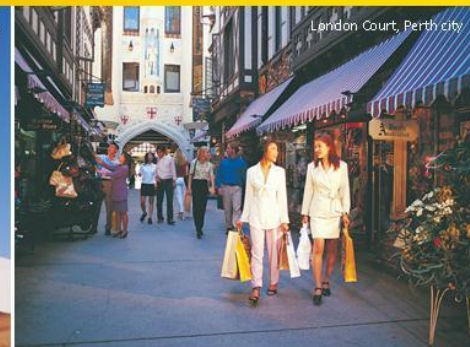


## CHINA TOURISM INDUSTRY ACTION PLAN

*Making WA a 'China Ready' Destination*

把西澳大利亚州作为中国人的旅游目的地

The Pinnacles, Nambung National Park



### **Tourism Council WA**

Tourism Council WA is the peak body representing tourism businesses, industries and regions in Western Australia. The Council promotes the value of tourism, facilitates sustainable tourism development and advocates industry policy on behalf of members.

### **Our Membership**

Tourism Council WA directly represents over 1,000 private and public sector members across tourism, including aviation, accommodation, venues, hospitality, tours, attractions and events. The Council is also the peak body for Western Australian regional and industry tourism associations.

Our united business, regional and industry membership endows Tourism Council WA with the collective voice of 3,000 businesses employing over 75,000 people across Western Australia.

### **Industry Representation**

As the voice of industry, Tourism Council WA proudly represents members and promotes the value of tourism to the state economy, environment and the social fabric of local communities.

Tourism Council WA develops evidence-based industry policy on: business regulation; marketing and events; parks and environment; planning and infrastructure; aviation and transport; and workforce development. The Council advocates our policy agenda to government and maintains an active public profile and media presence to communicate critical industry issues.

### **Industry Development and Accreditation**

Our industry development programs assist members to enhance their sustainability and profitability. Tourism Council WA facilitates business and workforce development through training, workshops, site visits, online facilities and our professional team of state-based industry advisors.

The *Australian Tourism Accreditation Program* is a national business development program based on Quality Assurance principals. Accreditation is a vital industry asset designed to continually improve standards, market quality product and enhance the reputation of tourism destinations. Tourism Council WA delivers accreditation to over 900 tourism businesses across the state.

### **WA Tourism Awards**

The *Western Australian Tourism Awards* are the most prestigious in the industry, attracting fierce competition, widespread media coverage and strong consumer recognition. Each year 900 guests gather in Perth to celebrate the industry's achievements at the Awards Gala night.

### **Annual Conference and Leaders Roundtable**

Our "*You're the Voice*" conference is the premier annual gathering of the state's tourism industry attended by more than 400 national, state and local tourism business and government leaders.

Throughout the year Tourism Council WA also hosts industry networking events, including our *Parliament House Function* and *Leaders Roundtable* forums for members to discuss issues with Ministers and key decision makers.

For more information please contact:

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# China Tourism Industry Action Plan

## *Making WA a 'China Ready' Destination*

把西澳大利亚州作为中国人的旅游目的地

### Executive Summary

China is a critical growth market for the Western Australian tourism industry. While our traditional source markets in Europe are maturing, China is a potential source of long term tourism growth. Working together the industry is confident Chinese tourism can rapidly grow from 18,000 to 100,000 visitors per annum.

Western Australia has a limited window of opportunity to forge our own brand with Chinese visitors. Our early visitors will shape Chinese perceptions of Western Australia through 'word of mouth' and social media. Hence the quality of tourism services we deliver to our Chinese guests over the next few years will determine our long term reputation in China as a visitor destination.

As an emerging market, Chinese tourism also brings new challenges for the tourism industry. We must develop quality experiences that meet the language, cultural and tourism expectations of our Chinese visitors.

Success depends on a partnership between the tourism industry, the State Government and the broader community. We must work together to not only promote our state to Chinese visitors but to deliver an extraordinary experience when they arrive.

The *Chinese Tourism Industry Action Plan* is a firm commitment by Tourism Council WA and tourism businesses to take early action and develop quality experiences for our Chinese visitors. While the tourism industry must take the lead, we are also calling on government and the broader community to work with the industry to make Western Australia a 'china ready' destination.

Supported by:



**BURSWOOD**  
ENTERTAINMENT COMPLEX

# 1. The Chinese Visitor Market to Australia

## 1.1 Who is the Chinese visitor?

According to the United Nations World Tourism Organisation (UNWTO), 66 million Chinese citizens travelled abroad in 2011, 15 per cent more than in 2010.

Much of this outbound growth can be attributed to strong economic performance, growing income levels, a rising middle class, increased aviation capacity and liberalisation of outbound travel policies by the Chinese Government.

