

MONTEREY

Grab life by the moments:

China Ready 2.0



China tourism market report and
cultural curriculum for 2016.
Prepared for members of:

Monterey County Convention
& Visitors Bureau.



Prepared by
Translation
BY DESIGN

即刻，请把GPS设置为 迷航模式

把日常生活放进后视镜，沿着1号公路一直前行，穿越大瑟尔耸立的红杉树，抑或在卡梅尔海滩围坐在舒适的火堆旁享受一杯当地的黑皮诺，分享欢笑。是时候为自己而活了，欢迎来到蒙特雷。

MONTEREY
Grab life by the moments.



SeeMonterey-China.com

Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Marina | Monterey | Moss Landing
Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside

“Monterey County is experiencing the beginning of a travel boom from China that experts predict will take 10-20 years to peak and, once there, it will remain our top source-market of international tourism dollars. This “China Ready 2.0” guidebook was prepared to help your business capitalize on this opportunity and to help ensure our region stands-out as one of the most welcoming to Chinese visitors. By improving our guest experience we ensure a higher spend, a longer stay, better word of mouth and higher ratings online – which fuel future growth. If our China Ready efforts are successful, it will mean tens of millions of new dollars for our member businesses and local economy.”

Rob O’Keefe
Vice President /
Chief Marketing Officer
rob@seemonterey.com



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Importance of China Ready

On February 8th, if you were anywhere near Cannery Row, The Wharf, Lovers Point, or Ocean Avenue in Carmel you saw more Chinese tourists than you have ever seen in those locations before.

Why was that?

First, February 8, 2016 marked the beginning of the Chinese New Year, the most significant holiday in China and a popular time for travel.

Second, the Chinese economy, while slowing, is still experiencing impressive growth and urbanization.

Over the past 10 years hundreds of millions of Chinese have moved into the middle class and upper class. Over the next 10 years, *and beyond*, those individuals and families will be taking advantage of their new-found disposable incomes, *and more favorable rules for travel*, to visit destinations abroad.

All signs are pointing to a boom for Monterey County!!



Mark your calendar for next Chinese new year, January 28th 2017, and impress Chinese visitors by saying "Happy New Year!" in Mandarin:

Simplified Chinese: 新年快乐!

Pinyin: xīnnián kuàilè

Phonetic: "shin-yen kwai-leh"

Importance of China Ready By the Numbers

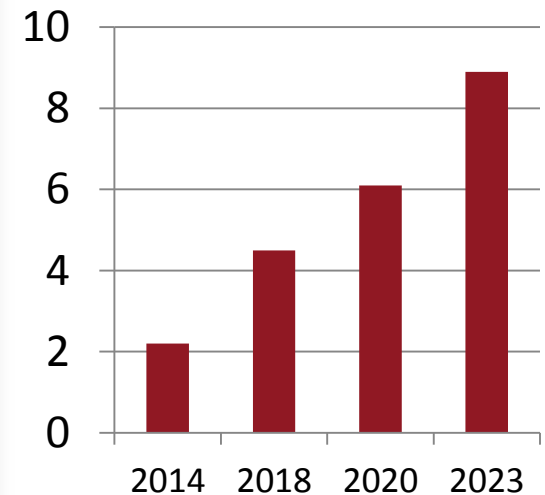
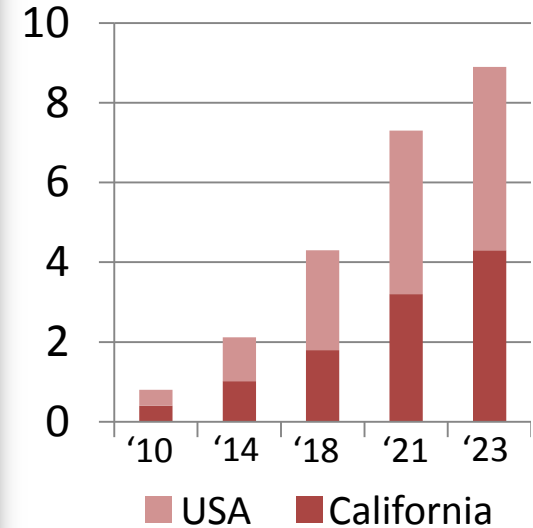
- China's population is approaching 1.4 billion people
- 670 million internet users, 536 million mobile internet users
- China has been the #1 spender on travel globally since 2012
- Will surpass US as largest spenders on business travel in 2016
- The US is the #1 long haul destination for Chinese
- Airlift will grow to 110 average weekly flights to US in 2016
- 2,600,000 Chinese visitors to US in 2015 (3% global market share)
- 1,200,000 visitors to California in 2015 (45.5% US market share)
- 35% of visitors to California have HHI above \$100K
- 14.9 average nights per trip to the US
- Highest average spend of any US visitor, \$2200 per trip
- The top 10% of travelers spend \$2000 per day
- Spent \$2.6 billion dollars in 2015 in California
- Chinese tourist spending in the US will QUADRUPLE by 2023
- California's central coast is the #1 "want to explore" destination

"The cooling of China's red-hot economy is having no impact on travel to the US. Tour bookings remain at record levels, flights from China are full. Literally, the flood gates are open."

- Michael Merner, Brand USA



Chinese Visitor Growth
(In Millions)



Projected Spend in California
by Chinese Tourists (\$ Billions)

Importance of China Ready Benefits for You

“Our research shows visitors from China spend 60% more in Carmel than tourists from other counties.” – Monta Potter, Carmel Chamber of Commerce

In 2015, a single tour operator, Seagull Holiday, purchased 14,000 admissions to the Monterey Bay Aquarium. Unfortunately after a few hours in Monterey those visitors spent the night in Morgan Hill. Clearly Chinese tourists are contributing to our economy, **but the opportunity is much greater.**

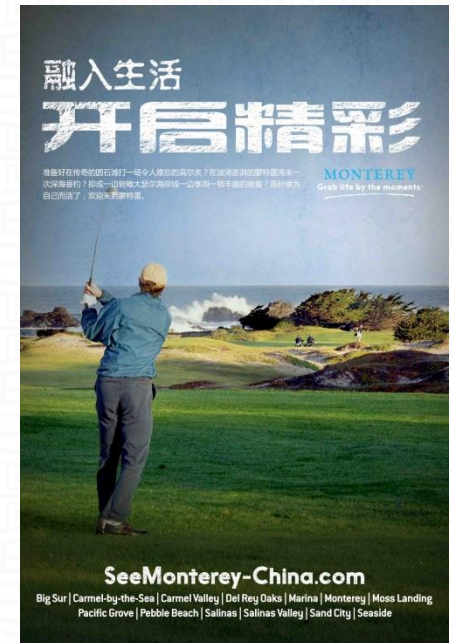
The purpose of China-Ready is to prepare your business to **attract** Chinese tourists before they arrive, **welcome** them once they are here, and **create** an excellent experience so they tell their friends and family about you. But more than that, your efforts contribute to the broader goal of making the Monterey County experience so good these tourists begin demanding overnight stays from tour operators, or they begin booking overnight stays themselves.

Monterey County offers everything Chinese tourists value most in a destination: shopping, fine dining, sightseeing/eco tours, and more. If we can turn Monterey County into a one, two, or three night stay for visitors from China, your business and our economy at large will feel the impact of the highest per-day spending tourist group in the world.

If you could benefit from:

- Higher occupancy and higher room rates
- Excited shoppers in your store, gallery or gift shop
- Visitors that are eager to pay for experiential attractions
- More diners in your restaurant and better experiences for guests

Then it's time to get China-Ready!



