

### Workshop overview

The workshop is part of Fáilte Ireland's Market Diversification Programme which has been designed to help businesses boost their sales capabilities and focus on specific international opportunities. After this half day workshop, your staff will understand the cultural differences of Chinese market and will be fully equipped to meet the needs of the Chinese visitor. They will learn the following:

- The motivations, needs, preferences, expectations, and behaviours of Chinese visitors
- Their attitudes towards foreign travel
- How to make their visit to your local area more memorable
- Tips for communicating, plus key phrases in the Chinese language(s)
- How to welcome Chinese visitors.

*This is a foundation workshop to the Get China Ready programme offered by Fáilte Ireland. It does not form part of the COTRI accreditation.*

### Why attend

China is the biggest outbound tourism source market in the world and is a key priority for Ireland – 116 million Chinese travelled worldwide in 2016 and spent \$160 billion. Direct flights from China to Dublin are expected to bring large volumes of additional Chinese visitors in 2019 and beyond. Ireland has everything the Chinese visitor is looking for in a holiday - cities, shopping, history and sightseeing. Fáilte Ireland's aim to make as many businesses as possible ready to provide a China Fáilte. The Chinese visitor is different to our traditional holidaymakers. Understanding them and offering the right kind of services is crucial to your success with this market.

### Location

Regional locations, nationwide

### Duration

1 day

### Cost

Fully subsidised by Fáilte Ireland

### Designed for

All frontline staff

### Date

Scheduled dates can be viewed here on the Fáilte Ireland Trade Portal

### Content

- Useful, relevant and practical background information about Chinese visitors
- An understanding of Chinese tourists - their motivations, needs, expectations and behaviour and their attitudes towards foreign travel including why they travel, what they hope to achieve through travelling with a particular focus on shopping and eating habits
- Ideas on creating a story to make their experience memorable
- Tips for communicating with, or without, knowing the language and Social Media and our Chinese visitor.

## Watch out for other workshops in Fáilte Ireland's Market Diversification Programme

Fáilte Ireland's Market Diversification programme is a dedicated suite of workshops to deliver in-depth international market insights, lead generation tips and tactical sales supports. Businesses can adopt a pic'n mix approach to best suit their business needs.

All content has been developed using the latest insights gained from a number of sources including Fáilte Ireland, Tourism Ireland market and consumer research and insights and feedback from buyers and OTAs.

The full suite of workshop titles is listed below. To view more details, click [here](#)

### Tactical Sales Workshops

- B2B Channel Management – Pricing and Contracting
- Perfecting Your Written Pitch
- Boosting Online Sales Growth

### International Market Insights / Lead Generation Workshops

- Selling to **GB** - Market Insights and Lead Generation
- Selling to **France** - Market Insights and Lead Generation
- Selling to **Germany** - Market Insights and Lead Generation
- Selling to **Spain** - Market Insights and Lead Generation
- Selling to **Italy** - Market Insights and Lead Generation
- Selling to **US** - Market Insights and Lead Generation
- Selling to **Canada** - Market Insights and Lead Generation

### Get China Ready

- China Fáilte - Preparing for the Chinese Market
- China Ready Programme – COTRI Accredited