This growing affluence is clearly demonstrated through the increasing expenditure of Chinese travellers. The UNWTO noted one of the most significant changes to the top ten ranking by international tourism spenders in 2010 was China, moving up into third position of highest tourism spenders (US\$ 55 billion) and overtaking the United Kingdom (US\$ 49 billion).

*“China has shown by far the fastest growth with regard to expenditure on international tourism in the last decade, multiplying expenditure four times since 2000. Ranking as the seventh biggest source market in 2005, it has since overtaken, respectively, Italy, Japan, France and the United Kingdom”.*

According to the ITB World Travel Trends Report 2011/12 the travel habits of the Chinese are undergoing significant change. *“...today’s (and, above all, tomorrow’s) Chinese tourists are young, affluent, well-dressed and hi-tech, and they want individual experiences combined with Chinese-ready services”.* These affluent Chinese travellers are also, on average, 20 years younger compared to their US and Europe counterparts. The new Chinese traveller can be characterised by:

- Increasingly seeking individual travel opportunities;
- Young, highly educated, middle and upper class;
- Big shoppers, especially of well-known western brands;
- Language and culture remain very important for them – understanding of these aspects demonstrates respect;
- Use online media extensively for travel planning and information purposes, yet still rely on the convenience of travel agents to arrange flights, hotels, and visas;
- Heavy users of social media platforms post-travel to share experiences. Social media is the most influential medium in modern China and is generally more trusted than government controlled media;
- Moving towards an experienced-based choice model from a price-based choice model;
- Demand high quality services; and
- Chinese language services and information are seen as essential.

Tourism Australia has identified their target market as *“affluent Chinese couples who have an independent travel mindset and want to explore and experience local culture. This group delivers high volume and spend and are geographically concentrated in Tourism Australia’s current priority cities”<sup>1</sup>.*

## 1.2 The Approved Destination Status (ADS) Scheme

In 1995 the Chinese Government introduced the *Approved Destination Status (ADS) Scheme*. The ADS is a bilateral tourism arrangement between the Chinese Government and a foreign destination, whereby Chinese tourists are permitted to undertake leisure travel in groups to that destination.

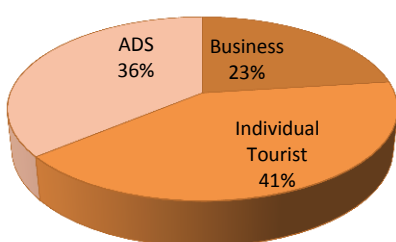
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<sup>1</sup> Tourism Australia, 2020 China Strategic Plan Summary

Australia and New Zealand were the first western countries to be granted ADS in 1999. Initially, only residents of Beijing, Shanghai and Guangdong were allowed to travel to Australia under the ADS scheme however in July 2004, six new regions were added to cover approximately 432 million people. Currently Australia is one of over 100 countries with ADS status.

The ADS permits the Australian Government to promote Australia as a leisure travel destination in China. Approved travel agents in China are trained by Tourism Australia as 'Aussie Specialists' and receive training and approval from the Department of Immigration and Citizenship and the China National Tourism Administration. The ADS also approves Australian Inbound Tour Operators who provide inbound tours to Australia. The scheme is managed by the Department of Resources, Energy and Tourism (RET) in conjunction with the Department of Immigration and Citizenship and Tourism Australia.

### Visitors by Visa Type 2010



Source: Tourism Australia

The ADS scheme is an important part of this inbound tourism growth and has seen Australia host over 610,000 Chinese tourists undertaking leisure travel in over 44,000 groups since inception. While ADS provides a highly effective visa for leisure visitors, it is not the only type of travel available. Chinese visitors can travel on non-ADS visa's for free independent travel, business and government delegations, study groups etc. However this travel must still be booked through an approved outbound agent.

There has been a shift away from group ADS travel, in 2009–10, 77 804 people arrived on ADS visas compared with 85 482 in 2008–09 and 94 503 in 2007–08. In an increasingly competitive environment, it is important for Australia to look beyond the scheme to new emerging segments to remain competitive<sup>2</sup>.

In April 2011, the Chinese and Australian governments reaffirmed their commitment by signing a broader Memorandum of Understanding (MoU) to strengthen tourism cooperation. This MoU will build on the existing ADS scheme to further promote cooperation in emerging travel segments such as individual, education and company paid incentive travel and result in a more streamlined visa process for Chinese travellers, making it more attractive for them to holiday in Australia.

The MoU also acknowledges other areas of cooperation including, industry supply-side development and supporting the safety of Chinese tourists in Australia. The evolution of the ADS and the recent MoU supports increasing independent travel from China to Australia.

