



## ATTRactions, DESTinations & EVENTS-SECTOR SPECIFIC

### General Background

Above all as with all aspects of welcoming Chinese visitors a smile and friendly manner goes a long way.

Chinese visitors should be made to feel welcome with Chinese language signage and a welcoming smile and warm and friendly service. Amongst focus groups and general feedback this is rated as highly desirable when deciding which premises to visit.

It is worth making the effort to provide an appealing welcome for Chinese visitors with the Visit Britain Great China Welcome logo or a Chinese flag and a welcome sign in Mandarin in the entrance or on sales promotional literature.

If your attraction has an **audio guide system**, consider having a Chinese version made. Audio guides are quite popular at attractions in China, and Chinese Visitors are familiar with this way of sightseeing. Make sure that you let all tourist agencies and tour guides know that your attraction has an audio guide.

If you provide a tour guide and the group are providing their own translating then ensure that the pace of the guide allows adequate time for effective translation. Also it is best to stick to factual information as sometimes humour can be misunderstood in the translation for Chinese guests and adjust (shorten) the script to allow time for translation.

Wherever possible provide information on your venue in Chinese language .e.g. brochures/ flyers/ price lists/ notices, etc and also consider providing information at particular places around your venue in Chinese language for independent visitors who may have little use of English language. Chinese visitors will collect brochures to show friends and relatives back home which is a useful means of self promotion for future trade

**Chinese Visitors love to take photographs**, so creating photograph scenery stops is an ideal way to promote your attraction.

Where photographs are not allowed it is important to state so clearly in Chinese language and also with visual signs.

**Tour groups** and other small groups are often on tight schedules so it is often best to meet with them on arrival and discuss their requirements to assist them to get the best out of their visit.

When receiving tour groups if meals are included in the package or meal breaks scheduled then it is highly likely that they will eat quickly as they have a tight schedule to follow. Wherever possible prepare as much as possible before they arrive to limit any waiting times or delays.

If your premises have lunch/dinner facilities, make sure that the guide and travel agency are aware of this. Dining on-site could save them precious time and give the group more time to spend at your attraction. Make sure hot water as well as normal bottled water is available for Chinese Visitors.

They will want to visit your **gift shop** if you have one so ensure adequate time is allowed for this and that the sales staff are prepared to welcome the guests (see advice for retailers.)

### **History and Uniqueness**

It is important to get across the uniqueness of your venue and in particular any history and provenance. Where possible try to relate this to people and events rather than just dates to make a more interesting story.

Chinese are interested in romantic stories of the past so if you have any such links or local stories or myths then these should be put across in your information.

If you have had famous people or celebrities visit your venue, (especially Chinese ones), then make Chinese visitors aware as they will see this as a positive endorsement of your venue.

**Promote local and traditional experiences** and icons and make potential visitors aware of any special events.

Also try to arrange for Chinese language explanations of products and their provenance including any historical or unique features and the details of craftsmanship of any products available for sale.

### **Photographs**

The Chinese love taking pictures and posing in front of sights. Creating little “photo stops” where they can engage with a statue or image on a wall will be much appreciated. Include your attraction name at the photo stops to maximise publicity.

Where photography is not allowed then please ensure that this is clearly displayed in Chinese language and visual symbols to avoid any misunderstandings in a friendly and positive message explaining the reasons behind it .

### **Charges & Payment**

Many museums and certain attractions in the UK are free of charge and this should be made clear and promoted to Chinese visitors, as it is unexpected.

Where charges do apply then this is best made clear in Chinese language, also include the types of payment that are accepted.

**Attraction bookings** are often made last minute and subject to change so be prepared to be flexible and adaptable with Chinese visitors. Where possible prepare a fast track lane for large groups and provide packages including ticket entrance and on-site meals, to speed up the process.

In general younger generation Chinese and Business people are more familiar and comfortable with credit and debit cards whilst older generation prefer cash or Union Pay. However many Chinese credit card providers do not currently provide chip and pin cards , only the magnetic strip cards that require the holders signature. As some visitors can feel awkward when asked for their passport or

photographic ID when making numerous purchases with these cards it may avoid any misunderstandings to have an explanation available in Chinese language. (See Tool Kit Translator)

**Union Pay** is widely available with all bank accounts in China. It is often the card of choice even when customers have a range of credit cards

UK retailers and merchants can apply to accept Union Pay through their terminal providers and once approved should clearly display the approved logo to welcome Chinese visitors. In the UK Chinese bank debit cards with the Union Pay logo on them can be used to withdraw cash at ATM machines displaying the LINK logo.



### Wifi and Brochures

Internet contact is important to Chinese visitors, so if available and complimentary then make sure visitors are aware of this service.

Brochures, signage and maps should be in Mandarin Simplified Chinese (and Traditional Chinese for visitors from Hong Kong and Taiwan).

Many Chinese visitors will have carried out prior internet research on attractions and locations, possibly even booking in advance. However many others may wait until arrival to learn about which local attractions to visit and expect to see brochures and advertising material in accommodation provider lobbies and reception areas.

They also expect the accommodation provider to be able to sell or supply tickets to the venues, so it may be worthwhile ensuring that you have an arrangement in place with your local accommodation provider.

Chinese visitors are unlikely to set off on visits without some prior knowledge about the venue/destination and ideally some reassurance of its China Welcome, so make sure good links are developed with local accommodation providers to display information and recommend your venue.

### Parks Gardens & Countryside

In a recent Visit Britain survey Chinese visitors had a higher than average propensity to visit the Coast and Beaches and a higher than average wish to visit museums and galleries – particularly business travellers and those visiting Friends and Relatives.

Across all definitions of travellers the opportunity of visiting parks and gardens and talking a walk in the countryside or by the coast was higher than other Visitor markets.

Health and Wellbeing, for instance enjoying walks in the countryside, are very important to the Chinese.

Promote access to these facilities in hotels, tourist centres and across the internet and social media with easy guides in Chinese language on how to enjoy.

## Baidu Translate- Translation App



Baidu Translate is a great tool for communicating with your Chinese guests and is a very familiar logo for Chinese visitors. It translates from 3 different sources: • Text • Speech • Pictures

Regardless of which of the translation source you choose, the app provides you with the translation in text. It can also read the translation aloud in Chinese.

The text translation is the safest way to an accurate translation, but the speech translator works surprisingly well also. However, remember to keep it simple to avoid misunderstandings and that the structure of sentences and meanings in Chinese can often be different to those used in the UK.

**TIP:** If you have a sentence or word that you need often, you can save the term by clicking the little star below the translation.

The translation service requires an internet connection but an offline translation package is also available if needed in places without an internet connection.

The App is free and is available on iPhone and Android.