

Executive Summary

China Mountain Resorts 中國山地度假村

Investments in new ski regions with attractive all year leisure time offer

China Mountain Resorts. Leisure market skyrockets

The four major winter sport provinces Jilin, Heilongjian, Liaoning and Xinjian offer over 70 ski regions and more than 150 ski slopes. This accounts for 60% of all Chinese wintersport regions. Tourism in China has developed to a driving commercial force. Hotels, located close to the few recreational spots and wintersport regions report full capacity during the holiday season. The new recreational time of the Chinese could be summarised as "eat, shop, travel, dream". But what is lacking, are attractive and demand orientated offers. The consumer is seeking these!

China Mountain Resorts. Existing capacities are filled to the limit

High investments of the Chinese government for a better infrastructure and major events (Asia Games, Vasaloppet China, FIS World Cup Race and Ski Jump) have activated millions of tourists and locals. Beijing alone (over 20 million inhabitants) has 14 ski regions, which are visited daily through the winter season by approx. 1.000 – 3.000 people. According to European standards, the slopes are relatively shallow, however, this calls for a never-ending annual follow-up of thousands of wintersport beginners. "Experience and enjoy" are the two key words for the wintersport consumer. The more advanced wintersportsmen are found in the higher lying mountains and regions of Jilin province. 700.000 wintersportsmen were counted in the year 2000, during the winter seasons of 2006/2007 4,5 million people were registered. For 2014, 15 million wintersportsmen will be counted, by 2030 the figure should be approx. 30 million – and this only within the four northern provinces!

China Mountain Resorts. "Once China rises, the world will tremble"

The dragon awakes and rises. Even Napoleon recognised the meaning of the sleeping dragon at that time. In the past, Chinese authorities decided on what, when, how and where something was to be built – irrespective of actual know-how, and just because it was decided and had to be done. Ski regions were only functional and catered for a sporadic hourly use. Since a couple of years, however, successful private investors (European and American) are getting in. Outdoor, climbing, skiing, snowboarding, events, overnight stays and parties are absolutely IN.



China Mountain Resorts. 110 days of recreation

The three major holiday weeks are called „Golden Weeks“. Alone during the Chinese New Year week over US\$ 5,6 billion were turned over by tourist establishments (+ 19% to 2006). The Ministry of Tourism stated that consumers purchased goods to a value of \$ 28,2 billion in that short period. 155 million people moved around by train in that time to visit family, friends and recreational spots. According to a statistic presented by the Ministry of Tourism, over 1,6 billion Chinese travelled inland in 2006, gaining a turnover of EUR 670 billion. (1. Quarter 2007: +12%). As a result of these impressive figures 24 Chinese provinces decided to push the tourism industry as a key and prospective market. Further three new "Golden Weeks" are planned and extra payment for holiday should be established.

China Mountain Resorts. Target group (young & rich)

The eleventh „5 Year Economical Plan“ (2006-2010) clearly states that in particular the demands brought forward by the young people for more recreational establishments must be met. National governments and their city councils are instructed to have more upper class recreational facilities built (especially by foreign companies). In particular, they are talking about high-tec establishments, museums, exhibitions, libraries, leisure parks (summer and winter). Already today there is a high demand from the young (and rich) for attractions. "Rich" also in that sense, as a result of the "one-child-policy" the main target of any Chinese family is the well-being of this one child, also in light of its good education locally and abroad and a matching financial status to be able to enjoy recreational activities on offer. Therefore the target group "young & rich" actually is the driving force of the Chinese (recreational) economy and its share will definitely skyrocket within the coming years. A continuous growing living standard, longer holidays, rising mobility by possession of own motorcar, reasonable flight and train connections will certainly favour the prognosis for the development of the recreational sector in China. With an annual growth of 50%, the Russian people are the strongest Chinese fans. Then there are wintersportsmen from Malaysia, Thailand, Vietnam and Singapore.



China Mountain Resorts. Exposure

We have mountain resorts in Jilin and Heilongjiang province and one mountain resort near Beijing on offer. Further resorts are planned. Contract partners are the present city councils! Unbuilt areas of between 10qkm² to 60qkm², partially even more qkm² available. Visibility studies are partly available. Our experienced agency for urban planning for regional and design is available in Beijing. Dates for visitation of the areas can be arranged on short notice by us together with the contract partners (government and city council). Detailed information, foto and video material is available for presentation.



We are the first on snow! Join us!

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