

# SERVICE DELIVERY GUIDELINES PREPARING FOR THE CHINESE VISITOR

# PRODUCT ADJUSTMENTS



Chinese visitation to Australia has been growing strongly over the past ten years and has seen Australia reach its 2020 goal of one million visitors in March this year – making it the largest and fastest growing of all inbound markets.

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.

**Chinese visitors “do things differently” and they interact and engage with the product and experience in different ways. Levels of engagement will also vary due to their culture, travel experience, willingness to get involved and their pace of travel.**

For the Chinese visitor, bragging rights, conversational currency and unique experiences that can provide them are of significant importance.

Chinese visitors generally have a need for safety and comfort, so ‘risk’ in any activity needs to be limited. Australia’s nature is soft adventure for the Chinese visitor, Australian soft adventure is their adventure and Australian adventure is, to them, extreme!

How your product is perceived by the Chinese visitor is critical in terms of appeal, relevance, ability to be undertaken, range of options available to do it, time needed (for the experience as well as travel to and from) – in other words:

- Your product offer,
- Your product organisation; and
- Your product delivery

## PRODUCT OFFER

- Relevant, motivating and exciting (but within limits)
- Must be doable for the customer
- Australian & authentic are key, and deliver on “Naturalness” where possible
- Must suit Chinese visitor pace but also provide depth of experience
- Must provide “bragging rights” & “conversational currency”

## PRODUCT ORGANISATION

- Pay attention to: pace, timings, packaging & bundling
- Provide options within your product structure
- Link and package with other products

## PRODUCT DELIVERY

- Adjust the service delivery before adjusting the product!
- Delivery must be “Chinese visitor friendly” – help Chinese visitors engage with the experience
- Interaction with and understanding of Australian lifestyle is critical
- Seniority and superstition count
- Photo opportunities are critical



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## CONTACT

For more information and the full series of Service Delivery Guidelines - Preparing for the Chinese visitor, see [www.tourism.sa.gov.au](http://www.tourism.sa.gov.au)