

Des touristes Chinois en Isère, OUI, c'est possible.

Marc Meynardi





Marc Meynardi Intl.

- Métier : établir des relations d'affaires solides et profitables entre PME françaises et chinoises
- Secteurs d'activité : Tourisme et industrie
- Type d'activité : mise en place de stratégies de développement commercial du marché touristique chinois, accompagnement de professionnels du tourisme en Chine, adaptation de l'offre, formation, traduction / référencement de sites internet, traduction de documents,...
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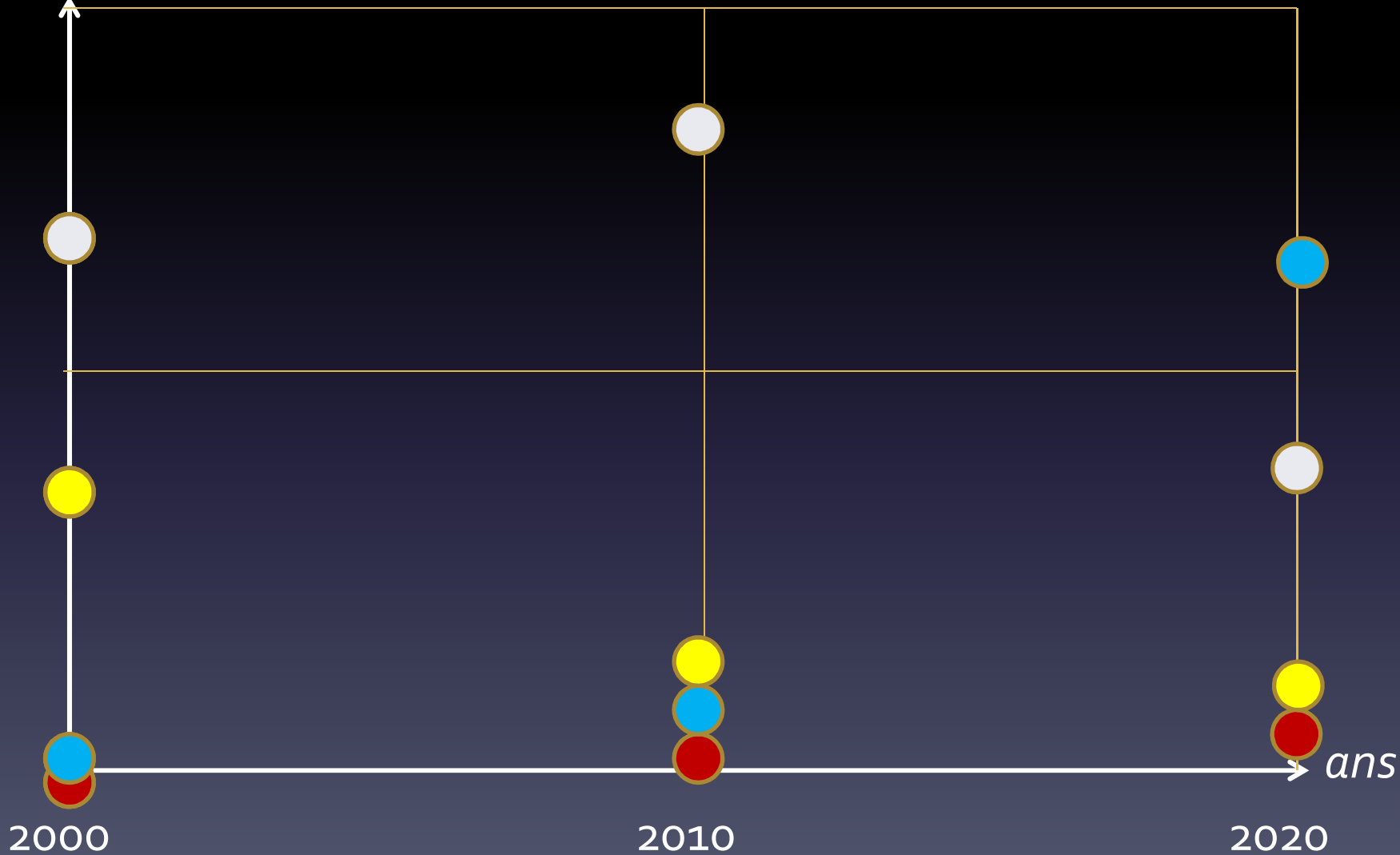
Riches : + 34 000