Understanding The Culture

China is a 5000 year old society that has never known democratic rule. This influences their culture and travel behavior today in 3 main ways.

- **Hierarchy** – Ruled by kings, then by Communists. There is a high value placed on social hierarchy (authority) in business and family. Formality, “face” and “guanxi” affect every aspect of relationships in Chinese society. Practically speaking, it means you give the best room on the highest floor to the most senior traveler or highest ranking business person in the group. When a family group enters your business address the oldest member first.
- **History** – Chinese society has existed for 5000 years. They are proud of their county and their history. Don't bring up politics or the Communist Party in a negative way (or better yet don't bring it up at all). Also because the society has never been broken-up or completely conquered by another culture many ancient traditions, including superstitions, influence modern life. Pay attention to the meaning of colors, symbols, and lucky numbers to give you a real edge over businesses that ignore them.
- **New Money and New Freedoms** – Chinese are eager to get out and see the world! In 1978, political reforms began opening up select economic zones to trade with the rest of the world. This allowed for entrepreneurship, which led to the unprecedented job creation and urbanization of the last 30 years. Combined with China-US approved destination status in 2007, and more convenient visa policies, the wealthy business-owner class, and a new middle class with disposable incomes, could for the first time in a lifetime begin considering leisure travel to the US.



*"It is better to travel ten thousand miles,
than to read ten thousand books."*

(Chinese Proverb)

MONTEREY
Grab life by the moments:

Understanding The Culture

Symbolism & Luck

Symbolism in China can be complex but businesses that invest in understanding this area of the culture become insiders and can use this understanding in variety of ways. It allows you to signal to Chinese visitors that you have an appreciation of their values, which gives “face” – a concept discussed in the coming pages. Colors, numbers, and many symbols have deep rooted meanings in the culture. Some of these meanings are related to the fact that two words might sound similar. The number 4 is seen as unlucky because the word in Chinese “四” or “sì” sounds similar to “死” or “sǐ,” the word for death. Other symbolism comes from thousands of years of study of the balance and harmony between objects in the universe. Most Americans have heard of yin and yang, which relates to the balance between two opposing forces, and feng shui, which follows the balance between the five elements; earth, metal, water, wood, and fire. Learning more about these concepts will give you an advantage in situations ranging from interactions with guests to designing menus and marketing materials.

Recommended Reading: “Five Fold Happiness - Chinese Concepts of Luck, Prosperity, Longevity, Happiness, and Wealth” by Vivian Sung offers a vivid explanation of symbolism in China, find it on Amazon Kindle for \$10.99.



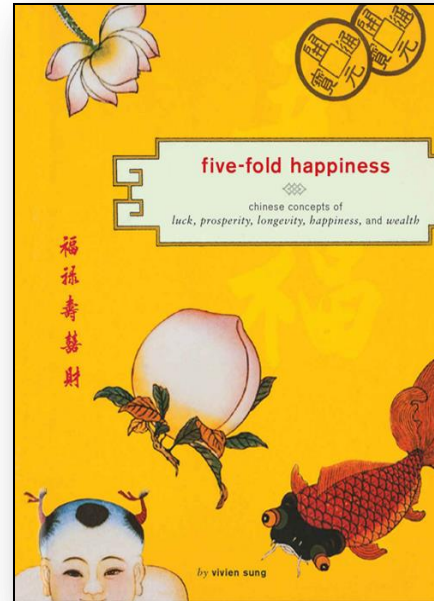
海南航空
HAINAN AIRLINES

The Hainan Airlines corporate logo is composed of elements showing the wings of the golden Garuda (a mythological Chinese bird), the top of its head (a pearl that represents the sun and the moon), its golden horn, a styling representing its beak, and auspicious clouds.



Auspicious Clouds

(*xiangyun* 祥云), represent the heavens and also “good luck” because the Chinese word for cloud (*yun* 云) is pronounced the same as *yun* (运) meaning “luck” or “fortune”.



Fish

(*yu* 鱼), fish symbolizes wealth as *yu* for “fish” is similar to *yu* 餘 which means “abundance.” Due to reproductive success the fish also signifies marriage and the birth of many children.

Understanding The Culture

Symbolism and Luck

“Double Happiness”



The role of symbolism and luck in today's Chinese culture has arguably more to do with feelings of auspiciousness than superstitions. A Chinese person will ask, “Do I feel good about this? Do I feel lucky? Is this business dealing surrounded by auspicious signs?” In China people look for signs they are making the right choice, that they are in balance with nature and on the right path. This balance, or path, is referred to as the “dao” or “tao.” Keep these in mind to start with, but don't let this list limit your exploration of symbolism in Chinese culture!!

Colors

Red symbolizes fire element, luck and joy. It is the most popular color in China. From wedding dresses to envelopes given as gifts on Chinese New Year, red is the color

Yellow is related to the earth element and is considered a prestigious color. It is most often used as an accent to red.

Gold is associated with yellow and symbolizes brightness, fulfillment and wealth. It is used less often than red but is more highly regarded.

Generally green is associated with plant growth, health, prosperity, and harmony.

Black is considered neutral but can be associated with mourning and loss.

White can also be associated with mourning as the old custom was to wear white when mourning. However it is also associated with breast milk, purity, and brightness.

Use black and white with caution.

Numbers

The number 2 signifies harmony, the ying and yang “balance” in the universe. Thus, all even numbers are considered more auspicious than odd numbers. “Double happiness” is popular saying that is symbolic of marriage and auspicious events like Chinese New Year.

The exception is the number 4 which in Chinese sounds similar to the word for death. Avoid giving Chinese visitors hotel rooms on the 4th floor or rooms with the number 4. Or gifts containing 4 items.

5 is considered lucky because of the 5 elements of the universe and Feng Shui.

The number 6 in Chinese has a lucky meaning as it sounds similar to the word “do everything smoothly.”

8 is the most auspicious number as it sounds similar to the Chinese word for wealth. Retailers will often price products to include several 8s.

The number 9 is a homonym for the Mandarin word for ‘long lasting.’ This number is seen as good luck because Chinese value commitment, loyalty and a long term vision.

Symbols

The Dragon is a sign of power, strength, and good luck – *for those who are worthy of it.* On auspicious occasions, like Chinese New Year and business openings, the festivities include life-size Dragon puppets controlled by dancers. The Phoenix is seen as the balance of the Dragon and is also auspicious.

The Chinese Knot, also known as an endless knot, represents the path toward wisdom and spiritual enlightenment. The Chinese word for ‘rope’ is ‘shèng’ which sounds similar to the words for ‘spirit,’ ‘divine,’ and ‘life.’

The red lantern, represents good luck and hope. They are displayed during Chinese New Year, Mid-Autumn Festival, and Lantern Festival.

Unlucky symbols include turtles (slow = bad for business), leaving chopsticks standing upright in your bowl (similar to incense at a tomb), and giving clocks as a gift (the word is similar to “send to ones end”)

Understanding The Culture

Face and Guanxi

Travel to the United States is a sign of status and improves a Chinese person's "Face."

