

Austria and the China Outbound Tourism Market: A safe bet

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Heide/Germany Winds of change are blowing in Austria and they do not necessarily come from the Alp Mountains but from the Far East. The Chinese outbound tourism market recent developments have not gone unnoticed for the Austrian tourism which is responding with more direct flights, better Visa application processes and further measures to benefit from the n°1 international tourism source market.

Austria is the fifth European destination for Chinese tourists. And these are relatively young (35-55 years old), rich and highly sophisticated. They have “learned” how to travel abroad and are more “language & travel-booking” independent than just five years ago. As a result, emerging niches and a more segmented market has to be faced by the tourism industry.

However, are service providers ready to satisfactory welcome Chinese tourists?

Being repeat and more experienced travelers means neither behaving like other international tourists nor wanting to be treated as such. On the contrary customer care differentiation is vital and cultural aspects cannot be underestimated when welcoming Chinese travelers. In fact and as a matter of respect & prestige Chinese expect to be treated as Chinese and, at the same time, receive exclusivity and high-end services.

This is a very challenging scenario but China, as second-biggest tourism spender in Austria, has every right to be taken into consideration. Burstein Global Travel did so and works in partnership with COTRI China Outbound Tourism Research Institute (www.china-outbound.com), the leading independent research institute for Chinese Outbound Tourism worldwide. Burstein Global Travel has become part of COTRI's Country Partners network, which includes more than 20 partners and covers more than 50 countries, to provide customized Consulting, Training, Research and other China-centric services in Austria. Burstein Global Travel is a Vienna based travel agency, tour operator and incoming services company, that also offers consulting, training, research and other China-centric services in Austria. From the very beginning Burstein Global Travel had put its focus on travelers from Asia, especially from Thailand and China. Further information about Burstein Global Travel on its website: <http://www.burstein.at/>.

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