



The Chinese Tourism Market

An opportunity knocking on your front door right now

With the Chinese visitor spend having grown 114% in EFTPOS and Credit Card sales (\$15m) on the West Coast the last year, some West Coast retailers are basking in the sunshine from this. China is now New Zealand's second largest visitor market with 240,500 arrivals for the year to June 2014, staying on average 8 days and spending \$3,800 per visitor. By 2018 the arrivals are expected to grow to 400,000 visitors annually. The South Island has only recently started to feel the impact of the Chinese visitor, who has mainly visited the North Island on short stay trips. With greater numbers of independent travellers and longer trip itineraries, the South is set to see rapidly increasing numbers, meaning that visitors from China are set to become very important to the West Coast region. The Chinese market is definitely one worth considering, not only by the direct tourism sector, but also by other retailers.

The Chinese Visitor

Chinese travellers are predominantly upper middle class and affluent. Our environment and culture is dramatically different from their own. In the same way most rural New Zealanders would struggle with the sheer number of people in China, the contrast is equally true for the Chinese, especially striking the West Coast with our vast open space, quietness, sparse population and even our darkness at night. These are all things most Chinese do not experience in their everyday life.

How to Capture the Chinese Visitor

The Chinese traveller is looking for a unique New Zealand experience. They love animals and wildlife placing the West Coast in an ideal position to appeal to this market. We live around these every day and often take for granted a key attractor for the Chinese. If you want to engage with this market make these and the West Coast environment a strong part of the attraction you are promoting.

Make sure you have China's standard card issuer, China UnionPay available. Advertise this prominently in your window and on all advertising.



For retailers, within the Chinese culture there is a tradition that requires them to take a gift home to almost everyone they know. As retailers you are helping them satisfy a need by presenting a New Zealand, and especially locally made, product to buy. Be forward, welcome them into your shop, pass compliments, engage with and try and help them understand what you are offering to sell them. To assist the sale, be prepared to bargain. If your product is already at your lowest prices suggest a discount for purchasing two or three items or add in a low value item. When you have made the sale, hand the purchase over with two hands.

If you own a café or are involved in the hospitality industry, provide and promote local speciality dishes, serve fresh not frozen. The Chinese are used to purchasing food from markets. They love seafood, lots of vegetables and like to see the food displayed well. Lunch is at 12 noon and dinner before 6pm. Have chopsticks available. Hot drinks, including hot milk, is preferred. Cold drinks are considered bad for digestion. The Chinese are now the number one global consumer of red wine. If you are serving wine help them choose and understand the culture of the wine, how it is served and poured, and where it is produced.

For accommodation providers, look at what is uniquely New Zealand about your business and location. Consider animals, wildlife and the natural environment surrounding your premises. Return communications immediately. Welcome and compliment your guests. Help them understand the New Zealand culture and way of life. The Chinese love to cook so install an Expel Air, provide a wok (not non-stick pans), a rice cooker and chopsticks. Have instant noodles available. Around 50% of Chinese smoke so let them know where they can do this. Harder beds may be preferred and, if your rooms don't have bars and locks on the window and doors, let them know they are safe. Provide safety instructions and maps in Simplified Chinese.

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Consider employing Chinese staff. A visa programme exists between our two countries where Chinese people can come and work in your business for three months. University students are looking for holiday work.

In terms of promoting to the Chinese market, spoken language is largely Mandarin, print signage is in 'Simplified Chinese'. There is no Google in China, Baidu.com is the main search engine. This can be translated on Google Translator. Mafengwo.cn and 117go.com are the Chinese equivalent to Trip Advisor. Ctrip.com is China's Booking.com. Weibo.com is the main social media site, Youku.com their Youtube and the place to post your videos. The Chinese are very familiar with QR codes. Consider developing QR codes, with the image of the Chinese flag on them, as posters for your shop window advertising, that link to information about your business products that have been translated into Chinese.

The number 4 represents death so don't offer Chinese travellers a room or price goods with a 4 in the number. Use number 8 instead. This represents prosperity.

New Zealand is likely to see exponential growth in this market. With 2015 the Year of the Sheep, now is an ideal time to become familiar with this growing market arriving at our front door in ever increasing numbers looking for what we are already selling. For more information on the Chinese market visit the Free Stuff tab on our website and chinatoolkit.co.nz

Marketing Destination South Island - SOUTH

Christchurch Airport and the Regional Tourism Organisations of the South Island have come together to promote destination South Island to the travel trade of the high growth markets of Asia - particularly China, and to grow the Australian touring market. The marketing group operates under the brand SOUTH, with one of the funding partners being Tourism West Coast.

The SOUTH project initiated by Christchurch Airport started as a broad concept in early 2012. A year later the South Island's Regional Tourism Organisations formally agreed to collaborate as funding partners of SOUTH, with 14 regions or districts providing funding in 2013/14.

The key objective of the collaboration is to maximise economic benefit to the South Island by growing the number of international visitor bed nights to the regions of the South Island and delivering marketing outputs that directly support the establishment of new international long haul air connections to Christchurch.

SOUTH's vision for developing the South Island visitor market has two key strategies:

HIGH GROWTH ASIA - Developing a focused market development approach to building the value of the high growth Asian markets - particularly China - to all regions of the South Island. This will emphasise relationships, regional and seasonal spread, and icon enhancement.

GREAT JOURNEYS – To build partnerships, market insights, marketing assets and stories to enable an invigorated re-launch of South Island Touring into Australia and beyond.

In China the SOUTH employs a China Trade Representative (Swallow Wang), based in Shanghai in the offices of Tourism New Zealand. Swallow deals with the travel trade of mainland China, Hong Kong and Taiwan on a daily basis providing training and support to enable them to sell the South Island more effectively. Additionally SOUTH has a number of programmes and events in China including an annual Kia Ora South event which introduces 16 tourism operators and regions to the market each year.

Three things businesses can do to prepare for the Chinese visitor:

1. Utilise the China Toolkit online resource with background information and practical tools to learn more about the Chinese customer www.chinatoolkit.co.nz
2. Have the introduction to your business and products translated into Mandarin. This can be quite basic but offers a welcome and an introduction to your product services.
3. Have your website translated into simplified Chinese. The Chinese traveller is very digitally connected.

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