Valeur : 6-16 000 USD

Moyen : 16 - 34 000 USD

Pauvres : - 6 000 USD

% foyers





12 milliardaires



122 milliardaires

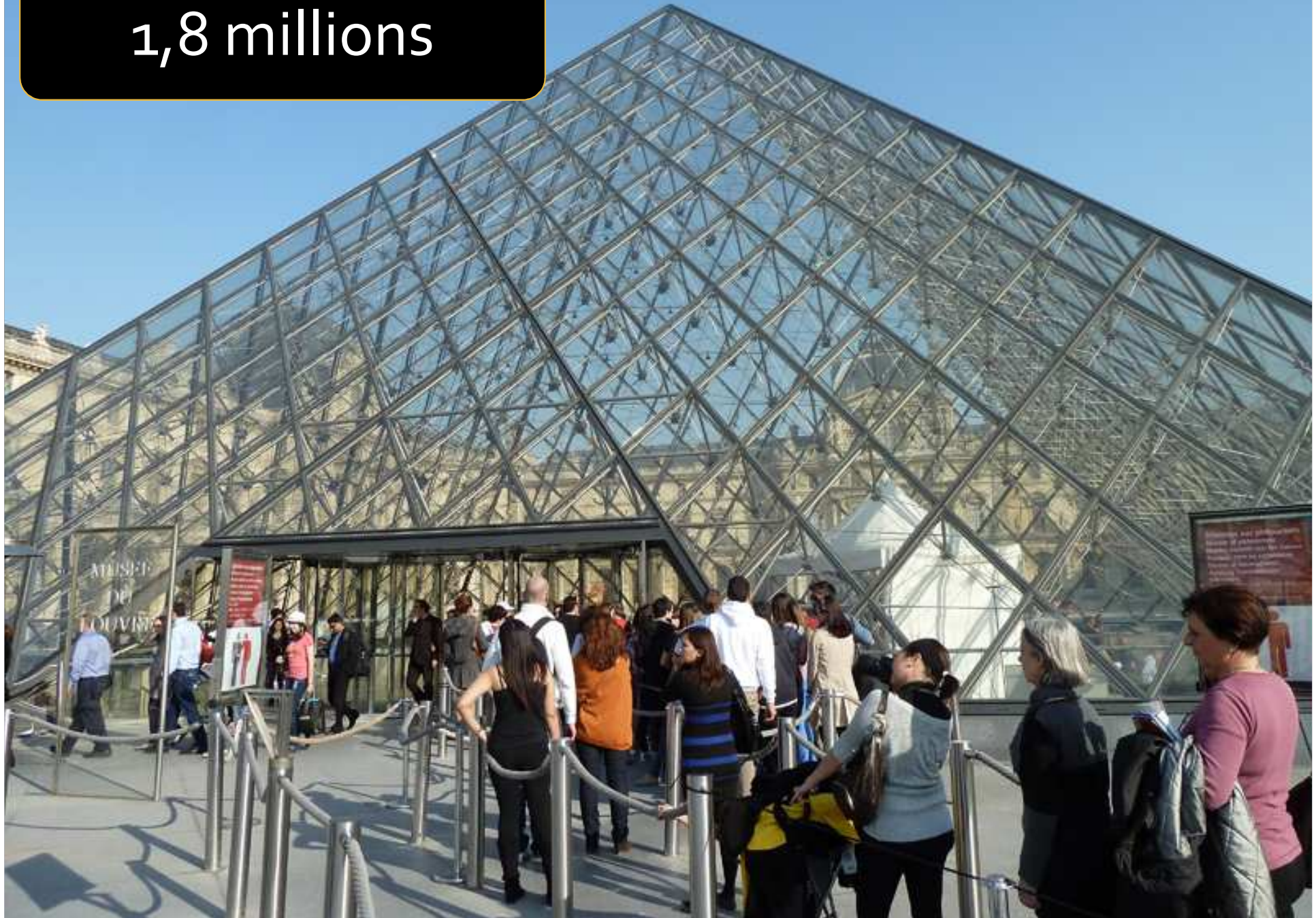


Loisirs : nouvelles tendances





1,8 millions




Qui



Qui



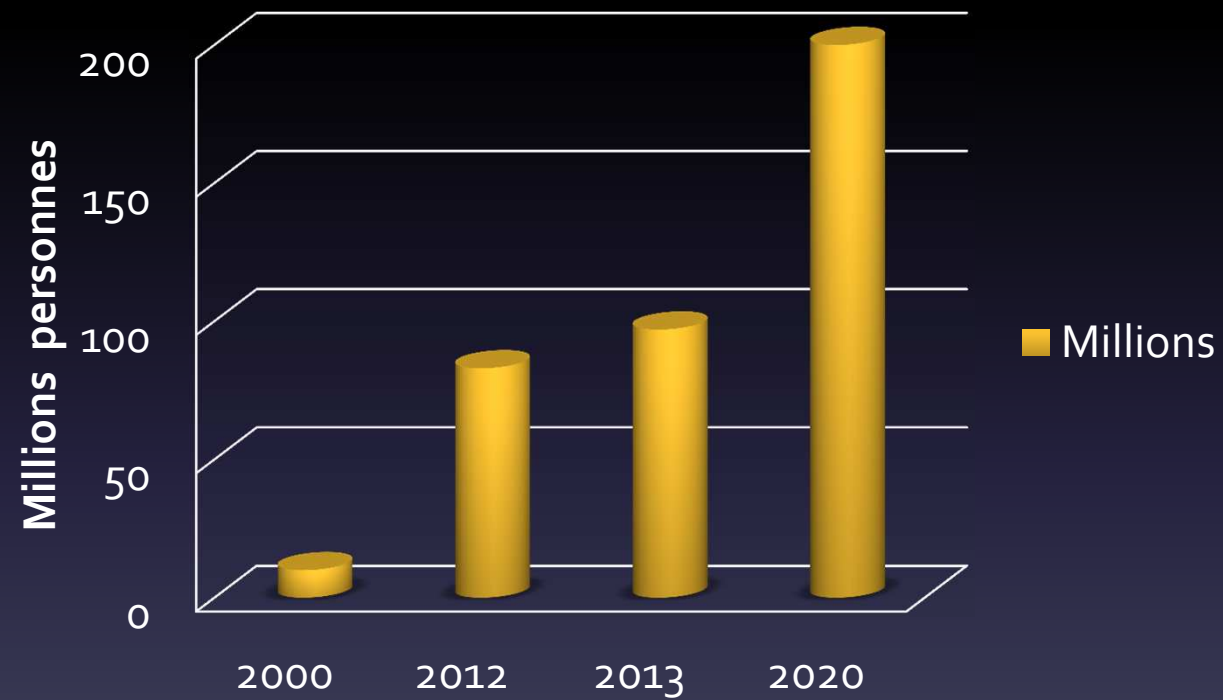
Budget voyage FR en €



Revenu annuel /foyer	<ul style="list-style-type: none">• 24000 mini• 48000 maxi
Budget voyage	<ul style="list-style-type: none">• 5300 mini• 8300 maxi
Dépenses additionnelles /budget	<ul style="list-style-type: none">• 30% mini• 50% maxi

Combien

Voyageurs internationaux chinois



Source OMT

Pourquoi



Comment

How Map Apps Direct Chinese Tourist Behavior



Comment

**Beyond the Bus: Chinese Tourists
Control Itinerary With Car
Rentals**



La concurrence mondiale

Los Angeles
opens its second
Chinese tourism
office in
Shanghai

To
d'
s'a

Shanghai firm buys New Zealand resort as Chinese tourism booms



From www.reuters.com - November 9, 2013
8:29 AM

" WELLINGTON (Reuters) - Tourists from China have been flooding into New Zealand and now a Shanghai-based property developer has bought an upmarket resort and plans a major upgrade to attract wealthy Chinese..."

