

# 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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新浪微博  
weibo.com





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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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**EAST WEST**  
MARKETING CORP.



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## Why China? Why Monterey? Why Now?

- Population of 1.4 billion people, is already CA's top overseas market
- Rapidly growing middle class, disposable incomes and desire to travel
- California is their #1 destination in USA (45% market share)
- The Central Coast is the #1 region of interest to Chinese
- They are shifting away from tours to independent travel
- They spent most per traveler in California than any other nationality
- By 2023 the number of tourists visiting us from China is expected to

**QUADRUPLE!!!**

**(And 66% prefer destinations that cater to their cultural needs)**



## 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



KIRKLAND & ELLIS LLP

**WHITE & CASE**





# 你好

**nǐ hǎo**  
(hello)





## What does “China Ready” mean?

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# The Story

( 故事 – Gùshì )



# The Story



## Meet: Li Yan & Li Xiu Ying



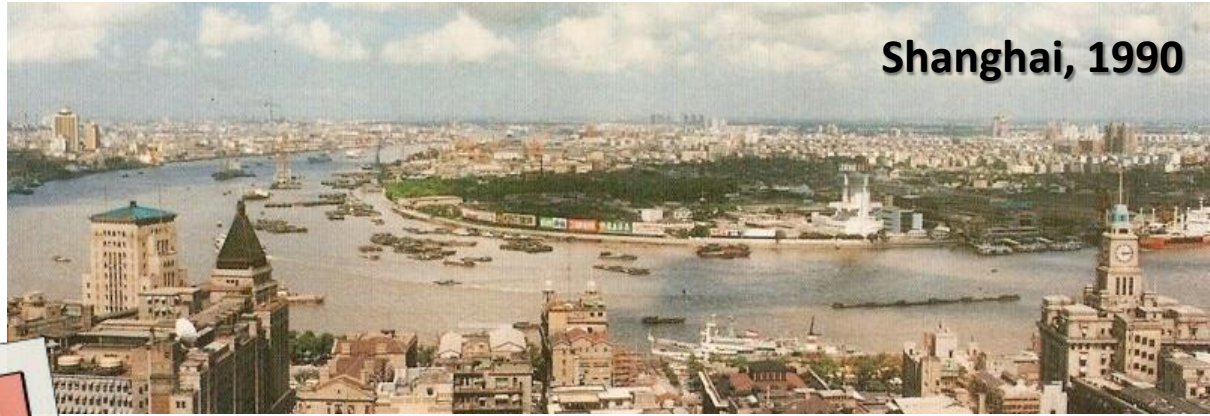
- Li Yan moved to Shanghai in 1990
- Family owns a business
- Was able to send Li Xiu Ying for advanced degree
- Have the desire and income to travel abroad



# The Story



## Meet: Li Yan & Li Xiu Ying



Shanghai, 1990



Shanghai, 2010



## Meet: Li Yan & Li Xiu Ying



- Planning a family trip to California to celebrate Li Xiu Ying’s graduation and the new job she’ll be starting with an architectural firm.
- Flexible Independent Traveler (F.I.T.)
- They’re going to fly into San Francisco and experience the “real” California by renting a car and driving to Los Angeles.
- Their route will take them down Highway 1 and their midway stopping point is going to be in Monterey County.

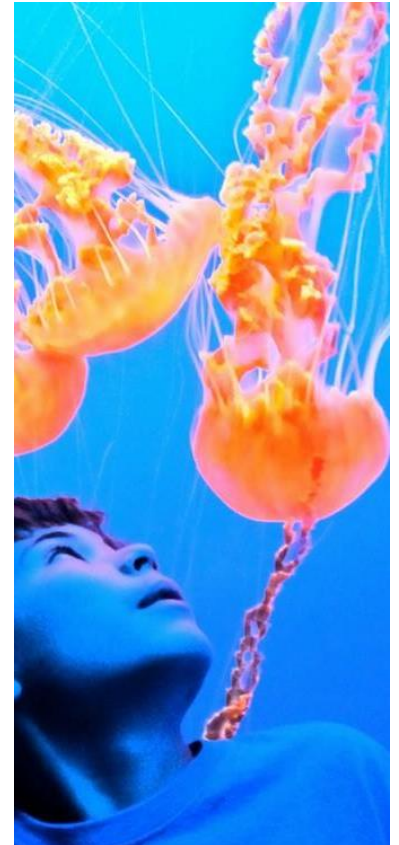
# The Story



## Meet: Li Yan & Li Xiu Ying



They want to shop, dine and see the sights.