It is said, "Face is the key to the Chinese spirit." Put simply, in China, face represents your social standing. It is how you are measured by others and how you measure yourself (what am I worth?). Because the society is hierarchical, formal and collectivistic (Communist) your social standing is very important in terms of acceptance and advancement, not only to you, but to your family and extended family. Face is earned and face is given. You gain face by giving a gift to your superior at work. You gain face by posting a photograph of you at Pebble Beach. You gain face by sending your child to a university in the US. These things improve your social standing. Likewise you lose face for negative things such as poor performance at your job or visiting the US and not bringing home gifts. A Chinese person loses face when they are unable to check-in efficiently at your hotel because they don't speak English. By making obvious their shortcoming you are causing them to lose face. A Chinese person will also try to save your face. Such as in situations when you try to close a deal before it is culturally appropriate. They will say yes to not embarrass you, when they actually mean no. This has caused consternation among western business people for hundreds of years.



Getting the perfect picture for social media is very important.



Catering to Chinese guests with translated materials to make check-in easy and providing in-room amenities preferred by Chinese shows you respect them. That gives face to your guest which they are culturally obligated to reciprocate (guanxi) and will likely do in the form of positive reviews on travel sites, in social media posts, and by word of mouth.

Guanxi ("g'wan-she") is the other key social concept in Chinese culture. In its most basic sense Guanxi describes the value of a relationship. More broadly it is your social capital, i.e. the value of what you can give and take from the network of people you know. The closer the connection, the higher the guanxi and the more you can ask of that person. Once the favor or service has been done you are then culturally obligated to reciprocate. If you don't that damages your face and guanxi.

By becoming China-Ready you are giving face and building guanxi with Chinese tourists and the Chinese travel industry partners that help sell our destination.

Understanding The Market

Who's traveling?

Tour Groups



Business Travelers



Flexible Independent Travelers (F.I.T.)



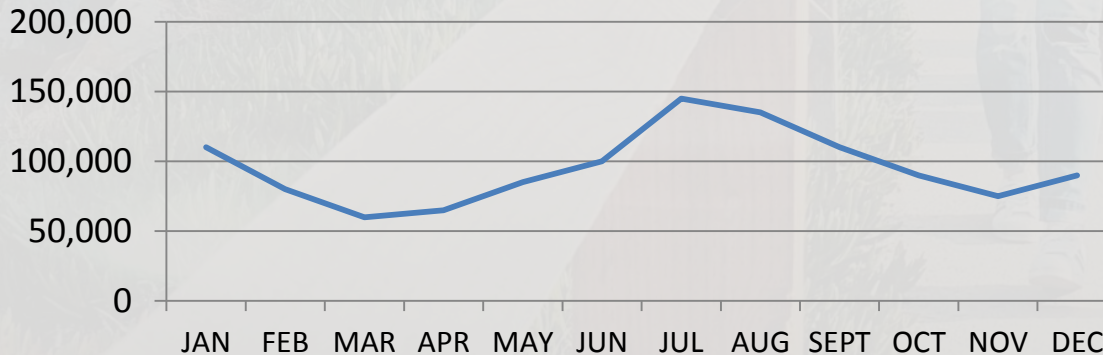
What are they seeking?

Typically a first time traveler, tour groups want to see as many of the iconic sights as possible: Los Angeles, Highway One coast, San Francisco, Napa, Las Vegas, and many times New York City in a single 10-14 day tour. They will stay in less expensive hotels in order to travel to more places. Taking pictures in front of iconic sights and shopping for gifts for family and colleagues are most important.

Most often mixing business with leisure, these travelers take advantage of the company-paid airfare and extend their stay in the US for golf and luxury shopping. Fine dining and sightseeing are also valued.

Younger more educated Chinese are increasingly opting to travel independently. Typically small family groups, couples or students, these are higher income travelers who will spend more on accommodations, shopping, dining and other "experiential" activities. Not limited by the pressures of a tour group these visitors will stay longer in one place to have a more in-depth "authentic" experience.

When are they visiting California?



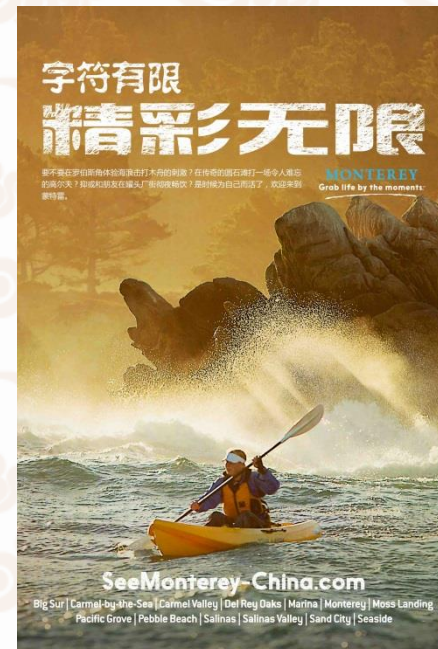
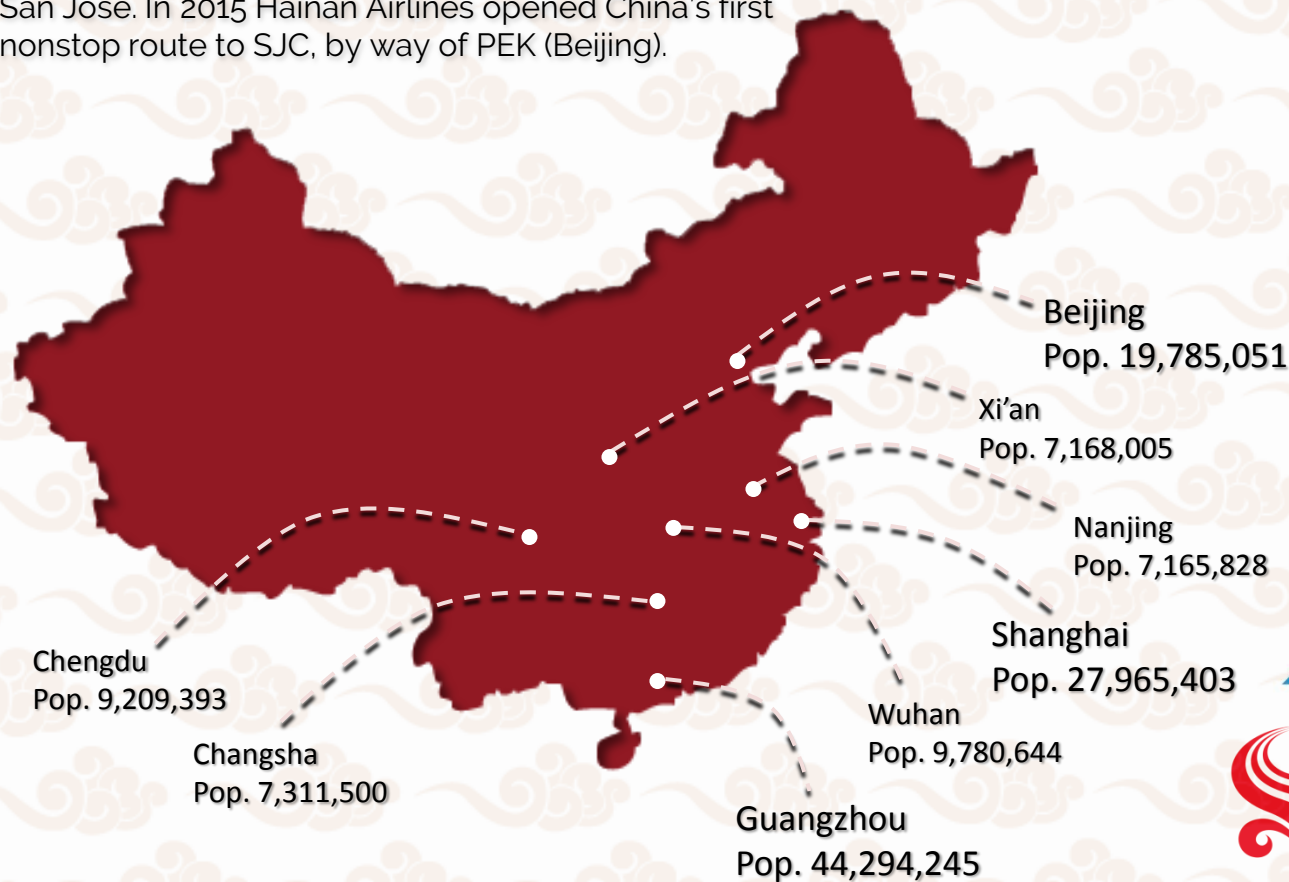
The most popular times to travel to the US are Chinese New Year (late Dec to early Feb) and during children's summer break from school (late June thru September 1st). Labor Day (May 1st-5th) and National Day, also called Golden Week (October 1st-7th), are the other most popular times for trips to the US.

