

# SERVICE DELIVERY GUIDELINES PREPARING FOR THE CHINESE VISITOR

# UNDERSTANDING 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.

**Chinese visitors approach travel differently to Westerners. They have different motivations and expectations. Understanding these motivations and expectations makes it easier for businesses to adjust and tailor their servicing to maximise the potential of the Chinese Visitor.**

For Chinese visitors to Australia, naturalness is a key drawcard – this includes our unspoilt natural environment, wildlife, produce and even Australians themselves and our lifestyle. Other key motivators are interesting attractions, safety and friendly locals. For the Chinese visitor travel provides an opportunity for bragging rights back home, so the more famous, unique or exclusive the product or experience, the more it will appeal – especially if there are photo opportunities included.

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But while the Chinese visitor may have an independent mindset, they do NOT necessarily have an independent travel ability. This can be for reasons as varied as a lack of familiarity with the language or what things mean, a lack of understanding of how or why things are done as they are, or simply that the experience takes them away from their comfort zone of what they are used to.

This means that the Chinese visitor needs guidance in understanding not only the product or the experience, but also the best way for them to enjoy it. Similarly, businesses need to provide a range of levels of experience that make it “do-able” for even the least experienced Chinese visitor.

Finally, the pace at which Chinese visitors approach experiences is usually much faster than we are used to in Australia and this affects everything from sightseeing, to eating meals, to shopping. Despite the increased pace they still expect the same depth of experience, so the key is to compact and not dilute the experience.

## UNDERSTANDING THE CHINESE VISITOR

- **Naturalness is the key – link what you have to it**
- **Bragging rights and conversational currency are what they are looking for – highlight natural experiences and produce, uniqueness and exclusivity, and offer photo opportunities**
- **Explaining (how to engage) is much more important than telling them “what you have” (you can eat in our café or take food away with you to enjoy at the tables adjacent to the beach in the park across the road)**
- **Don’t assume knowledge – explain what things are (sausage sizzle, or John Dory is a fish), and why or why not things can and can’t be done (don’t touch the fruit because it will bruise, please wear comfortable walking shoes as the walk is 2 hours long and the paths is uneven in places)**
- **Make experiences “do-able” for even the least experienced Chinese visitor and in time-frames that will suit them (there are a number of walks available ranging 20 minutes to 4 hours, and from gentle to energetic)**

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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)