



China Toolkit

Tools you need to understand and cater
for our growing Chinese visitor market

Advice for Activity Providers

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- New Zealand tourism's official mark of quality



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CHINA TOOLKIT

www.chinatoolkit.co.nz

Advice for Activity Providers

General tips for welcoming Chinese guests

1. Everyone appreciates feeling welcome: Greeting your Chinese guests with a warm welcome is especially relevant because reputable operators in China usually provide very attentive service.
2. Be friendly and patient: misunderstandings can readily arise through culture and language differences, so staying positive, friendly and patient while clarifying requirements and requests is key.
3. Language: Learning a few Chinese phrases will give your Chinese guests a pleasant surprise, and possibly help you convey some key messages (welcome/safety/price). Mandarin is the standard Chinese dialect.
4. Signage: Basic Chinese signage may be very helpful to assist your guests to make the most of their time (or follow your requests) while at your operation. Use 'Simplified Chinese' as it is the form of written Chinese used throughout Mainland China.
5. Photos: Provide plenty of opportunities for Chinese guests to take photos, both of themselves and your local sights.
6. Payment: Chinese use cash more often than New Zealanders, but now have debit and credit card facilities as well, however you will benefit from the ability to accept China's standard card issuer - 'China Unionpay' as many Chinese only have this type of card, and if they have a Visa/Mastercard will usually prefer to use the China Unionpay one.
7. Shopping: Giving gifts from an overseas holiday is a strong tradition in China, so if you have shopping facilities or specialty products be sure to let them know.
8. Negotiating: Chinese can ask for a discount. If you can not give them a reduction in cost, offer them something else – be creative & be ready for this – a free gift (free drink with a meal), a group discount, discounts on additional purchases (20% off purchases at the gift shop), upgrade, explaining that you do not do discounts, etc.
9. Eating: Chinese tend to eat three hot meals at set times of the day – breakfast by 8:30am, lunch at 12:00pm and dinner by 6:00pm and can become disappointed if these mealtimes are missed. Let your Chinese guests know what meal facilities are available.
10. Smoking: Let your Chinese guests know not just where they can not smoke but also where it is permissible.

Specific Advice for Activity Providers

1. Timing: Like visitors from other countries, it is not uncommon for Chinese to arrive late. If you need them to arrive at a set time, please explain the situation and reason to Chinese who have booked.
2. Food: Chinese expect 3 hot meals a day. If your activity runs over a meal-time they will expect something hot to eat. Let them know what arrangements are available for meals. If you have catering facilities on site, let them know.
3. Safety is very important for most attractions. It is a good idea to explain safety considerations in Chinese to avoid misunderstandings. This can be done through videos, audio or text in Chinese if you do not have

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Chinese-speaking staff.

4. Marketing materials: consider providing brochures, web pages, etc. in Chinese as well as some sort of presence on Chinese social media. Host videos on a platform which can be accessed in China (not youtube - try tudou or youku).
5. You may want to highlight some areas which are of interest to most Chinese: how your activity is unique: innovations, size or cultural significance; famous people who have visited your activity; personal stories around your activity; Traditional icons (ferns, kiwis, maori art, etc.)
6. For sports and outdoor activity providers, consider shorter length options for Chinese visitors who may want to devote less time to one specific activity or have less experience in undertaking rigorous outdoor activities.
7. For tours, having a Chinese-speaking guide will help you attract Chinese who feel more comfortable in their native language. Alternatively, you can consider an audio guide or written materials for Chinese to read throughout the tour.

Useful Phrases

Front Desk Phrases

- | | |
|---|---|
| • Entry ticket
门票 | • How much does this cost?
这个多少钱? |
| • Adult
成人 | • How much all together?
一共多少钱? |
| • Child
孩子 | • Is this on sale? (is there a discount?)
这个打折吗? |
| • Group ticket
团票 | • Reduced by 20 (20% off)
打8折 |
| • Guided tour
导游带领游览 | • I would like to purchase...(number)
我想买... 个 |
| • Self-guided activity
自助活动 | • We speak Mandarin/Cantonese
我们使用普通话/粤语 |
| • This activity requires _____ hours/minutes
这项活动花费_____小时/分钟 | • Audio Guides are available in Mandarin
(Cantonese)
提供普通话(粤语)的音频指南 |
| • This tour/activity starts at _____ o'clock
这项游览/活动开始于_____点钟 | • Map Provided
提供地图 |
| • Two hours
两个小时 | • Explanatory pamphlet available
提供说明手册 |
| • 30 minutes
三十分 | |
| • How much do you sell this for?
这个怎么卖? | |

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Advice for Activity Providers

Safety & Instructions

- Safety First
安全第一
- Safety Helmets are required to be worn
须戴头盔
- Keep hands and feet inside at all times
不得将手脚伸到外面
- Life Jackets are required to be worn
须穿救生衣
- Please remove your shoes
请脱鞋
- Please do not feed the animals/birds
请不要喂食动物/鸟类
- Please stay on formed paths
请走指定路径

Signs

- Toilets
洗手间
- Gift shop
礼品店
- Restaurant
餐厅
- Free Admission
免费入场
- Entrance
入口
- Exit
出口
- Emergency Exit
安全出口
- Ticketing Desk/Office (Booking)
售票处
- Information Desk
问讯处
- Visitors please register
来宾登记
- No Entry
禁止入内
- Do Not Litter
别乱扔垃圾
- No Photos
禁止拍照
- No Smoking
禁止吸烟
- Please do not touch
请勿用手摸
- Fragile
易碎
- Keep Quiet
保持安静
- For use in Case of Fire
灭火专用
- Not for sale
恕不出售
- Open for business
营业
- Parking
停车
- Seating according to number
对号入座
- Safety First
安全第一

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