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Woodbridge, ON
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July 4, 2017

MEMORANDUM

To: CSC Member Organizations and respective members
From: Paul Pinchbeck, President and CEO, Canadian Ski Council
Re: 2017 Trip to China

Introduction

China represents an important and growing market for the ski and tourism industry in Canada. Indeed, China is now the #2 source of international visitors to British Columbia and the #4 source of international visitors to Canada. Moreover, the Chinese ski industry has been growing rapidly in recent years, and Beijing will be hosting the 2022 Winter Olympic Games.

In light of these developments, the CSC has been approached to coordinate a greater understanding of Chinese tourism opportunities and the Chinese ski market in specifics. At this juncture, we believe that it would be timely to organize a second industry-level trip to China in conjunction with the World Winter Sports Expo (<http://www.wwse2022.com>) in Beijing. This event will run from September 7, 2017 to September 11, 2017.

Objectives

The primary objectives of the CSC Trip to China are as follows:

1. To create opportunities for member organizations and respective members to do business with China.
2. To facilitate growth in Chinese tourist arrivals and Chinese destination skier visits to Canada.
3. To establish mutually beneficial relationships between the Canadian & Chinese ski industries.
4. To expand our knowledge of resort development, by studying the Chinese resort industry.

Itinerary

- ☐ **Dates:** September 4 to 14, 2017.
- ☐ **Region:** Beijing-Zhanjaikou-Chongli region of China.
- ☐ **Draft Agenda:**
 - **Monday, September 4 – travel to Beijing, CN**
 - **Tuesday, September 5 - Arrive Beijing, CN.**
 - **Wednesday, September 6 through to Sunday September 11, 2017 - Meetings in Beijing, CN and attend world winter sports expo.**
 - **Sunday September 11, 2017 – Travel to Chongli, CN with stop off at Great Wall**

- **Monday September 12 and Tuesday September 13 – Visit Thaiwoo, Genting and Fulong resorts near Chongli. Return to Beijing**
- **Wednesday September 14, 2017 return to Canada.**
- Additional meetings with the China Ski Association and the Olympic Committee are being investigated.

☐ **Budget:**

○ Airfare from Vancouver -Beijing (Air Canada)	\$ 1,200
○ Travel Agent & Visa Fees	\$ 200
○ Ground Transportation, Accommodation	\$ 2,000
○ Meals	<u>\$ 600</u>
○ Total	\$ 4,000

- **Note:** *All amounts shown above are approximate. Additional costs may include ancillary flights, shopping and admission costs (e.g. Great Wall, Forbidden City, etc.). Some meals and portions of the trip may be hosted (tbc).*

☐ **Note:** This is a draft itinerary, which is subject to change.

Next Steps

Members that would like to participate in this trip should confirm interest with Marie Andree Hache (mhache@skicanada.org or 905 856 4754) at the CSC by July 21, 2017

We will be providing additional updates only to those members that have confirmed their intention to participate.

Regards,

Paul Pinchbeck

President and CEO