



China Toolkit

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

Advice for Retailers

Proudly supported by Qualmark
- New Zealand tourism's official mark of quality



新西兰旅游产品
官方质量认证标识

Advice for Retailers



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 Retailers

1. Gifts: Gifting is a huge part of the Chinese culture, particularly of local specialty items. Let your Chinese visitors know what local speciality items you have for sale.
2. Influencers: There has been a trend recently of Chinese buying 'unique' items that no one else has, however they also place great store in 'if everyone else buys it, it must be good.'
3. Made in New Zealand: Chinese will of course be interested in items which are made in New Zealand, and can not be bought in China (or are much more expensive in China).

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Qualmark wishes to support tourism businesses in delivering a great customer experience for Chinese visitors. Contact us today to find out how Qualmark can help your business reach more Chinese travellers.

Phone 0800 782 562

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4. Personalized Service: Service expectations may be different from your European guests, as there is typically many more service staff in stores in China than there are in New Zealand. For this reason it is often a good idea to approach Chinese visitors when they enter your retail establishment and offer to assist them in finding something suitable. Are they looking for some small gifts for friends back home, or high value items.
5. New: Many Chinese, when purchasing an item, may bring the item from the floor to the cash register and then ask for a 'new one'. They mean one that is still in its original packaging. This can be quite difficult for handmade, one-off items or for retailers that have all of their stock on display. If you do not have the item in original packaging in the back of the store, you can explain why and assure them that the one off the floor is in perfect condition, or you can take the item into the back and put it back into its original packaging.
6. GST: If you can post the item back to China and avoid GST for your customer, please let them know this option. You can consider offering this if your customer asks for a discount.

New Zealand Speciality Gifts 新西兰礼品

Here are some New Zealand products which you can share with your Chinese visitors

- Sheepskin 羊皮
- Merino & Possum 美利奴羊皮和鼠貂皮
- Native Wood 原木制品
- Greenstone 绿玉
- Wine 葡萄酒
- Maori Art 毛利艺术品
- Chocolate 巧克力

Health Products: 健康食品

- Manuka Honey 麦卢卡蜂蜜
- Lanolin 羊毛脂
- Placenta 胎盘素
- Fish Oil Omega-3 Ω-3鱼油
- Colostrum (powder) 初乳(粉)
- Royal Jelly 蜂皇浆
- Bee Propolis 蜂胶
- Bee Venom products 蜂毒制品
- Deer Velvet 鹿茸

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Useful phrases:

- Toilets
洗手间
- Gift shop
礼品店
- Restaurant
餐厅
- Exit
出口
- Photos not permitted
禁止拍照
- No Smoking
禁止吸烟
- Do not enter
禁止入内
- How much do you sell this for?
这个怎么卖?
- How much does this cost?
这个多少钱?
- How much all together?
一共多少钱?
- Is this on sale?
这个打折吗?
- Reduced by 20 (20% off)
打8折
- I would like to purchase...(number)
我想买... 个
- Free
免费
- Larger
大点的
- Smaller
小点的
- Different colour
其他的颜色

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