

FIVE WAYS TO CONNECT WITH CHINESE VISITORS



More than 680,000 Chinese people visit Victoria each year, spending more than \$3 billion. Is your business capitalising on this important market?

Follow us:



Q City of Melbourne



680,000 CHINESE TOURISTS

visited Victoria last year



350,000 CHINESE RESIDENTS

in Melbourne



1 BILLION ALIPAY USERS

the world's largest digital payment platform



1 BILLION WECHAT USERS

fast becoming the 'app for everything'



Want to connect with Chinese visitors and residents?

Here are some tips to get started.

1

GET YOUR MENU TRANSLATED

Consider having key customer resources translated for your Chinese visitors. Consider menus, size guides and opening/closing times. In hospitality, Chinese customers really like visual menus with images and extra detail on any local ingredients.

2

PROVIDE SPECIAL OFFERS TO SHOPPERS

Businesses in key retail precincts are now able to provide shoppers with special offers through our new Melbourne City Card program on Alipay. Get in contact to find out how.

3

EMPLOY STAFF WHO ALSO SPEAK MANDARIN

Do you know how to say hello in Mandarin? Consider employing someone who does. Having a bilingual staff member could really help to ensure things don't get lost in translation. And you could also provide cultural training to staff.

4

PROVIDE CHINESE PAYMENT METHODS

We've recently trialled Alipay and WeChat Pay as payment options in our venues. Consider Chinese payment options such as Alipay, WeChat Pay and Union Pay as an alternative payment option.

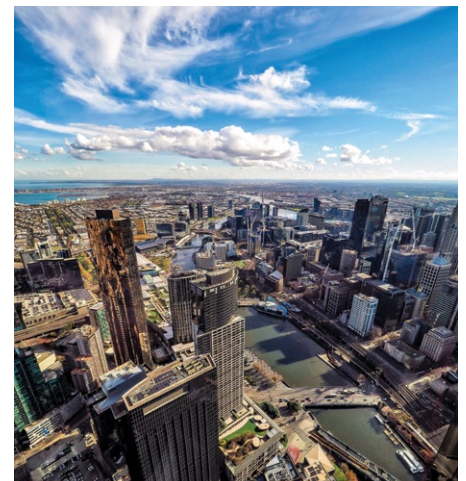
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USE CHINESE PROMOTIONAL PLATFORMS

Investigate promotional opportunities on Chinese social media platforms, like WeChat or other popular platforms, such as travel sites Ctrip, Fliggy, Qunar or Mafengwo. Also consider cross-border sales opportunities through major e-commerce platforms, such as Taobao, Tmall Global, Pinduoduo, JD.com, Kaola, Suning, VIP.com.

City of Melbourne is helping local businesses by:

- ✓ promoting Melbourne, our events and our retail destinations on WeChat
- ✓ promoting our key retail destinations via Alipay
- ✓ integrating Chinese digital platforms and mobile payment options
- ✓ encouraging Chinese visitors to visit our city through our channels.



Contact us

Find out more, and connect with our international team via global@melbourne.vic.gov.au

This checklist is developed by City of Melbourne with support from Stone Drums.

melbourne.vic.gov.au/business