Most trips are booked about 3 months in advance of the travel.

Understanding the Market

Source Cities

China has more than 100 cities with a population over a million people. The US has 10. So where do you start? The cities shown below are those hubs offering nonstop flights to California. With a primary focus on Beijing, Shanghai and Guangzhou the MCCVB, along with partner organizations Visit California and Brand USA, is investing in advertising, travel press, social media, travel trade conferences, promotional events, and FAM tours, along with direct sales to travel agencies, tour operators, MICE agencies, and others to continue to build buzz and demand for Monterey County in these key source cities. These efforts are contributing to rapid increases in lift capacity to US gateway cities, which now include San Jose. In 2015 Hainan Airlines opened China's first nonstop route to SJC, by way of PEK (Beijing).



Flying Nonstop to California



Understanding the Market

Booking Travel in China

Chinese are increasingly making their own travel arrangements. However, the market is still dominated by tours, booked through a travel agency in China, and fulfilled by a Receptive Tour Operator (RTO) in the US. Understanding this system and the key players will improve your access to the million-plus Chinese tourists visiting California each year.



Understanding the Market Travel Agencies



The China National Tourism Administration (CNTA) regulates all travel policy in China, including approved travel agencies.

Historically, the outbound travel industry in China has been tightly controlled. Initially only business travelers and the very wealthy could afford to travel abroad, and then only by booking through one of a few state licensed travel agencies. Those travel agencies would arrange travel directly (typically business travel) or with a tour operator (typically leisure travel). The travel agency will have many different tour operator partners on whom they can call depending on the destination and desire of the client.

The tour operator assembles the tour program (route, hotels, attractions, tickets, etc.) and manages the receptive operator in the destination country.

The limitation on the number of companies allowed to supply the outbound tourism market gave the approved agencies and their preferred tour operator partners tremendous market advantage.

These companies remain dominant, however the traditional agencies that have been slow to adopt online booking are now finding themselves losing market share to OTAs (Online Travel Agencies) that are CNTA approved to offer outbound group tour travel.

Names to Know:

Top 10 Travel Agencies

- CITS
- Jinjiang Tours
- CYTS
- Spring International Travel
- CTS
- GZL
- TTS
- Nanhu International Travel
- U Tour
- Guangdong CTS

Top MICE Agencies

- CITS MICE
- CYTS MICE
- CTS MICE



Understanding the Market

Online Travel Agencies

OTAs are becoming the dominant booking source for all travel in China. They offer online booking and reservations for a variety of travel products, *similarly to US-based OTAs that operate in China*, with the advantage of being licensed by CNTA to offer outbound group tour products..

Another significant difference between Chinese OTA's and US OTAs is the Chinese platforms allow other travel businesses to create "eStores" under the larger OTAs website and brand umbrella. An example of something similar in the US would be how Amazon sells products directly but also enables "eStores" for sellers on the Amazon.com platform, This has created opportunity for small entrepreneurial tour operators specializing in niche travel options along with established travel agencies, like CITS, that have massive market share but don't have the sophisticated online presence users are demanding.

The leader in the "Travel eStore" space is the platform called Alitrip, owned and operated by the Alibaba Group. Alitrip rapidly became a power player in the industry by leveraging Alibaba's eCommerce infrastructure, big data and hundreds of millions of shoppers already using their shopping sites www.taobao.com and www.Tmall.com. Furthermore Alitrip is taking a unique approach to developing Chinese language travel review content by integrating hotels, attractions, and other tourism products to posts mentioning them on the very popular Weibo platform. The parent company of WeChat, Weibo's primary social media competitor, is an investor in the OTA eLong and is expected to roll out a similar feature soon, reinforcing the importance of the use of Chinese social media for US tourism businesses.

In addition, in January 2016, Alitrip held an event in Los Angeles announcing plans for a dedicated destination page for the US where DMOs, hotels and attractions can work directly with Alitrip to provide travel information, suggested itineraries and direct booking. Alitrip is expected to be the dominant player for Chinese FIT travelers visiting the US.



US based OTAs are making significant investments in China but because US companies cannot offer outbound tour products this cuts them off from 70% of the market. They are betting big on the continuing increases in the FIT sector and a superior understanding of the US market, inventory, and booking experience. Of the US OTAs, TripAdvisor, now offering instant booking, is believed to have the long term market advantage in China because of the importance of traveler reviews to the decision making process.

"China is on track to become our largest market."

Joost Schreve, VP Mobile - TripAdvisor

Understanding the Market

Receptive Tour Operators

Receptive Tour Operators (RTOs) are the “boots on the ground” partners of the travel agencies and tour operators in China. The RTOs work with hotels, attractions, restaurants and other businesses to create the tour “package” being marketed to the tourists by the agencies in China. The RTOs then receive the tourists upon arrival and fulfill the vacation package or tour program.

Even through F.I.T. travel and direct online booking is on the rise, RTOs should not be ignored. Increasingly receptive operators are offering intimate small group luxury tour programs, themed tours, or “semi-F.I.T.” fly-and-drive programs. The fly-and-drives give the experience of renting the car and traveling on your own but provide the reassurance that everything is coordinated by an experienced RTO. The Chinese visitor is met at the airport, helped to the rental car, and all their stops, attractions and hotel stays are mapped out in advance.

With rising demand for themed “experiential” tours and independent “semi-F.I.T.” programs RTOs and their travel agency and tour operator partners in China are adapting traditional tours to meet market demand. Demand that increasingly is looking for deeper experiences in places like Monterey County. Building relationships with RTOs is an important part of monetizing your China-Ready efforts.



“Cultivating relationships with receptive tour operators is an excellent way to tap into the tour group market and more profitable semi-FIT, themed tours and luxury tours. Also we are actively working to see that more and more local partners are brought to the attention of travel agencies, OTAs and tour operators here in China. We encourage you to stay in touch with the MCCVB to keep us posted about your travel offerings, promotions, special events, and China-Ready initiatives. That information will be useful for our travel trade presentations and sales calls representing Monterey County tourism in China.”

Denny Xia, Sr. Marketing Director – Monterey County Convention & Visitors Bureau, China Representative Office – Shanghai, China



Understanding the Market

Hotel & Dining

欢迎光临! 敬请享用免费WIFI。
“Welcome! Please enjoy this free WiFi.”

