

CHINESE CULTURAL &
LANGUAGE RESOURCE

NI HAO
CHINA





INTRODUCTION

This resource kit has been designed to support businesses in the Tourism and Hospitality sector as they move toward engaging more successfully with ever increasing numbers of Chinese travellers. This kit contains many resources that you can print off and use immediately with your staff and Chinese visitors. Create your own unique “Ni Hao China” resource file and keep it on hand to refer to when needed.

Making Chinese travellers feel welcome to our beautiful State is pivotal to enhancing the visitor experience. At the most basic level this involves providing consistent and excellent customer service, more Chinese ‘speaking’ staff and improved Chinese signage.

QTIC and Australian tourism bodies at all levels acknowledge the increasing importance of attracting and successfully catering for visitors from China and its many regions.

The recent “[Tourism, Travel & Hospitality Workforce Development Strategy 2014-2019](#)” (Oct 2013), produced by [Service Skills Australia](#) stated that:



China is now Australia’s most valuable inbound market with spend worth close to A\$4 billion in 2011/12 and potential to grow to A\$9 billion by 2020.



View full report:

www.serviceskills.com.au/sites/default/files/TTH_Workforce_Development_Strategy_2014_2019.pdf

This kit builds upon and incorporates elements of two existing and excellent Tourism focused resources;

- I. **China Ready Program** produced by Tourism and Events Queensland (TEQ) www.teq.queensland.com/china
- II. **DestinationQ China Masterclass** produced by Tourism and Events Queensland and the Department of Tourism, Major Events, Small Business and the Commonwealth Games.

The Master Class resources include the following:

- Specific information on the Chinese traveller with a particular focus on the free and independent or 'millennial' traveller.
- Guest speakers presenting talks on a range of topics including Chinese Consumer Behaviour, Chinese FIT, High End Chinese Consumers, Marketing, Cultural Awareness and the importance of the Domestic Chinese Traveller.

Full set of China Masterclass fact sheets:

www.teq.queensland.com/~media/3E761E1143DF4A3193B06BF281EF07F5.ashx?la=en-AU

All China Masterclass guest speaker presentations:

www.youtube.com/playlist?list=PLfbFQCINcpFPJ4ahnEokNHR1QdPTVgx4W

To watch a short (3 Min) video tour of this online resource please click on this link: youtu.be/UGl8Ql1bbD8t

IN THIS KIT

- 1: [Overview of China the Nation and its People](#)
- 2: [Understanding the Chinese Traveller](#)
- 3: [Queensland and the Chinese Traveller](#)
- 4: [Communicating with the Chinese Traveller](#)
- 5: [Cultural Awareness](#)
- 6: [Chinese Traveller Safety](#)
- 7: [Specific Industry Sector Information](#)

Further assistance with this Resource Kit or the Ni Hao China training program.

If you would like some additional information or assistance with either of the above please contact:

The Industry Development team at QTIC
07 3236 1445 or email
industrydevelopment@qtic.com.au





SECTION 1

OVERVIEW OF CHINA THE NATION AND ITS PEOPLE

关于中国及中国人的简述

The following resources will provide you with a brief overview of China and its people; the culture, religions, languages, beliefs and many other components that comprise this interesting growing nation.

More detailed information on Chinese language is contained in the section: [Communicating with the Chinese Traveller](#).

BRIEF CHINA OVERVIEW

Full Name: The People's Republic of China

Common name: China

China is situated in eastern Asia on the western shore of the Pacific Ocean, with an area of 9.6 million square kilometres. China has beautiful scenery, with mountains and ranges, highlands, plains, basins, and hills..

China has a continental climate. Generally speaking, the north of China is much colder and drier than the south, and the west of China is generally drier than the east.

China is divided into 23 provinces, five autonomous regions and four municipalities under the direct jurisdiction of the Central Government, and two special administrative regions.

Beijing, Shanghai, Guilin, Xian and Hong Kong are the five best known tourist cities in China. The most famous attractions in Beijing include the Great Wall of China and the Forbidden City. Shanghai is China's largest and most prosperous city.

There are cultural and linguistic variations in different regions, but for such a large country the culture is relatively uniform. However, fifty-five minority groups inhabit the more remote regions of the country and have their own unique cultures, languages, and customs.

China has 3,000 years of recorded history, with traditional accounts of prior dynasties. It has the only surviving pictographic writing system, and the world's most-spoken and most-difficult-to-learn first language. China also has the widest variety of commonly held belief systems on the planet: from capitalist to communist to spiritual, from atheist to ancestor worship to Buddhist to Muslim to Christian.

China is the most heavily populated country in the world, over 1.33 billion in fact, over 40% urban; there is a continuing urbanisation of the population. 300 million people have moved from rural areas to cities in the last 30 years, and the same is predicted for the next 30 years. Stringent population controls have been in place for several decades, such as China's one child policy, and the government aims to limit the mainland population to 1.37 billion.

China has been the world's fastest growing economy for the last 30 years (10% or more per year). Half of the world's concrete and a third of the world's steel is used annually in China.

MAP OF CHINA

This map can be used as a visual aid when greeting Chinese visitors and asking them what part of China they originate from. A full page map of China can be viewed on [page 38](#) of this document.

USEFUL WEBSITES

- www.travelchinaguide.com/intro/
This website gives short but relevant overviews of; Chinese National Identity & Origin, Religions and Beliefs, China history, Food and drink, Arts and crafts and Ethnic groups.
- www.mckinseychina.com/
This website contains current information and insights into today's China, particularly the factors that influence commerce and business and the future of China as a world trade force.

YOUTUBE CLIPS

- www.youtube.com/watch?v=2lqdV5EfByg
This interesting YouTube video packs a lot of information about China in 10 minutes. It is fast, you might need to pause and write down some notes and questions to explore.

INFORMATIVE PODCASTS (AVAILABLE THROUGH ITUNES)

- What might happen to China in 2014 and beyond www.mckinseychina.com/podcast/what-might-happen-in-china-in-2014/

RELEVANT BOOKS / BOOK RETAILERS

- www.chinabooks.com/
China Books is an online book retailer specialising in a wide range of books, DVD's CD's and gifts related to China.

The following book is described as being for everyone, expert or novice. It can be read quickly and provides information on China business today - and its increasing impact on the rest of the world. It is available as an eBook or as a hard copy through Amazon and various book retailers.

- The One Hour China Book: Two Peking University Professors Explain All of China Business in Six Short Stories: by Jeffrey Towson, Jonathan Woetzel (2014)

CHINA READY TEQ - PDF

- Key cultural background to understanding Chinese visitors (pg. 3-4) teq.queensland.com/~media/0DF1F32E7CA64233A8745AF3509ADC7A.ashx?la=en-AU

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SECTION 2

UNDERSTANDING THE CHINESE TRAVELLER & THE CHINA MARKET

目前中国游客的期望



China's cultural background is exceedingly different from that of the Western world. Those involved in the Hospitality and Tourism sector need to embrace this difference and work toward understanding the expectations of Chinese tourists to Australia, in particular Queensland.

Chinese preferences, expectations and motivations are unique, the following information will enable service providers to better understand and meet these needs.

THE CHINESE CONSUMER: 中国消费者

According to the **World Tourism Organization** (WTO) www2.unwto.org the annual number of outbound Chinese tourists is supposed to reach 100 million in 2020 and become the fourth largest source of outbound travel in the world (WTO, 2003).

CURRENT TOURISM STATISTICS

Tourism Australia tourism.australia.com provides current statistics and information relevant on the China Market in relation to the Tourism and Hospitality Sector. To access the **Tourism Australia** China tourism statistics information page please click the link below.

www.tourism.australia.com/markets/market-regions-greater-china.aspx#China

PDF'S

- PDF: International Tourism Snapshot, Year ending June 2014
teq.queensland.com/en-AU/Research-and-Insights/Source-Market-Research/International-Summary-Snapshots
- PDF: Market Snapshot, China, Year ending March 2014
teq.queensland.com/en-AU/Research-and-Insights/Source-Market-Research/International-Summary-Snapshots/Asia

UNDERSTANDING THE CHINESE CONSUMER:

Tourism Australia has conducted a major tourism research project into how international consumers view Australia and the factors most likely to motivate them to visit our country. The following articles outline the findings in relation to the Chinese Traveller.