# 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](http://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](http://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.





**Opportunity**  
( 机会 – Jīhuì )





## The Chinese Impact



### Last Year:

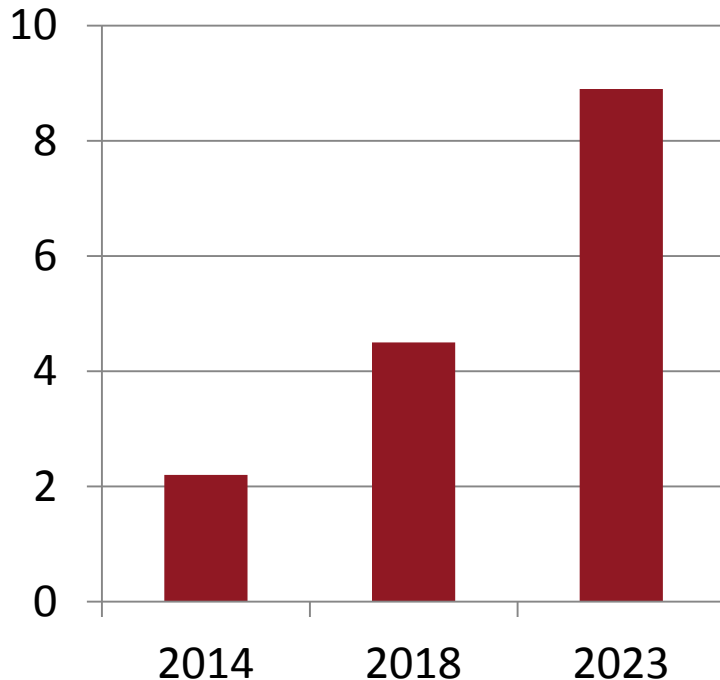
- #1 spender on travel globally
- 2,188,000 visitors to US
- 1,022,000 visitors to California
- \$2.6 billion spent in California
- 9.5, average number of days stayed
- 72% of Hoteliers reported growth in number of independent travelers



