

LEISURE v LEARNING

The Chinese Extra-Curricular
Conundrum

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Understanding the Landscape

- Chinese perspective
 - Government
 - Private sector
- Trends in student mobility
 - Education & tourism
 - Outdoor education
- Reaching the Chinese market
 - Traditional channels
 - Social media

The Chinese Perspective

- Government
 - National objectives
 - One belt one road initiative
 - One door closes
- Private sector
 - Family expectations
 - Disposable income
 - Decision making

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National Objectives



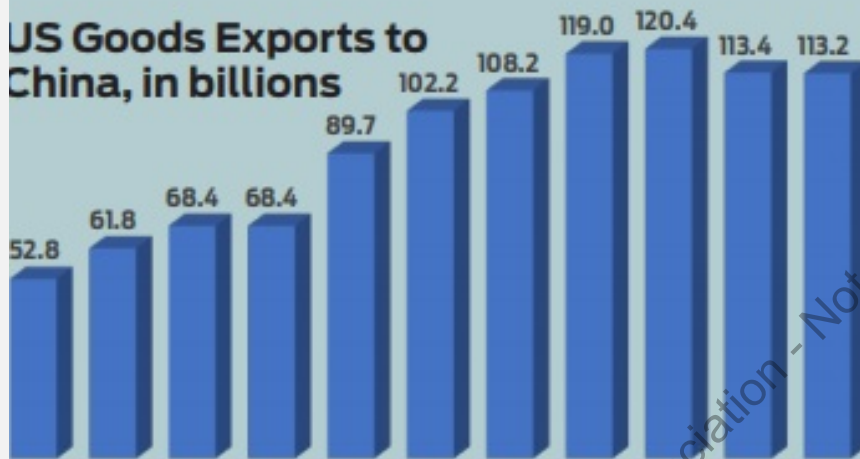
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OBOR Initiative



Trade War

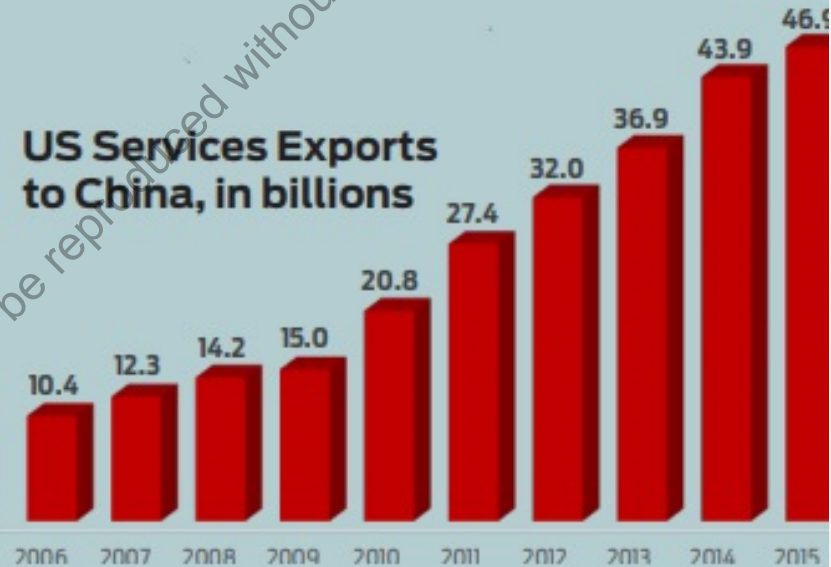
US Goods Exports to China, in billions



Top Goods exports to China

1. Oilseeds & Grains	\$15 billion
2. Aerospace Products & Parts	\$14 billion
3. Motor Vehicles	\$8 billion
4. Semiconductors & Components	\$6 billion
5. Navigational & Meas. Instruments	\$5 billion

