



China Welcome Training

China has been the largest outbound tourism market in the world since 2012. Capela China has been training UK tourism and retail businesses in how to best welcome Chinese visitors over the same period.

Capela China's flagship one day China Welcome Training offers a comprehensive introduction to the Chinese market for managers and front-line staff. It is particularly popular with attractions, DMOs and retailers, but also with accommodation and transport providers. Maximum group size is 15 delegates.

We've trained over 1,000 delegates from over 200 businesses and the results have been spectacular, measured in terms of customer satisfaction, repeat visits and spending.

This training is always being updated, now specifically with the latest developments in the Chinese tourism market prompted by the COVID-19 pandemic.

China Welcome Training (one day)

This course equips both customer-facing and marketing-oriented individuals with valuable insights into the motivations for China's outbound tourism and the expectations and needs of Chinese visitors to the UK. There are 4 modules:

1 Chinese Travellers Abroad

Useful, relevant and practical background information about Chinese outbound tourism, particularly into the UK.

2 Chinese tourists' motivation, needs, expectations and behaviour

Chinese attitudes towards foreign travel, why they travel, what they hope to achieve through travelling, with particular focus on shopping and eating habits. Also looks at different types of traveller.

3 Product adaptation and Marketing

How to tailor your individual product or service to best match Chinese needs and expectations. Creating a story to make your destination or product memorable, ways of establishing your name and reputation in China.

4 Chinese language, service and ambience

Communicating with or without knowing the language. Ways to use Chinese with signs and technology to compensate for not speaking the language. Service expectations of Chinese customers.

Shorter courses can be arranged, according to the needs of the organisation. We've recently run a series of half-days for larger groups of delegates with narrowly defined areas of responsibility from both Glasgow Airport and Chatsworth. Talk to us about your needs and we can tailor something specifically for you.

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