### 1.3 Chinese Visitors to Australia

China is now Australia's 3<sup>rd</sup> largest (behind NZ and the UK) and fastest-growing inbound market, with visitor arrivals from China expected to reach 958,000 in 2020<sup>3</sup>. As at the end of December 2011<sup>4</sup>:

- Chinese visitors to Australia had grown an estimated 18.8 per cent to 512, 600 from 431, 400 on the previous year; and
- China was Australia's highest yielding market, with 2011 seeing an increase in expenditure of 17.7 per cent on 2010 to \$2,676 million.

<sup>2</sup> Department of Immigration and Citizenship, *Fact Sheet 58 – China: Approved Destination Status*

<sup>3</sup> Tourism Forecasting Committee, *Forecast 2011 Issue 2*, Tourism Research Australia, Canberra

<sup>4</sup> Tourism Research Australia, *International Visitor Survey*, December 2011

While growth has been experienced across all market segments, Australia is facing increasing competition from other destinations, all of which will be trying to capture this emerging market.

In 2010 Australia ranked 14<sup>th</sup> amongst all outbound destinations for Chinese travellers (top 5 being Hong Kong, Macau, Korea, Singapore and Japan) with a slight drop in market share experienced (from 1.1 per cent in 2000 to 0.8 per cent in 2010). However, when looking at what is referred to as 'out-of-region' travel, travel outside of North East Asia, Australia ranked 10<sup>th</sup> reflecting an increase in market share from 2.6 per cent in 2000 to 3 per cent in 2010<sup>5</sup>.

While much of this growth can be contributed to factors mentioned previously (a growing Chinese economy and rising income levels in China), another significant contributor to the growth has been the increase in air capacity, with a number of airlines increasing frequency and introducing new routes to Australia.

#### **Case Study: China Southern Airlines**

China Southern Airlines is a Chinese domestic and international carrier. It is the world's sixth-largest airline and Asia's largest airline in terms of passengers carried.

China Southern Airlines CEO Tan Wan'geng stated (20-Jan-2012) that the carrier believes Australia is on the "cusp of a growth boom" which will see more than one million Chinese visiting Australia by 2020. Mr Tan believes the boom had the potential to generate USD4 billion in direct benefits and USD15 billion in indirect benefits for the Australian economy by the end of the decade. He believes "this will amount to a travel bonanza for Australia and Australians," with the airline intending to be a driving force for travel between Australia and China by increasing its present 35 weekly services to 55 by 2015. He stated that "by 2015, China Southern will carry an estimated 1.2 million passengers between Australia and China, around half of them Chinese travellers coming to Australia for pleasure or business."

*Source: CAPA Centre for Aviation, China Southern Airlines: Australia is on 'cusp of a growth boom', <<http://www.centreforaviation.com/>> visited 23-Jan-12*

#### **1.4 Distribution of Chinese Visitors across Australia**

At year end September 2011,<sup>6</sup> NSW received 42 per cent of all Chinese visitor nights, significantly more than the next most visited State being Victoria (29 per cent), followed by Queensland (14 per cent), South Australia (5.4 per cent) and then Western Australia (3.8 per cent).

When looking at visitor dispersal, there is a clear preference for major cities. The top 6 regional areas outside of capital cities, by visitor nights, were the Gold Coast (QLD), followed by the South Coast (NSW), Hunter (NSW), Tropical North Queensland, New England North West (NSW) and Northern Rivers (NSW)<sup>7</sup>.

<sup>5</sup> Tourism Australia, *China Market Profile*

<sup>6</sup> Tourism Research Australia, *International Visitor Survey*, September 2011

<sup>7</sup> Tourism Research Australia, *International Visitor Survey*, 2006 -2010

## 2. The Chinese Visitor Market to Western Australia

### 2.1 Chinese Visitors to Western Australia

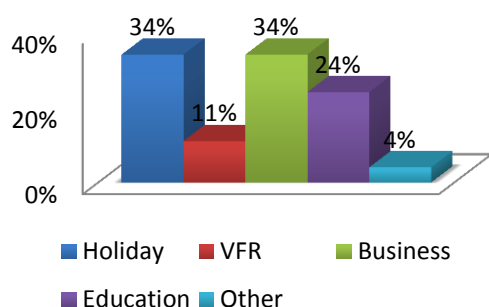
At year end September 2011, Chinese visitors to WA had increased by 55.8 per cent to 18,700, with a corresponding growth in expenditure of 28.6 per cent to \$99 million, making it WA's fastest growing inbound market in terms of visitor numbers<sup>8</sup>.

Chinese visitors spent 991,000 nights in WA for the same period, accounting for 5 per cent of total international visitor nights in WA, behind the UK, New Zealand, Malaysia, Singapore, and the USA. However this only accounts for a 3.8 per cent market share of visitor nights to Australia, up by 0.9 per cent on the previous year<sup>9</sup>. This makes China Western Australia's:

- 10<sup>th</sup> largest inbound market by visitor numbers;
- 8<sup>th</sup> largest by visitor nights; and
- 7<sup>th</sup> largest by visitor expenditure.

