



CHINESE VISITORS

China is a country that differs greatly from Ireland in many ways, their culture, social norms and behaviours, along with consumer trends and tastes. Tourism Ireland wants to help you to understand these differences, by providing insights that will enable you to maximise the potential of the Chinese market.

Tourism Ireland's top tips for doing business with Chinese visitors

TIP 1



Make guests feel welcome by learning a few Mandarin phrases.

PRONUNCIATION

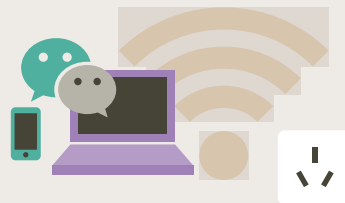
Hello	Ni hao	你好	'Knee-how'
Welcome	Huan ying	欢迎	'Hwan-ying'
Thank you	Xie xie	谢谢	'Shay-shay'

TIP 2



Accommodation providers should include Mandarin TV channels along with translated TV guides, welcome letter, maps and magazines.

TIP 3



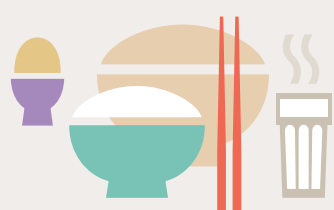
Maximise the visitor's ability to share their experience online by providing free Wi-Fi and Chinese adaptors. Chinese consumers respond well to QR codes so include them on your marketing material.

TIP 4



UnionPay credit cards are the preferred payment option for Chinese travellers. Accepting payment via UnionPay cards will allow visitors to easily claim their tax back and make them feel more comfortable about using their credit cards.

TIP 5



Accommodate Chinese dining preferences with breakfast options like chicken-rice soup, hard boiled eggs and hot soy milk.



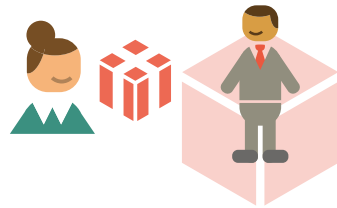
CHINESE TRAVEL TRADE

China is a country that differs greatly from Ireland in many ways, their culture, social norms and behaviours, along with consumer trends and tastes. Tourism Ireland wants to help you to understand these differences, by providing insights that will enable you to maximise the potential of the Chinese market.

Tourism Ireland's top tips for doing business with the Chinese travel trade



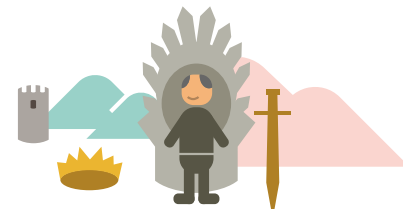
A good business relationship is based on a good personal relationship, which for the Chinese is best developed by face to face communication.



Bring a gift when meeting members of the Chinese travel trade such as, an iconic Irish gift made of wool or crystal.



By keeping in regular contact with travel trade on Chinese social media platforms that are also offered in English, such as WeChat and Weibo, they can easily get in touch with you if there are business opportunities.



Chinese travellers enjoy visiting areas with celebrity associations. Present itineraries that highlight famous landmarks and areas such as, those that appear in the hit TV show Game of Thrones.



Sales kits should be translated into Mandarin to make it easier for travel trade to share quotes, packages and offers with consumers.