US Services Exports to China, in billions

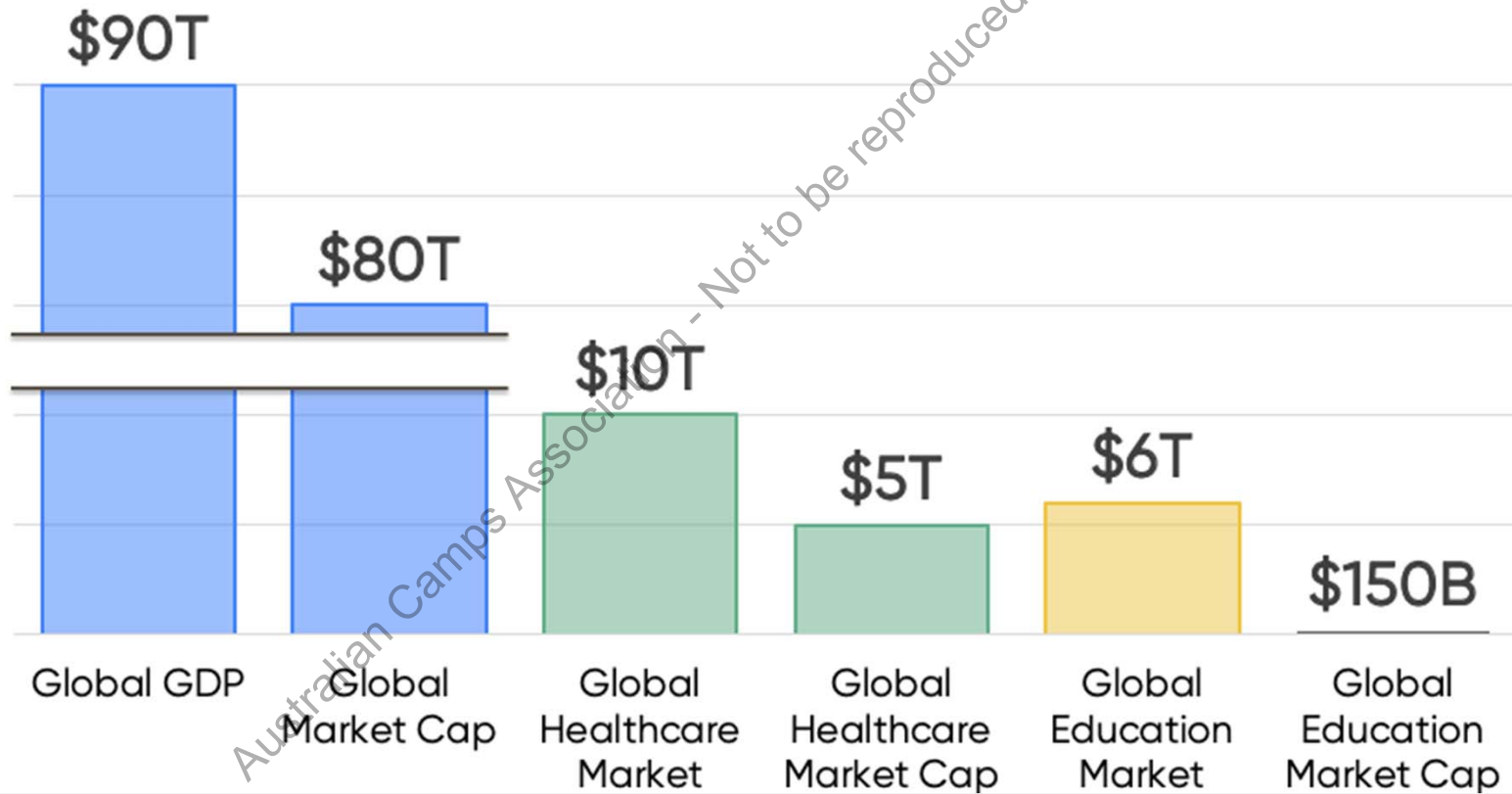


Top services exports

1. Travel	\$26.8 billion
2. Royalties & License Fees	\$6.0 billion
3. Transportation Services	\$4.9 billion
4. Business, Professional & Technical Services	\$3.7 billion
5. Financial Services	\$3.0 billion

Education's Position

Global Markets in USD



Family Expectations

- Safety
- Supplement to national curriculum
- World class branding
- Global understanding
- Relief from testing regime

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Disposable Income

- Safety
- Competitive edge
- Break technology cycle
- Life skills
- Value for money

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Decision Making

- Safety
- Recommendations
- Environmentally friendly
- Learning outcomes
- Specificity

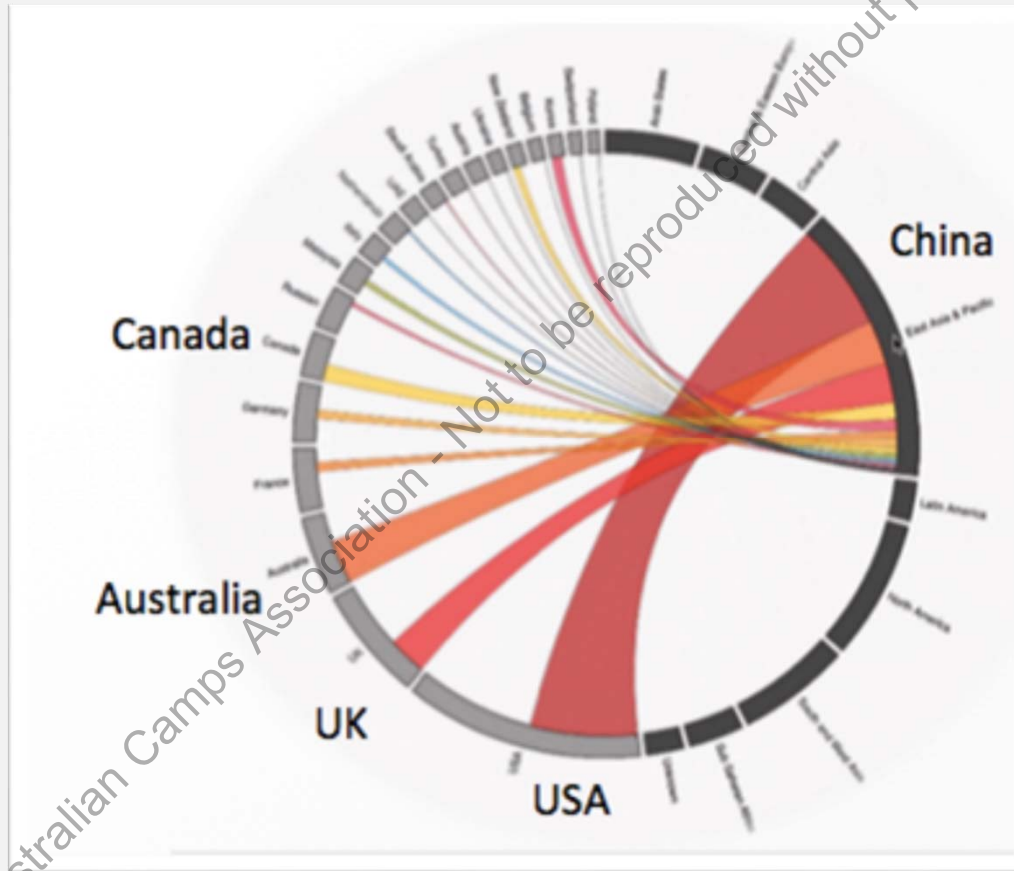
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Trends in Student Mobility

