

# WELCOME CHINA

欢迎中国

A guide for NT businesses



NORTHERN  
TERRITORY  
GOVERNMENT



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欢迎中国

Every international market is unique and Chinese visitors have their own set of expectations about their travel to other countries.

It's important to note that Chinese visitors will have different levels of wealth, travel experiences, needs, requirements and aspirations.

Welcoming Chinese visitors isn't about changing everything you do or making everything "Chinese",

as they seek authentic Australian experiences and interaction with locals.

The Department of Tourism and Culture has compiled this resource guide to assist the tourism, hospitality and retail sectors in the Northern Territory to Welcome Chinese visitors to the NT and ensure their holiday is a memorable one.



# EXPECTATIONS

If Chinese visitors don't receive great service, they don't feel welcome and as the Chinese are prolific social media users, negative reviews will spread quickly.

Chinese visitors have a business-like approach to service. The level of respect for service roles depends on their status in the eyes of the Chinese. For example, general managers will have a higher status than wait staff so don't take offence or try to be their best friend.

While they are accustomed to negotiating on price, they won't be offended if no discount is offered if this is handled politely.

They expect impeccable service to be delivered in a respectful way. The recollection of how

they were treated will linger long after they have returned home and they will share this including via social media channels.

Generally visitors will expect:

- safety, security and comfort
- world-class nature, including wildlife experiences
- quality food and wine
- shopping (see 'shopping' below)
- value for money
- to do more with less time
- structure and guidance
- fast and responsive service
- fast and reliable internet during their travels.

# CULTURAL CONSIDERATIONS

Status and the concept of 'face' are crucial influencers in Chinese relationships, both personal and professional.

It is important not to let your Chinese guests or business partners 'lose face', by helping them to avoid an embarrassing situation or loss of prestige and to help them to 'gain face' (respect).

Some tips for maintaining good relationships and 'saving face' are:

- When addressing Chinese travellers, address the person of highest rank first. This is likely to be the eldest person in the party and usually male. It is not likely to be the tour guide, who is a paid employee. If you are unsure, ask the group, to avoid embarrassment. While others may speak on behalf of the leader due to language barriers, it is important to acknowledge the leader through body language, such as directing conversation to them through eye contact, even if working through a translator.
- When an important guest or group is arriving or leaving, get the most senior person in your organisation, perhaps with a delegation

- of your staff, to greet them or see them off. Providing information to Chinese visitors is also important in terms of 'face'. If your business advises the Chinese visitor at booking or on arrival of the rules or conditions, then if they break these they lose 'face'. If however, you as the operator assumes the visitor knows their obligations and then the Chinese visitor breaks these and the operator reacts to this breach, it is the operator that loses 'face' in the eyes of the Chinese visitor.

Chinese meal service style is one of "shared" plates. 'Face' is a key issue here, as with shared platters a person can sample unfamiliar dishes, eating more of the things they like and less of those they don't, without being forced to commit to a single item and the potential of being embarrassed if they don't like it. Platter or shared plate service also assists with the pace of delivery, as Chinese tend to eat faster than westerners, even in fine dining restaurants.

Superstition is a part of everyday life and decision making for Chinese people. One in three Chinese people believe in fortune telling.







# NUMBERS AND COLOURS 数字和颜色的寓意

Numbers have meaning. Keep this in mind when pricing and doing room allocations.

**8** is the best and luckiest number, signifying prosperity and wealth

**4** is the worst number, signifying death. Don't

book your guests on level 4, in a room with 4 in the number or at table 4

**6** signifies things will go smoothly

**9** is a good number that represents things lasting for a long time.

Colours have a different meaning to what they might in the west

红色

**Red** is the best colour, signifying good luck, happiness and prosperity.

绿色

**Green** represents long life but a green hat can also mean your wife is having an affair

黄色

**Yellow/gold** is auspicious as it signifies wealth.

白色

**White** is the worst colour, signifying death.

黑色

**Black** signifies strength and power, but it also relates to death.

# CHINESE ZODIAC 十二生肖

The Chinese Zodiac is based on a twelve year cycle with each year in the cycle related to an animal sign and an element (metal, wood, water, fire or earth). Each animal has symbolic meaning and different attributes. Both the zodiac and the

element shape the astrology for the year. For example, it might be deemed a lucky year and a good time for adventure, or a year to avoid risks and outdoor activities.

