



Accommodation Sector Specific.

It is beneficial for accommodation providers to have a broad understanding of the background to the Chinese market and in particular culture and tradition. This helps to understand the Chinese visitor better and reduce misunderstandings.

Chinese visitors are likely to be tour groups, individual travellers, business travellers or others such as Students showing friends or relatives around.

It is important to understand the type of visitor as each sector will benefit from a slightly differing approach however in the Tool Kit we have assumed a mixture of these visitors and also a wide spread of offering from the providers. Consequently we have provided a generic Tool Kit of advice and suggestions for those wishing to further develop their offering to Chinese visitors.

Welcome and Check in

Wherever possible when welcoming groups, high profile visitors or wishing to make an impression then use welcoming message signs in Chinese language. Always ensure the most senior person in the group is recognised and acknowledged and try to ensure elderly guests are treated with respect and dignity.

At check in it is advisable to have an explanation sheet of services and facilities available in Chinese language to ensure no misunderstandings (e.g. mealtimes, check out times, use of room card for signing to account, payment of account, extras, etc). Independent Chinese travellers are familiar with deposit taking at check in but again a Chinese language explanation will avoid any possible misunderstandings.

Chinese visitors are not used to service charges and tipping so where applicable or relevant this needs to be explained in advance so that they are clear and can enjoy the facilities accordingly without any misunderstandings.

Where you are unable to offer certain services in Chinese e.g. Chinese speaking staff then it is always best to advise your booker before arrival in order to manage expectations

Rooms & Room Facilities.

Disposable Slippers and disposable toothbrush. -These items are readily provided in all Hotels in China from 3 * upwards and often in many others including long stay apartments. It is always raised as an issue when discussed with Chinese visitors and in order to make them feel welcome it would be advisable to supply these items.

They can be easily sourced from a range of standard industry suppliers at fairly low cost.

Room sizes - Chinese visitors are typically used to larger rooms in hotels in China so if possible allocate a large room and it is important to allocate a light and airy room wherever possible.

Room Numbers - as numbers have a higher significance in China compared to the West they need to be taken into account when allocating rooms. Whilst it is preferable not to allocate a room with a single number 4, it is reasonably acceptable for a 4 to be included in the room number. Allocation of a room with an even number and particularly the numbers 6, 8 or 9, is seen as good fortune but not a requirement. If you have a VIP visitor then you should always aim to give them room 8 or 888 wherever possible as this is a very auspicious number in Chinese.

However be prepared for individuals who may ask to change rooms because of the particular mix of numbers – for instance 444, or 514 in Chinese sounds unlucky and few Chinese visitors would wish to stay in these rooms.

Chinese visitors will be self-conscious and would prefer not to make a fuss but to simply arrange a change to a different room upon request.

In summary try to avoid number 4 and try to allocate rooms with an even number or an 8 and allocate bright and airy rooms, wherever possible.

Room allocation – taking the above guidance into account it is important to allocate the best room(s) available to the most senior person(s) in the party or group. Providers should be flexible to a degree of change once the group arrives and checks in as a lot of fuss is often made to make sure that the most senior person is in the best room.

Smoking/Non Smoking Rooms – smoking is more common in China than in the UK. You should provide clear signage for guests in Chinese explaining your policy on smoking and UK legislative requirements and also the consequences of smoking in non smoking rooms/areas e.g. it may set off smoke detector alarms/ may result in a room charge for specialist cleaning of the room.

Preferably guests should be given this information at Check in to avoid any misunderstandings and it should certainly be included in the Chinese version of the Room information. (See Tool Kit Translator section).

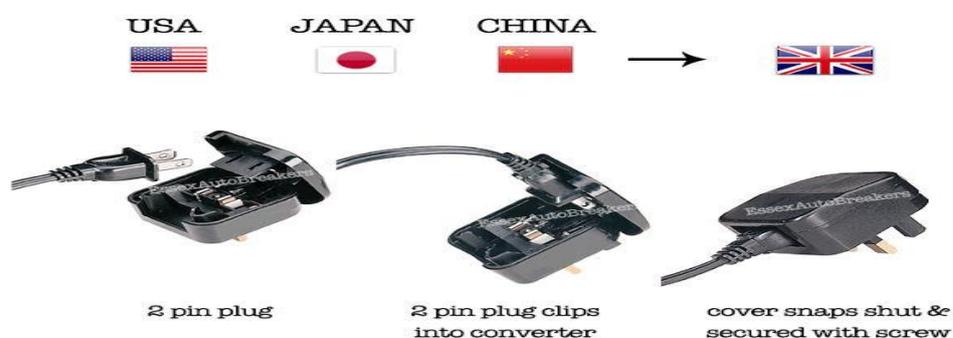
Create a positive impression by stating clearly in Chinese where smoking facilities have been provided and where smoking is allowed.

In Room Facilities – wherever possible a welcome letter from the General Manager in Chinese should be provided for Chinese Guests in their room. Also a sheet of simple instructions on how to use the room facilities should be provided in Chinese language. (See Tool Kit Translator section).

It is recommended to invest in some Chinese language copies of your in room information booklets/directories.

Those wishing to consider providing a Chinese language presence online in China will find that there are several providers who can assist in this, as listed in the Great China Welcome Charter Members Directory.

Plug Adaptors – Chinese guests often request plug adaptors and these should be available at reception upon request. Chinese plugs are both 2 and 3 flat pinned and adaptors are available from a wide range of online sources.



TV Channels – many Chinese visitors express the preference for at least 1 Chinese language Channel on the TV; ideally one of the major Chinese language channels e.g. China Central Television News.

Most service providers can now supply this facility upon request however you need to make sure that it is the Mandarin Chinese language version and that the TV usage instructions are available in Chinese language. If you can provide a 2nd channel then consider a Cantonese language channel, particularly if you have large proportion of visitors from Southern China, Hong Kong or Taiwan.

Telephone – most travellers these days have mobile phones and internet communication devices, however wherever possible advise Chinese guests how to use the landline phone and provide clear advice on the charges in Chinese language.

As the phone will be used to contact reception, for room service and other services from guests who may not speak English it is a good idea to have details of how these services can be accessed, written in Chinese either in the room information sheet or separately beside the phone. (See Tool Kit Translator section).

Wifi – internet access is very important to all travellers and to Chinese visitors in particular. Make sure that the login /access instructions are available in Chinese language (See Tool Kit Translator section).

Hospitality Tray – It is very much welcomed if the Tray can contain a selection of Chinese branded products such as Chinese brand green tea and Chinese brand instant noodles. A kettle and complimentary bottled (still) water should be available in all rooms.

Popular Chinese brand products that are easily available from local Chinese supermarkets include - Green Tea, Jasmine Tea and Chinese herbal tea Wang Lao Ji.



They will also have a wide range of Chinese brand instant noodles, the most popular brands being Kang Shi Fu 康师傅 and Tong Yi. These items are widely available in Chinese supermarkets and also increasingly in a number of popular UK supermarket chains. It is also a good idea to provide disposable chopsticks where possible.



Chinese guests also prefer “iced tea” or natural products instead of western brand soft drinks. Popular brands are below – available at most Chinese supermarkets. Complimentary Bottled water (still) is provided as standard in Chinese Hotels and Serviced apartments and would be expected at all levels of accommodation providers.

