



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

Get digital media working for you

THINK ABOUT ONLINE SHARING BEING AS IMPORTANT AS THE EXPERIENCE

1

SHARING THE EXPERIENCE

Chinese are prolific users of social and digital channels and like to share their experiences via these platforms. This provides opportunities for your business.

2

INCREASE BUSINESS AWARENESS

By connecting through digital and social media, your Chinese visitors can raise awareness of your business and influence others to seek you out.

HERE ARE OUR TOP TIPS FOR TAKING ADVANTAGE OF DIGITAL AND SOCIAL MEDIA IN THE CHINESE MARKET

1) CHOOSE YOUR PLATFORMS

- You don't need to be everywhere, but choose your platforms wisely.
- Less experienced travellers almost always use only Chinese sites and rely on recommendations from people who have already spent time in New Zealand.

Try these social media platforms:
WeChat, WEIBO.

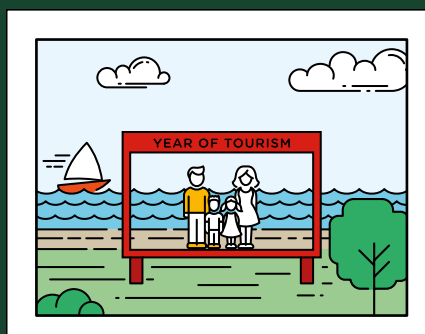
Try these review and booking sites:
Ma feng wo, Qiong You, C-trip

- More experienced Chinese travellers are increasingly using non-Chinese sites. They prefer a more independent global reach, seeking current information and more direct links with New Zealand. They are keen to search for the best value and deals.

Try: Booking.com,
NewZealand.com

2) GET PEOPLE SHARING ABOUT YOU

- Let clients know you would appreciate them sharing, and offer a small gift or discount for doing so.
- Set up great photos that include your branding so guests will want to share.
- Send a thank you email with a link to images and ask them to share.
- Run a top image competition and share on your website and social media channels.
- Support sharing with free wi-fi.



3) GET GEOLOCATED

- Ensure you will be geotagged on images shared by registering your business on key mapping sites like Google Maps and Foursquare (used by WeChat).
- Use geo coordinates – for Chinese, these are more important than addresses.
- Be present in geolocation push apps like GeoZone and Skoot.

4) USE QR CODES

- QR codes are very popular in China.
- QR codes can link to Chinese language translations on your web or WeChat platform.
- Put QR code signage up where it can be seen.
- Have a QR code on marketing material.