

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.

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 Quebecker 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.

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.