Chinese want to have an authentic American vacation experience, but they do appreciate some comforts of home, particularly during hotel stays and when dining. You'll win over your Chinese guests, and have more repeat business, if you follow these rules:

Rule #1: Lower the language barrier. Again, if it is difficult for the Chinese traveler to order food or get checked-in to your hotel it causes them to lose “face.” However any effort to accommodate their cultural and language needs shows respect, and that you value your business, which gives “face.” Chinese will reciprocate your efforts by giving “face” in return in the form of positive travel reviews and social media posts.

Rule #2: Offer as many of the following amenities as you can.

Hotel

- Free Wi-Fi – bonus if you offer a wi-fi access point specific for Chinese guests. This is most requested because pictures need to be uploaded!!
- Entry signage, or sign on check-in desk, that says “Welcome!” and explains there is information available in Chinese to assist check-in.
- Accept UnionPay.
- Provide translated welcome packet starting with check-in instructions, detailed thank you letter from hotel manager, information about hotel services and amenities, interesting things within walking distance, restaurant details with any Chinese menu items highlighted, hotel policies, exit route information, instruction to smoking areas.
- In the room ensure there is a teakettle for hot water and room is stocked with green tea, noodle cups, slippers, toothbrush and toothpaste. Provide translated restaurant or room service menu and make sure the prices are very clear.
- Offer Chinese TV channels or newspaper.
- Offer a small thank you gift at check out.

Restaurant

- Free Wi-Fi – it's not expected like it is at a hotel but it is appreciated.
- Provide translated welcome sign saying please wait to be seated, Chinese menu available, UnionPay, etc.
- Offer translated menu at minimum. A menu with pictures is best as Chinese may not be familiar with the food item whether the description is translated or not.
- Particularly at hotel restaurants, a menu option, *or two*, to “fill my Chinese stomach” with a Chinese food item is definitely welcomed.
- Bring a teakettle with hot water and selection of teas to the table. Or offer room temperature water. Chinese do not drink cold water.
- Offer chopsticks and Chinese condiments such as chili sauce, sriracha, and soy sauce.
- Include message explaining tipping custom on menu or with dinner check – *to keep your servers happy*.
- Make sure the menu prices and check prices match up. Chinese feel slighted when there are extra charges on a bill for tax, gratuity, etc.

Understanding the Market

Attractions

One reason Monterey County is poised to enjoy major growth in tourism from China is our world renown attractions, including:

Iconic Landmarks: Bixby Bridge, Cannery Row, Pebble Beach

Nature: Big Sur, Lovers Point, Point Lobos, Whale Watching

Heritage & Culture: Fisherman's Wharf, Monterey Bay Aquarium

Sightseeing and getting pictures in front of iconic landmarks in the US is of supreme importance to Chinese. Another major reason many Chinese want to travel abroad is to escape the population and pollution of major cities like Beijing, Shanghai, and Guangzhou. Monterey County's clean air, accessible coastline, and open natural spaces are a major draw for Chinese.

As more and more tourists travel independently our natural attractions will be a key contributor to longer stays in our area.



How to make their visit better:

- Translated welcome information, history, rules and any safety policies
- UnionPay for tickets and gift shop
- Clearly marked signage
- Self guided audio walking tours
- Escort interpreters
- Information available on website so they can share the link/page.

Monterey's Chinese Heritage

Chinese have a deep appreciation of history. However mentioning early Chinese settlers in the Monterey area is a cultural no-no. Despite the contribution they made to the development of the fishing industry and the local economy, *dating back as far as 1851*, the profession of fishermen is not held in high regard among Chinese. Instead stick to other historic topics of note such as Monterey's history as California's first capital, the agricultural significance of the Salinas Valley, Steinbeck, and the Hollywood connection to our area. Also of interest, General Joseph Stilwell, *who was stationed at Fort Ord*, commanded US forces in China and served as Chief of Staff to General Chiang Kai-Shek in the Allied victory over Japan in World War II. He is one of the most well recognized foreign figures in Chinese history.

Understanding the Market

Shopping

The most important activity for Chinese tourists, whether traveling for business or pleasure, is shopping. This is both because taxes and duties on luxury goods sold in China make them about 50% more expensive than they are in the US, and because gift giving is an important part of Chinese culture. When you travel abroad you are expected to bring home gifts for your family, influential friends, and your superiors at work.

Some things to know about Chinese shoppers:

- They are louder, more hands-on, and more aggressive than other shoppers, This can be off-putting to staff and your regular customers who don't know the culture.
- Chinese want to know the final cost, including tax. Help them by bringing a calculator and showing the final price in USD.
- They love free gifts like postcards, pens, etc. Also bringing out a tea set is a great way to make them feel welcome and keep them in the store.
- They want to bargain with you but will understand if you cannot, particularly if you are a corporate store.
- They love brand names because they confer status and "face"
- Top purchases are jewelry/watches, designer bags and shoes, cosmetics, luxury wines and spirits, locally made art, and small "touristy" gifts.
- Key shopping periods are Chinese New Year and National Day Holiday (also called Golden Week)
- Welcoming signage in your storefront is important
- Creating promotions around purchases with China UnionPay Card is an effective way to market to Chinese.



A group of friends visiting from Beijing shop for designer bags in Carmel

11.11 光棍节

Single's Day (Nov. 11) is now the largest online shopping day in the world. Symbolic for having the most 1s of any date all year, Single's Day rose to global prominence in 2009 when Alibaba Group promoted it as a holiday for single people to treat themselves to a luxury purchase or two. While primarily an online shopping event it is relevant to our area because Alibaba subsidiary, Alitrip, saw record numbers of overseas travel purchases.

"On 11.11.15 we sold 300,000 outbound airline tickets and 800,000 total outbound travel products. By noon we were running out of inventory." Sherry Wu, CSO, Alitrip

These are younger, more affluent, tech savvy travelers. Just the type likely to be interested in Monterey County.

China UnionPay



“Every Chinese visitor to the US has a UnionPay Card.”

In 2002, to keep up with the needs of a quickly growing and modernizing society, the People's Bank of China approved the creation of China UnionPay. UnionPay established an association for China's bank card industry and is now the only interbank network in China, linking all banks, ATMs, and point of sale transactions.

Today China UnionPay has expanded their network to 40 countries and has more than **5 billion cards in circulation**. That's more than Amex, Master Card and Visa combined.

Chinese visitors prefer to use their UnionPay card because it is more secure than carrying cash, there are no foreign transaction fees, no daily purchase or withdrawal limit, and worldwide customer support.

Sales promotions involving purchases made with UnionPay card are one of the best ways to specifically attract Chinese visitors.



Use your UnionPay Card.
Receive free Westfield gift card!

Westfield GUEST SERVICE

UnionPay 银联
UnionPay Your Way

[US] Receive a \$50 gift card from Westfield with UnionPay Card Purchase

Chinese travelers are comfortable with the dollar, it's just much easier to pay by card and the USD>CYN exchange rate is more precise. Renminbi (RMB) is the currency of China and literally means "people's currency." The base unit of RMB is the Yuan (CYN). This can be a confusing to Americans because our collective currency and the basic unit of that currency are both referred to with the same word, 'dollar.' To help understand the distinction it helps to think of Britain where their currency is referred to as sterling and the base unit is the pound.

Accepting the Cards

UnionPay Credit Cards and Debit Cards are processed through the Discover (Pulse for debit) network and the Elavon network.

To accept UnionPay Credit Cards:

If you already accept Discover cards, your terminal should be able to accept UnionPay credit cards too. Speak with your merchant service provider if you have concerns about accepting China UnionPay credit cards via the Discover network.