# FENG SHUI 风水

Feng shui is a system of harmonising environments for favourable flow of energy. Feng shui is important, with bad feng shui being bad for business. Avoid cluttered entrances and exposed mirrors, particularly opposite beds.



# GREETINGS AND LANGUAGE

Your visitor information sheets can be used to manage Chinese visitor expectations. Any information should be provided in both English and simplified Chinese, and Chinese visitors given both versions.

Language is only a small part of how you successfully engage Chinese visitors. A warm welcome is far more important in delivering excellent customer service than providing Chinese-speaking staff or focussing on correct pronunciation.

## Here are some pointers:

- Keep your language simple, and don't use slang.
- A welcome from the general manager or other senior managers will give 'face' and recognition which is particularly important to high end travellers.
- If you don't have Chinese-speaking staff, a few simple Chinese phrases should create a good first impression. If you feel confident, give them a try (see basic Chinese language, below).
- Personal space is important. Avoid uninitiated physical contact like hugging or touching on the shoulder.
- Handshakes are customary, but avoid hard/aggressive handshakes.
- Always stand up when being introduced and remain standing throughout the introductions.
- Chinese guests may nod or slightly bow. Unlike the Japanese the Chinese bow is from the shoulders rather than the waist.
- Give fast assistance on arrival - at reception and tour desks.
- Do not use the index finger to point or call someone over. Use an open hand in a gentle, passive movement. Do not snap your fingers.
- Accompany guests to the door. While not essential this makes them feel respected and welcomed.
- Using titles—Mr, Madam, Miss—can be helpful with names. Madam is a sign of respect for older women. When in doubt, use full names. Many women use their maiden names even after marriage.
- Use open questions like 'Which day would you like to do this tour on?' and avoid black-and-white options.
- Chinese people often use the phrase 'it is possible' to mean 'no'. 'No' may not be received well as it can appear final. Instead, you could respond with 'it is difficult', which keeps the communication open.
- Use two hands to exchange items like credit cards, room keys, plates and business cards.
- Most Chinese visitors have a tertiary education, and in many cases, their English reading and writing skills are better than their speaking and hearing skills. Use translated information sheets to break down verbal communication barriers to explain frequently asked questions and important rules and safety information.

Learning and using a few common Chinese phrases helps build rapport with your visitors and make them feel welcome. Mandarin is a difficult language as it's a tonal language so you can easily say the wrong word but using the incorrect inflection - keep it simple and smile!



## BASIC WORDS AND PHRASES

Phrase	Mandarin	Pronunciation*
Hello (to one person)	Nín hǎo 您好	Neen how
Hello (to more than one person)	Nǐmen hǎo 你们好	Nee-men how
Welcome	Huānyíng guānglín 欢迎光临	Hwun-ying gwan-ling
Thank you	Xiè xiè 谢谢	Share-share (say quickly)
You're welcome	Búkèqì 不客气	Booker-chi
I'm sorry, excuse me	Duì bù qǐ 对不起	Do-ee boo chee
Please wait a moment	Qíng děng yíxià 请稍等	Ching dung yeeshar
Can I help you?	Nǐn xūyào bāng máng ma? 您需要帮忙吗?	Nee shu yow bung mang ma
My name is (I am called)...	Wǒjiào.... 我叫....	Worjeeow
May I ask, what is your name?	Qíng wèn nín zěnmē chēnghu? 请问您怎么称呼?	Ching-wen yin juma- chung-hoo (as in hood)

## FRONT OF HOUSE - RESTAURANT/CAFÉ/BAR

Phrase	Mandarin	Pronunciation*
I will be with you in a moment	Wǒ mǎshàng huílái 我马上回来	Wo mar-shung hoo-ee (rhymes with cooeey) lay
How many are there in your group?	Nǐmen yǒu duō shǎorén 请稍等我马上为您服务	Nee-mun yo door show (as in shower)-ren

