

MCCVB “China Ready” 2015





MONTEREY

Grab life by the moments.®



MCCVB Introduction

- China Strategy Overview
- Media & PR
- Website in China
- Active on Chinese Social Media
- Membership Partnerships





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China Travel Trade Relations

- Domestic tour operators
- Outbound tour operators in China
- Online travel agencies (OTAs)
- East West Marketing
- California Dream 365





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WWW.EASTWESTMARKETING.COM



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What does “China Ready” mean?

Your business is prepared to offer visitors from China an experience that is sensitive to their unique cultural needs

This training will help you understand how to:

- **ATTRACT** the tourists before they arrive
- **WELCOME** them once they are here
- **CREATE** moments they will share



Who we are.



A local company serving global organizations for more than 10 years.

- Language Translation
- In-Person & Over-the-Phone Interpreters
- Customized Cross-Cultural Training Programs

Peter Fordos

Director of Cross-Cultural Training

- Cross-cultural trainer and consultant
- Adjunct Professor, Middlebury Institute of International Studies along with Summer Institute for Intercultural Communication
- Disney, Nestle, GM, Apple, 3M, HP, Boeing, GAP, etc.

Echo Cho – Hotelier, hospitality expert. Hyatt, W Hotels, and Marriott, both in the U.S. and China. Graduate of the Swiss Hotel Management School. Speaks Mandarin, Cantonese, English, French and Korean.

Zijing “Duncan” Yang – Business consultant, social media and marketing expert. MIIS graduate of T&I program.

Darren Novak – China liaison. Monterey native with 25+ years living and conducting business in China.

Who we serve.



MONTEREY
Grab life by the moments:




Constellation Brands



MST
MONTEREY-SALINAS TRANSIT

EXCELLIGENCE
LEARNING CORPORATION

TOSHIBA

AGENTOURS

COMPUTER HISTORY MUSEUM

Panasonic



hachette
BOOK GROUP

HITACHI


macmillan



DELL

GOODRICH

GRAINGER
FOR THE ONES WHO GET IT DONE



RANDOM HOUSE

KIRKLAND & ELLIS LLP

WHITE & CASE

NEXTGEN
HEALTHCARE



WINSTON & STRAWN
LLP

 **Abbott**
Vascular



你好

nǐ hǎo
(hello)



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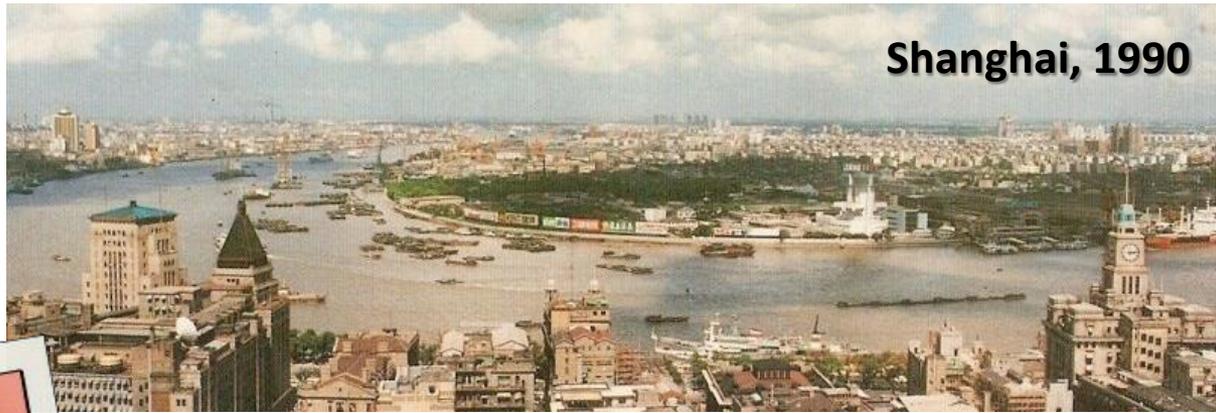
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The Story



Meet: Li Yan & Li Xiu Ying



Shanghai, 1990



Shanghai, 2010

The Story



Meet: Li Yan & Li Xiu Ying



When traveling:

- Desire authentic experience
- Want travel to be convenient
- Appreciate the comforts of home
- Will be sharing their experiences on social media and travel review sites

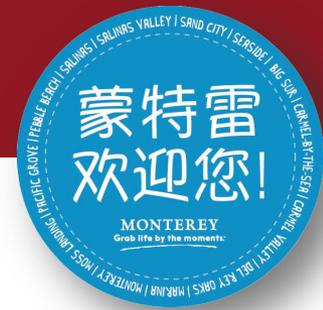


蒙特雷湾水族馆 (www.montereybayaquarium.org)

在蒙特雷湾水族馆,您无需离开干燥的陆地便可探索蒙特雷湾的海洋生物。这一水族馆致力于海洋研究和环境保护,因其互动式展览和以真实宏大的规模呈现海洋生物的能力而举世闻名。它被 ForbesTraveler.com 誉为“全美最吸引人的水族馆之一”。



The Story



Meet: Li Yan & Li Xiu Ying



There are **174 MILLION** outbound Chinese tourists behind them.