To accept UnionPay Debit Cards:

In order to accept UnionPay debit card purchases the card must be present and it must be processed using the card holder's PIN number. If you have any issues or questions, consult with your merchant service provider for further support.

To request window decals or to discuss promotions and other questions, please contact:

Fiona Hou

China UnionPay (USA) LLC

Tel: 213-814-9685

houfang@unionpayintl.com

Credit Card



- The Hologram "Temple of Heaven" can be on front or back of the card.
- UnionPay Credit Card number is embossed.
- UnionPay Credit Card number is 16 digits ONLY.
- UnionPay Credit Card must have name and expiration date on the card face.
- UnionPay Credit Cards are now accepted on Discover and Elavon network

Debit Card



- Most of UnionPay debit cards are PIN Debit Cards. However, some Debit Products allow PIN or Signature.
- UnionPay Pin Debit is only accepted at the card terminals with PIN Pad.
- No Spending limit for UnionPay Debit cards, as long as the funds are on the bank account.
- Hologram, Expiration date, Cardholder Name do not appear on some debit cards.
- UnionPay debit cards are accepted on PULSE and Elavon network in the US.



Alipay is China's leading online payments processing platform. Like Alitrip, Alipay is a subsidiary of Alibaba group. The platform is comparable to PayPal in the US and has more than 300 million users. Alipay allows a business to accept a variety of Chinese payment types through a single interface. Acceptance is increasing in popularity among US tourism and ecommerce businesses. In response Alipay is rolling out support to facilitate the marketing, sales and shipment of goods from the US directly to Chinese buyers. Learn more about "Alipay ePass" here: <https://global.alipay.com/epass>

Attracting China



Travel decisions in China are influenced similarly to those in the US. Chinese primarily learn about a destination through researching online, reading travel reviews, and by listening to the advice of friends and family. The problem for US based tourism businesses is the top places potential customers go for more information, Google, Facebook, and Twitter, aren't accessible behind the Chinese government's internet firewall.

So how do you get found?

A good first step is to create a page on your website with important information about your business translated into Chinese. This serves several purposes. First it will allow your site to be found via China's most popular search engine, Baidu. The second benefit is that it gives Chinese tourists something about you they can share with others, and unlike traveler reviews you control the message and content. Third, it works like an online sales brochure that tour operators, the MCCVB and travel trade partner in China, East West Marketing Corp, can use to market your business to tourists and travel agencies.

Next you'll want to create a presence for your company on the two most popular social media sites in China: WeChat and Weibo. Followed by generating activity on travel review sites like www.TripAdvisor.cn or www.117go.com. We'll discuss those in the coming pages.

Also noted as influential to Chinese travelers, *though relied upon to a much lesser extent*, are travel agents, guide books, brochures, travel magazines, and advertising.

You can further take attracting China into your hands by directly marketing to tour operators in China, RTO's here in the US, along with participating in FAM tours and travel trade events.

An Overlooked Opportunity

There are 135,000+ Chinese students currently attending California schools. These students are most often members of elite Chinese families. Not only can these students afford to travel independently but their families are virtually certain to come visit them. On top of that they are well connected and are constantly sharing updates with friends, family and colleagues back in China. The top 3 California schools for Chinese students are University of Southern California, UCLA, and Berkley. To reach them consider sponsoring campus events or advertising in publications popular with students. Beyond students, U.S. census data reports 650,000 California residents identify themselves as Chinese or Chinese-American. These Californians are often asked for travel advice by relatives in China who are planning a visit. Consider reaching this market in-print or online via one of several Chinese language newspapers serving California, such as "The News for Chinese" a bi-weekly Bay Area paper with 3 editions: Peninsula, South Bay and East Bay. Visit www.newsforchinese.com.

Attracting China

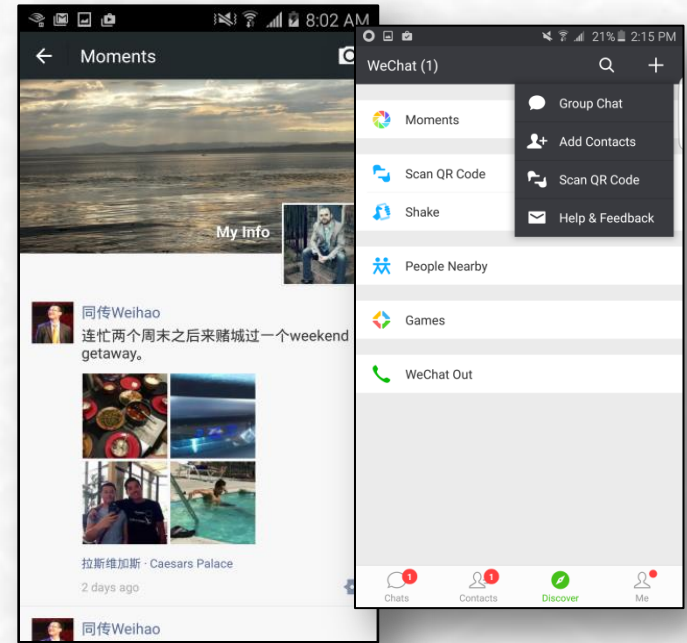
WeChat



- 650 million active users each month make WeChat the most widely used social platform in China.
- Operated by Chinese tech firm Tencent Holdings, one of the largest technology firms in the world and part owner of eLong, one of China's largest online travel agencies.
- Features include: voice chat, group chat, posting moments, voice and video calls, broadcast messages, “shake” to find people on WeChat nearby, and more.
- Platform is primarily a mobile device app, which is what tourists will be carrying with them.
- QR code scanning is a primary feature; very popular in China.
- Business profiles exist but Chinese citizens can only see profiles for businesses registered in China. Therefore we recommend you represent your business through your own personal account or hire a tourism marketing firm in China that can represent you as an “Official Account” under their company profile or business license.

How to get started

1. Search for WeChat in your app store or go to: <http://www.wechat.com/en/download.html>
2. Download and install per the instructions
3. Add your information and profile images
4. Test WeChat's QR code scanning feature by scanning this code to visit and follow MCCVB's WeChat page.
5. Now, start sharing and engaging!



Tips for Chinese Social Media Success

- Post regularly. Pictures are great because there is no language barrier in an image.
- Even if you don't speak Chinese you can still connect and like posts of Chinese contacts to keep them thinking about you.
- Create a vocabulary of some simple Chinese text saying things like: “Welcome,” or “Stop by,” or “Free Appetizer with UnionPay Card Purchase,” etc. Your dictionary of translated phrases can be used over and over.
- Create a sign, or note in your translated menu, offering free gift, free appetizer, discount, etc. to visitors that show they have connected to you via Wechat or Weibo. **Note:** Without a WeChat Official Account, you will need to include your name and phone number on the sign to make it possible for them to find you. With Weibo, display your profile page url or a QR code. See the next page for QR code instructions.

Attracting China Weibo



- Weibo means “micro-blog” in Chinese and is a mix of Facebook and Twitter functionality with 200 million+ monthly active users.
- Supports blog pages, smaller posts, interactive chats, and more
- Advantageous to business because anyone can find your page via search engines, no app required.
- Your page/profile has a unique URL that makes it more easily shared than WeChat.
- Like WeChat there are personal and “Official Accounts” – for which you’ll need to submit business documents for verification. Unlike WeChat your business doesn’t have to be based in China to have an official account Chinese citizens can access.
- We recommend you hire a Chinese individual or marketing firm to assist you if you wish to sign-up for an Official Account.



www.weibo.com/SeeMonterey

How to set-up your account:

Step 1: Download mobile app or type into computer browser:
<http://goo.gl/lflLZU>

Step 2: Follow on-page instructions to register and verify your account. (Click “Sign Up” in upper left if using app.)