Articles online:

- "[China expects more bang for Aussie tourism buck](#)".
- Short easy-to-read online article: "Five Key Points On How To Make Chinese Tourists Happy"
www.forbes.com/sites/profdrwolfganggarlt/2014/09/18/five-key-points-on-how-to-make-chinese-tourists-happy/

Recent Reports:

- Chinese Satisfaction Survey: Summary Report (January 2014)
Produced by the Australian Government: Tourism Research Australia

The focus of this report was on the trip attributes that are most and least likely to be associated with higher or lower overall levels of satisfaction; trip outcomes better or worse than expected; and/or higher or lower likelihood to recommend Australia as a holiday destination.

www.tra.gov.au/documents/Chinese_Satisfaction_Survey_FULL_REPORT_FINAL_24JAN2014.pdf

- China Towards 2016

This is the current long-term plan to ensure the China market grows in a positive, sustainable way in partnership with the Queensland tourism industry. Implementing the plan will ensure the industry is ready to welcome more Chinese visitors and deliver high quality experience. Read the paper in the link below and find out plans to grow the Chinese market for all Queensland tourism operators.

teq.queensland.com/~media/254F8548F179454A947A9DEF9CF4F91D.ashx?la=en-AU

- Chinese Resident Perceptions of Queensland (September 2014)

This recent report by the Australian Government's 'Tourism Research Australia' body conducted a study on how Queensland is perceived as a holiday destination by Chinese residents living in Australia. These residents are in a great position to spread the word about Queensland's tourism experiences to friends and family, both here and in China.

www.tra.gov.au/documents/DVS_Qld_Chinese_Resident_Perceptions_of_Qld_FINAL.pdf

- The China 2020 Strategic Plan Progress Report

The China 2020 Strategic Plan aims to ensure Australian tourism remains competitive in the fast growing market for outbound travel from China. This important report reflects on what has already been implemented.

www.tourism.australia.com/documents/corporate/TACP7018_China2020_1YearOn_Sept_12_WEB.pdf

YouTube clips:

The following clips are from the very relevant and informative collection of YouTube clips of presentations delivered at TEQ DestinationQ-China Masterclass (2014). We recommend these as essential viewing.

- **1.0 Setting the Scene - Beere's Beliefs by Richard Beere.**
Video Published on Nov 9, 2014. (5 min 20 Sec)

Provides insights from a professional into the China market. Points covered include the importance of asking where Chinese travellers are from on a regional level, acknowledging that the Asian psyche is very different to the Western one and that though the Asian traveller may have an independent mindset they do not necessarily have independent travel ability.

<http://goo.gl/pHu0sQ>

- **2.0 Chinese Consumer Behaviour by Bernard Hughes**

Published on nov 9, 2014. (20 mins)

In this clip Bernard Hughes discusses key trends, statistics and changes in Chinese Consumer behaviour. The importance and relevance of TIERED cities is covered in detail. China's e-commerce environment is detailed and also the "Shopping Festivals" that are evolving because of this. <http://goo.gl/0Bflm3>

TODAYS CHINESE TRAVELLER: 目前中国游客的期望

Today's Chinese tourists view Australia as an aspirational destination offering a wide variety of experiences. China's continuing economic boom has led to an increasingly wealthy, global economy with a rising middle class situated in urban hubs. These Chinese residents have an increasing high level of disposable income and a growing aspiration for travel.

PDF's: Informative facts and tables

- The Chinese Traveller: A segmentation of the China market (TEQ Resource) teq.queensland.com/Industry-Resources/How-To-Guides/Be-China-Ready

YouTube clip:

The following clip is from the very relevant and informative collection of YouTube clips of presentations delivered at TEQ DestinationQ-China Masterclass (2014). We recommend this as essential viewing in your search to understand the Chinese traveller

- **4.0 Domestic Chinese Travellers by Wayne Carlson**

Published on Nov 9, 2014. (6 min 55 sec)

Provides very useful data and insights on the domestic Chinese market – a great 'first step' on the journey of becoming China-ready. Wayne talks about the travel needs of Chinese Nationals who already live in Australia. <http://goo.gl/A6RzyU>

CHINESE FESTIVALS AND HOLIDAYS: 中国节日和假期

In order to target more successfully Chinese travellers it is important to consider when they have holiday and festival periods.

Golden Week: Among all the Chinese holidays, there are two weeks referred to as 'Golden Weeks'; they are Spring Festival Week and National Day Week. Both of them last for three days but by combining two weekends with them Chinese travellers may decide to have an extended vacation. For further information on the impact of Golden Weeks and the Chinese traveller please refer to:

www.attractchina.com/blog/3-things-need-know-chinas-golden-week

- The below website provides a detailed account/calendars of all major National holidays and festivals for 2015/2016:
www.travelchinaguide.com/essential/public-holiday.htm
- Page 40 of this document outlines [Chinese Holidays and Festivals for 2015](#), including some common festive phrases. Sourced from TEQ: China fact sheets



SECTION 3

QUEENSLAND AND THE CHINESE TRAVELLER

昆士兰和中国游客



The material in this section provides more detailed information on how you can work toward providing a more positive visitor experience to your Chinese customers. This information includes for example; Chinese Embassy contacts, relevant Tourism body details, materials to better promote events and festivals to the China market and Chinese 'friendly' links to essential services and business that your visitors may require.

There are many ways in which Queensland businesses can ensure that Chinese visitors to our State feel welcome and better informed.

Where possible prior to arrival provide your Chinese customers with some general information, which includes some simplified Chinese, on your business and your Region.

TIP: Perhaps develop an annual Chinese visitor marketing strategy that informs possible Chinese customers of any upcoming events (including dates) in your area.

If providing this information prior to arrival is impossible, have it on hand for your customers and guests on arrival.

Following are articles and information that will assist you in keeping your Chinese visitors informed.

INTERESTING ARTICLE ON MAKING YOUR BUSINESS CHINA READY:

- "Enter the Dragon: Is your Business China Ready?" By Dr Sam Huang
Article from University of South Australia's Business Magazine Issue 5
w3.unisa.edu.au/business/magazine/issues/5/cover-chinaready.asp

EMBASSY INFORMATION:

- **Chinese embassy in Brisbane Australia**
Website: brisbane.chineseconsulate.org
Email: Chinaconsul_bri_au@mfa.gov.cn
Address: 140 Ann Street, Brisbane, QLD 4000
Mailing Address: PO Box 12126, George Street, Brisbane, QLD 4003
Consular Office: Office Hours: 9:00-12:00 Monday-Friday
Tel: +61 (0)7 3031 6300
- See page 39 for a table of [Chinese Embassy contacts in Australia](#)

OVERVIEW OF TOURIST INFORMATION SERVICES: 游客信息中心

AUSTRALIA WIDE

Smart phone App:

- The App “There’s Nothing Like Australia” By Tourism Australia has a translation option that describes its content in many other languages, including simplified Chinese
www.australia.com/apps.aspx

Websites:

- www.australia.com
- www.tourism.australia.com

STATE WIDE

For a full list of Industry associations for tourism businesses throughout Queensland including Queensland Information Centres Association and Regional Tourism Body’s you can visit

- The Queensland Government Business Portal at
www.business.qld.gov.au/industry/tourism
- Queensland Tourism Industry Council (QTIC) website
www.qtic.com.au
- Major state event information is available for all businesses at
teq.queensland.com/Events
- teq.queensland.com/en-AU/About-TEQ-New/Contacts
- www.destq.com.au
DestinationQ is a partnership between the Queensland Government and the tourism industry, recognising tourism as one of the four pillars of our economy. The main goal of DestinationQ is to make Queensland the number one tourist destination in Australia, with a medium-term goal of achieving the national Tourism 2020 target (i.e. doubling 2010 visitor expenditure by 2020)
- TripAdvisor –Queensland: has a Simplified Chinese translation button
www.tripadvisor.com.au

REGIONAL

It is ideal to have a brochure for your region translated into simplified Chinese. Please look at the Sunshine Coast version of an E-Brouchure below.
queensland.uberflip.com/i/268516/1

Websites: (add your own regional websites)

- www.visitsunshinecoast.com.au
- www.scdl.com.au/marketing/consumer-events

EVENTS AND FESTIVAL INFORMATION:

盛事及节日

It can be of great benefit to Chinese visitors to your Region to have a list of the main festivals and events taking place in your area. We have developed an easy to use template that you can edit to insert the appropriate festival links and dates from your area and then print or email to your visitors, or laminate and have on hand. Go to your Regional Tourism Bodies website for a list of your regions current and upcoming events and festivals.