The Chinese Impact



Last Year:

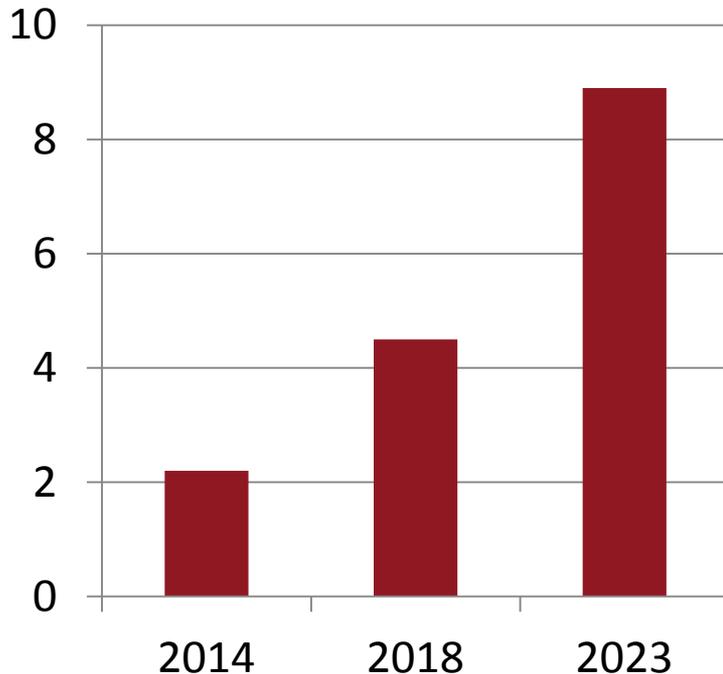
- #1 spender on travel globally
- 2,188,000 visitors to US
- 1,022,000 visitors to California
- \$2.6 billion spent in California
- 9.5, average number of days stayed
- 72% of Hoteliers reported growth in number of independent travelers



The Chinese Impact

In Years to Come:

California Tourism Revenue from Chinese Tourists (\$ Billions)



*“Over the next eight years, growth in Chinese outbound spending in key destination markets will expand markedly. In absolute terms, the United States will see the greatest increase in Chinese travel spending, **more than quadrupling** by 2023.”*

Future of China Travel Study
IHG & Oxford Economics

Opportunity



What China Ready Can Do For You

- **Hotels** – Increased occupancy, higher average room rates, more F&B revenue. Hotels.com HPI shows Chinese are among the top per night spenders in the world on hotel rooms and virtually all Chinese tourists surveyed say they will eat at the hotel restaurant.
- **Attractions** – Chinese want to see the sights and show where they have been. The more value you give them, the more you'll get in return via paid admissions, gift shop spend, and social media.
- **Restaurants** – Fine dining is a top-3 activity for Chinese tourists. If you make the experience comfortable and enjoyable they will stay longer, spend more and recommend you to friends.
- **Retailers** – Chinese spend a larger percentage of trip budget on shopping than any other nationality. China Ready will improve your ability to get them in your doors and convert them to buyers.





China Ready Results: Beverly Center



“With the majority of Beverly Center’s merchants now accepting UnionPay, spending from those card holders nearly doubled in 2014.”

- Website and printed materials translated
- Mandarin speakers at concierge desk
- UnionPay gift-with-purchase partnership
- Weibo and WeChat marketing programs
- Chinese New Year shopping promotions
- “Passport to Shopping” program for Chinese tour groups
- Special amenities and VIP events for Chinese students studying in US
- LATCB certified “China Ready”



China Snapshot: History

- The “Middle Kingdom”
- 5,000+ years of civilization
- Strong sense of history
- Dynastic political system
- One written language
- Many dialects





China Snapshot: Society Today



- China has 150 cities with a population over a million people - *the US has 10*
- 640 million internet users
- Tremendous buying power
- Wealthy and emerging wealthy that can now afford to travel
- Eager to see the world after decades of restrictions
- US and China, “Approved Destination Status”
- Diverse travelers, Guangzhou or Beijing is very different than Shanghai or Hong Kong



China Snapshot: Who is Visiting?