Step 3: Complete your profile and start sharing!
Note: Weibo does not have password retrieval support in English. So don’t lose your log-in!

While popular in the US, QR codes are far more ubiquitous in China. Social media apps like WeChat and Weibo support QR code scanning from inside the app. When scanned the QR code can launch a webpage, pull up a coupon, play an audio file welcoming a tourist to your business in their language, a YouKU (China’s YouTube) video and more. QR codes are the simplest way to help a visitor find your website, Weibo profile, TripAdvisor.cn listing, or other travel review sites where they can interact with you and **share their experience in their language!** The QR code you see to the right will take a Chinese visitor to the MCCVB’s Weibo page. Try it yourself! Download a QR code scanner from the app store on your mobile device. Open the scanner, point it at this code, and you’ll be redirected to MCCVB’s Weibo page. To create your own, we recommend www.unitag.io for free QR code creation and advanced paid features. Always be sure the QR code is linking to a page with content in their language!

QR Codes



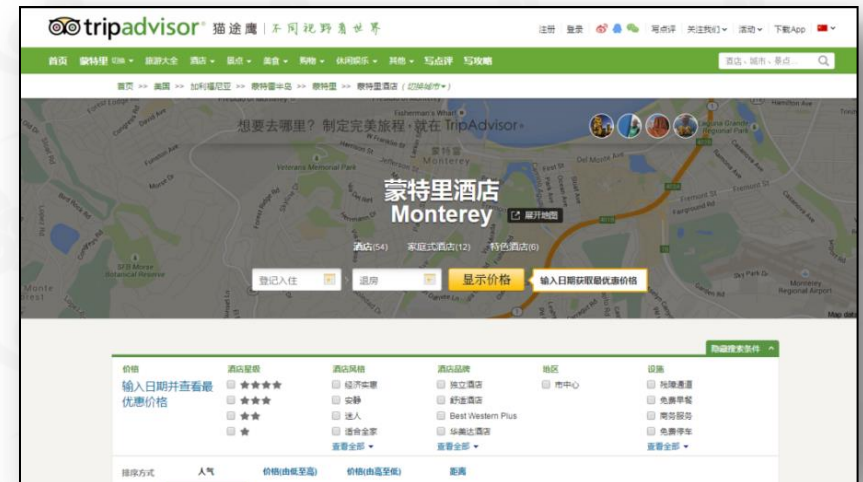
Attracting China Travel Review Sites

Online travel reviews rank as the #1 most relied-upon resource for travel decision making in China. Reviews can include both comments about your property on travel booking sites, such as www.booking.cn, and about more in depth experiences on sites dedicated to travel reviews and journals like www.tripadvisor.cn, www.mafengwo.cn, and www.117go.com.



“环境优美、酒店舒适、干净、有私家庭院。” - Shumin, 中国
“Quail Lodge has a beautiful environment, comfy and clean rooms with private courtyards.”

Travel reviews will play a larger and larger role in driving your China tourism business as the number of F.I.T. travelers continues to grow.



The Key to Success: Reviews written in Chinese. Consider offering free perks, a gift at check-out, a discount, a dessert, etc. for Chinese guests that show you a review they've posted of your business on a travel review site.



Suggested Steps

千里之行，始於足下。

"A journey of a thousand miles begins with a single step."

Lao Tzu (604 BC - 531 BC)

To Attract:

1. Create a website page with important information about your business translated into Chinese so that you can be found via Chinese search engines. Once online the page can be found and shared by Chinese tourists, tour operators selling you, the MCCVB, or EastWest Marketing group.
2. Activate a WeChat and/or Weibo profile, start sharing photos and making friends.
3. Cultivate and facilitate reviews on travel review sites and travel blogs.
4. Create marketing pieces specifically for the Chinese market and/or translate existing materials and provide them to Receptive Tour Operators in US, MCCVB, East West Marketing Corp, and tour operators in China.
5. Speak directly to Receptive Tour Operators here in the US, along with travel agencies in China
6. Participate in FAM tours and China travel trade shows.
7. Create attractive promotions around Chinese New Year, other major holidays, and UnionPay card purchases/shopping.
8. Advertise in travel publications, guide books, newspapers and other media popular with Chinese.

To Welcome:

1. Window signage indicating your business is China Ready or at least China friendly.
2. Make sure you accept UnionPay, your staff knows to recognize the card, put sign/sticker in your window.
3. Welcome material and signage in Chinese that provides instructions, rules, etc. for a smooth visit
4. Provide amenities that will make them feel more comfortable, respected, and valued.

To Create:

1. Giving your Chinese guests an excellent and delightful experience will create moments they will remember and share with friends and family in-person, via social media, and on travel review sites.
2. Create promotions to entice travelers to post on social media and reviews on travel sites talking about your business.

遊人出島不成時
觸袖歸心多自誤



(Auspicious clouds over Monterey County)

谢谢 – Thank You
xiè xiè – “she-yeh she-yeh”

Translation
BY DESIGN

Interpretation • Translation
Cross-Cultural Training • International Tourism

Appendix A: Additional Information

Language

Mandarin, or Standard Chinese, is the official spoken language of the country and is the native language of more than a billion people. It is the primary dialect for China-Ready initiatives. Cantonese is the second dialect most westerners have heard of. It is spoken by around 60 million people in the southeastern part of the country in and around Guangzhou, along with the Special Administrative Regions of Macau and Hong Kong, whose populations are not generally counted with stats from mainland China.

The written language of mainland China is called "Simplified Chinese." In order to improve literacy among the country's vast numbers of citizens, beginning in the 1950s, the Communist government simplified the Chinese character set by eliminating strokes from some characters and eliminating others altogether. The move paid off contributing to the prosperity seen today but many say the art and elegance of the language was sacrificed. The Traditional Chinese character set is still in use in Hong Kong, Macau and Taiwan. "Pinyin" is the word for the westernized spelling of a Chinese word. It's different from the phonetic spelling.

Useful Phrases	Simplified Chinese	Pinyin	Phoenetic
Hello	你好	nǐhǎo	knee-how
Welcome	欢迎	huān yíng	who-an ying
Thank you	谢谢	xièxie	sh-yeah sh-yeah
Please	请	qǐng	ching
May I help you?	需要我帮忙吗?	xūyào wǒ bāngmáng ma	shoo yao wo bung mung ma?
Goodbye	再见	zàijiàn	zai ji-an
Happy New Year!	新年快乐!	xīnnián kuàilè	shin-yen kwai-leh!



Pleco is regarded as the best mobile app for learning and working with Chinese language. It has a searchable dictionary, audio recordings of 34000+ words, and a unique feature that allows you to look up an unknown Chinese word by using your device's camera, or with "tap-lookup" in an image.

Appendix A: Additional Information

Signage & Collateral

Remember, creating a welcoming experience free from frustrations and misunderstanding gives face to your Chinese guests, and makes things much easier for your front-line employees. At minimum we suggest you provide this signage and collateral:

- Welcome sign, or sticker (see below), visible to passers by.
- Upon entry, signage in their language directing what to do first: "check-in here," "wait to be seated," "buy tickets here," "information available here," etc.
- Offer a translated welcome packet if they are staying at your hotel, menu with pictures for your restaurant, self-guided tour information for your attraction, and a brochure or flyer about your shop or gallery.
- Create a post card, a pen, or something inexpensive, with a message from you in Chinese, that you can give away as gifts.

