



HOSPITALITY FOR CHINESE GUESTS

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HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA



WHY THE NEED?



- **Response to Approved Destination Status**
- **The Chinese outbound market**
 - ▶ In 2009 → 31 million outbound travelers
 - ▶ Population 1.3 billion people
 - ▶ 2020 → 100 million people/largest single market
 - ▶ We must be ready



TRAVEL FACTS & ISSUES



- **Who are the travelers?**
 - ▶ Mid to upper class
 - ▶ 45 to 59 years of age
 - ▶ Urban-Beijing, Shanghai, Guangzhou



TRAVEL FACTS & ISSUES



•Trip characteristics

- ▶ Long lead time
- ▶ Multi-destination
- ▶ Chinese New Year, Labour Day, National Day
- ▶ Summer for families



TRAVEL FACTS & ISSUES



•Chinese travel trends

- ▶ Culture/Learning
- ▶ Value-Shopping



TRAVEL FACTS & ISSUES



- **Leisure activities**

- ▶ Principle: saving at home – spend on road
- ▶ Shopping, casinos, eating...not sports



CHINESE CULTURE



- **Deep historical foundation**

- ▶ Goes back 5,000 years
- ▶ Dynasties rights/obligations to society and to person



CHINESE CULTURE



•Concept of “*FACE*”

- ▶ Do not embarrass someone in front of others
- ▶ Exceedingly important



CHINESE CULTURE



•Religion and spirituality

- ▶ Confucianism
- ▶ Taoism
- ▶ Buddhism



RULES OF CONDUCT



- **Chinese Society is based on:**
 - ▶ Inequality
 - ▶ Hierarchy
 - ▶ Protocol



RULES OF CONDUCT



- **Business conduct**

- ▶ Long term vision
- ▶ Negotiation
- ▶ Hierarchy
- ▶ Important Information is presented at the end of meeting; not as we do often at beginning



PROTOCOL & ETIQUETTE



- **Demographics – 45 to 59 years of age**
 - ▶ If business travel male
 - ▶ 14 Days holiday for leisure



PROTOCOL & ETIQUETTE



•Structure of trips

- ▶ Folks not going to the beach
- ▶ Sightseeing
- ▶ Shopping – casinos – music
- ▶ Want to see what they have seen in media



PROTOCOL & ETIQUETTE



•Check-in & welcome

- ▶ We value eye contact – they don't
- ▶ Tour guide is critical
- ▶ Chinese are not Japanese
- ▶ Shake hands not bow
- ▶ Man not woman in focus



PROTOCOL & ETIQUETTE



•Allocation of rooms

- ▶ No fourth floor
- ▶ “4” sounds like “*dead*”
- ▶ 8 and 9 are lucky
- ▶ 9th heaven not 7th heaven



PROTOCOL & ETIQUETTE



•Meals

- ▶ Want 3 meals
- ▶ Red wine and beer are desirable
- ▶ Like chicken and pork but not beef due to the BSE scare
- ▶ Tea hot water/kettles



THE WAY AHEAD



Remember Chinese Proverb

“A man without smiling face must not open shop”

Or as I like to say:

“If you don’t look after your Chinese guests someone else will!”





THANK YOU

Anthony P. Pollard, President - HAC