## ACCOMMODATION - FRONT DESK

Phrase	Mandarin	Pronunciation*
Please form a line here	Qǐng páiduì 请排队	Ching pie-doo-ee (as in cooeey)

## TOUR OPERATORS AND DRIVERS

Phrase	Mandarin	Pronunciation*
Please sit down	Qǐng zuò xià 请坐下	Ching-jaw-shee-ah
Please slow down	Qǐng màn yídiǎnr 请慢一点儿	Ching my- ee-dee-ah
One person at a time please	Qǐng yí gègèlái 请一个个来	Chinge-ger-lye
How many are there in your group?	Nǐmen yǒu duō shǎorén 请问贵团有多少人?	Nee-mun yo door show (as in shower)-ren
Please fasten your seatbelt	Qǐng jìhǎo ānquándài 请系好安全带	Ching gee-how un-chwen day

*Tourism NT can provide a word document with the above basic phrases for companies to use with their own branding.  
For a copy contact strategy.tourismnt@nt.gov.au*





# DINING 餐饮

There are more than 50 different regions and varieties of foods across China so there is no such thing as “Chinese Cuisine”. Many Chinese visitors appreciate the opportunity to eat Chinese food at least once a day while they are away from home. If providing meals to your Chinese guests consider incorporating some Chinese food on the menu or give directions to good Chinese restaurants.

## Some general considerations for eating and drinking:

- Chinese visitors will prefer to eat earlier, will eat more quickly and may be noisier than western guests. They expect food to be served quickly (within 10 minutes of sitting down) and a typical meal would last less than an hour.
- They prefer platters or shared plates - especially sampler plates of Australian produce such as seafood platters - provide side plates.
- If providing a buffet, include discrete signs in simplified Chinese or pictures identifying the dishes and key ingredients.
- Explain foods, cooking techniques, and local terminologies (eg: writing “fish” after King George Whiting).
- To assist Chinese visitors there also needs to be clear explanation and information on what that local produce actually is, why it is different (ie: types of fish or oysters, cuts of meat and even types of wines) and in simple English rather than cooking jargon.
- Simplify menus - include pictures and use colour coding to highlight local produce.
- Provide chopsticks and Chinese soup spoons.
- If cooking meat served to order, provide images or simplified Chinese on how they can choose how well done they want it.
- Chinese people also tend to separate their meals into proteins (meats and fish), carbohydrates (rice and pastas) and vegetables, so providing information on this will also assist. Fish and seafood are very important as they denote wealth and prosperity.
- Offer condiments like soy sauce, chilli sauce, Tabasco or fresh chopped chilli at all meals.
- When providing packed lunches, offer instant cup noodles rather than sandwiches.
- When providing snacks ensure they are sourced from a Chinese food supplier so they are authentic.
- Tea is both culture and an art-form and deserving of a degree of respect
- Toasting is a cultural norm, so offer alcoholic and non-alcoholic options at meals.
- Chinese visitors often have limited knowledge in regards to local wine or beer varieties so consider offering samples.
- Make clear that smoking is illegal where food is served. The use of international signage is acceptable.
- Always offer hot or warm water instead of iced water. Chinese prefer hot drinks - even just water! Ensure they have access to hot water so they can fill their tea thermos or have instant noodles if they wish. Having hot water at a central point will ensure kettles are not used as saucepans for noodles.
- Obviously, the addition of Chinese language menus and Chinese speaking staff are a bonus!
- Food is so much more than just sustenance and sharing meals is an important part of relationships.

# DRIVING 开车

International visitors who wish to drive in Australia, must hold a valid international driving permit accompanied by the drivers licence issued in the country they live in.

Chinese visitors will look to hire cars. It is recommended that car hire companies provide maps, safety advice and GPS Navigation units in both English and simplified Chinese.

## Information should include:

- Keep left - Australians drive on the left hand side of the two way roads.
- Seat belts and child restraints must be worn by the driver and all passengers.
- Speed limits apply.