TEMPLATE: [Events Calendar: Sunshine Coast](#) (Page 40)

SERVICES AND BUSINESSES RELEVANT TO THE CHINESE TRAVELLER:

TRAVEL AND TRANSPORT

RENTAL CAR INFORMATION 租车 (ZŪ CHĒ)

- <http://www.rentalcars.com>
On this rental car website, you can change the language to Chinese. Chinese tourists can read the terms and conditions and book in their own language, it also allows them to change and cancel their booking through this website. It certainly makes the booking much easier and also assists in minimising confusion when the car is picked up.

The following is the short introduction to the above website in Chinese.
租车网站, 主要比较hertz, avis, europcar, alamo, budget, national, dollar, thrifty这8家网站的数据并号称是有“最低价格保证”的承诺, 提供中文预订服务, 信用卡预订, 可以取消和更改。

- This section is written in Chinese and explains overall important information relating to [Car Rental in QLD](#) (Page 41-42).

AIRPORT TRANSFER 机场接送 (Jǐ CHǎNG JIĒ SÒNG)

Apps for Smart Phones:

- Brisbane Airport: By Brisbane Airport Corporation (iTunes) Translates to simplified Chinese
itunes.apple.com/au/app/brisbane-airport/id626563114?mt=8

Websites:

- www.con-x-ion.com Tel: 1300 266 946. Con-x-ion covers Brisbane and Gold Coast airport to Brisbane, Gold Coast and Sunshine Coast. Conversational English is necessary as the customer has to go through automatic selections before talking to the operator. The website is in English only.
- www.thepickupcompany.com.au Tel: (07) 5450 7608. Service Sunshine Coast and Brisbane airport from private charter to express shuttles.

PUBLIC TRANSPORT 公共交通 (GŌNG GÒNG JIǎO TŌNG)

- APP: TransitCard - Australian Public Transport Card Balance: By Zervaas Enterprises (iTunes): Translates to Simplified Chinese
- The translink.com.au website has some information in Chinese, translink.com.au/node/143 however when planning a trip, all information is in English. Tel: 13 12 30, if the customer can't speak English, he/she still can call this number and ask for a translator.
- Greyhound Bus Company www.greyhound.com.au
- Queensland Rail www.queenslandrail.com.au

TAXI'S 出租车 (CHŪ ZŪ CHĒ)

Currently there are no Apps that allow for translation of Taxi company information. The following are a sample selection of useful websites.

- **Sunshine Coast** www.suncoastcabs.com.au Tel: 13 10 08 the same telephone is used for the Gold Coast.
- **Brisbane** www.yellowcab.com.au Tel: 13 19 24.

FLIGHT INFORMATION WEBSITES

INTERNATIONAL 国际航线

- 亚洲航空 AirAsiaX www.airasia.com no Chinese translation available
- 國泰航空 Cathay Pacific www.cathaypacific.com based in Hong Kong.
- 中國南方航空 China Southern www.csair.com yes, it is a Chinese airline.
- 澳洲航空 Qantas www.qantas.com click a button to translate the website into Chinese
- 新加坡航空 Singapore Airlines www.singaporeair.com with Chinese language
- 維珍航空 Virgin Atlantic www.virgin-atlantic.com no Chinese

Domestic 内陆航线

- 維珍澳洲航空 Virgin Australia www.virginaustralia.com no Chinese language
- 捷星航空 Jetstar www.jetstar.com Chinese language on the website
- www.flightcentre.com.au has a button for Chinese language translation of information.

FINANCIAL SERVICES

- Paying for Services:

Chinese people rely heavily on using a “China Union Pay Card” 银联卡 (yín lián kǎ) to get cash and pay for services and goods. It would be very helpful to assist Chinese visitors in locating ATM's that accept this card. Does your business have the capability to accept this payment method? Both Westpac and NAB have agreements with Union Pay.

The below link details which ATM's in Queensland can use Union Pay.

www.unionpayintl.com/MainServlet (can be translated into English also)

The China Union Pay International website has information in English and Chinese on locations and other relevant topics for business and consumers.

www.unionpayintl.com/column/en/enCard/en_oceania/en_Australia/index.shtml

A phone number for Union Pay card is: 1-800-649612

This number has an automatic response message in Mandarin.

POSTAL SERVICES: 邮局 (YÓU JÚ)

- Post Office locations:

Whilst travelling, many Chinese visitors may want to post items or post cards back to family and friends. You can assist them by directing them to your nearest PO. The following Australia Post link will assist

auspost.com.au/pol/app/locate

- Postage cost to China:

Approx. AUD\$0.70 - \$3.50 for letters, postcards and cards (Current as at No



SECTION 4

COMMUNICATING WITH CHINESE TRAVELLERS

与中国游客交流

This Section contains specific information on what resources and materials are available to businesses that will assist you and your staff in achieving better communication with your Chinese customers. Points covered include; translation services, social media resources, smart phone App suggestions, cultural Do's and Don'ts, YouTube clips and websites with Mandarin language instruction and resources to support your use of basic Mandarin such as common greeting and phrase charts and posters.

CHINA'S LANGUAGES: 中国的语言

Did you know that more people speak Mandarin than any other language in the world? It is the official language of China, and is widely spoken throughout East Asia, particularly in Taiwan and Singapore. Compared to Western languages, Chinese seems quite different; it is a monosyllabic and tonal language, which means words with different meanings that sound rather similar are differentiated by pitch.

Chinese travellers will feel welcome if an attempt is made to greet them in their own language. Fluency is not essential, a warm welcoming smile is far more important. Learning to say some basic Chinese greetings and phrases will create a good first impression.

FACT: 77% of Chinese visitors reported they could not speak English well or at all. A slightly lower proportion stated they were unable to read English well or at all (70%).

Recent Report into Chinese Visitor Satisfaction conducted by Tourism Research Australia describes the impact of language barriers on Chinese customer satisfaction.

www.tra.gov.au/documents/Chinese_Satisfaction_Survey_FULL_REPORT_FINAL_24JAN2014.pdf

Use the following information to assist your understanding of how best to communicate with Chinese customers.

MANDARIN LANGUAGE OVERVIEW

Below is some useful overview information about Chinese Mandarin.

- YouTube: www.youtube.com/watch?v=i8vxm-px0I8
- mandarin.about.com/od/mandarininchineseculture/a/chinese_language.htm

PDF

Page 2 of the following [TEQ China Fact Sheet](#): has excellent tips on the do's and don'ts of communicating with Chinese Travellers.

www.tourismqueensland.net/fms/tq_corporate/industrydevelopment/Project%20China/China%20Ready%20Fact%20Sheet1.pdf

TRANSLATIONS: 翻译

There are many free translation websites and apps, however none of them will ever be perfect because they are machine translation apps. These apps are able to translate simple sentences, however if you want to translate detailed content such as a contract or a descriptive name for an exotic meal they are often not suitable and can create more confusion.

We recommend that for detailed messages and content that you seek out professional translators.

PROFESSIONAL TRANSLATORS

- The **National Accreditation Authority for Translators & Interpreters** (trading as NAATI) is the national standards and accreditation body for translators and interpreters in Australia. It is the only agency to issue accreditations for practitioners who wish to work in this profession in Australia. To find an accredited professional visit;
www.naati.com.au

TRANSLATION SERVICES

WEBSITES:

- www.freetranslation.com
- translate.google.com.au
- www.translatorscafe.com/cafe/article84.htm
The above website also describes what the differences are between simplified characters and traditional characters.

SMART PHONE APPS:

- **iTranslate Voice** (just speak the phrase or words) \$4.99
- **Google Translate** (type, speak and write Chinese characters) Free
- **iTranslate** (type but can add voice recognition features when you pay)
- **iVoice Translator Pro** (two way communication) \$0.99
- **Baidu Translate** (only for Chinese, Japanese, Korean and English)

PINYIN: Pinyin is the most widely-used system of writing Mandarin Chinese that uses the Latin alphabet. It is a great tool to help you learn the accurate pronunciation of Mandarin words. Pinyin literally means spelling the sound. So how do you read pinyin?