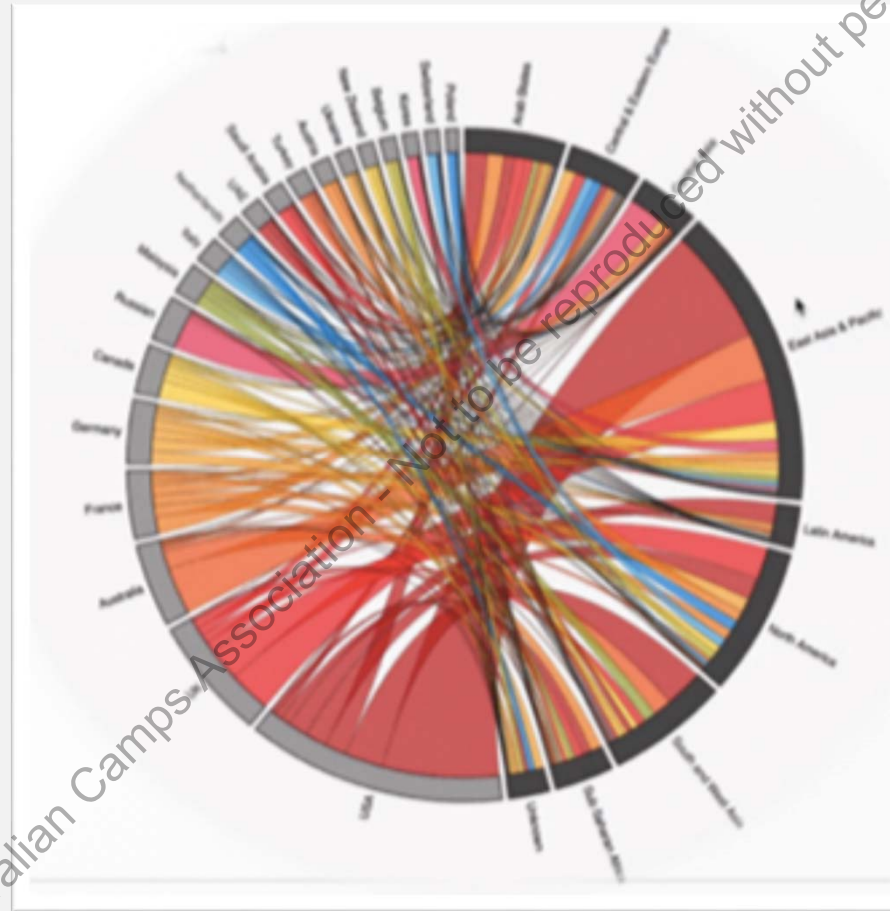
- Education & Tourism
- Outdoor Education
 - China Camp Education Alliance

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Education & Tourism



Education & Tourism



Outdoor Education

- P21 skills+
 - Creativity
 - Independence
 - Critical thinking
 - Communication
 - Collaboration

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Reaching the Market

- Traditional channels
 - Agents
 - Exhibitions
 - Government
- Social Media
 - WeChat

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Chongqing



Chongqing Facts

- Provincial level city
- 42+ million people
- Capital of SW China
- Railhead to Europe
- Silk Road
- One belt one road project
- High tech zone

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Quality v Quantity

- How many Chinese can you cater to?
- Do you have a China strategy?
 - Language, signage, meals
- How will they impact your current market?
- Can you provide learning options?
 - Nature, culture, activities

Thank you for your attention

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