- Distances between major towns and attractions.
- Australian road signage.
- Use of hand held mobile phones while driving is not permitted.
- Road conditions and where to find road reports.
- Wildlife on roads.
- Road trains and overtaking.
- Road side assistance in case of break downs.

Tourism NT can provide a document for car hire companies to brand as their own with some basic hints and tips. For a copy contact [strategy.tourismnt@nt.gov.au](mailto:strategy.tourismnt@nt.gov.au)

# HANDLING GROUPS 处理旅行团

When communicating with groups it's important to address the most senior person. If you are not sure, it is acceptable to ask.

China Destination Approved Status (ADS) groups must travel with a Chinese escort and a local guide. Consider offering a discount or free room or admission for tour guides accompanying groups.

As groups travel on a tight itinerary, they become frustrated with delays and queues. It is important to be aware of this and ensure procedures and staff are prepared to handle this situation. Providing tea or written information for group members, such as a welcome, safety briefing or introduction to your product, may assist with this situation.

# SAFETY 安全

Safety, security and friendliness are critical for Chinese visitors when they're choosing a destination and to make them feel comfortable during their stay.

Consider what safety information is required for your business and how best to deliver it to ensure it is understood. For example, being croc safe and keeping heads down when entering/ exiting helicopters.

Translated information sheets, in both simplified Chinese and English, and using international symbols can help here.

Access to mobile phone and wifi are important in providing a sense of safety to Chinese visitors. If you are travelling outside of mobile coverages areas, it may be a good idea to advise that the coverage may be intermittent in certain areas.



# SHOPPING购物

Shopping is one of the most popular activities for Chinese visitors in Australia.

For Chinese travellers, shopping is influenced by Chinese cultural values of reciprocity and friendship, with gift giving for friends and family are key. Westerners browse to buy; Chinese buy because they have to! Value for money is important, with cost saving a consideration.

Businesses providing China Union Pay, Ali Pay and WeChat Pay have an advantage. Signage including the availability of duty free goods or GST refunds may also appeal.

## Considerations for retailers should include:

- Rearranging some displays to showcase Australian products - create an easy to find area for local products to showcase your offering. Consider both a 'made in Australia' and a 'made locally' section.
- Chinese visitors will be looking for products that represent their experiences and demonstrate their knowledge from their travels.
- In addition to gifts they will seek luxury items for themselves to avoid the 30% luxury tax paid on goods in China.
- Books, however, can be a dangerous gift, unless they denote learning and knowledge (especially for children).
- "Made in China" products cause Chinese to "lose face" and should be avoided.
- Chinese visitors will often buy multiple identical items so consider bundling items in twos or fours, and displaying the full colour range available.
- Australia's reputation for quality, natural products is evident as the key purchases sought by Chinese visitors include: vitamins (Blackmores is well-known) natural skin products (Jurlique is well-known), local natural products, both produce and craft wine - recognised brands and also special options.



# ACCOMMODATION 住宿

Accommodation providers should consider having a fact sheet translated to enable Chinese visitors understand some of the things we take for granted.

**Consider including:**

**Welcome** - Welcome to the X hotel

**Rate** - Room rate inclusions including number of people, meals, wifi

**Air-conditioning** - How to work and recommended settings

**Cooking** - Kettles in rooms are provided for tea/coffee - do not use to cook in Toasters available - however for use of single slices - not to have sandwiches placed in them. Be aware of smoke alarms - if a smoke alarm goes off you may be billed for the call out fee of the fire brigade

**Power adaptors** - The need for a power adaptor and where they can get one for the duration of their stay

**Toilets** - All toilet facilities are western and we ask that guests sit on the seat and refrain from dropping in any items other than the toilet paper provided. Please use the bins provided for other materials

**Exit/Entry** - Front doors are open from X to X - if arriving or departing outside these times provide specific access details

**Smoking** - All rooms are non smoking - designated smoking areas are XXX. If you smoke in the rooms additional cleaning charges will apply