### 2.2 Market Segments

#### Purpose of Visit



Holiday and businesses travel account for the greatest share of visitors, and also showed the most significant growth, with holiday/leisure travel showing an increase of 110 per cent, followed by business travel with 83 per cent<sup>10</sup>.

*Source: Quarterly Visitor Snapshot, Year Ending September 2011, Tourism Western Australia, December 2011*

### 2.3 Regional Dispersal in Western Australia

Visitor dispersal is currently minimal outside of Perth and it would be reasonable to assume that, in the early stages of growth, the focus will continue to be on Perth as the gateway and a demonstrated preference for capital cities.

Travel over long distances is generally not favoured, unless it involves travel to a significant attraction.

There will obviously be potential for this dispersal to grow, on the back of increasing visitor numbers and development of appropriate tour product, as both the market and destination mature.

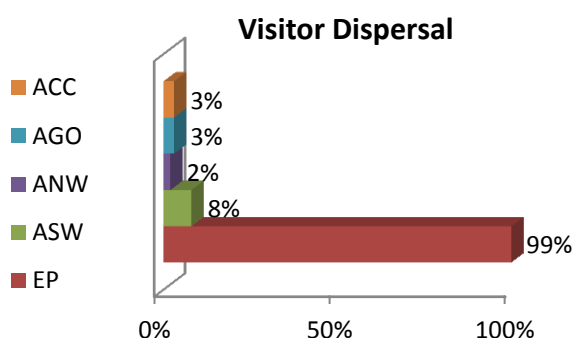
ACC – Australia's Coral Coast

AGO – Australia's golden Outback

ANW – Australia's North West

ASW – Australia's South West

EP – Experience Perth



*Source: Quarterly Visitor Snapshot, Year Ending September 2011, Tourism Western Australia, December 2011*

<sup>8</sup> Tourism Research Australia, *International Visitor Survey*, September 2011

<sup>9</sup> Tourism Research Australia, *International Visitor Survey*, September 2011

<sup>10</sup> Tourism Western Australia, *Quarterly Visitor Snapshot Year Ending September 2011*, December 2011

### 3. Making Western Australia a 'China Ready' Destination

The Western Australian Government has recognised the importance of the growing Chinese market and in 2011 committed \$5.2 million for China Market Development. This led to a marketing partnership with China Southern Airlines to fly direct from China to Perth, with flights commencing in November 2011. The partnership could essentially double the current number of Chinese travellers to WA, with Tourism WA having set a target of 100,000 Chinese visitors per year by 2020.

While there is significant investment in attracting demand from the Chinese inbound market, there is also work to be done on the supply side to ensure Western Australia is able to deliver relevant, high quality tourism products and experiences that will meet the needs and expectations of this market.

Keeping in mind that the Chinese market differs significantly to other key traditional markets such as the UK, Singapore and New Zealand, there is a marked gap in market knowledge for the broader industry that has little experience dealing with the Chinese travel market.

With the commencement of China Southern thrice weekly direct flights to Perth in November 2011, a clear plan of action is vital for Western Australia to achieve optimal growth and establish itself as a competitive destination. There is much that must be done across industry in product and infrastructure development, private and public, to cater to this important market.

#### 3.1 Industry Leaders Forum

In August 2011, Tourism Council WA hosted an Industry Leaders Forum bringing together representatives from all sectors of tourism and related industries including;

- Accommodation, Venues, Hospitality and Retail;
- Education, Training and Workforce Development;
- Attractions, Tours and Experiences;
- Park, Precinct and Place Managers; and
- Destination Promotion.



The premise of the forum was to examine “Destination WA” from the Chinese visitors’ perspective while mapping a way forward for the State as a whole. Participants considered a range of scenarios and itineraries from the perspective of a Chinese visitor. The industry leaders forum identified the following key priorities for making Western Australia a China Ready destination:

- Practical visitor information, orientation, transport and safety needs;
- Language and cultural needs;
- Catering to the expectations and interests of the Chinese visitor; and
- Delivering a competitive experience that will achieve repeat visitation.

Each of the industry leaders made ‘pledges’ to assist their businesses, facilities and industries get ‘China Ready’.





### Case Study: Chinese language signage and guides

Targeting the next generation of international travellers seems to be catching on in Europe, with both Schiphol Airport in Amsterdam and Charles de Gaulle in Paris launching Chinese versions of their mobile apps. Released on Android and iPhone devices, directions, facility information, baggage services and flight details are now translated into Mandarin.

