

WELCOMING CHINESE VISITORS

Key Greetings & Phrases

The following expressions, basic greetings and conversational starters will be helpful for doing business with Chinese visitors.

ENGLISH	CHINESE	PRONUNCIATION
Greetings		
Hello	您好 Nin hao	kneen how
Thank you	谢谢 Xie xie	sh'yeah sh'yeah
Excuse me	对不起 Dui bu qi	d'wee boo chee
Goodbye	再见 Zai jian	dzai jen
Very good	很好 Hen hao	hen how
Happy Chinese New Year!	新年快乐 Xin nian kuai le	shin knee-en kwhy lah!
General		
Yarra Valley	亚拉河谷 Ya la he gu	Yah la her goo
Abundance all through each & every year <i>Yarra Valley Chinese tagline</i>	时和年丰 Shi he nian feng	Shuh her knee-en fung
Where are you from?	您是哪里人 Nin shi nali ren?	kneen shuh gnarly wren
I don't speak Chinese	我不会说中文 Wo buhui shuo zhongwen	war boo-hway shwoar djong-when
We have	有 You	yo
We don't	没有 Mei you	may yo
Hospitality		
Welcome	欢迎 Huan ying	hwun-ying
Chinese menu	中文菜单 Zhongwen caidan	djong-when tsy-dan
Toilet	卫生间 Wei sheng jian	way shung jen
Smoking area	吸烟区 xi yan qu	she yan choo
Credit card	信用卡 Xin yong ka	shin yong kah
Food & Drink		
Is the food delicious?	好吃吗 Hao chi ma	how chur ma?
Red wine	红酒 Hong jiu	hong joe
White wine	白葡萄酒 Bai putao jiu	buy poo-tow joe
Sparkling wine / Champagne	香槟酒 Xiang bin jiu	Shee-young bin joe

Chinese Visitors to the Yarra Valley

- 1.4 million Chinese tourists visited Australia in the year ending June 2019.
- Yarra Valley was the second highest visited region in Victoria by Chinese visitors, with 136,600 visitors representing 22% of the total international visitors to the region. Almost all of these were daytrip visitors (98%).
- It is estimated 26,122 Chinese visited a winery in year ending June 2019.
- China is Australia's largest export market, accounting for over a third of exported wine value in 2018-19. Exports to mainland China increased by 19% in value to a record \$1.13 billion in the year ending September 2019.
- Demand for wine priced at RMB150.00 and above has been growing since 2016 at 7% average annual growth rate (AAGR) and Australian wines have been leading this growth with 17% (AAGR).
- Red wine continues to dominate, accounting for 97% of export value to China within this price segment and grew 52% to \$643 million in the year ending September 2019.

Sources: International and National Visitor Surveys, year ending June 2019, Tourism Research Australia. Data prepared by Tourism, Events and Visitor Economy Branch, Victorian Government

Top 5 Tips

You don't need extensive cultural training or to be fluent in Mandarin to provide a warm welcome for your Chinese guests.

1. Build rapport

- *Learn a couple of key phrases* – learn some basic phrases and understand common requests. Show genuine hospitality and a high level of enthusiasm.
- *Speak clearly* – use short sentences and lots of smiles. Avoid using Australian colloquialisms or slang.

2. Be welcoming and friendly

- *Use the appropriate name and title* – Chinese names are given with the surname first, eg address 'Gao LinXi' as Mr Gao.
- *Address the person of highest rank first* – this is likely to be the eldest person in the party and usually male.
- *Where possible, avoid saying 'no'* – look for indirect ways of communicating this such as 'I will have to look into that' or 'it may be difficult' or 'unfortunately we do not have that'.

3. Provide Chinese information

- *In-language information* – providing Chinese-language websites and other material (such as brochures, menus, maps and welcome letters) can go a long way. Accommodation products could also consider Chinese-language TV or newspapers and in-room instructions (eg hotel guide etc.).
- *Chinese name* – consider developing a Chinese name for your business.

4. Deliver the right services

- *Wifi* – have wifi readily available to enable Chinese tourists to share their experiences immediately on social media.
- *Make it easy* – businesses that provide China Union Pay, Ali Pay and WeChat Pay services have a distinct advantage.
- *Be authentic* – showcase local Australian products and highlight your unique offering.
- *Consider your existing customers* – use digital technology to deliver multilingual content (such as menus) discreetly and to avoid alienating other markets.

5. Visitor expectations

- *Value for money* – this is important for the China market.
- *Provide hot drinking water* – Chinese visitors prefer drinking hot or room temperature water, they do not like ice cold water.
- *Clearly communicate smoking areas* – the use of internationally recognised signage is acceptable.
- *Queuing is not necessarily customary* – be prepared to politely ask your guests to form a line if needed.
- *Safety information* – ensure key information is available in simplified Chinese or through internationally recognised signage.