

CHINA READY CHECKLIST



1. GETTING READY

- Read up to understand Chinese travellers visiting Australia and the Northern Territory. Does your offering fit their needs and travel patterns?
- Read about the NT's China market in our China-ready fact sheet.
- Consider doing the CHINA READY® training and accreditation program: chinareadyandaccredited.com. It covers detailed cultural learning components and an introduction to payment systems (UnionPay).
- Set up UnionPay at your EFTPOS terminal (see more information in our UnionPay fact sheet).
- Consider other payment systems to meet your Chinese customers' needs.
- Connect with Tourism NT's China team in-market.

2. ADAPTING FOR CHINESE VISITORS

- Avoid using slang like 'tucker' or 'sanga'.
- Don't be afraid to communicate the rules upfront. This is important for Chinese people to help avoid 'losing face'. Use translated information sheets to help with this.
- Create information sheets in both simplified Chinese and English.
- For written materials in English, use simple language, short sentences

- and international symbols.
- Translate your messages wherever you can—for signage, your website, menus, and room compendiums.
- Look up the meaning of superstitious numbers to avoid issues, such as with pricing or allocating rooms.
- Use colours to help decode maps: green for lawn/nature and blue for pools.
- Punctuality is important in Chinese culture. Always provide prompt service on check in and at reception.
- Provide some home comforts, such as:
 - ✓ complimentary bottled water, fruit platter and hotel slippers next to the bed
 - ✓ offer share plates/ communal dining options
 - ✓ provide Chinese food and drinks, including condiments sourced from a Chinese food supplier so they are authentic, like soy and chilli sauce, noodles and a selection of Chinese teas
 - ✓ offer hot drinks, even if only water, and soft drinks that aren't refrigerated
 - ✓ allow plenty of photo time on tour and at stops on the journey
 - ✓ for feng shui (the Chinese belief about energy flow), consider furniture placement in rooms

3. DISTRIBUTION AND MARKETING

- Become contracted with an Inbound Tourism Operator (ITO) that specialises in the China market once you are 'China ready'.
- Ensure you are listed with a leading digital travel service provider like Ctrip or Qunar
- To help Chinese FITs learn about your product, ensure your marketing material, including your website, is available in Chinese.
- Take advantage of Chinese travellers' attraction to nature and wildlife by heroing natural wonders in the NT—clean water and air, starry night skies and the opportunity to 'explore' or be adventurous.
- Communicate with Chinese consumers on user-generated content platforms such as Mafengwo and Qyer
- Engage with Chinese visitors via social media channels such as WeChat and Weibo. Turn your Chinese visitors into advocates by encouraging them to share photos and travel experiences.
- Upload your video content to platforms such as Youku and Tudou.

NEED MORE HELP?

Eastern Markets Manager
Tourism NT
international.tourismnt@nt.gov.au