## 3.2 China Ready Industry Workshops

Tourism Council WA, supported by Tourism WA and Perth Airport, has already delivered a program of “China Ready” training workshops. The workshops were designed to equip the WA tourism industry with basic exposure to the China market from both a marketing and product delivery perspective, to tourism operators throughout WA.

Five full day workshops were delivered in 2011 to some 140 attendees and 80 businesses. Each workshop included sessions on both ‘Marketing to China’ and ‘Servicing Chinese Visitors’. The topics covered include;

- China market intelligence;
- Understanding the Chinese consumer/traveller;
- Travel preferences and booking patterns;
- Regional and socio-economic differences;
- The Approved Destination Status (ADS) Scheme;
- Inbound tour operators and tourism distribution networks;
- Language/culture and traditions;
- Business etiquette;
- Meeting, greeting and serving;
- Service standards and taboos;
- Food and eating; and
- Basic greetings and phrases in mandarin.

Each of the workshop participants made ‘pledges’ to assist their businesses, facilities and industries to get ‘China Ready’.

## 3.3 Industry Pledges

Participants in the Industry Leaders Forum and China Ready workshops were invited to complete ‘pledges’ – actions that they would implement in their own business, in the short term, based on their learning’s from the workshops. Pledges were received from 58 businesses. Examples of pledges received included:

- Have all staff participate in cultural awareness training;
- Invest in translated marketing materials, brochures, signage etc.;
- Translate business cards, welcome maps and compendiums;
- Ensure rooms have appropriate items such as slippers, toothbrush, kettle etc.; and
- Update menu’s to incorporate Chinese meal options.

Input was also sought from participants with regards to priorities and actions necessary, for both the private and public sector, to enable WA to move towards becoming a China Ready destination. This input has been incorporated into the *China Tourism Industry Action Plan*.

## 4. The China Tourism Industry Action Plan

As a result of activities and industry consultation carried out to date, a *China Tourism Industry Action Plan* has been developed, identifying a range of actions necessary for Western Australia to capitalise on the potential that this market presents and ensure opportunity is not lost.

A number of commitments have already been made by individual businesses, however successful implementation of the *China Tourism Industry Action Plan* will require all of Government and industry support to realise the outcomes necessary to ensure Western Australia can reach it's targeted 100,000 Chinese visitors per year by 2020.

### Case Study: Perth Airport Welcomes China Southern Airlines

In November 2011, Perth Airport was proud to welcome China Southern Airlines to Western Australia with the commencement of direct flights between Guangzhou and Perth.

This new route is very important for Perth Airport and Western Australia. The relationship that has developed as a result of this new partnership will be strengthened by the strong economic and cultural ties which exist between Western Australia and China.

The inaugural flight was welcomed with a water cannon salute and China Southern Airline's Chairman, Chairman Si, was met on the aerobridge by the Premier of Western Australia, Chairman of Perth Airport, the Consul General of the People's Republic of China in Perth and other dignitaries.

In preparation for the arrival and on an ongoing basis, Perth Airport has been working with its tenants and staff to ensure the airport is 'China Ready'. Continued development of initiatives, including improvements to marketing and signage within the airport are underway and Perth Airport are working closely with the airline to ensure its operations continue to run smoothly.



Inaugural China Southern Airlines flight into Perth,  
November 2011

## 4.1 Key Roles and Responsibilities



### Tourism Council WA

Tourism Council WA, as the peak industry body, have committed to taking a lead role, through the development of the *China Tourism Industry Action Plan*, to facilitate and assist industry development with a view to becoming a competitive destination for the Chinese traveller. This will include, amongst other things:

- Public advocacy of the value of Chinese Tourism to the Western Australian community;
- Ongoing advocacy and coordination of industry and whole-of-government action to develop Western Australia as a 'China Ready' destination;
- Continued development and delivery of the China Ready Workshops to Industry;
- Development of a China Ready Accreditation Program; and
- Delivery and coordination of affordable Mandarin and Cantonese translation, interpretation and tour guide services to industry.



合格的澳洲旅游资质

## Tourism Operators

Key to ensuring Western Australia can become a destination of choice for the Chinese visitor will be the ability of businesses to deliver quality products, services and experiences that meet the expectations of this market.

### Case Study: Burswood Entertainment Complex

South East Asia has been a key target market for Burswood Entertainment Complex and the business places high importance on attracting and catering for this region. Burswood currently has more than 35 sales agents representing the Crown brand in China, Malaysia and Singapore. The most important element Burswood identified in attracting this market was the need to have Chinese speaking staff members. Burswood's International Operations team are all trained through "China Ready" comprehensive workshops run through Tourism Council WA, which fully equip staff on how to engage and work with the Chinese market. Burswood created a new position for an International Host who is fluent in both Mandarin and Cantonese.



