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WAYS TO REACH THE **CHINESE MARKET** AS A TOURISM COMPANY

- ☐ Make sure your website, blog, and booking process is mobile-optimized. Chinese travellers are the group most likely to book via mobile in 2016 (TripBarometer).
- ☐ Target social media platforms like Weibo (which offers an English interface), QZone, and Kaixin001 and reach the largest population in the world that uses social media – about 381 million as of 2014 (Statista).
- ☐ Find in-house Chinese speakers or work with a Chinese advertising agency if you want to run social media ads in China.
- ☐ Offer a professional Mandarin translation of your website, otherwise customers who arrive at your site might turn away.
- ☐ Have content in Mandarin on your website, perhaps on your blog, to draw in Chinese customers and get your content indexed by search engines such as Baidu.
- ☐ Don't just focus on large groups. Provide memorable experiences for the increasing numbers of those travelling alone or in small groups.
- ☐ Offer the unforgettable experiences that young Chinese millennials are looking for.
- ☐ Word of mouth is everything. Provide incentives for your existing Chinese clientele to share travel stories and information with relatives and friends, especially online.
- ☐ Promote your company on popular Chinese microblogging sites like Sina Weibo. These allow users to recommend companies, experiences and products to each other.
- ☐ Offer luxury experiences in your inventory. The Chinese market values big brand names and prestige.
- ☐ Consider creative ways to integrate luxury shopping with your tours. Luxury brands made by Western European countries are up to 30% to 50% cheaper here than in China and tend to be very popular (Euromonitor International).
- ☐ Have an online booking system on your website and build your travel company into a "big brand name" for your Chinese customers.
- ☐ Geo-target those who live in high-income cities like Shanghai and Beijing.
- ☐ Look into popular online travel agencies such as Ctrip, Qunar and eLong. These agencies offer flight tickets, hotel rooms, packaged tours and much more that caters to the Chinese market.
- ☐ Accept advance bookings on your website. Chinese travellers tend to have short trips and plan well in advance in order to maximize their time abroad.
- ☐ If your destination has starred in films and TV, make the most of this (e.g. by writing and translating relevant blog posts). 20% of Chinese travellers are influenced by films and TV (TripBarometer).