To request a copy of this "Welcome to Monterey" window cling for your storefront windows contact april@seemonterey.com



Including pictures on menus and displays makes it much easier for a Chinese person to order because sometimes they are not familiar with a food item, even if the description is translated.

Tipping is not customary in China. Make sure your front-line staff is aware of this so they don't feel slighted if they aren't left a tip by a group of Chinese travelers. Consider including a note on your menu or with the dinner check that, in a culturally sensitive way, suggests the Chinese guests leave a tip.

我尽心款待，您薄费馈赏。入乡随俗，游乐愉快!

Translation is not word for word but the approximate meaning is:

"We try our best to provide you excellent service. A tip is a small token of recognition. Be like a local and enjoy your trip more!"

Appendix A: Additional Information

Creating Comfort

Teakettle – Arguably the most important comfort item for the hotel room, the teakettle will allow your Chinese guests to heat water for tea and noodle cups. Consider putting teakettles into a block of rooms and reserving them for your Chinese Guests. This model is reasonably priced: <http://www.amazon.com/gp/product/Boo8YQLZOW>

Tea – Chinese discovered tea more than 5,000 years ago and it's been an important part of their culture ever since. Keep your rooms for Chinese guests stocked with green tea and black tea. Other popular types are oolong, white, and yellow teas.

Noodle Cup – Chinese consume more noodle cups than any other culture. These noodle dishes, called Lo Mein in China, are an affordable way for your hotel to offer an item for the “Chinese stomach.” Any noodle cup will do the trick, but if you can find a Chinese brand like Uni-President or Ting Yi (Master Kong or Kang-shi-fu) all the better.

Baiju – Called the “National Drink of China” Baiju is strong distilled spirit that is similar in appearance and alcohol content as Vodka. It is served at most occasions. Drink it at room temperature or warm and say, “Kan-pai!” when you drink it (干杯, Gānbēi).

Slippers – In China it is customary to remove your shoes before entering a home. Because of this Chinese wear slippers at home. By providing slippers you are allowing your guests to feel more comfortable and relaxed. These spa slippers are sold by the dozen and are just over a dollar each: <http://www.amazon.com/dp/BooRSI6UgM>

Chinese TV – Your guests will appreciate relaxing at the end of the day with Chinese television. CCTV is the state broadcaster and is the most widely watched network, followed by Hunan Satellite Television, Phoenix Satellite Television and Shanghai Oriental Television. Ask your cable or satellite provider what options are available.

Chinese Newspaper – Chinese travelers often mention a desire to have access to a Chinese language newspaper. Sing Tao Daily is a global newspaper with reporting offices in San Francisco and Los Angeles. An excellent local option is “News For Chinese” based in Redwood City. Either can be specially ordered for delivery.

Toothbrush/Toothpaste – In China it is customary for the hotel to provide these. Chinese will be reluctant to ask so include them in the room or welcome packet.

At the Table – A teapot and tea should be set out at the table immediately upon seating. You should also set the table with chopsticks, soy sauce, and a chili sauce. See “Etiquette Tips” on the following page for information about proper table manners.



Asian Filipino Market at 330 Reservation Road in Marina has a good selection of items. The chain “99 Ranch Market” has a much more comprehensive selection of Chinese food items, condiments, teas, baijiu, treats, and small decorative items. They have 16 Bay Area locations; closest are Cupertino and San Jose.

Appendix A: Additional Information

Etiquette Tips

- Use two hands when giving or receiving important items such as a welcome packet to your hotel, room key cards, shopping receipt, dining check, or business card. A slight head bow is also a sign of respect and appreciation when first meeting and when giving or receiving an important item. When accepting a business card always take time to read the information. It is seen as very impolite to immediately put a business card away or to write on someone's business card. As a westerner it is also a good idea to read the individual's name back to them to ensure you are pronouncing it correctly. If you do a lot of business with individuals from China it is recommended that you choose a Chinese name for yourself, *with help from someone who understands the language and culture*, and have a translated business card. Also your business cards should be in a case, not loose in your jacket or pants pocket. If you do not respect your own businesses cards, the Chinese person will feel you do not respect theirs.
- When speaking to a Chinese person you are meeting or writing to for the first time, address them with Mr. or Ms. This applies to emails to Chinese travel agents, letters to receptive tour operators or your hotel guests. Once you have established a rapport you may begin addressing them by their first name. A good rule is to wait for them to address you by your first name before addressing them by theirs.
- When engaging with a group of Chinese address the oldest member of the family first. In business settings you should address the most senior ranking member first. If you are uncertain look for signals from members of the group showing deference to the leader.
- When dining with a Chinese person treat chopsticks as an extension of your fingers. Do not use them to point at other people or wave them around.
- Do not bang the points of your chopsticks together and don't play with them like drumsticks. The former implies you are a beggar, the later, a child.
- Do not dig or search through the food in your bowl for something in particular. This is sometimes known as "digging one's grave" or "grave-digging" and is considered poor manners. Also do not leave your chopsticks stuck in your rice as it resembles the burning of incense, a traditional offering at a tomb or grave of a loved one.
- When not in use place the front end of the chopsticks on the chopstick rests, as pictured. The rests are placed near your napkin on the right hand side of your bowl.



Appendix A: Additional Information

Significant Holidays

In order to have enough time for a US visit, Chinese travelers will often combine personal time off with national holidays. The three peak holidays for travel are Chinese New Year, May Day, and National Day. However paying attention to all of the Chinese national holidays can help you understand the culture and plan for spikes in visitation during these periods.

2016	2017	Chinese National Holidays
January 1		New Year – Not as significant as in the US but a recognized celebration with 3 days off.
February 8	January 27	Chinese New Year – Also called the Spring Festival, or lunar new year, it marks both the beginning of the end of winter and a time for welcoming new luck. Windows and doors are decorated with red lanterns and paper cutouts featuring themes of "good fortune" or "happiness", "wealth", and "longevity". Other activities include lighting firecrackers and giving money in red paper envelopes. Because the date is related to the first new moon of the year the holiday can fall between January 21 st and February 20 th . It is the most popular holiday for travel. Chinese receive 7 days off but the official ending is marked by the Lantern Celebration, on the full moon, 15 days after Chinese New Year.
April 2	April 5	Qingming Festival – In English it is called, "Tomb Sweeping Day." This holiday is celebrated the first week of April. It is one where Chinese celebrate their ancestors and deceased loved ones. They will visit tombs and grave markers leaving willow blossoms, tea, and other small gifts. It is popular for family outings and some families will travel abroad at this time. Typically 3 days off are given.
May 1		May Day – In recognition of "International Workers Day," Chinese are given 3 days off.
June 9	May 30	Dragon Boat Festival – In Chinese mythology the Dragon represents the Sun. Taking place in June, around the time of the summer solstice, the Dragon Boat festival represents the Sun's, and therefore the Dragon's, peak strength. Chinese will celebrate with sticky rice treats called zongzi, drinking realgar wine, and racing dragon boats. Typically 3 days off are given.
September 15	October 4	Mid-Autumn Festival – Mid-Autumn Festival is held within 15 days of the autumnal equinox, on the night of the full moon between early September to early October. It signifies giving thanks and gathering, both of the harvest and of family. 3 days off are given.
October 1		National Day – This is the celebration of the founding of the People's Republic of China. It is also called golden week and is the second most popular holiday for travel. 7 days off are given.