Burswood identified the need to create collateral in Chinese and to have readily available promotional information that would be easily understood. This was especially important with respect to hotel information for travellers, and also to assist in media communication. Burswood also has Chinese TV channels available at both hotels and have translated guest welcome letters into Chinese.

Crown Limited has a current sponsorship agreement in place with Chinese tennis champion Li Na, and during the recent Hyundai Hopman Cup, Burswood had access to Li Na for VIP meet and greets and a formal photo-shoot. The images will be utilised in advertising to target Chinese visitors at Perth International Airport.

Burswood's world-class facilities also assist in attracting and accommodating the Chinese market. Burswood boasts two international hotels and 23 restaurants and bars including Yú - a contemporary Cantonese restaurant, Nobu Japanese, as well as 88 Noodle Bar.

Burswood is undergoing a major modernisation and redevelopment project and will re-brand as Crown Perth later in 2012: catering for the Chinese market is an important consideration for planning into the future.

There will be a need for tourism businesses, including attractions, tour operators, accommodation providers, Inbound Tour Operators etc. to review and develop their product and service offerings. This may include items such as:

- Implementation of staff training programs including language skills, cross cultural training etc.;
- Development of product suitable for distribution through ADS approved ITO's;
- Attaining China Ready Accreditation; and
- Updating product and service offerings, i.e. providing Chinese meal options, translated materials such as menus, compendiums etc.



### **Tourism Australia**

Tourism Australia (TA) have recognised China as Australia's most valuable inbound tourism market and the Australian Government has committed a further \$4.1 million in Australia's international tourism trade between China and Australia over the next four years from 2010/11.

Through the "China 2020 Strategic Plan," Tourism Australia has identified five pivotal areas to achieving the China markets tourism potential and securing market share. These are:

- Know the customer, including ongoing customer research to ensure effective marketing and distribution strategies;
- Geographic strategy to identify the focus for TA's resources to maximise Chinese market growth opportunities;
- Quality Australian experiences, and ensuring visitor expectations are met by addressing quality, through both the extended ADS Scheme and T-QUAL accreditation mark;
- Aviation development focusing on securing more direct services, expanding routes, new airlines (including third country carriers and low cost carriers) and partnering with airlines in cooperative marketing to ensure new and existing services are commercially sustainable; and
- Expanding and strengthening partnerships with government and industry to achieve success.

Outcomes of the "China 2020 Strategic Plan" will mean greater access to market intelligence for industry to maximise the China opportunity.

### **Tourism Western Australia**

Tourism Western Australia's role is to work with industry to promote Western Australia as an attractive destination for Chinese visitors with the objective of significantly increasing visitor numbers from China for the benefit of the State's tourism industry. Their strategy will focus on five key areas, being: Aviation Development; Trade Marketing; Consumer Marketing; Strategic Partnerships and Industry Readiness.

To date this has included the commencement of a \$2.5 million cooperative consumer marketing campaign with Tourism Australia and China Southern Airlines, the commencement of a significant upgrade to a Mandarin language version of [westernaustralia.com](http://westernaustralia.com), and a partnership with Tourism Council WA to deliver "China Ready" Industry Workshops throughout the State.

### **State and Local Government**

For Western Australia to successfully develop as a "China Ready" destination, a whole-of-government approach is essential. Government authorities integral to successful implementation of the *China Tourism Industry Action Plan*, in both the short and long term, will include:

- Local Government in tourism destinations;
- State Department and Authorities managing tourist attractions, precincts and parks;
- Department of Transport;
- Department of Training and Workforce Development.

These State and Local Government Authorities will be critical to delivering Chinese language signage, interpretation, guides and accessible services at attractions, parks, precincts and transport hubs. Tourism Council WA will work with each of these key groups to deliver the *China Tourism Industry Action Plan*.

## 4.2 The China Tourism Industry Action Plan

The China Tourism Industry Action Plan consolidates the ‘pledges’ and priority actions nominated by tourism operators and government agencies which attended ‘China Ready’ workshops or the Industry leaders Forum.

### Abbreviations

DEC = Department of Environment and Conservation (WA State)  
 DIAC = Department of Immigration & Citizenship (Commonwealth)  
 DoE = Department of Education (WA State)  
 DoT = Department of Transport (WA State)  
 DoWTD = Department of Training and Workforce Development (WA State)  
 ITOs = Inbound Tourism Operators  
 RTOs = Regional Tourism Organisations  
 TOs = Tourism Operators  
 TCWA = Tourism Council WA  
 TWA = Tourism WA

