

SERVICE DELIVERY GUIDELINES PREPARING FOR THE CHINESE VISITOR SUPERSTITION

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.

Superstition is a key element in Chinese life and is much more than ladders or black cats. It is an intrinsic part of everyday life, decision making, and consumer sentiment and needs to be taken seriously – 1 in 3 Chinese believe in fortune telling.

NUMBERS

Numbers are very important, as each number is represented by a Chinese character and each character has meaning, so numbers can have a good or bad meaning. Keep this in mind when pricing or doing room allocations.

8

The best number – signifies prosperity and wealth.

4

The worst number – signifies death.

6

A good number – signifies things will go smoothly.

9

A good number – signifies things will last a long time.

COLOURS

There are some significant differences between the meaning of colours in the West and in the East.

Note that written text should never be in yellow, and you should never write in red pen.

Keep colours in mind when selecting colour schemes, wrapping papers etc.

RED:

the best colour – signifies good luck and prosperity

YELLOW/GOLD:

very good colours – signifies wealth



WHITE:

the worst colour – signifies death

BLACK:

a good colour – signifies strength

FENG SHUI

Good feng shui is nice to have but bad feng shui will lose you business. Go online or buy a book and get the basics.

- Avoid cluttered entrances – signifies bad energy is trapped inside.
- Avoid bedheads against windows – signifies all the good luck will leave you.

CHINESE ZODIAC

The Chinese zodiac is an indicator of consumer sentiment, so make yourself aware of what year it is and what it means, so you can adjust your delivery to optimise it – if it is a year for adventure – sell that way, but if it's a year for not taking risks – understand that this could impact your business if your product is perceived as risky.

Be aware – 1.2 billion people thinking something will happen is going to have an impact!

REMEMBER SUPERSTITION IS STRONG

- Look up the meaning of specific numbers so you can be aware of potential issues in relation to pricing and with such things as packaging multiple items together or room allocations.
- Be aware of good and bad colours when selecting colour schemes for signage, brochures, advertising, colour schemes or even wrapping papers and ribbons.
- Aim to avoid bad feng shui by avoiding such things as cluttered entrances (signifies bad energy is trapped inside) and bedheads against windows (signifies all the good luck will leave you).
- Accept that the Chinese Zodiac will have an impact on your Chinese visitor and adjust your delivery to improve positive impacts and reduce negativity.

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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