

ABOUT INTLANG (Gloria ZHANG, MD)

Intlang Consulting Group offers cross cultural marketing and business solutions to Australian businesses, helps them identify new opportunities in overseas markets, breaks down cultural barriers, creating optimised investment or joint venture operations, ultimately bringing different values, strength and business practice together.



Finding the 'Gold' in Golden Week

Early October's week long National holiday ("Golden Week") is one of the two major holidays in China (the other being the "Chinese Spring Festival"). The Chinese National Tourism Administration Centre reported that during Golden Week, approximately 67 million tourists travelled domestically, generating domestic tourism revenue of RMB 54.6 billion (AUD 10.5 billion), up 15% compared to the same time last year. Chinese tourists travelling abroad during the holiday exceeded 130 million and is expected to rise. Top travel destinations include the United States, Thailand, Europe (particularly France and Italy).

Chinese tourists share a "convergence" of thought and behaviours when travelling. In addition to a passion for food and shopping, medical consumption has also become big business overseas – with places like Japan and Korea attracting repeat Chinese tourists every year. The Chinese travelling abroad for medical reasons are primarily seeking physical examinations, cancer treatments, new drugs or plastic surgery. Quality and trust of the overseas medical services is also a key consideration for mainland Chinese customers.

Though today's mainland Chinese do not shy away from indulgence, they are also keen to learn about the world and experience new cultures. Despite Australia being a part of Asia, it differs significantly to other Asian countries in terms of culture and demographics, yet able to offer all that other travel destinations have - especially Western Australia (WA). WA is the only state located on the same time zone with China and is easy to access from Asia. Living in Australia, it may be difficult to relate to the Chinese way of "enjoying" holidays. Nevertheless, understanding consumer behaviors of this growing market is the key to developing a booming WA tourism and hospitality industry (9 October 2017).

Interested in finding out how your business can capture more of the China market, contact Intlang today!

AFFILIATED ASSOCIATION

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