### Timeframe

Short Term = Action underway or to commence in the next 12 months

Medium Term = Actions to be delivered over the next 1 to 4 years

Long Term = Actions to be delivered over time as market develops

Arrival Services	Action	Responsibility	Timeframe
In-flight welcome video	<ul style="list-style-type: none"> <li>Destination information video in mandarin to be shown in-flight.</li> <li>Video to provide visitor information, safety messages and establish a welcoming arrival .</li> </ul>	TWA, Airlines	Short Term
Airport Arrival	<ul style="list-style-type: none"> <li>Translation of official arrivals/departure documentation e.g. arrival cards.</li> <li>Mandarin speaking interpreters and volunteer guides at airport.</li> <li>Airport signage, informative boards and announcements in mandarin.</li> <li>Provision of translated information on transport options, taxi costs, location of hotels etc.</li> <li>Translated public transport maps, information on fares and purchasing tickets, CAT services, etc.</li> </ul>	Customs, DIAC DoT, TCWA Taxi Council Perth Airport,	Short Term
Cultural Awareness Training	<ul style="list-style-type: none"> <li>Development and delivery of appropriate cross-cultural training program across all industries and government agencies servicing Chinese visitors at touch-points such as: customs, taxis, etc.</li> </ul>	DoT, DIAC, Taxi Council, TCWA, Retail Traders.	Medium Term

Industry Development	Action	Responsibility	Timeframe
Community engagement	<ul style="list-style-type: none"> <li>Advocate the value of Chinese tourism to government, industry and local community.</li> <li>Engage local Chinese community to promote China Ready accredited product to visiting friends and relatives and to participate as visitor ambassadors, tour guides and tourism staff.</li> </ul>	TCWA	Short Term Medium Term
Translation services	<ul style="list-style-type: none"> <li>Identify providers of Chinese language translation and interpretation service.</li> <li>Translation service providers to develop an understanding of tourism and hospitality needs and provide discounted affordable services.</li> </ul>	TCWA	Short Term Medium Term
China Ready Workshops	<ul style="list-style-type: none"> <li>Ongoing development and delivery of 'China Ready' workshop program across the State.</li> <li>Workshops to include cultural awareness training, basic language skills for hospitality understanding Chinese visitor needs and delivering quality services to Chinese visitors.</li> <li>Workshops to cover: food and beverage, accommodation, visitor centres, tours and attractions.</li> <li>Workshops to assist tourism operators develop new 'China Ready' accredited product.</li> <li>Workshops to be delivered in regional destinations as regions enter the market.</li> </ul>	TCWA, TWA	Short Term Medium Term
China Ready Accreditation	<ul style="list-style-type: none"> <li>Development of a 'China Ready' accreditation module for tourism product.</li> <li>China Ready accreditation would ensure: mandarin speaking staff or guides, provision of Chinese menu options, translated safety information, cultural awareness training for staff etc.</li> <li>Completion of the China Ready Accreditation would mark a tourism operator as a 'preferred supplier' to the Chinese market and provide booking assurance to Chinese visitors.</li> </ul>	TCWA, TWA	Short Term Medium Term Long Term
Mandarin speaking Tour Guides	<ul style="list-style-type: none"> <li>Development of an accredited tour guide program for mandarin speaking tour guides.</li> <li>Maintain a register of accredited mandarin speaking tour guides in WA who can be engaged by any accredited tourism operator or ITO.</li> </ul>	TCWA, DoTWD, TAFE,	Short Term Medium Term Long Term
Unique products	<ul style="list-style-type: none"> <li>Development of unique WA product appealing to the Chinese market i.e. premium wine, seafood, Kalgoorlie gold, golf and nature-based tourism.</li> </ul>	TOs, TCWA, RTOs, ITO's,	Short Term Medium Term Long Term
Language education	<ul style="list-style-type: none"> <li>Mandarin/Cantonese language skills built into mainstream school education curriculum and tertiary tourism and hospitality education.</li> </ul>	DoTWD, DoE, TAFE	Long Term

