



Meet the Chinese Tourists

Chinese travellers are on their way to Europe, are YOU ready to take your share?

- **Do you want to learn more about the Chinese tourists?**
- **Do you want to access Chinese travel market?**
- **What does travel mean to the Chinese?**
- **When do most Chinese travel?**
- **What Chinese travellers do before and during a trip?**
- **Top 8 tips to win the Chinese!**
- **Learn how to treat and cater Chinese tourists**
- **And much more**

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- Language and ethnic groups
- Administrative Divisions
- Infrastructure and communications
- Political system
- International trade

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- A young industry
- Approved destination system
- Trends and current regulation

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- Perceptions and expectations

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- The outbound travel market
- Profile of the Chinese outbound traveller



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- What do Chinese travellers value
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- Use the internet to reach your customers
- Use the Chinese language to communicate with the public

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- Institutions and industry associations
- Top 10 travel agencies in China
- Popular tourism-related websites

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- Travel products that become a major trend in the Chinese market

Section 11: How to treat Chinese tourists



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- Preparation: make sure you are ready to receive the Chinese tourists, language, etiquette, food and other services
- Market intelligence: get a lot of information available, the development of business plans
- Prepare information for visitors: visa and related materials

Section 12: Learn Chinese to cater Chinese tourists

- How Chinese characters are made?
- How to pronoun Chinese words?
- First words
- Welcome!
- How do you do?
- What's your name
- Chinese names
- How to address Chinese people?
- Chinese food: various styles
- Place settings
- Chopstick usage
- Table manners for inviting guests
- Etiquette
- Shopping and hobbies
- Useful phases