

SERVICE DELIVERY GUIDELINES PREPARING FOR THE CHINESE VISITOR GETTING STARTED IN CHINA



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.

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.

Chinese visitors approach travel differently to people from western countries. They have different motivations and expectations. Understanding these motivations and expectations is essential for businesses to adjust and tailor their servicing to maximise the potential of the Chinese Visitor.

China is a big market and there is a lot of commentary about being ready for it. However it is often difficult to know where or how to get

started. If you believe that this market is for you, then there are a number of steps to the process that you need to consider, including:

China Relevant	Do you fit the needs and travel patterns of the Chinese visitor?
China Willing	Do you understand the market and its requirements and do you have the desire and capability to adjust / tailor your service delivery?
China Capable	Have you made changes to assist the Chinese visitor engage with your product or service?
China Active	Are you actively chasing the business or just receiving it?

The next step is to assess your business using the **China PACE Assessment Model***

The PACE model enables destinations and products to assess their potential, the likely chances of success in the market, relevant levels of investment (if any) and helps them identify key areas that require development. To assist with development needs, the SATC has developed a **China Development Framework** fact sheet that provides tourism operators with a development pathway where they can choose the type of training to suit their requirements.

The acronym **'PACE'** is also directly related to the key difference in how Chinese visitors want to engage and interact. They expect to achieve more in far less time than we do in the west and they don't expect the shortened time span to affect the depth of their engagement. They want to interact and engage with authentic Australian experiences and they want assistance in "how" they can achieve this.

The key criteria for the PACE model are **Proximity, Appeal, Capability and Engagement**.

GETTING STARTED

- Have you researched the China market?
- Do you understand Chinese culture and the Chinese visitor?
- Are you China Relevant, Willing, Capable and Active?
- Have you reviewed your product/destination against the China PACE Assessment Model
- Have you identified your training or development requirements and a pathway that best suits your needs from options provided in the China Development Framework –Service Delivery Guidelines?

Proximity	How easy is it for Chinese visitors to access your product/destination?
Appeal	Is your product/destination appealing to Chinese Visitors? Do you have a strong 'Unique Selling Proposition' (USP) that makes it easy for Chinese visitors to understand why they should use your product or visit your destination?
Capability	Do you understand the international distribution system and pay the relevant levels of commission for trade partners and online travel agents? Do you understand Chinese culture and requirements? Have you made adjustments to your business to cater for these needs? Do you operate daily or have 24/7 servicing capability?
Engagement	How easy is it for Chinese visitors to engage with your product?

*China Pace Assessment Models are a tool of Fastrak Asian Solutions. The PACE models are not definitive and only provide an indication of the chances for success in the market.

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SERVICE DELIVERY GUIDELINE MATERIALS:

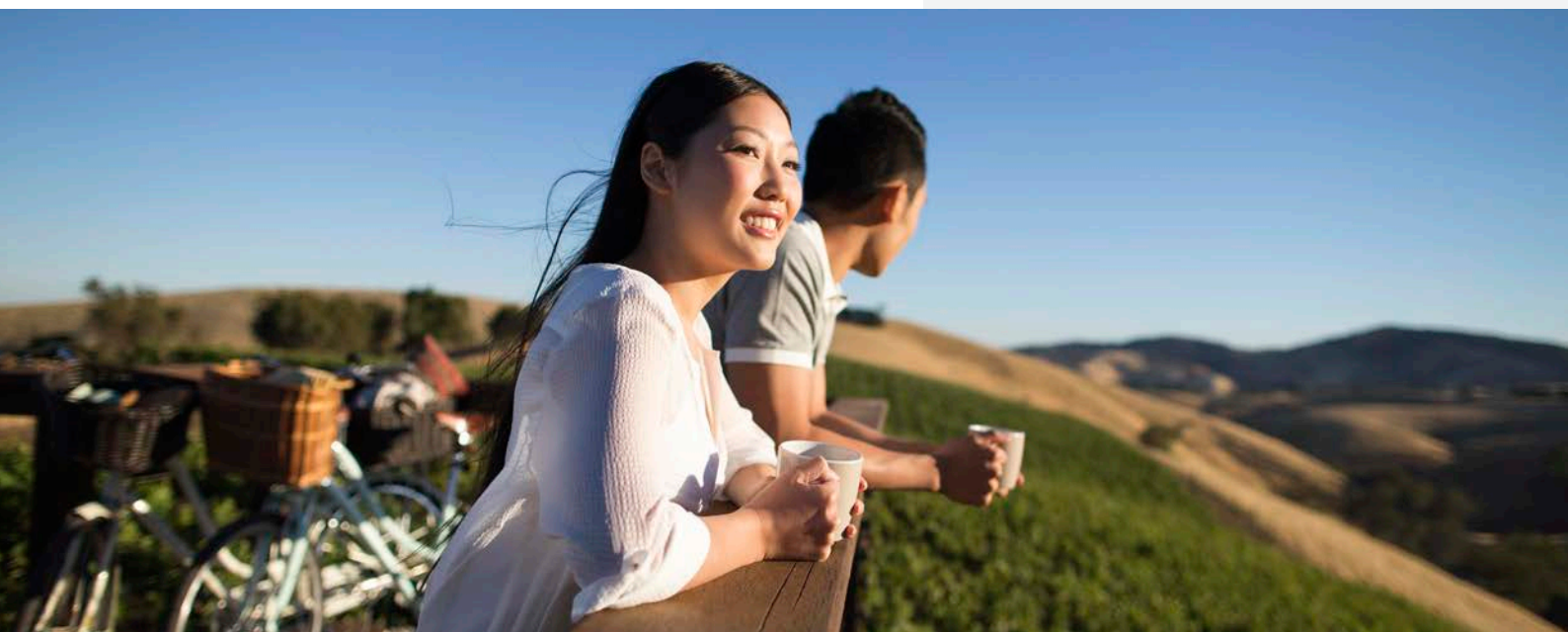
Chinese visitors do things differently to other visitors – they ask different questions, they seek different things and they have different cultural nuances and customs.

If businesses understand why these differences occur, then they can seek to pre-empt issues; manage the customer better; provide better service, information and delivery; and minimise disruptions to their normal business systems and processes – a win-win situation!

The SATC has produced a series of Service Delivery Guidelines to provide businesses across all areas of the visitor economy with tips on how to adjust service, information and product delivery to make it easier for Chinese visitors to engage with and enjoy the experience.

SERVICE DELIVERY GUIDELINES

1. Getting Started in China
2. Knowing the Chinese Visitor
3. Understanding the Chinese Visitor
4. Face
5. Superstition
6. Eating and Drinking (dining)
7. Language
8. Shopping
9. Information Provision
10. Accommodation Information Sheet for Chinese Visitors
11. Product Adjustments
12. Sales and Marketing
13. China Development Framework



Disclaimer: This summary has been prepared by the South Australian Tourism Commission (SATC) in good faith and based on information provided by Fastrak Asian Solutions. 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 more information and the full series of Service Delivery Guidelines – Preparing for the Chinese visitor, see www.tourism.sa.gov.au