Tour Groups

- 70% of Chinese leisure travel market
- Multiple destinations, very regimented, limited opportunity if you are not where the buses stop

Business Travelers

- Will overtake US to become #1 global spender on business travel in 2016
- Higher per day spend than other travelers
- Often multi-destination, mixing-in time for leisure

F.I.T. (Flexible Independent Travelers)

- Higher spend per day than tour group travelers
- Increasingly popular for families, couples, students
- Millennials are significantly more likely to be F.I.T.
- **Monterey County's best opportunity**

Understanding



What Influences Travel Planning? (Attract.)

- Online travel review sites
- Friends and family
- Online travel booking sites
- Social media
- Travel guidebooks
- Travel agents
- Availability of services specifically for Chinese



Action

(行动 – Xíngdòng)



Action



Attract: What to do before they travel



Ms. Gao Yuanyuan

California's Tourism Ambassador, China

Prepare & Promote

- Learn about the culture
- Be available where they are looking for you: online and mobile
- Prepare your business to create a comfortable experience, train staff
- Promote via social media, earned media, relationships with tour operators, marketing co-opportunities

Action



Attract: Accept UnionPay

- World's most popular bankcard with more cards in circulation than AMEX, Master Card & Visa combined
- 90% of market share in China
- \$319 average purchase transaction (Visa \$80 & MasterCard \$87)
- 140 countries and 400 associate members



Methods to Accept



“Accepting UnionPay card is one of the most effective ways to target Chinese customers and increase your revenue.”

Action



Attract: Social Media

WeChat:

- Most widely used social platform in China
- 500 million user accounts
- Voice chat, group chat, posting **moments**, free call, video call, broadcast messages, shake to find people nearby, etc...
- Business profile will increase visibility among Chinese



Weibo:

- Mix of Facebook and Twitter functionality
- 167 million active users
- It means “micro-blog” in Chinese
- Blog pages and posts, interactive chats with viewers, etc...
- Advantageous to business because anyone can find your page via search engine (*In WeChat, you have to subscribe to view*)



Action



Attract: Online Booking & Review Sites



“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, and private courtyards.”

Online reviews are #1 resource for decision making

- Likely already talking about you
- Engage in the conversation
- Give them something to talk about, share things yourself



Action



Attract: Promotions Specifically for Chinese

- UnionPay promotions
- Welcome basket
- Gift-with-purchase
- Co-op programs with other merchants around Chinese holidays, monthly specials, events, etc...
- Social media contests



Action



Welcome: How to treat them once they arrive

- Creating comfort
- Lowering language barrier
- Offering culturally responsive service



HYATT
REGENCY

各类菜单

酒店提供您喜爱的各类本国美食，您在房间内即可享用。此外，信息手册内的客房菜单中还包含琳琅满目的其它各类当地及国际佳肴——敬请享用。

粥—
白粥 \$7.25
鸡肉粥 \$9

Action



Welcome: Hotels

- Arrival
- During Visit
- Departure



Amenities they look for:

 #1 Free Wi-Fi	 Mandarin-speaking staff	 Translated welcome materials	 Chinese TV programmes	 Hotel website in Mandarin
 China Union Pay	 Translated travel/tourism guides	 Chinese room service options	 Chinese breakfast	 Chinese newspapers/magazines

Action



Welcome: Restaurants

- Greeting, seating, dining etiquette
- Translated menu and information
- Chinese utensils and condiments
- Pictures of the dishes available
- Water, tea, beer and baijiu
- Increasing knowledge and appreciation of wine
- Want clear prices
- Beware of lack of tipping



Action



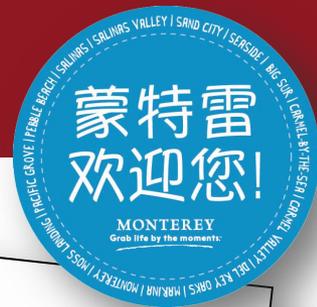
Welcome: Retail & Shopping

- Accept UnionPay
- Signage, store and product information translated
- Acknowledging presence in store, don't be afraid of language barrier, small personal space bubble
- Respond well to gifts and specials exclusively for them
- Want clear prices



“Embrace the weird. Get out of your comfort zone. They will appreciate the effort and reward you with purchases.” - Luxury Brand Retail Store Manager in Carmel-By-The-Sea

Action



Welcome: Tourist Attractions

- Translated welcome information, history, rules and any safety policies
- Information available on website
- Clearly marked signage
- Self guided audio walking tours
- Escort interpreters

“We have translated guide books and audio tours available. Since becoming China Ready we are handing out about 100 audio devices each day to Chinese visitors.”

- Staff member at the J. Paul Getty Museum in Brentwood, CA

Use the following numbers to access tours in other languages:

Español
myoncell.mobi/18317189131	
Français
myoncell.mobi/18317189132	
Deutsch
myoncell.mobi/18317189133	
日本
myoncell.mobi/18317189134	
中国
myoncell.mobi/1831718905	

ply. ca. Monterey State Historic Park tours on the back