## 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



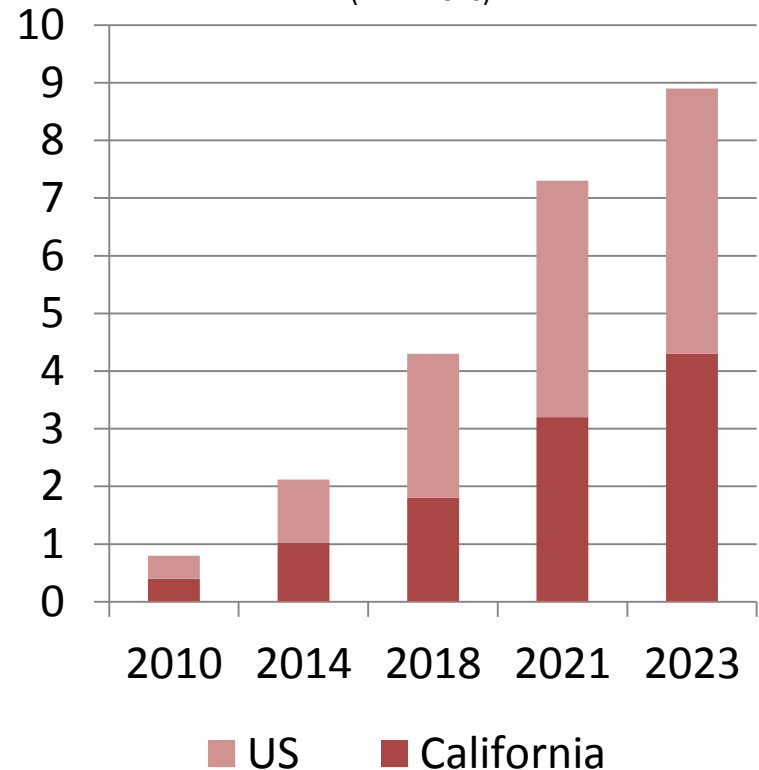
## The Chinese Impact



- Middle class larger than entire US population
- 174 million total outbound travelers by 2019
- \$264 billion outbound travel spend by 2019
- 4.3 million visitors to California by 2023
- \$8.9 billion spend in California by 2023
- Increasing numbers of independent travelers
- Hainan Airlines, Beijing > SJC flight

## Years to Come:

Chinese Visitor Growth  
(In Millions)



# Opportunity



## Local Perspective

***“They spend significantly more than any other tourist.” - Ross Arnold, Owner***



***“They appreciate staff and materials that speak to them in their language, but don’t let the language barrier prevent you from engaging with them.” – Store Manager, Luxury Brand Retailer, Carmel-By-The-Sea***



## 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.



# Opportunity



## China Ready Results: Accor Hotels



- Mandarin speaking staff
- Translated welcome kits
- Chinese newspapers
- Mini-bars stock Chinese teas
- Breakfast buffet with congee, soups and noodles with Chinese utensils
- Cultural training for staff to help them serve Chinese guests more respectfully

*“Since launch, the hotels in the program have recorded a 20% increase in market share and 31% growth year-over-year.”*





## 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”





Understanding  
(认识 Rènshí)



## 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**



## When Are They Traveling

- Chinese New Year/Spring Festival – Mid December thru February
- Summer Holiday – Late June to September 1st
- Labor Day Holiday – May 1<sup>st</sup> thru May 5<sup>th</sup>
- National Day Holiday October 1<sup>st</sup> – 7<sup>th</sup>

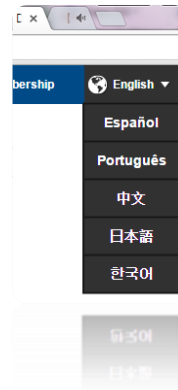


# Understanding



## 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



# Understanding



## What Are Their Expectations? (Welcome.)

Culturally responsive service taking into account their needs and wants:

- “Welcome” and other important information in their language
- Food and beverage options
- Some comforts of home
- Accept Chinese payment methods
- Free Wi-Fi

**MONTEREY**  
Grab life by the moments.  
SeeMonterey.com

**最佳美食**  
蒙特雷的各大主要景点相距不过 30 分钟车程，交通工具也选择良多：赛格威车 (segway)、租车、单人划艇 (kayak) 也选万分。

**结伴而行，享受伙左右，叹美景无边**

来吧，在美国最负盛名的公路线上惬意驰骋，顺着一号公路 (Highway One) 的大苏尔 (Big Sur) 海岸线蜿蜒而行，景色美到让你窒息，带您沿途泊车驻足，因为这里汇集了闻名遐迩的卵石滩 (Pebble Beach)、卡梅尔小镇 (Carmel-by-the-Sea)、蒙特雷 (Monterey) 等。不时穿梭在古迹的废墟和艺术画廊间，不时沐浴于珍藏美酒中，品尝本土新鲜食材，畅享品酒师的自酿红酒，岂不美哉！您还可以踏上传说中的高尔夫球场一展身手，或是坐在旁边的酒吧来上一口，欣赏专业高手们挥杆激扬，也别有一番风味。

希望全方位体验加州，蒙特雷当属完美之选。蒙特雷县会展观光局 (The Monterey County Convention and Visitors Bureau) 将在行程规划和住宿安排上给您全力支持，让您收获意想不到的精彩之旅。

**从这里出发**

无论您是自驾或是搭乘旅游大巴，只要行驶在当地高速公路，窗外尽是如画的景致，脚下一路平坦舒适。旧金山 (San Francisco) 到洛杉矶 (Los Angeles) 段的一号公路被以太平洋沿岸著称，曾多次被评为“北美顶级公路旅行线路”。101号公路 (Highway 101) 途经广阔的农田，入选“世界粮仓”提名。驾车环顾间，您也会被沿途的葡萄园吸引。正是这微风轻抚着了多少金灿灿的葡萄。

