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Fáilte Ireland

Commercial Development Officer

Reflections from China Sales Mission

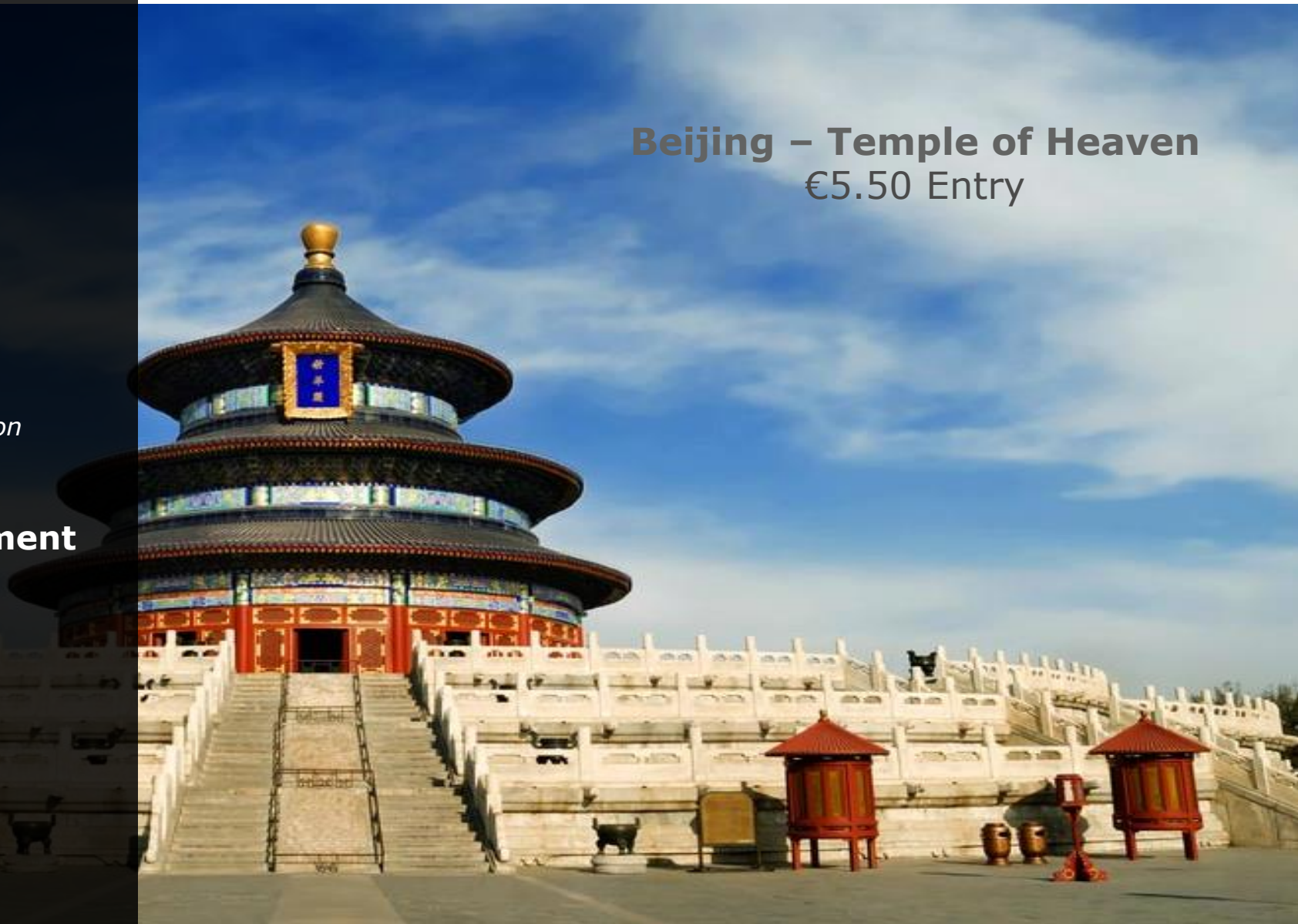

Ireland
拥抱爱尔兰

TOURISM IRELAND CHINA SALES MISSION 2018
爱尔兰旅游局2018中国路演

China Sales Mission - Recruitment & Selection

- ❑ **>30 Applicants – 20 places**
- ❑ **Recruitment via Failte Ireland Trade Portal**
- ❑ **Application Evaluation**
Experience & COTRI China Ready Accreditation
- ❑ **Financial Investment Commitment**
- ❑ **Requires a 'Company Wide Commitment' to China growth strategy**

Beijing – Temple of Heaven
€5.50 Entry



Recognising & Appreciating Cultural Differences

Understanding of Ireland



Understanding of China Consumers

- Buyer Education
- Potential to Influence Itineraries & route development
- Understanding of Travel Distances
- A Bargaining Culture in China
- Not all Experiences suit
- Recognising Language Needs



Ireland

第七天 DAY 7

泰坦尼克号体验馆
www.titanicbelfast.com 参观这家屡获殊荣的互动式博物馆“泰坦尼克贝尔法斯特”，揭开神话传说的神秘面纱，对这艘著名船只的事实一探究竟（都柏林-贝尔法斯特：166公里-2小时5分钟车程）。

巨人之路
www.nationaltrust.org.uk/giants-causeway 追随巨人足迹（贝尔法斯特-巨人之路：99公里-1小时20分钟车程）。

探索权力的游戏 (Game of Thrones) 电视剧取景地
www.ireland.com/en-gb/articles/game-of-thrones-location 或者穿上权力的游戏的戏服，在临冬城 (Winterfell Castle & Demense) 自己角色重演，好好玩一下午。
www.gameofthrones-winterfelltours.com

