



# Innovate Service to Stay Ahead With Chinese Visitors!

*As more Chinese people travel globally, tourism businesses cannot just offer standard Chinese inclusions; service innovation is needed to win their business.*

GOLD COAST, QUEENSLAND, AUSTRALIA, December 3, 2015 /EINPresswire.com/ -- Although Xmas is just three weeks away, one leading hotel on the Gold Coast in Australia is already focusing on the upcoming Chinese New Year holiday period, which commences February 8, next year. And with the Gold Coast seeing a 100% increase in visitors from China over the past five years, early preparation by businesses targeting this market, helps them to gain a strategic advantage over competitors.

The team at the [Hotel Grand Chancellor](#) Surfers Paradise yesterday took part in a Chinese Culture and Customer Service Workshop facilitated by Asia market specialists, [TravConsult](#), who recently facilitated the highly successful "Engaging the China Market Program" for the regional tourism organization, [Gold Coast Tourism](#).

Hotel Grand Chancellor Regional General Manager, Peter Yared says, "Our Grand Chancellor properties in Brisbane, Cairns and here on the Gold Coast, pride themselves on being international hotels which can warmly welcome and look after visitors not only from Australia, but from around the world. As all of our properties have seen marked increase of Chinese visitors over the past few years, we want to ensure that all of our managers and staff have the skills, knowledge and confidence to firstly understand these new travelers, and also meet and exceed their service expectations."

TravConsult Managing Director, Trevor Lee, says, "Today's Chinese traveler is more discerning, seeking fresh experiences and interactions with local products, services & most importantly, people. They are evolving from the pure sightseers to experience seekers and with that evolution has come sophistication in their service needs and expectations."

When TravConsult first started conducting workshops in 2004, pioneering the education of Australia's tourism suppliers and industry on the Chinese traveler, the crucial elements apart from cultural understanding were to ensure the foundation of product being ready for Chinese visitors were in place. These included Chinese breakfasts, Chinese language translations of brochures and menus and appropriate amenities like slippers, Chinese tea in the rooms etc.

Today's visitors from China now see these services as a standard norm, as they are provided not only within China, but also when they travel internationally.

Yared continues, "That's the reason we are investing in ensuring our team members have the right skills and knowledge to genuinely interact with and warmly welcome our Chinese guests."

Lee sums up, "With the whole globe chasing the Chinese outbound traveler, businesses cannot afford to rely on believing they are ready by just meeting standards - the ones that offer business innovation in service for the evolving Chinese traveler will reap the biggest rewards."

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