Tourism: 'Get married in Greece', new Athens campaign



Vietnam builds multiple casinos to attract Chinese tourists



From www.wantchinatimes.com - February 18, 5:44 PM

Switzerland Hires Chinese Ski Instructors in Bid to Appeal to Chinese



From www.travelerstoday.com - January 12, 9:56 AM

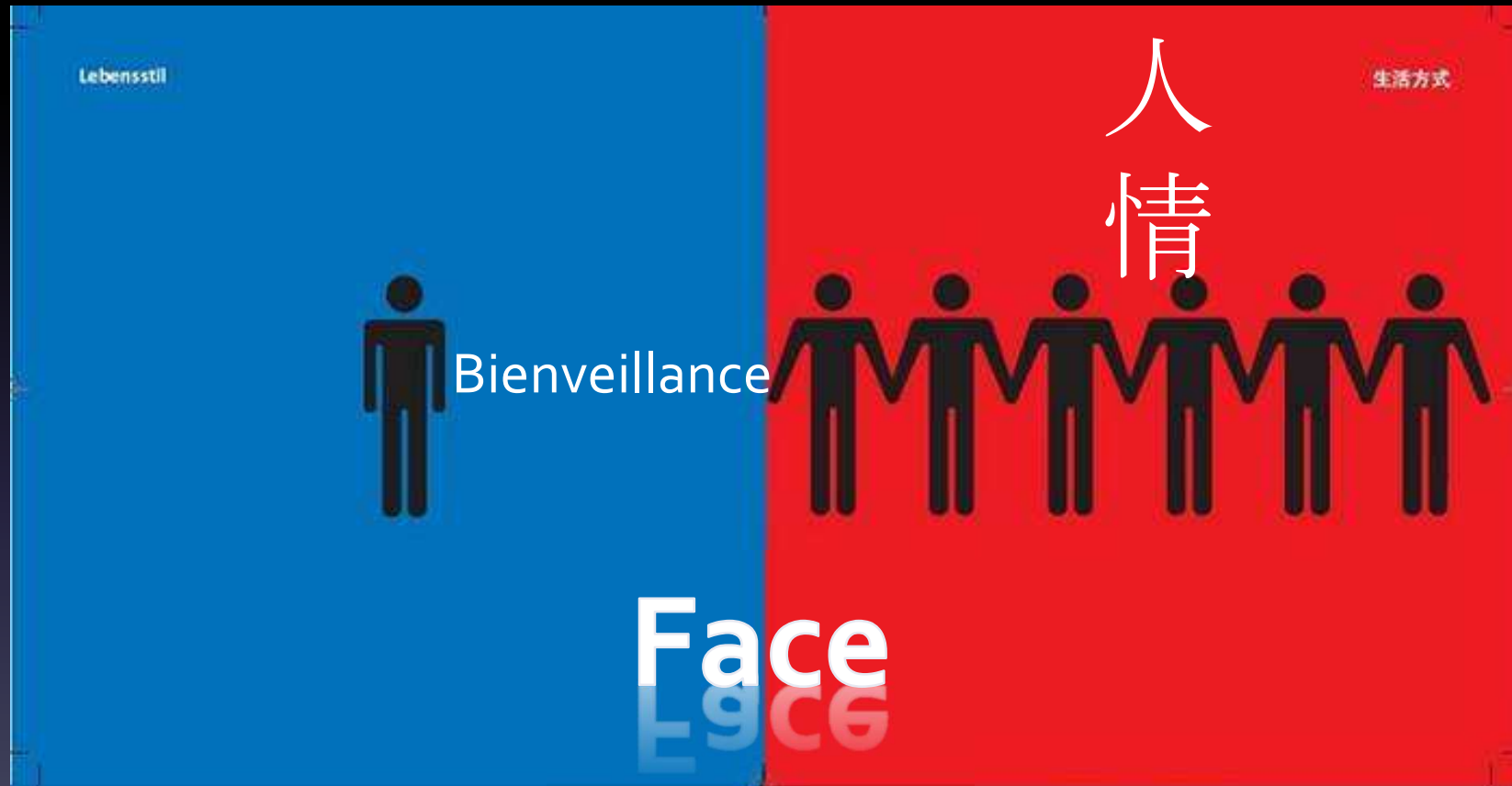
"Switzerland has started hiring Chinese ski instructors in a bid to make the slopes more tempting to Chinese tourists."

Chinese tourists spent US\$110bn overseas in 2013

Staff Reporter | 2014-02-06 | 10:45 (GMT+8) | GlobalNe.ws



Prérequis



Adaptations

Drei Mahlzeiten



三餐



Adaptations chambre



Développer la clientèle chinoise :

Etude Ski Canada



Intérêt élevé : 150

Intérêts moyen : 150

Intérêt faible : 200

Clef 1



Baidu 百度

Google

 新浪微博
weibo.com

twitter

Adaptation Message et communication

Clef 2



Clef 3

Action groupée