- The following website will introduce you to correct pronunciations of Mandarin Chinese.
www.yoyochinese.com/chinese-learning-tools/Mandarin-Chinese-pronunciation-lesson/pinyin-chart-table
- This UK website will also introduce you to Pinyin through audio and written text.
www.bbc.co.uk/languages/chinese/real_chinese/mini_guides/pinyin/

COMMON GREETINGS AND PHRASES

常用问候语及词语

USEFUL WEBSITES

- This great website 'Standard Mandarin: Chinese Pronunciation' has words and phrases in English and Mandarin and includes an audio play button you can press to play the actual word/phrase:
www.standardmandarin.com/chinese-phrases
- On the Tripadvisor website there is a page 'China important phrases with English and Chinese translations' that is easily accessible. Remember the site also has translation
www.tripadvisor.com.au/Travel-g294211-s604/China:Important.Phrases.html

PDF'S: SIGNS, POSTERS ETC

- Page 50 '[Essential Chinese](#)' contains 10 words and phrases that you will use most frequently. Please print and laminate for easy reference.
- [TEQ: 'Greetings and Marketing Communication Guidelines'](#) China Cultural Information and Training Resources for Tourism Operators
- Page 43 Poster: '[Welcome to our premises](#)'
- [Welcome Poster in Chinese](#) (TEQ resource)
- Poster: 'Basic Greetings & Common Phrases' (TEQ Resource)
teq.queensland.com/~media/80737D16AF644CD1AA1A45DF7FB557AD.ashx?la=en-AU

YOUTUBE CLIPS TO GET YOU STARTED WITH BASIC MANDARIN

- Beginner Chinese - Self Introduction (Part 1)
www.youtube.com/watch?v=ubZS7i34GIY
- Basic Greetings in Mandarin Chinese: Hello, How Are You, Thank you, Good-bye etc. 你好!
www.youtube.com/watch?v=m1LWu81kWqE

LEARNING CHINESE NUMBERS:

- Rocket Languages have audio on their website so you can record and listen to a replay.
www.rocketlanguages.com/chinese/learn/counting-in-chinese/
- To learn numbers and have some fun you get to rap the numbers on this YouTube clip!
www.youtube.com/watch?v=2eLP3FuuEVs
- Page 44 [Numbers 1-10 in Chinese](#)

TAKING YOUR MANDARIN FURTHER:

Perhaps you would like to learn Mandarin so you can speak fluently? The following resources will get you started.

Courses are conducted through:

- University of Queensland: Institute of Modern Languages
www.iml.uq.edu.au/courses.html?language=Chinese%20%28Mandarin%29
- Queensland University of Technology: Brisbane
www.qut.edu.au/study/short-courses-and-professional-development/short-courses/modern-chinese-language-courses
- TAFE: Queensland Gold Coast
tafegoldcoast.edu.au/course/skills-work-preparation/11717/mandarin-chinese-level-1#.VHPtUYuUeSo
- China Speak: Learn Chinese Online
www.chinaspeak.com.au/
- Griffith University
www.griffith.edu.au/tourism-confucius-institute/programs-courses/language-courses

(this is a guide not a full list of possible courses)

THINGS TO KNOW: DO'S AND DON'TS

可以做的和不可以做的

The following points are just a guide and may be considered generalisations. Please use your own discretion when considering the following information.

BODY LANGUAGE:

- Chinese do not gesture very much and regard a lot of hand movement as excessive. Winking and whistling are considered rude. Eye contact tends to be indirect.
- Both the thumbs up sign and tugging on the earlobe are signs of excellence. An outward pointing and raised pinkie means the opposite; you are poor quality or not very good at something.
- Some Chinese point with their middle finger without realizing that it has a vulgar meaning in the West. Conversely, a thumb placed between the middle and index fingers (the “nose stealing” gesture) is an obscene gesture in some parts of China.
- Don't point or use your finger to beckon someone (this gesture is used for dogs). To get someone's attention and tell them to “come here” place your palm down and move your fingers towards you. This gesture is used with children, taxis or waiters but is considered very rude when directed at an older person. The most polite way to attract someone's attention is to make eye contact and bow slightly.
- Holding your fist up is an obscene gesture in Hong Kong and some parts of southern China. Also in southern China, people say thank you by tapping two fingers on the table when you pour them tea or drinks. Many people in the North, however, are not familiar with this gesture.
- **Please and thank you:** Chinese are less likely to use “please” and “thank you”. They may consider the overuse of these words as over polite and unnecessary. “Please” is also only used before a verb, never in a sentence.
- **Greeting groups:** When addressing groups it is important to show respect and address the person of highest rank (if the group members are all from the same company or travelling as a family group, there will be a hierarchy). Very generally speaking, the highest ranking person will be the eldest in the group and usually male.

The tour guide is a paid staff member and will not be the highest ranking person. If you are not sure, it is best to ask the group who the most senior person is to avoid embarrassing assumptions

- Punctuality is valued in Chinese culture and therefore should always be maintained. When meeting in China, allow plenty of time due to traffic jams and the possibility of your taxi driver getting lost.

SOCIAL MEDIA AND MARKETING:

社交媒体及数码营销

TEQ has produced an excellent resource on digital marketing to the China market as part of their “Digital Ready” program: This workshop video will assist you to learn how to attract Chinese independent travellers via your website and online marketing activity. Follow the below link to this Webinar.
www.youtube.com/watch?v=YMDTbUR-lW0&feature=youtu.be

Other informative Resources:

THE INTERNET IN CHINA

- 20yrs of the internet in China: Timeline
www.ecns.cn/visual/hd/2014/11-19/53240.shtml
- China's Google alternative: How Baidu is different from Google?
www.clickz.com/clickz/column/2288982/search-in-china-how-baidu-is-different-from-google
- China's “YouTube”, Tudou and Youku now 500 million monthly users
thenextweb.com/asia/2014/08/20/chinas-youku-tudou-now-serves-500-million-users-per-month-half-of-youtubes-reach

SOCIAL MEDIA

- Who Has 1 Billion Users and is About to Overtake Facebook?
www.linkedin.com/pulse/article/20131104184701-13518874-who-has-1bn-users-is-about-to-overtake-facebook
- What does the social media landscape look like in China?
blogs.bmj.com/bmj-journals-development-blog/2014/04/28/what-does-the-social-media-landscape-look-like-in-china
- Chinese traveler profiles – viewed through the lens of social media
www.tnooz.com/article/chinese-travellers-profile-analysis-lens-social-media
- Understanding social media in China
www.mckinsey.com/insights/marketing_sales/understanding_social_media_in_china



SECTION 5

GENERAL CULTURAL AWARENESS

文化意识

This section offers more detailed information on how to engage with Chinese travellers in a culturally sensitive manner. Appropriate body language, ways of greeting and business card etiquette are a few examples of the topics covered.

HANDSHAKING AND PHYSICAL GESTURES ON MEETING

- Handshaking is normal though the handshake may be longer and may not be as firm as a 'Western' style handshake.
- Kissing and hugging is generally OUT.
- Back slapping and shoulder squeezing is OK for good friends and acquaintances. Your two hands clasped together in front of you is also a common and formal greeting though become familiar with this action before you employ it.
- Thumb up means good, all right, use it when you understand and/or agree.
- Some Chinese people understand it is rude to show the middle finger in western culture, however in Chinese culture, showing the little finger is considered rude, it implies that you think a person is not worth respect.

BUSINESS CARD ETIQUETTE

- ALWAYS give or receive the card or gift with TWO hands
- Generally study the business card for a moment to show you are interested in this person.
- Receiving Business Cards with one hand is considered rude and disrespectful.
- Do not write on the back of the Business Cards with a pen.

DRINKING ETIQUETTE

- Often a Chinese host/guest will generally ensure theirs and others' drinks are always full.

GREETING GROUPS

When addressing groups it is important to show respect and address the person of highest rank (if the group members are all from the same company or travelling as a family group, there will be a hierarchy). Very generally speaking, the highest ranking person will be the eldest in the group and usually male.

