

SERVICE DELIVERY GUIDELINES PREPARING FOR THE CHINESE VISITOR

CHINA DEVELOPMENT FRAMEWORK



Chinese visitation to Australia has been growing strongly over the past ten years and saw Australia reach the 1 million visitor mark in January 2016 - making it the second largest and fastest growing of all inbound markets.

For the year ending March 2016, 34,000 Chinese visitors included South Australia in their itinerary, spending \$211 million, making it our most valuable international market.

Projections suggest that if we maximise the growth of

Chinese visitation to South Australia we could attract up to 57,000 visitors by 2020 with associated expenditure of \$450 million.

To achieve this potential, it is essential we understand the current Chinese visitor, as well

as the likely changes in travel patterns that are to occur over the next five years and look at ways to prepare and deliver the expectations of the market.

The South Australian Tourism Commission in partnership with Fastrak Asian Solutions

has developed this series of service delivery guidelines to assist our industry partners in preparing South Australia to meet the expectations and grow visitation from one of the fastest growing markets - China.

China is a complex market and there is a need for business to undertake training and development that helps them to identify what it means to be China Willing, China Relevant, China Capable and China Active.

There are a number of service providers willing to assist in building better business and enhancing opportunities with the Chinese market. The China Development Framework provides tourism operators with a list of service providers that they can choose from to deliver the level and form of training or business development assistance they believe is most appropriate to their needs.

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		SATC / Tourism Australia	ATEC/ SATC	Australia China Business Council SA	Business SA	China Digital Agency	China Ready & Accredited	Chinese Language & Cultural Advice	Confucius Institute	Fastrak Asian Solutions	Sinosphere	TSS
Introduction to Inbound Tourism	International Market Research	■		■		■					■	
	International Marketing: • Understanding inbound tourism • Working with the inbound distribution system • International Tourism Market profiles/information	■	■							■		■
Getting Started in China Are you relevant and do you understand China? Are you willing?	Cultural Awareness Training		■	■			■	■	■	■	■	■
	Brand development & Marketing: • Strategy and branding • Market Research • Developing your unique selling proposition		■	■		■	■	■	■	■	■	■
	Understanding how to do business in China		■	■		■	■	■	■	■	■	■
Capability & Development Are you capable?	Marketing Collateral: • Translation services • Brochure/flyers • Websites • Trade collateral • Business Cards			■	■	■	■	■	■	■	■	■
	Mandarin language courses			■			■	■	■	■	■	■
	Business Assessments (One on One)					■	■	■	■	■	■	■
	Business Mentoring			■			■	■	■	■	■	■
	Customer Service Training			■			■	■	■	■	■	■
	Product adjustments	■		■			■	■	■	■	■	■
Sales & Marketing Are you active?	Advertising and Sales			■		■	■	■	■	■	■	■
	Engaging Distribution Channels (inbound//wholesale/retail)	■	■	■		■	■	■	■	■	■	■
	Digital online platforms • Website • Video content • E-commerce			■		■	■	■	■	■	■	■
	Social media			■		■	■	■	■	■	■	■
	Trade Missions and Sales Meetings	■	■	■		■	■	■	■	■	■	■
	Consumer/ Market research and feedback services			■		■	■	■	■	■	■	■

Disclaimer: This summary has been prepared by the South Australian Tourism Commission (SATC) in good faith and based on information provided by SATC/ATEC, CLCA, Sinosphere, ACBC SA, TSS, Business SA, China Ready & Accredited, China Digital Agency, Fastrak Asian Solutions and the Confucius Institute and is produced as a service listing only. The SATC does not endorse or guarantee the services referred to in this document or the companies that provide them. While every care has been taken in preparing the information, the SATC does not represent or warrant that it is correct, complete or suitable for the purposes for which you wish to use it. By using this information you acknowledge that it is provided by SATC without any responsibility on behalf of the SATC and agree to release and indemnify the SATC for any loss or damage that you or any third party may suffer as a result of your reliance on this information.

CONTACT

For the full series of Service Delivery Guidelines - Preparing for the Chinese visitor, see www.tourism.sa.gov.au