返回都柏林住宿，第二天一早离开

乘坐每周直达航班返回中国
 海南航空：
 都柏林-北京 2班次/周
 途径爱丁堡 2班次/周

国泰航空：
 都柏林-香港 2班/周



行程制定人

爱尔兰国家旅游局业务开发部
 旅游发展局



Ireland
 包括贝尔法斯特 (BELFAST) 和北爱尔兰 (NORTHERN IRELAND)

The Role of Language & Translation



Translator services required at meetings, facility organised by Tourism Ireland, paid for by businesses on sales mission



nǐ hǎo

你好

hello, hi

- | | | |
|-----------------------|----------|---------------------|
| A: nǐ hǎo! nǐ hǎo ma? | 你好! 你好吗? | Hello! How are you? |
| B: wǒ hěn hǎo. nǐ ne? | 我很好。你呢? | I am well. And you? |
| A: wǒ yě hěn hǎo. | 我也很好。 | I am also well. |

China – where tech & service meet!

Technology Adoption in Business

- Use of QR Codes – Service & Promo Offers or Discount Codes – consumer engagement builds your profile!
- WeChat – Check-in (Like facebook) & business enquiries can come via this media
- We chat has ‘translate’ facility built in
- Business Cards almost obsolete – WeChat QR code now replacing address data

Dear Ms. Horan,

Welcome to Four Seasons
Hotel Beijing.

We wish you a pleasant stay!



Please scan the QR code to
chat with us for any request.

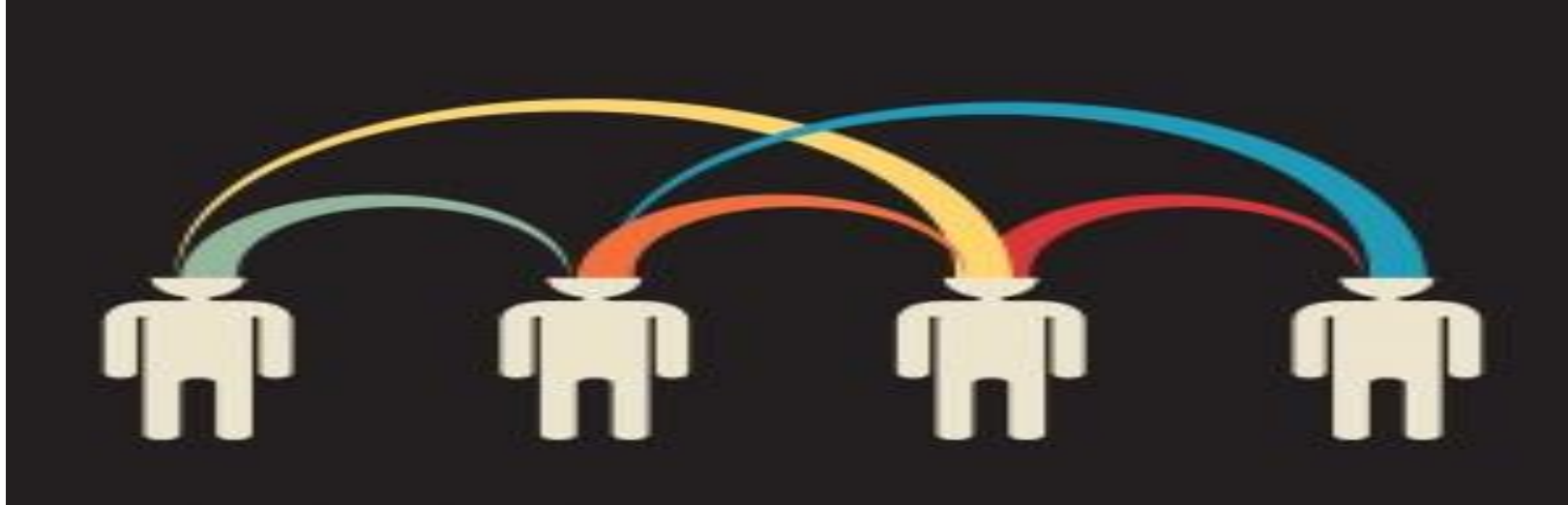
Tech at the heart of the Business Meeting!

Connecting through tech!

- WeChat – sharing QR codes!



Sales & Sales Negotiation – Understand the Distribution Channel



THE TRAVEL DISTRIBUTION CHANNEL

Consumer Enquiry → China Agent → Licensed Outbound Tour Operator (8% licensed for outbound)

Outbound Operator → Airline Flight Centre

-> UK or Irish DMC/Ground Handler

-> UK or Irish DMC/Ground Handler → Coach Driver & Local Guide

-> Local Chinese Guide (Group leader) → Consumer holiday behaviour

Appreciating each other's Food Culture

Sharing Tasting Menu dishes included:

- Marinated Duck tongue
- Boiled Chicken feet & heads
- Jellied fish salad

- **Egg fried Rice...(saved the day)**

*Put Yourself in Your
Customer's Shoes*



Know the market segment you want and can service

SIZE OF CHINA MARKET

KNOW WHAT YOU WANT
KNOW WHAT YOU CAN HANDLE
REMAIN FOCUSED

GROUP
v
FIT

EXCLUSIVE LUXURY
v
INCENTIVE



B2B Pricing:

Net B2B rate for basic Experience and offer a la carte pricing for add-ons,
Negotiate discounts carefully or consider tier pricing based on volume or scale (if relevant)