The tour guide is a paid staff member and will not be the highest ranking person. If you are not sure, it is best to ask the group who the most senior person is to avoid embarrassing assumptions

PUNCTUALITY

Punctuality is valued in Chinese culture and therefore should always be maintained. When meeting in China, allow plenty of time due to traffic jams and the possibility of your taxi driver getting lost.

MISCELLANEOUS

- Chinese people will often allow you to enter or leave an elevator or pass through a door before them. If you have time, reverse the offer OR politely thank the offering person, accept, smile and move on.
- If you get into a conflict, best to try to find a simple easy solution rather than take the conflict to an elevated level. Get help if possible from a translator or experienced person to resolve it.

COLOURS

- Red is the lucky colour, it is even more popular during Chinese New Year or weddings; black and white colours are used for funerals, DO NOT use it to wrap presents.
- Do NOT write people's names with a RED Pen. Though red is a lucky colour it is generally best NOT to use Red Pen in everyday writing.

NUMBERS

- In China the Number '4' is considered unlucky while other numbers such as 6, 9 and especially 8 have good luck related to them in different ways.
- As such - often the 4th, 14th etc. Floors of a building will be renamed 3A, 13A etc. or just completely skipped.

GIFTS

- Gifts are great, it can be soap, chocolate or wine.
- DO NOT give Chinese people a green hat or a wooden clock.

For further Cultural information refer to:

- TEQ China Ready Resources: teq.queensland.com/~media/ODF1F32E7CA64233A8745AF3509ADC7A.ash?la=en-AU



SECTION 6

CHINESE TRAVELLER SAFETY

为中国游客所做的安全信息

Apart from making our Chinese visitors feel welcome, part of providing excellent customer service is offering them additional information that will enhance their visitor experience, offering relevant safety information is an example of this.

Please note QTIC and TEQ take no responsibility for the use of this material in a modified form.

IMPORTANT WEBSITES AND CONTACTS

- The Embassy of the People's Republic of China in Australia
au.china-embassy.org/eng (This page is in English)
au.china-embassy.org/chn/lsw/ (This webpage is in Chinese)
For Chinese citizens in need of consular protection or services, please click above for information in Chinese. 中国公民领事保护与服务,请点击这里,访问中文版领事服务网页

In case of emergency when any Chinese citizen is involved and is to be referred to the Embassy or Consulate General, please contact according to their consular regions as detailed in the table below.

IMPORTANT: [Embassy Contacts for Chinese Citizens](#) (PDF)

WATER SAFETY INFORMATION FOR CHINESE TRAVELLERS

- **Surf Life Saving QLD:** sls.com.au
This organisation is a fantastic information source for Chinese visitors in relation to water safety. Their website contains a language option button that translates all their website pages to 'Simplified Chinese'. You can direct Chinese travellers to this site for a comprehensive guide on how to remain safe around water during their stay.
- **YouTube Clip: Water Safety**
There is an excellent easy short video about beach safety available on YouTube; Go to www.youtube.com/watch?v=8QliUFNEeA&list=UUZAZjN2ZhG-7uzMy1-sP4MQ#t=88

SUN SAFETY INFORMATION FOR CHINESE TRAVELLERS

- **PDF: 'Be Sun Smart'.** Australia's Cancer Council has produced a one page information PDF written in Simplified Chinese that details the main sun safety information. It is an excellent resource to laminate and have on hand for all Chinese speaking visitors to Queensland.

ROAD SAFETY

YouTube Clips:

- The following is a general pedestrian safety YouTube clip video in both English and Chinese: Titled : “Burwood Council - Road Safety CSA - TVB Australia (Chinese)” www.youtube.com/watch?v=dDT8WlHYts0
- The following is a YouTube clip in Chinese on the dangers of drink driving. Produced by the World Health Organisation.
www.youtube.com/watch?v=y9MhAXluWXs

PDF: Ideal to print and laminate

- TEQ have created a comprehensive Road Safety written resource in Chinese.
teq.queensland.com/~media/08A63DB255B34C7A834269A52B358CAC.ashx?la=en-AU

It covers:

- Driving in Australia
- Motorcycle and bicycle Safety
- Road signs
- Speed limits
- Road Markings
- Alcohol and drugs
- Mobile phone use when driving
- Rural and remote areas
- Road Conditions
- Floods/Bushfires
- Livestock and wildlife hazards
- Articulated trucks
- Breakdowns



SECTION 7

SPECIFIC INDUSTRY SECTOR INFORMATION

具体行业信息

The following page has information relating to the following specific industry sectors:

- [Accommodation](#)
- [Retail](#)
- [Hospitality](#)
- [Attractions, Experiences and Events](#)
- [Transport Providers](#)

This Section is divided into specific industry sector components so that each sector can access resources relevant to their specific needs. Resources include for example; signs and posters to display, traveller transport information in Mandarin and industry specific Mandarin phrases. Please feel free to print and use these resources in a manner that you feel is most beneficial to your business.

ACCOMMODATION 住宿

Additional information that may assist those in the accommodation sector to improve the visitor experience of the Chinese traveller includes the following.

ADDITIONAL PHRASES

- See the below link for a chance to hear and practice additional useful phrases and words relevant to the accommodation sector.
www.rocketlanguages.com/chinese/learn/chinese-hotel-words
- Click on the below link to find a list of additional phrases that are specific to the accommodation sector (page 3).
teq.queensland.com/Industry-Resources/How-To-Guides/Be-China-Ready

SIGNAGE

Chinese visitors will feel more welcome if there is a greeting in Chinese displayed on your premises.

“欢迎光临” (huān yíng guāng lín) means ‘welcome to our premise’.

Page 43 of this document is an A4 size poster that states ‘Welcome to our premises’. Please feel free to print and laminate this resource.

[Preview Welcome Poster](#)

Having a poster displayed that highlights key Chinese welcoming words and phrases visible for both staff and visitors may prompt more open communication.

TEQ produced a colourful poster:

‘Welcome your Chinese guests, and have fun learning some Mandarin’ that would suit this purpose. Again feel free to laminate and display.

teq.queensland.com/~media/24078FB4757240ABB1EF98BDB250DC73.ashx?la=en-AU

WI-FI AVAILABILITY

- Most Chinese travellers will expect Wi-Fi availability
- The Chinese words for free Wi-Fi and internet access are:
Free Wifi 免费上网 (miǎn fèi shàng wǎng)
- Please make it clear to your Chinese visitors how many devices can be used on their connection, how to connect to the Internet/Wi-Fi and if there is a charge for Wi-Fi and what that charge is.

PRIOR TO ARRIVAL

- When emailing expected clients include the following words; “欢迎” (huān yíng) means welcome, in your emails.
- You could also email a table of your Region’s overall tourism information, links (see included WORD template suitable for editing): “[General Regional tourism information for potential and existing Chinese visitors](#)”
- You could email, or always have on your website, the “Festival and Event Information” for your Region/area. This table template, which includes Chinese headings is found under “[Festivals and Events](#)”. An “Example of Events on the Sunshine Coast” is attached at the end of this document. [View here](#).
- You could email the Chinese versions of the link from TEQ for the Sunshine Coast region if suitable. queensland.uberflip.com/i/268516/1
- Asking the guest “Where are you from?” (Regional detail) when taking their initial booking will allow you to get to know them prior to arrival. Having an easy to understand map of China on hand to point and refer to is very helpful.

OTHER HELPFUL INFORMATION

Following is a suggested list of other types of information to provide in written form for your guests (in both simplified Chinese and English) and/or with images that will help visitors feel more comfortable:

- Whether breakfast is/is not included in the room charge.
- What credit cards or other payment methods are accepted.
- The need for a power adaptor and where they can get one for the duration of their stay.
- Premises map (preferably bi-lingual or with signs) indicating where breakfast is served, other restaurants, bars, lifts, and other facilities.

RETAIL 零售业

Additional information that may assist those in the Retail sector to improve the visitor experience of the Chinese traveller includes the following:

POPULAR ITEMS

Currently some of the most popular gift items purchased by Chinese visitors include chemists products, cosmetics, vitamins, protein powders, unusual jewellery and scarfs.

