

# Ya Luo

Owner of **WiiYa** International



**WiiYa International Ltd.**

**Get ready for China 2018**

Presented by Luo Ya



# WiiYa International Ltd

## Brief introduction of company:

- Chinese travel agent based in Dublin, Ireland
- Over 10 years' experience in receiving International Chinese and Asian market
- Affiliated with several outbound tour operators in
  - Mainland China
  - Hong Kong
  - Taiwan
  - UK inbound

## Business Development

2012 - handled 60 group (approx. 400 pax)

2017 – handled over 500 group (approx. 3500-4000pax) direct and indirectly, across a mix of age, budget, travel motivations and needs



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## Chinese Consumer Behaviour

Culture remains a key driver behind consumer behaviour, and knowing how to factor cultural drivers into business, sales and marketing plans is a key to success

### **Shopping is a key Chinese Visitor Activity – How can you capitalise?**

*Chinese spend up to 29% on Shopping – 2 to 3 times more than other market visitors*

- As well as buying global luxury brands in Kildare Village and Brown Thomas, they spend on Souvenirs that are Irish Made & hand crafted (e.g. Claddagh Ring, Donegal Tweed scarf)
- Provide personal assistance to shoppers from beginning until the end of process
- Ireland – not enough Chinese shop assistant in most shops
- Limited shopping time for Chinese guests in Ireland, so require fast & easy service approach
- Language barrier
- Have QR codes with details of special offers and discounts

### **Solution:**

**Hire seasonal Chinese speaking staff**



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## Hotels

- Twin or triple (all beds equal size) preferred
- Be careful of noise (quietness needed at night... Very sensitive with older guests).  
Do not located group above or close to party locations of hotels
- Include Breakfast Items that suit China Market –China Readiness Programme
- Language Barriers need assistance

## Solution:

- Consider/ revise Chinese room allocations for beds
- Hire seasonal Chinese speaking staff or have some necessary service details translated
- Change of breakfast (slightly) – *See detail on China Readiness Programme*



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## Sightseeing & Attraction Guiding

- Language remains a barrier
- Our Group Guides need to better understand and be educated about your experience to help our groups interpret and understand it

## Solution:

- Invest time and offer training for local Chinese speaking guides & tour group leaders (*Invite them into your business in the off season to learn more*)
- Have some necessary service or interpretation details translated & use QR codes to assist this
- Invest in Language Interpretation (e.g. Audio Guides in Powerscourt House & Gardens are very successful)



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## Irish company sales strategy in China

Chinese economy tripling in size between 2000 and 2010, China has experienced massive economic growth and social change within a very short period of time.

Now China has over 300million middle class population, they are willing to travel abroad

### How to sell your product to China?

1. Reach out to Irish based China Market specialist Tour Operators and DMC's like WiiYa and others to contract with them
2. Approach UK Inbound In Market Operators who service China Market
3. Consider investment in Tourism Ireland China sales mission (*Long term investment – building direct relationships takes time*)
4. Connect & work with Chinese Speaking Guides who lead these groups (help them present your business experience better)



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## Hong Kong Market

- Different writing (Traditional Chinese Letters, instead of Mandarin) and different speaking tone or dialect, some have reasonable understanding of English
- Chinese Guanxi (relationship building is key)
- Much more knowledge of travel and Europe
- More western in their food tastes
- Some are still price conscious
- Other Hong Kong Market customers can have higher budgets





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**Thank you very much for your time!**

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