Visitor Services	Action	Responsibility	Timeframe
What's on Guides	<ul style="list-style-type: none"> <li>Translated visitor guides for Perth and regional towns.</li> <li>Guides to include information on restaurants, entertainment, karaoke, nightlife, the casino, shopping hours and precincts, local area maps, useful English phrases with translation.</li> <li>Guide can be made available through Visitor Centres, accommodation providers etc.</li> </ul>	TWA, RTOs, Local Councils, Visitor Centres, TOs	Short Term Medium Term
Interpretative guides	<ul style="list-style-type: none"> <li>Produce culturally relevant interpretive materials for key attractions such Perth Zoo, WA Museum, Art Gallery, Bell Tower, Wave Rock, Kings Park etc.</li> <li>Cultural awareness training for DEC visitor centre staff and rangers in select National Parks.</li> </ul>	DEC, TOs	Short Term Medium Term
Visitor Centres	<ul style="list-style-type: none"> <li>Availability of mandarin speaking information officer at the main WA Visitor Centre in Perth.</li> <li>Engaging local Chinese speaking community as visitor guides and ambassadors.</li> </ul>	TWA, WA Visitor Centre	Short Term Medium Term
China Union Pay (CUP) Bankcards	<ul style="list-style-type: none"> <li>Increase awareness and encourage acceptance of China Union Pay card payment by tourism operators and key retail precincts and outlets.</li> </ul>	TCWA, CUP, TOs, Retailers	Medium Term
Tourism Operators	Action	Responsibility	Timeframe
Visitor Services	<ul style="list-style-type: none"> <li>Provision of mandarin speaking tour guide or translated interpretative information.</li> <li>Availability of Chinese meal options on tours and at attractions.</li> <li>Tour brochure in mandarin with tour options.</li> <li>Acceptance of China Union Pay (CUP) Bankcards.</li> </ul>	Tourism Operators	Short Term Medium Term
China Ready Accreditation	<ul style="list-style-type: none"> <li>Staff training through 'China Ready' workshops.</li> <li>Implementation service standards to achieve 'China Ready' accreditation.</li> </ul>	Tourism Operators	Short Term Medium Term Long Term



Accommodation	Action	Responsibility	Timeframe
Guest Services	<ul style="list-style-type: none"> <li>▪ Welcome in mandarin and translated check-in documentation.</li> <li>▪ Translated in-room information including: guest compendiums, basic safety and security information, emergency numbers and contacts etc.</li> <li>▪ Provide What's on Guide in mandarin with local area information.</li> <li>▪ Mandarin speaking staff and concierge services.</li> <li>▪ Provision of complimentary wifi and internet services.</li> <li>▪ Acceptance of China Union Pay (CUP) Bankcards.</li> </ul>	Tourism Operators	Short Term Medium Term
F&B and Room services	<ul style="list-style-type: none"> <li>▪ Menus available in mandarin.</li> <li>▪ Menu's to include appropriate Chinese dining options for all meals.</li> <li>▪ Provision of basic in-room services and facilities appropriate to the market – slippers, toothbrush and toothpaste, kettle, instant noodle cups for the mini-bar etc.</li> </ul>	Tourism Operators	Short Term Medium Term
China Ready accreditation	<ul style="list-style-type: none"> <li>▪ Staff training through 'China Ready' workshops.</li> <li>▪ Implementation of service standards to achieve 'China Ready' accreditation.</li> </ul>	Tourism Operators	Short Term Medium Term Long Term
Marketing & Distribution	Action	Responsibility	Timeframe
Translate website	<ul style="list-style-type: none"> <li>▪ westernaustralia.com to be translated into mandarin and hosted in China.</li> </ul>	TWA	Short Term
China Market Resource Kit	<ul style="list-style-type: none"> <li>▪ Develop a 'How to Guide' to assist those businesses interested in marketing into China market.</li> <li>▪ Guide to include information on how to enter the market, how to work with the ITO's, how to access the FIT and GIT markets, the ADS etc.</li> </ul>	Tourism Australia, TWA, TOs	Short Term
East Coast ITO familiarisation program	<ul style="list-style-type: none"> <li>▪ Familiarisation program for ADS approved East Coast ITO's to incorporate WA tourism product in Australian tours and itineraries.</li> </ul>	TWA, RTO's, TOs	Short Term

Distribution of China Ready tourism product	<ul style="list-style-type: none"> <li>▪ Ongoing development of new product through 'China Ready' training and accreditation.</li> <li>▪ Distribution of 'China Ready' product to FIT market via e-marketing and distribution channels.</li> <li>▪ Distribution of 'China Ready' product through ADS approved ITO's.</li> </ul>	TWA, TCWA, ITO's, TOs	Short Term Medium Term Long Term
Marketing Materials	<ul style="list-style-type: none"> <li>▪ Develop appropriate destination marketing materials in mandarin i.e. translation of Experience Perth Holiday Planner, Australia's South West Holiday Planner etc.</li> </ul>	TWA, RTO's	Short Term Medium Term
Prevent Rogue Operators	<ul style="list-style-type: none"> <li>▪ Only market and distribute quality assured accredited tourism product through channels such as TWA, to ensure 'rogue operators' are not officially marketed.</li> </ul>	TWA, RTO's, TCWA	Short Term Short Term Medium Term
Promotion of 'China Ready' accredited product	<ul style="list-style-type: none"> <li>▪ Raise Chinese trade and consumer awareness of 'China Ready' accreditation product, particularly in the FIT and VFR markets.</li> <li>▪ Encourage visitors to book with quality assured 'China Ready' accredited businesses to discourage market for 'rogue operators'.</li> </ul>	TCWA, TWA	Medium Term Long Term



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