Popular Souvenirs may include Iconic Australian items, lanolin oil, 'Ugg' boots.

BARGAINING

- We suggest businesses display a No Bargaining sign “货真价实, 请勿讲价” (huò zhēn jià shí, qǐng wù jiǎng jià) if you do not want to engage in bargaining with Chinese customers. Bargaining is a more common practice in China than in Australia.
Page 46: [Poster: 'No Bargaining'](#)
- The Chinese symbols for 10% discount are 九折 (jiǔ zhé)
- To direct visitors to a big shopping centre use the following Chinese symbols 购物中心 (gòu wù zhōng xīn)

SIZING

- Table of Female Clothing and Shoe Sizes conversion/comparisons
Chinese: Australian
Page 47: [Table: 'Sizing Chart'](#)

REFUNDS AND RETURNS POLICIES

- See attached Chinese and English PDF's of the Australian Governments ACCC 'Repair Replace Refund' poster which can be displayed.
[Poster: Repair, Replace, Refund](#) (in English)
[Poster: Repair, Replace, Refund](#) (in Chinese)

HOSPITALITY 餐饮业

Additional information that may assist those in the Hospitality sector to improve the visitor experience of the Chinese traveller includes the following:

ADDITIONAL INFORMATION ON FOOD AND DINING EXPERIENCES IN YOUR AREA.

- Restaurant Australia is a website that gives a detailed and enticing food and wine overview for each State. Information is in video, text and pictorial form so may be useful to sign post potential or existing Chinese Travellers to.
restaurant.australia.com/en

ADDITIONAL PHRASES

Website:

- www.rocketlanguages.com/chinese/learn/ordering-in-a-chinese-restaurant. This link has many useful phrases relevant to the Hospitality sector; it also has audio resources to assist with pronunciation.
- PDF “Additional Phrases” adapted from the TEQ China: Ready Communication Guidelines.
teq.queensland.com/Industry-Resources/How-To-Guides/Be-China-Ready

A PICTURE IS WORTH A THOUSAND WORDS!

Consider having a pictorial menu of some of the following things:

- Steak cooking variations: [See attached pictorial guide on page 48](#)
- Vegetarian options
- Seafood descriptions e.g. fisherman’s basket contents, cooked or cold?
- Drinks lists cocktails etc
- Coffee types Eg Latte, short black
- Side dishes and options
- Condiments? Eg Chilli sauce, fresh chilli available not sweet chilli sauce, soy sauce,

Pictured left is a very popular chilli sauce brand “Lao Gan Ma”. You can purchase this from any Chinese supermarket.



ATTRACTIONS, EXPERIENCES & EVENTS

旅游景点及经历活动盛事

BROCHURES IN CHINESE

Some regions currently have tourism information available in Mandarin.

The below State wide website welcomes Chinese visitors to Queensland in their own language. It covers many major destinations in Queensland, for example Sunshine Coast, Fraser Island, Mackay, etc. It also includes different travel experiences (spa, nature trail, golf, shopping, etc.), travel tools, information, and transport and holiday packages.

Consider using this as a starting point and adding more region specific information to what currently exists.

www.queensland.com/en-AU/Info/List-Your-Business?lang=zh-CN

EVENTS CALENDARS

We have included a calendar template with Chinese translation's that you can edit to suit your own area and region. Please see the attached example on page 40 created for the Sunshine Coast

- [Event Calendar Template](#) for each month of the year (Chinese and English) for you to add your Region's events to.

ADDITIONAL PHRASES

Please refer to the 'Additional Phrases' list below that may be useful when describing your business to Chinese visitors; for eg Boat ride, open times, what to bring. Feel free to copy and paste.

- What would you like to do? 您喜欢哪些活动? nín xǐhuan nǎ xiē huódòng?
- Boat cruise 游船 yóu chuán
- Fishing trip 钓鱼之旅 diào yú zhī lú
- Whale watching 观鲸鱼 guān jīn yú
- Adventure park 探险乐园 tàn xiǎn lè yuán
- Turtle hatching 观看海龟孵化 guān kàn hǎi guī fū huà
- Dolphin feeding 喂海豚 wèi hǎi tún
- Kayaking 划艇 huá tǐng
- Stand up paddle boarding 站立式划桨 zhàn lì shì huá jiǎng
- Jet Skiing 水上摩托车 shuǐ shàng mó tuó chē
- Diving 潜水 qiǎn shuǐ
- Hot air balloon 热气球 rè qì qiú
- Surfing lesson 学冲浪 xué chōng làng
- Sailing 帆船 fān chuán

TRANSPORT PROVIDERS 交通服务业

The majority of information that relates to this sector is already included in [Section 3: Queensland and the Chinese Traveller](#).

- Additional phrases for Travel & Transport providers
- Please refer to the Travel and Transport Providers section of the TEQ China: Ready Communication Guidelines
teq.queensland.com/Industry-Resources/How-To-Guides/Be-China-Ready
- Detailed car rental information in Chinese - See Section “[QLD and the Chinese Traveller](#)”

