



中国-新西兰旅游年  
CHINA NEW ZEALAND  
YEAR OF TOURISM  
2019

# Catering to Chinese visitors

TAKING SPECIAL CARE TO CATER TO VISITORS  
FROM OUR SECOND BIGGEST MARKET HAS MANY ADVANTAGES:

1

## RAISE AWARENESS

Chinese visitors like to share their experiences on social media and online platforms.

2

## NEW BUSINESS

Ratings and reviews are important for Chinese visitors when deciding on an itinerary, service or experience. Make sure your business is rated highly on Chinese sites.

3

## RETURNING BUSINESS

Chinese visitors coming back to New Zealand are willing to return to a destination to build on an experience and try something they couldn't do on the first trip.

## HERE ARE OUR TOP TIPS FOR KEEPING YOUR CHINESE VISITORS HAPPY

### 1) CATER FOR GROUPS

- Chinese tend to travel together in groups of 4-20.
- Time management can be important with large groups. Think about how you can process groups quickly to ensure everyone enjoys their experience.
- Ensure the group's leader feels equipped with enough information to communicate the idea or experience to the rest of the group.
- Provide options so people can do different things together. Chinese are often just as happy to watch an activity as participate, but they need somewhere to wait comfortably and still be engaged.

### 2) ALLOW FOR LAST-MINUTE BOOKINGS

- Many activities will be booked at the last minute, or on the day.
- Make it easy to book last minute online or by phone.

### 3) PROVIDE A WARM WELCOME

- Make sure your signage is obvious and it's clear that you are open for business.
- Design your website and booking system to be welcoming and easy to navigate.
- Ensure your front of line staff are welcoming and present.
- Show interest in your guests by asking questions and starting a conversation.

### 4) OFFER A SPECIAL DEAL

- Deals can be as much about recognition as the actual discount – an acknowledgement that you recognise and value your guests' business.
- A small token of appreciation can go a long way. A deal does not need to be a big discount.

### 5) TAKE IT EASY

- Chinese often have a stressful lifestyle at home. Make their experience here easy and relaxed.
- Take time to stop and enjoy, take a photo, listen to the silence.
- Shorter experiences are best – two hours is ideal so they can easily fit in morning, afternoon and evening activities.