

SERVICE DELIVERY GUIDELINES PREPARING FOR THE CHINESE VISITOR KNOWING THE CHINESE VISITOR



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.

Whether you are a tourism operator or a retail business, you can enhance the Chinese visitors experience and interaction with you by understanding a few simple cultural elements and making small adjustments to your service, information and product delivery. Not only will you make your Chinese visitors happier, you will also make your service delivery easier.

IT'S ABOUT VOLUME AND VALUE...

Chinese visitors to Australia have been a source of growth since 1991. South Australia has seen this growth too, with China becoming the number one international visitor market in terms of both numbers and spend in 2013. Singapore, Malaysia, and Hong Kong are also key international markets, making Chinese visitors critically important for tourism to South Australia.

These markets are, however, at different stages of development (as are regions within China) so it is important to note that Chinese visitors will have different levels of wealth, travel experience, needs, requirements, and aspirations. Understanding where your Chinese visitors are from is very important if you really want to exceed customers' expectations.

AND UNDERSTANDING ...

Understanding the Chinese perspective (what they like, what it is like where they live, hot buttons and cold buttons) can put you "ahead of the game" in terms of servicing your Chinese visitors. This will help you to react more effectively to issues that may arise, pre-empt them or even avoid them altogether.

Culturally, Chinese people think holistically, whilst westerners use linear logic. This means they think "big picture" before they think "details", but in the west we build stories from details to the "big bang". So you need to think in terms of the news - headlines first, then the story.

Chinese visitors are becoming more modern and international but they retain their traditional societal values and norms, so they are not becoming westernised.

Welcoming Chinese visitors is not about changing everything you do, or about making everything "Chinese". In fact, it is the opposite - Chinese visitors seek to experience authentic Australia and interact with Australians. We have to make it easy for them, and adjusting and tailoring services, information and product delivery can do just that. You need to be sure you are ready and willing to make the commitment!

PREPARING FOR THE CHINESE VISITOR:

- Understand which Chinese visitor your business is already getting and why you want the Chinese visitor for your business
- Understand Chinese culture and its' requirements
- Understand which Chinese visitor is best for your business
- Understand your capability and capacity
 - How much can you adjust or change?
 - How much do you want to adjust or change?
 - How will it affect your other customers?
 - How much time and money will it take?

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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