QUEENSLAND'S PEAK INDUSTRY BODY FOR TOURISM

Level 11, 30 Makerston Street, Brisbane QLD 4000

PO Box 13162 George Street QLD 4003

P 07 3236 1445 | **F** 07 3236 4552 | **E** info@qtic.com.au

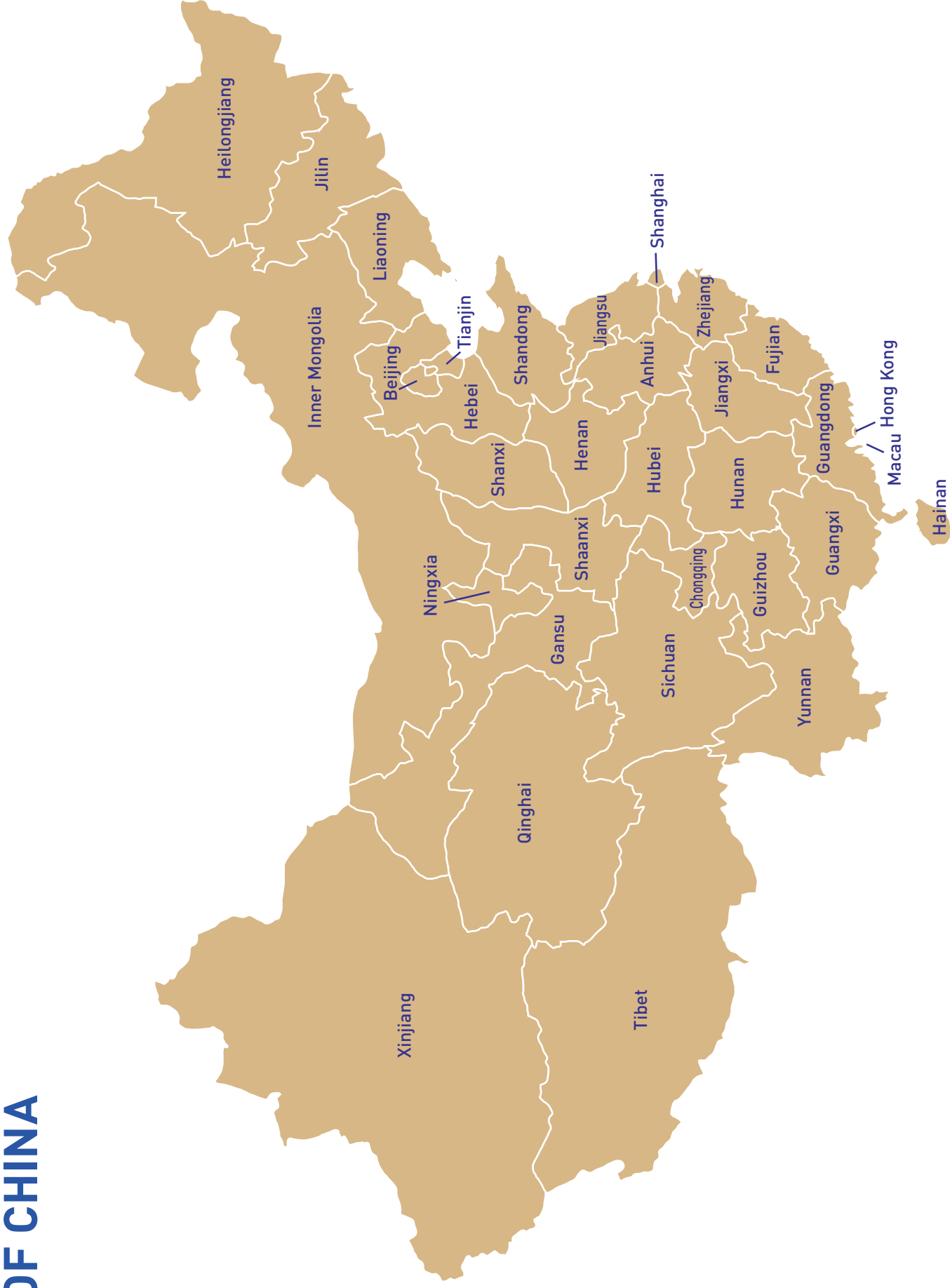
www.qtic.com.au



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

MAP OF CHINA



EMERGENCY CONTACTS FOR CHINESE CITIZENS SERVICES

Embassy / Consulate General	Consular Regions	Office Tel	Fax	Mobile
Chinese Embassy in Australia (Canberra)	ACT, NT, SA	02 6273 4780-235	02 6273 9615	0418 452 387
Consulate General in Sydney	NSW	02 8595 8029	02 8595 8001	0413 647 168
Consulate General in Melbourne	VIC, TAS	0408 030 426	03 9822 0320	0417 114 584
Consulate General in Perth	WA	08 9222 0302	08 9221 6144	0416 132 339
Consulate General in Brisbane Office Hours: 9:00 - 12:00 Monday - Friday website: brisbane.chineseconsulate.org email: Chinaconsul_bri_au@mfa.gov.cn	Queensland	07 3210 6509-200	07 3846 7670	0406 318 178

EVENTS CALENDAR



Here is a list of the major events happening in our region, organised by Months of the year. We want you to enjoy all our region has to offer. Please click on the website links for information (in English) about each event.

以下是本地区一年中的每月盛事列表。我们希望您尽情享受我们地区所提供的各种各样的活动。请点击有关的网站, 查看更多链接的信息 (英文)。

MONTH	DATE 日期	EVENT 本月盛事
January 一月	2014 年12月26号 - 2015 年1月17 号	Carnival by the Sea presented by Carnival Land Amusements and SeaFM
February 二月		
March 三月	7-14	Noosa Festival of Surfing
April 四月		Easter
May 五月	2-3	Maleny Wood Expo: From Chainsaw to Fine Furniture
	14-17	Noosa International Food and Wine Festival
June 六月	7	Sunshine Coast World Environment Day Festival
July 七月	17-26	Noosa Long Weekend
August 八月		
September 九月	3-6	Noosa Jazz Festival
October 十月		
November 十一月		
December 十二月	25	Christmas

CAR RENTAL INFORMATION

ABOUT THE LICENSE 关于在澳洲开车的驾照问题

在国内做了公正，其中包含翻译件，在澳洲使用完全没有问题，但是驾驶证的原件也必须带上，无论是提车或者碰上交警时均被要求出示

PICK UP AND DROP OFF RENTAL CAR 关于提车、还车

提车时基本流程就是登记一下信息，查看驾照原件及翻译件，询问你是否需要购买额外的保险，然后就是刷卡付钱，交付车钥匙，在机场提车的话，还会给一个驶出停车场的 pass，有的是一个条形码，有的是一串数字，在停车场出口自己扫描或者输入后即可开门；还车就简单了，交还车钥匙即可，注意一定要加满汽油，否则差多少会按远高于市价的价格从你的保证金中扣除

DRIVING IN AUSTRALIA 关于在澳洲驾车的注意事项

澳洲人驾车大都比较守规矩，因此如果有一定的驾驶经验，即使初次在澳洲开车也是比较容易的，不过也要注意一些事项：

1. 首先当然是谨记靠左行使，另外右侧车道为超车道，不要长时间占用，应该尽快并回左道。
2. 安全带一定要系，包括后排的乘客，否则抓到会罚款。
3. 按限速牌速度行驶，切勿超速，尤其在城外，会有测速雷达和流动警车测速。
4. 进环岛是顺时针绕行，和国内相反，另外要让在环岛内的车先行。
5. 切勿酒后驾车，这次在大洋路，上午大白天的还遇上交警临检查酒后驾车。
6. 从支路进入主路时，大都有 Give Way 的标志，要停下让主路的车辆先行。
7. 澳洲交通违规罚款额度很高，所以不要违规哦。
8. 澳洲车速大都很快，红灯起步，很多车油门都是轰的震天响，城外的话，基本上所有的车都会开到限速值，包括一些重型卡车，另外很多小车跟车很紧，因此一定要注意观察。

PETROL STATION TIPS 关于澳洲加油的

加油站一般有几种油，加 unleaded 即可。

各个加油站的油价都不完全一样，比如 unleaded，我见到从 1.0xx 到 1.3xx 的都有，越偏远的地方自然是越贵。

加油是自助的，自己拿油枪加油，然后去边上的超市里报上加油枪号码付钱，如果实在不知道如何操作，可以找工作人员帮忙，澳洲人大都很热情。

INSURANCE 关于租车的保险问题

租用车辆的基本报价中已经包含了基本的保险，但一般都会会有一个 3000\$ 左右的 damage excess，类似于国内保险的免赔额，即低于这个额度，需要租车人自己支付费用，超出这个额度，超出部分才由保险公司支付。3000\$ 左右不算一个小数目，因此租车公司都会提供补充的保险，费用一般在 25\$/day，可以将 damage excess 降低到 300-400\$ 左右，还有少数的租车公司还会提供 full cover 的保险，可以将 damage excess 降到 0，费用一般在 30+\$/day。基本上，额外的保险费用还是蛮高的，如果租用小车的话，每天的额外保险费就跟租车费用差不多了，所以买不买就看对自己的驾驶技术有没有信心啦。

OTHER INFORMATION ABOUT DRIVING IN AUSTRALIA & NEW ZEALAND 自驾澳大利亚、新西兰温馨提示

Certified copy of your translated license 驾照公证书

随着中国人自驾澳大利亚、新西兰的人数增多,中国驾照的认知度越来越高,很多国家不需要我们的驾照公证,但小国家小城市有时候还会要求出示驾照公证,所以建议出国前还是做一份公证。

中国公民在澳大利亚短期开车,首先要拥有合法的中国驾照,其次还需要驾驶者本人到我国政府公证机构办理驾照的英文公证书。特别是如果遇到交通警察检查,没有公证书就麻烦了。

虽然目前有些机构办理所谓的“国际驾照”,但其实也仅仅起到了公证书的作用,所以大家还是踏踏实实的去公证处自己做驾照公证吧,又便宜,又合法。在澳大利亚、新西兰租车的话,由于澳大利亚和新西兰的官方语言都是英文,因此只要把驾照翻译成英文并进行公证就可以了。

CREDIT CARD 信用卡

出发前,记得提高你的信用卡可用额度。租赁公司一定需要信用卡做保证,才可以租车给你。有时候,租车公司会视租金和车型,收取额度不等的押金,我遭遇的最高押金是1500欧元,这时信用卡的额度是很容易被超限的。

取车还车

确定好租车条款,遵守约定的取还车时间。取车和还车的地方,还是有些讲究的。如果在大城市、旅游热点城市,尽量不要在机场取车。原因有二:其一,通常在大城市以及旅游热点城市,在机场取车的人会很多。其二,一般租车公司,同等情况下,机场租车的租金要比非机场贵一些。不过机场取车也有好处,不用拖着行李到处跑,一下飞机就上汽车很方便,所以如何取舍还看个人需要。

