges.** Overview of Africa's tourism sector, current trends, opportunities and challenges. Projections and innovative solutions to promote the continent.
- (ii) **Improve the Knowledge.** (a) Understand the concept of Approved Destination Status (ADS) and showcase the trends and characteristics of Chinese outbound travel in general and to Africa in particular; (b) Get a better understanding of regions in China generating the highest number of outbound tourists; (c) Understand the different levels of demands of Chinese consumers.
- (iii) **Marketing and product strategies** – (a) Importance of travel product diversification, communication and marketing strategies to disseminate the knowledge on Africa appearing on the Chinese market; (b) Image of Africa in China: the Emerging Role of Chinese Social Media (c) Highlight potential innovative products that could satisfy different levels of demands of Chinese consumers; (d) Provide examples of successful marketing strategies implemented in Africa (Case studies of Zimbabwe, South Africa, Seychelles and Kenya)
- (iv) **Policy regulations** – Visa regimes (simplification and eVisa) and Incentives: how governments can facilitate the access to destinations
- (v) **Investment on the ground – Tourism infrastructure.** Focus on China-Africa Fund, as one of the principal instruments of promotion of Chinese investments – their new focus on tourism investments, especially in Africa – example of future investment in Cabo Verde (<https://goo.gl/iHbL8>)

**Objective:** the objective is to strengthen the understanding of the inter-related dynamics upon China's source market and African destinations and provide guidance for Government policy to African Member States, Chinese officials and the private sector.