

Let's get ready for China

A message from Mayor Winston Gray, Kaikōura District Council, for the Canterbury Mayoral Forum – prepared with the assistance of Christchurch & Canterbury Tourism, 14 December 2015

Good news for Canterbury

Canterbury Mayors welcome direct flights from Guangzhou to Christchurch on China Southern Airlines

From Wednesday 16 December 2015, China Southern Airlines will bring three flights a week into Christchurch, each with an average capacity of 228 passengers (35,568 one-way seats over a 12-month period).

Direct flights are a boon to Canterbury's economy, as wide-bodied jets also carry our high-value and time-sensitive produce out to our markets in Asia.

The direct flights from Guangzhou to Christchurch are in addition to flights into Auckland (see the table below). All up, seat supply has increased by 37% from 2014/15 so we expect big things, including an increase in tourist spending of over \$100 million.



We expect a large influx of visitors to celebrate Chinese New Year on 8 February 2016 and usher in the Year of the Monkey.

Christchurch & Canterbury Tourism is preparing welcome signs for Canterbury businesses to use for Chinese New Year.



The Canterbury Employers' Chamber of Commerce *Start with a Smile* campaign welcomes newcomers and migrants to our city and its region.

The same goes for welcoming tourists.

Imagine that you're travelling in China, struggling with the language, street and traffic signs, unfamiliar foods and different ways of doing things ...

... then apply the Golden Rule:

Treat others as you would like others to treat you.

Air capacity from China, full year, Dec 2015 to Nov 2016 (direct air services only)

| From | To | Airline | Services | Ave capacity | One-way seats | Capacity share |
|--------------------|--------------|-----------------|-------------|--------------|----------------|----------------|
| Shanghai | Auckland | Air New Zealand | 365 (daily) | 302 | 110,230 | 25% |
| Shanghai | Auckland | China Eastern | 206 | 254 | 52,324 | 12% |
| Beijing | Auckland | Air China | 274 | 237 | 64,938 | 15% |
| Guangzhou | Auckland | China Southern | 730 | 252 | 183,960 | 41% |
| Guangzhou | Christchurch | China Southern | 156 | 228 | 35,568 | 8% |
| Total seats | | | | | 447,020 | 100% |

CANTERBURY
Mayoral Forum

A strong regional economy with resilient, connected communities and a better quality of life, for all.

Secretariat:

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**Christchurch
& Canterbury
New Zealand**

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Opportunity



“Opportunity opens the door,
but you must enter by yourself.”
(adapted from a Chinese proverb)

The Canterbury Mayoral Forum
wants us all to work together –
to welcome visitors and keep
them in our region longer.

What will you do to welcome
visitors from China this summer,
and make their experience of
Canterbury memorable, so they
visit again and recommend our
region to their families and
friends?

Let's market each other's
attractions, accommodation and
hospitality services – we're New
Zealand's largest region by land
area, stretching from Kaikōura in
the north to Waitaki in the
south, and from the mountains
to the sea. We offer an amazing
range of landscapes, visitor
attractions and experiences.

Let's match all the good things
our region has to offer with the
warmth of our welcome, so we
can all prosper!

Winston Gray
Mayor, Kaikōura District

Tips, resources and training

Contact Christchurch & Canterbury Tourism for
resources and training to 'get ready for China'.

CCT has a Chinese language website at
<http://www.christchurchnz.com/cn/>

Copies of a Chinese language official visitor guide for Christchurch
and Canterbury are available on request – contact
http://www.beckandcaul.co.nz/ovg_forms/distribution.php

For information about training to 'get ready for China', contact
joy.sajamark@christchurchnz.com

If you want to order signs for Chinese New Year 2016, contact
joy.sajamark@christchurchnz.com

Additional resources are available on the website of the New Zealand
China Council (<http://www.nzchinacouncil.com/>) and #nzcntourism
(<http://www.nzcntourism.co.nz>). See especially this recent report on
[China FIT visitor research](#), and this report on [Chinese FIT food insights](#).

Visitor centres and attractions with Chinese-speaking staff

include: Christchurch i-SITE, Christchurch Airport i-SITE, Whale
Watch Kaikōura, Hanmer Adventure, International Antarctic Centre,
Earth & Sky, Big Sky Stargazing, High Country Salmon Farm ...

Some everyday greetings

All of us can learn these basic everyday greetings to
welcome Chinese-speaking visitors to Canterbury.

Hello; how are you? (to greet a single person all day long)

Nihao (nee how)

Hello; how are you? (to greet two or more people all day long)

Nimen hao (nee men how)

Welcome

Huanying (hwan ying)

Thank you

Xiexie (shey shey)

Happy New Year (can be used for both New Year and Chinese New Year)

Xin Nian Kuai Le (shin nian kwai ler)

Bye

Zaijian (dzai jian)

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