**Hygiene** - For the comfort of other guests and for health reasons, we ask that you refrain from

spitting in all public and common areas  
**Noise** - For the comfort of all guests we ask that you do not make excessive noise after 10pm

**Parking** - Parking is located X and is available for \$X per day

**Wifi** - If there is a charge for wifi and what that charge is and the code to access

**Premises map** - Indicating where breakfast is served, other restaurants, bars, lifts and other facilities

**Payment methods** - What credit cards and other payment methods are accepted

**Signed** - Name and Signature of General Manager

**Some considerations for accommodation rooms:**

- Bottled water available at room temperature
- Mini-bar cup noodles with disposable chopsticks
- Mini-bar pricing in simplified Chinese
- Electric kettle
- Alarm clock
- Woks and rice cookers in self-contained apartments
- Chinese or herbal tea sachets
- Toothbrush and toothpaste
- Disposable slippers
- Disposable razors and shaving cream
- Cable or satellite Chinese TV stations
- Twin bedding room configurations
- In room compendium, TV channel in simplified Chinese
- Local map in Chinese and English
- Daily Chinese newspaper



# ATTRACTIONS

## 旅游景点

Attractions should consider providing Chinese language content such as brochures and audio guides. Welcome points and express group arrival points should be considered to facilitate quick access.

Hosted interactions and guided experiences within attractions, particularly incorporating natural experiences or wildlife are very appealing to Chinese visitors.

Make experiences “do-able” for even the least experienced Chinese visitor and in time-frames that will suit them (there are a number of walks available ranging 20 minutes to four hours, and from gentle to energetic).

Don't assume knowledge - explain what things are (sausage sizzle, or John Dory is a fish), and why or why not things can and can't be done (don't touch the fruit because it will bruise, please wear comfortable walking shoes as the walk is two hours long and the paths is uneven in places).

Explaining (how to engage) is much more important than telling them “what you have” (you can eat in our café or take food away with you to enjoy at the tables adjacent to the beach in the park across the road).

# TOUR OPERATORS

The Northern Territory's openness and long stretches of road can be appealing if unfamiliar for Chinese visitors. Companies offering tours should ensure that the trip is broken up with regular stops to enable visitors to sightsee and take photographs.

If preparing self-drive itineraries, regular breaks should also be taken into consideration.

Incorporate Chinese language elements into the tour and where appropriate take note to include

appropriate accommodation and dining options in tour packages and catering.

Naturalness is the key - link what you have to it. Bragging rights and conversational currency are what they are looking for - highlight natural experiences and produce, uniqueness and exclusivity, and offer photo opportunities.



# UNDERSTANDING THE CHINESE VISITOR AND THE VALUE TO AUSTRALIA AND THE NT

The China outbound travel market is the largest and fastest-growing travel market in the world, driven by increasing economic prosperity and increased aviation capacity. Chinese visitors to Australia spend \$8.9 billion per year.

The NT Government's target is to attract 30,000 Chinese visitors per year by 2020 and Greater China is now the Territory's fifth-largest international source market (2016 calendar year).

Chinese visitors to the Territory also have the longest average stay (nights)–23.2 nights–compared to any other individual source market.

## At a glance, Chinese free and independent travellers:

- Can speak some English
- Have a university education
- Want flexible travel options

- Want to experience and increase their knowledge of a different culture
- Like to eat and spend time with local people
- Are internet savvy
- Are heavy travel researchers.

## The Territory's Chinese target markets include:

- affluent, free and independent travellers
- repeat Chinese visitors, having travelled outside Asia previously
- 'millennials' (born from 1981 to 1995)
- special interest: photography, self-drive, bird-watching and fishing
- Chinese international students, working holiday makers from Taiwan and the Hong Kong free and independent traveller youth market
- business events and the incentives market aligned to the Northern Territory's industry strengths, such as mining and resources.



# 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: [china-ready-and-accredited.com](http://china-ready-and-accredited.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 whoever 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.





For more information contact  
**Department of Tourism and Culture**  
(08) 8999 3900 or visit [tourismnt.com.au](http://tourismnt.com.au)