还车时,如果有事故发生,无论大小,一定要如实跟租车公司说明。另外,记得加满油箱,否则租车公司会从信用卡中扣除相关费用,租车公司的油价,比加油站贵很多。

TYPE OF CAR 车型的选择

选择合适的车型,除考虑人数、驾驶习惯外,还要考虑所去国家的路况、安全情况等……如果长距离驾行,建议租用柴油车,不仅节省费用、动力强,更重要的是环保。

GPS 很重要

最好租带有GPS的车。没有GPS,有时候就像没头苍蝇一样,钻进陌生城市的迷宫,很难走出来。不仅耽误旅行时间,更会影响旅行的心情。目前有些出租车辆中自带GPS,如果没有的话,那么只能向租车公司另租,一般每天的费用在10欧元左右。不过要事先问清楚,出了国界之后能不能用,如果不能用的话,那还不如自带一个GPS装上欧洲地图或者上网用GOOGLE查路线。

SAVE MONEY 如何省钱

省钱的方法是选择特价车型或者回程车,尤其是后者,可以节约30%以上的费用。

COMPARE RENTAL EXPENSES 如何比较租车费用

澳洲租车公司的租车费用同样由车辆租金(含第三者责任险,有的公司会含车损险)、保险费、和各种税费[Registration fee (注册费)/ Road tax (道路税), Premium location fee 机场费, Contract fee 合同税、附加费],不过在网预订欧洲租车公司通常只是给出一个总价,不会分别给出细目。

ON-LINE BOOKING 如何提前网络预订

租车一般需要在网上提前15~20天预订,到现场租车价格比事先预订的要贵。因此,可以先行选择几个租车网站,订阅他们的租车优惠信息,进行价格比较。有一些租车公司要求提供信用卡号码,如果你预订却到时不提车的话,会直接从你的信用卡里扣除相关的费用,如果旅行计划有所改变的话,一定要提前2~7天取消预订。



**WELCOME TO OUR
PREMISE**

欢迎光临

HUĀN YÍNG GUĀNG LÍN



COUNTING IN CHINESE

TIP: Have this handy so you can point to numbers in Chinese to indicate quantities or sizes.

Number	Chinese	Mandarin	Pronunciation
1	一	yī	yee
2	二	èr	er
3	三	sān	san
4	四	sì	si
5	五	wǔ	woo
6	六	liù	leo
7	七	qī	chee
8	八	bā	bar
9	九	jiǔ	jiou
10	十	shí	shi



REGIONAL INFORMATION FOR CHINESE TOURISTS

为潜在及现有的中国游客所提供的常用区域性
旅游信息

Services	Contact details and information (include relevant links to websites, emails and phone numbers)
Business Contact Details 我们公司的联系方式	
State Tourism Body 昆士兰州旅游组织	
Local tourism information 本地的游客中心	
Local maps 本地的地图	
Local Taxi Service 本地的出租车	
Journey Planner 公共交通在网上计划你的行程	
Local Weather Information 本地的天气预报	
Dining Directory & Information 餐厅指南及信息	
Translation Services 翻译服务	

NO BARGAINING

GREAT PRICE FOR GENUINE PRODUCT,
PLEASE DON'T BARGAIN!

货真价实
请勿讲价

HUÒ Zhēn Jià Shí,
Qǐng Wù Jiǎng Jià

FEMALE SIZE COMPARISON CHART

TIP: Keep this handy so you can quickly help customers find their sizes.

FEMALE CLOTHING

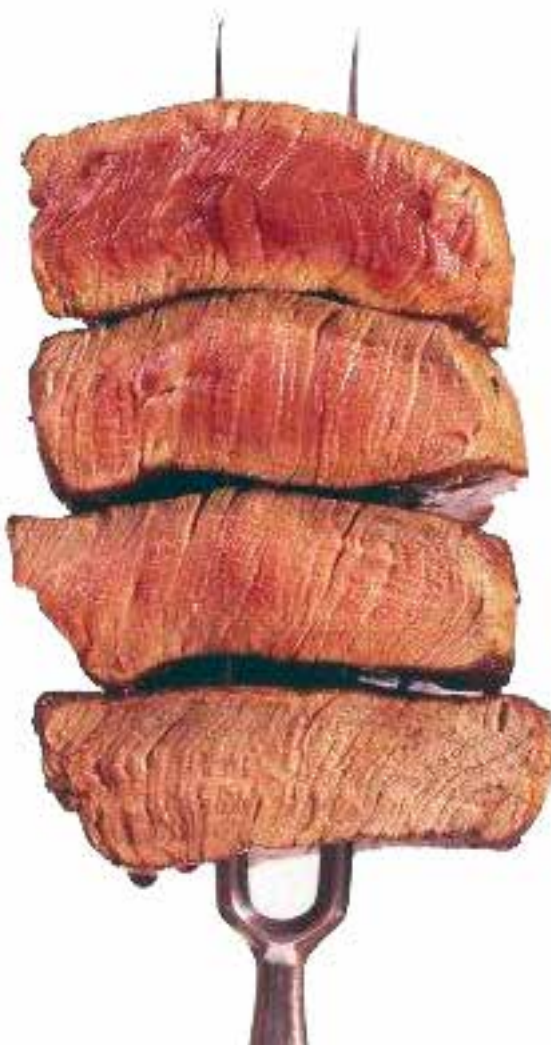
INT	XS		S		M		L		XL	
AUS / UK	4	6	8	10	12	14	16	18	20	22
US	0	2	4	6	8	10	12	14	16	18
China 中国	160-165 84-86		165-170 88-90		167-172 92-96		168-173 98-102		170-176 106-110	
France	32	34	36	38	40	42	44	46	48	50
Italy	36	18	40	42	44	46	48	50	52	54
Korea	44		55	66	77	88				
Japan	5		7	9	11	13	15	17	19	21

FEMALE SHOE SIZES

AUS	China 中国	UK	US / Canada	Japan
5	35.5	2.5	5	21
5.5	36	3	5.5	21.5
6	37	3.5	6	22
7	37.5	4	6.5	22.5
7.5	38	4.5	7	23
8	39	5	7.5	23.5
8.5	39.5	5.5	8	24
9	40	6	8.5	24.5
10	41	6.5	9	25
11	-	7	9.5	25.5
12	42	7.5	10	26

STEAK COOKING CHART

English	Mandarin	Pinyin	Pronunciation
Rare	一分熟	Yì fēn shú	Ee fen shoe
Medium-Rare	三分熟	Sān fēn shú	San fen shoe
Medium	五分熟	Wǔ fēn shú	Woo fen shoe
Medium-Well	七分熟	Qī fēn shú	Chi fen shoe
Well Done	全熟	Quán shú	Chuan shoe



RARE

一分熟

MEDIUM-RARE

三分熟

MEDIUM

五分熟

WELL DONE

全熟

2015 CHINESE FESTIVALS

IDEA: Consider promoting holiday packages around holiday times

Date		Chinese Name	Pinyin
1st January	New Year	元旦	Yuándàn
1st day of 1st lunar month (31 Jan - 06 Feb)	Chinese New Year	春节	Chūnjié
5th solar term (07 April)	Qingming Festival	清明节	Qīngmíng jié
May 1	Labour Day	劳动节	Láodòng jié
5th day of 5th lunar month (02 Jun)	Dragon Boat Festival	端午节	Duānwǔ jié
15th day of 8th lunar month (08 Sep)	Mid-Autumn Festival	中秋节	Zhōngqiū jié
1st October (01 Oct - 07 Oct)	National Day	国庆节	Guóqìng jié

COMMON FESTIVE PHRASES

Phrase	Chinese Name / Pinyin	Pronunciation
Wish you happy new year	祝你新年快乐 zhù nǐ xīn nián kuài lè	Jew knee shin nee-an quie lur
Happy Birthday	祝你生日快乐 Zhù nǐ shēng rì kuài lè	Jew knee shurng ri quie lur
Congratulations	恭喜, 恭喜 Gōng xǐ, gong xǐ	Gong shi, gong shi



ESSENTIAL CHINESE

Phrase	Pin Yin	Mandarin	Pronunciation
Hello	Nǐ hǎo	你好	nee how
Welcome	Huān yíng	欢迎	Hoo-an ying
Where do you come from?	Nǎ lǐ rén	哪里人	Nar lee ren
Can I help you?	Wǒ néng bāng nǐ ma?	我能帮你吗	War neng bang nee ma
Sorry	Duì bù qǐ	对不起	Dui boo chee
Thank you	Xiè xie	谢谢	Share share
Yes	Shì	是	Shir
No	Bú shì	不是	Boo shir
Goodbye	Zài jiàn	再见	Zay jee-yen