

# 直航中国的重要性

魁北克中国人杂货店协会

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1, 直航中国可以为魁北克的旅游业带来巨大收入

A 出游的中国人是魁北克一个巨大的潜在市场

2013 年中国对国际旅游市场增长的贡献超过 30%，预计 2014 年中国出境旅游人数为 1.1 亿人次，增长 13% 左右，将首次突破 1 亿人次。2013 年信用卡 VISA 全球旅游意向研究表明，中国游客海外旅游消费平均为 3679 美元，仅次于沙特阿拉伯（6414 美元）、澳大利亚（3962 美元），排名第三。

B. 魁北克在中国人心目中的旅行优势。

魁北克有良好的自然环境，春天的鲜花，夏天的节日，秋天的枫叶，冬天的雪地运动，对中国人有特别的吸引力。独特的法国文化氛围，更是满足了中国人对于体验优雅，浪漫的法国文化的要求。

C, 中国人出游，主要集中在每年的劳动节，国庆节和春节期间，分别是 5 月初，10 月初，2 月初，每次节日假期，只有 7 天左右。

D. 直航中国，可以极大地缩短中国人来魁北克的时间，减少他们路途上的辛苦，很多中国人来加拿大旅行，选择温哥华，多伦多，而不选择蒙特利尔，是因为他们不愿意把宝贵的假期浪费在转机的时间上，如果直航一旦开通，将会对魁北克的酒店业，餐饮业，零售业，娱乐业带来极大的经济效益。

我们从下面的温哥华和多伦多每周飞中国的班次可以间接地证明直航中国是多么的重要：

温哥华

- 1 温哥华—北京，两家航空公司（国航、加航），每周共计 36 个航班
  - 2 温哥华—上海，三家航空公司（国航、加航、东航），每周共计 23 个航班
  - 3 温哥华—广州，一家航空公司（南航），每周共计 7 个航班
- 共计三个直达城市，每周 66 个航班。

多伦多

- 多伦多—北京，三家航空公司（国航、加航、海航），每周共计 17 个航班
- 多伦多—上海，两家航空公司（东航、加航），每周共计 7 个航班
- 共计 2 个直达城市，每周 24 个航班。

2, 直航中国可以为魁北克的工业带来巨大的机会

魁北克的矿业，森林业，飞机制造业，以及宏伟的北方开发计划，和中国的经济都有强烈的相互需要性，直航的开通，可以大大提供中国企业界和魁北克企

业界的交流的方便性，促成企业的合作，为魁北克提供更多的就业机会和税源。目前中国企业参与北方开发计划的有武钢和吉恩镍业，如果直航一旦开通，更多的中国企业会有机会了解魁北克这个巨大的市场，从而促进双方的合作。

结论：我们认为直航中国十分重要，也非常有必要，我们希望能在不久的未来能开通蒙特利尔至北京的直航。21 世纪，世界各国的经济交流更加频繁，中国经济的成长，更是有目共睹，任何忽略中国的行为都是不明智的，魁北克应该以更积极的态度拥抱中国，为魁北克的繁荣创造更便利的条件。

**附：**魁北克中国人杂货店协会，是成立于 2011 年 3 月的非盈利民间组织，为广大华人会员便利店主服务，尽力维护会员合理的政治和经济利益，拓展生存空间；增进华人店主间彼此的沟通 and 交流，发扬华人守望互助的精神，加强华人便利店主间的凝聚力。目前本协会有会员 500 余人，分布魁北克全省。

## The importance of establishing a direct flight between Montreal and China

### 1. Direct flight to/from China may bring considerable revenue for the Québec tourism industry

A. Chinese tourists represent a huge potential market for Québec.

In 2013, China has contributed to more than 30% of the growth rate in the global tourism market. The forecasted number of outbound Chinese tourists in 2014 is 110 million people, breaking the 100 million mark for the first time and representing a year-to-year growth rate of about 13%. According to the Visa Global Travel Intentions Survey 2013, Chinese tourists were ranked third among the top spenders abroad, spending an average of US\$3679 per trip, behind only Saudi Arabians (US\$6414) and Australians (US\$3962).

B. Québec could become a popular destination for Chinese tourists. Québec has many distinctive attractions for Chinese tourists: its fine natural environment, fresh flowers in the spring, festivals in the summer, maple leaves in the autumn, as well as winter sports in the winter. Moreover, its unique French environment also satisfies Chinese people's desire to experience the elegance and romance associated with the French culture.

C. Chinese people usually travel during their Labour Day, National Day, and Spring Festival holidays, namely the beginnings of May, October, and February, respectively. Each holiday lasts about seven days.

D. A direct flight between Montreal and China will significantly reduce the travel time for Chinese tourists who wish to come to Québec. Currently, many Chinese tourists choose to go to Vancouver and Toronto rather than Montreal, largely because they are not willing to waste their precious vacation time in airports waiting for their connecting flights. A direct flight will bring substantial economic benefits to the hospitality industry (e.g. hotels and restaurants, etc.), the retailing industry, as well as the entertainment industry across the Québec province.

The following are some data on the weekly direct flights between Vancouver/Toronto and China:

#### Vancouver

I. Vancouver—Beijing: 2 airlines (Air China and Air Canada); 36 flights per week

II. Vancouver—Shanghai: 3 airlines (Air China, Air Canada, and China Eastern Airlines); 23 flights per week

III. Vancouver—Guangzhou: 1 airline (China Southern Airlines); 7 flights per week. A total of 66 flights per week between those three cities

#### Toronto

I. Toronto—Beijing: 3 airlines (Air China, Air Canada, and Hainan Airlines); 17 flights per week

II. Toronto—Shanghai: 2 airlines (China Eastern Airlines and Air Canada); 7 flights per week. A total of 24 flights between those two cities

2. A direct flight to/from China would bring huge opportunities to Québec's industrial sector

There is a strong mutual dependence between Québec's Plan Nord and its industries of mining, forestry, and aircraft, and the Chinese economy. Establishing a direct flight to/from China could significantly increase the communication between Chinese and Quebecer businesses, thus helping to bring about corporate cooperation. This would lead to more job creation as well as more tax revenues for Québec. There are currently two Chinese companies participating in the Plan Nord, the Wuhan Iron & Steel (Group) Corp. and the Ji Lin Ji En Nickel Industry Co., Ltd. A direct flight to/from China would provide more Chinese companies with an opportunity to get to know the huge market in Québec.

3. Conclusion

We believe that establishing a direct flight to/from China is very important, and very necessary. We hope that a direct flight between Montreal and Beijing could be established in a not distant future. The recent economic growth of China has been spectacular and, thus, ignoring the Chinese market would be an unwise move. Québec should use a more proactive attitude in approaching China, for its own economic well-being.

#### **Appendix:**

The Québec Chinese Convenience Store Association (QCCSA) is a non-governmental and non-profit organization founded in March 2011. QCCSA serves its Chinese member-owners of convenience stores by protecting their political and economic interests; improving their conditions of livelihood; encouraging communication and interaction between member-owners; promoting the traditional Chinese spirit of helping each other out; as well as to strengthen the cohesion between its Chinese member-owners of convenience stores. QCCSA currently has some 500 members, across the Québec province.