

“CHINA READY” TOURISM & HOSPITALITY

Globally, Chinese spend more on travel than any other nationality. But their interest and ability to travel to the US is just getting going. Last year California benefited from more than 2 BILLION dollars of travel and tourism spending from Chinese tourists. That number is expected to QUADRUPLE by 2023. By creating a welcoming, “China Ready,” experience businesses and destinations in California and beyond can gain an advantage in attracting this valuable market. Below are some of the key details we cover in our training.



KEY TAKEAWAYS



Culture: Remember “Face”, “Guanxi” and hierarchy; address the oldest first; give and receive money, keycards, business cards, receipts with two hands; number 8 is very lucky, number 4 is very unlucky; red is always a good color, avoid black and white; summer, Chinese New Year (January-February) and National Day (October 1) are popular travel times.



Comforts: Free Wi-Fi, Chinese tea and teakettle, slippers, noodle cups, Chinese TV channels, Chinese magazines/newspapers, toothpaste/brush; prefer warm water, tea and teakettle, chopsticks, Chinese hot sauce, “dim sum” or family style tapas and include pictures of the dish if possible



Credit Card: Accepting Union Pay is a clear message that you welcome Chinese tourists. If you accept Discover Card you accept UnionPay. Elevation merchant services is the other option for processing. Put a sticker in your window. Offer specials or gifts with UnionPay purchases.



Communication: Translate welcome material, important policies, room-service menu, product/store information, attraction guides, at least one page on website. WeChat and Weibo are the top social media platforms and having a page there will increase your awareness. Online review sites are also a key source of information for Chinese who are planning a trip.

Services Available

- ▶ China consulting
- ▶ Readiness assessments
- ▶ Staff training
- ▶ Translation of brochures, ads, websites, etc.
- ▶ Audio walking tours
- ▶ Video and multimedia
- ▶ Tour group guides/interpreters
- ▶ On-demand over-the-phone interpreters in all languages