**基本用时：**  
从旧金山 (San Francisco) ..... 2 个小时  
从优胜美地国家公园 (Yosemite NP) ..... 3.5 个小时  
从洛杉矶 (Los Angeles) ..... 6 个小时  
从拉斯维加斯 (Las Vegas) ..... 8 个小时

大苏尔 (BIG SUR) | 卡梅尔小镇 (CARMEL-BY-THE-SEA) | 卡梅尔谷 (CARMEL VALLEY) | 德尔雷奥克斯 (DEL REY OAKS)  
马里纳 (MARINA) | 蒙特雷 (MONTEREY) | 莫斯兰丁 (MOSS LANDING) | 太平洋丛林市 (PACIFIC GROVE) | 卵石滩 (PEBBLE BEACH) | 萨利纳斯 (SALINAS) | 萨利纳斯谷 (SALINAS VALLEY) | 沙城 (SAND CITY) | 德塞德 (SEASIDE)

## What Experiences Are They Seeking? (*Create.*)

- Shopping
- Sightseeing
- Fine Dining
- Beaches, museums, eco tours, and historical tours are also popular
- Appreciation of wine and wine-tasting is growing





# Understanding



## Understanding: Cultural Basics



(2015 is the year of the Ram)

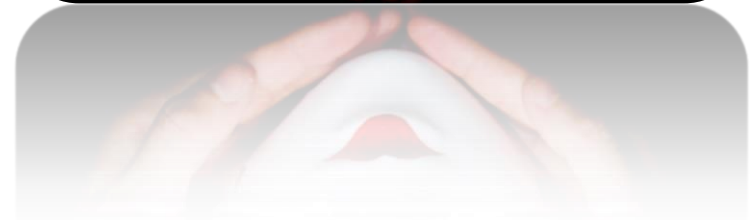
- Values overview
- Auspicious and inauspicious numbers and colors
- Symbols of good luck
- Why this matters to hospitality industry

# Understanding



## Understanding: Face

- Concern for “public persona” (yours and others)
- Deference to those more senior, older
- Saying the “appropriate” thing
- Compliments
- Saying “no” indirectly
- Clarification by context, non-verbal communication
- Why this matters to hospitality Industry



# Understanding



## Understanding: Guanxi



- Building block of society, business
- Defines boundaries, in-group / out-group
- Relationship implies responsibility, obligation; “quid pro quo”
- Important in determining action, decision
- Why this matters to hospitality Industry

# 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

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



Methods to Accept



# 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

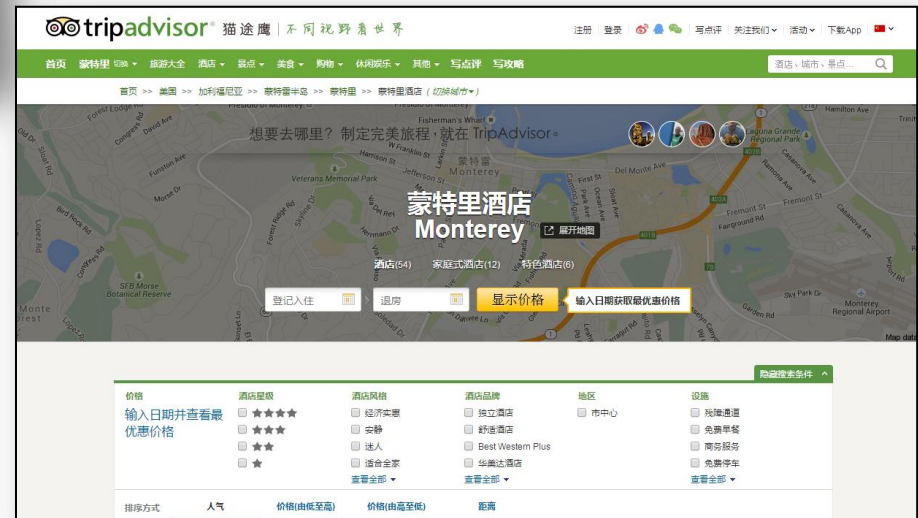


“环境优美、酒店舒适、干净、有私家庭院。” - Shumin, 中国

*“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.

