

BASIC CATERING FOR CHINESE GROUP TRAVELLERS

PART OF CHINESE TOURIST GROUP HOSPITALITY

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“LEVEL” OF CHINESE GROUP TRAVELLERS

- JUNIOR LEISURE TRAVELLER
(1-5 trips life-time, less than 2 times to Europe / US)
- SENIOR LEISURE TRAVELLER
(over 5 trips life-time, more than 2 times to Europe / US)
- BUSINESS TRAVELLER



陶华碧牌
老干妈
净含量: 300克

陶华碧牌
老干妈
净含量: 300克

陶华碧牌
老干妈
风味水豆豉
净含量: 210克

陶华碧牌
老干妈
净含量: 300克

陶华碧牌
老干妈
香辣脆
净含量: 210克

陶华碧牌
老干妈
香辣菜
净含量: 200克

陶华碧牌
老干妈
香辣菜
净含量: 200克

 **康师傅**

红烧牛肉面



 **康师傅**

红烧牛肉面



 **康师傅**

红烧牛肉面

配料升级



经典美味 Premium Taste

就是这个味儿!



四川榨菜絲

SALTED MUSTARD

精選蔬菜 · 高級產品

泰源農場

Tai Yuan Farm 出品



平常一定要
喝热水~！

JUNIOR LEISURE TRAVELLER

- RICE or NOODLES instead of POTATOES
- HOT WATER / TEA is a MUST
- CHINESE SPICY sauce
- PICKLED CABBAGE in smaller pack
- Chopsticks

SENIOR LEISURE TRAVELLER

- willing to TASTE local food (Local : Chinese = 1:2)
- HOT WATER / TEA is APPRECIATED
- Shared Menu for smaller group(2-4 pax) ?

BUSINESS TRAVELLER

- Basically they could accept local concept
- Chinese catering is appreciated to implement at the last day during business visit

TREAT IN AN EASIER WAY

- IF YOU ARE WORKING IN
 - HOTEL
 - RESTAURANT
 - LOCAL ACTIVITY COMPANY

TREAT IN AN EASIER WAY HOTEL

- HOT WATER / TEA at the front desk for complimentary
- WATER BOILER in the room as per request

TREAT IN AN EASIER WAY RESTAURANT

- refill HOT WATER after the meal for complimentary
- sell CHINESE INSTANT NOODLES, with hot water provided
- Menu in Chinese language (for FIT)

TREAT IN AN EASIER WAY

LOCAL ACTIVITY COMPANY

- Chinese are willing to try sporty activities but not expecting too much, in terms of duration
- Chinese care more external factors than experience itself - safety / coldness / darkness / too silent / nowhere
- Hot water / tea / soup / BBQ and energy bar are appreciated during the safaris

THANK YOU!

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