CELL PHONE TOURS

Explore Monterey CALIFORNIA

To access the EXPLORE MONTEREY PHONE TOURS call (831) 718-9123\*  
\*Smartphone users dial 001 to access the multi-media tour

PRESERVE AMERICA

www.monterey.org

10<sup>th</sup> ANNIVERSARY

NATIONAL STEINBECK CENTER

家史坦贝克中心



Monterey State Historic Park tours on the back

# Action

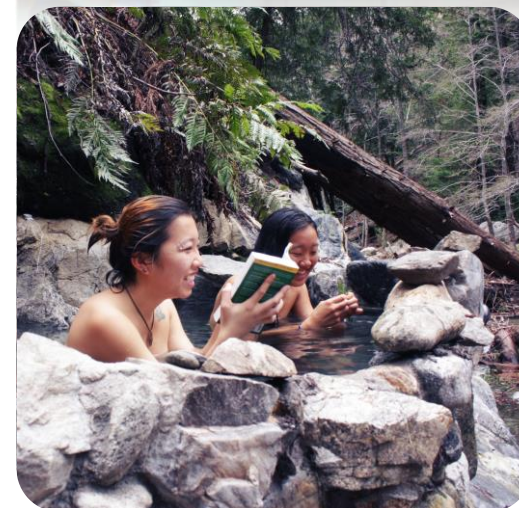


## Create: “Grab-able” Moments

“Grab-able” moments become Weibo and **WeChat Moments**

Moments build:

- **Buzz**
- **Online Reviews**
- **Word of Mouth**
- **Awareness**
- **Desire**
- **Demand**
- **Dollars**



## Conclusion ( 结论 – Jiélùn )





# Conclusion



## Key Takeaways

- **Culture** – Remember hierarchy, address the oldest first; give and receive money, keycards, business cards, receipts with two hands; number 8 is very lucky, number 4 is very unlucky;
- **Union Pay** – If you accept Discover Card you accept UnionPay. Put a sticker in your window. Offer specials or gifts with purchases made with UnionPay.
- **Language** – Translate welcome material, important policies, room-service menu, product/store information, attraction guides, at least one page on website.
- **Comforts** – Free Wi-Fi, Chinese tea and teakettle, slippers, noodle cups, Chinese TV channels, Chinese magazines/newspapers, toothpaste/brush
- **Food & Beverage** – Warm water, tea and teakettle, chopsticks, Chinese hot sauce, translate menu and include pictures of the dish
- **Social Media** – Weibo and WeChat. You can set-up in English. Far more effective if you offer engagement in Chinese.



## Questions?

# Conclusion



## Additional Support



- Presentation recap – MCCVB will make available to attendees
- Free promotion by MCCVB of China Ready businesses via Weibo, website and visitors information center

Email: [molly@seemonterey.com](mailto:molly@seemonterey.com)



Interpretation • Translation  
Cross-Cultural Training • Website Localization

- Comprehensive China tourism consulting and staff training
- Translation of printed materials, websites, etc.
- Audio walking tours
- Escort, tour group interpreters
- On demand over-the-phone interpreters (OPI)

Email: [carl@translationbydesign.com](mailto:carl@translationbydesign.com)

# Conclusion



## Our Long-term Goal



- **Attract** – Prepare and promote
- **Welcome** – Creating comfort, lowering language barrier, offering culturally responsive service
- **Create** – Moments and memories

Independent travelers visiting from China begin to see Monterey County as **more** than just a good place to spend the night between San Francisco and Los Angeles, but as a destination that is magical and welcoming and deserving of more of their time.



**Thank You**  
( 谢谢 – Xièxiè )

*“The best time to plant a tree was 20 years ago. The second best time is now.”*

(Chinese Proverb)