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**LANGUAGE**  
SHOULD NOT  
BE YOUR  
**BARRIER**

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Elite Asia Enables You And  
Your Business To Be Understood



CLARITY CONTEXT CONVICTION

**HOSPITALITY  
INDUSTRY  
IN HONG KONG**

Updated: November 2015



## “ The current trend

“ Within Asia and the Pacific region, **Hong Kong is the second largest destination for international visitors**, after the Mainland but well ahead of the third and fourth largest destinations – Malaysia and Thailand.

- Hong Kong Economy, First Quarter Economic Report

“ In 2014, **Mainland China continued to be our largest visitor source market** with 47.2 million arrivals (+16.0%), accounting for 77.7% of our total arrivals.

- Tourism Performance in 2014, Tourism Commission, Commerce and Economic Development Bureau

“ Between November 2015 and March 2016, the 10 attractions will roll out a total of 69 promotions in 12 visitor source markets, namely **Mainland China, Taiwan, Japan, South Korea, Singapore, Malaysia, Thailand, the Philippines, Indonesia, India, Australia and the US.**

- Government Matching Fund Scheme Subsidises 10 Attractions To Market 69 Promotions In The Mainland And Overseas, Hong Kong Tourism Board



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## Translation and Interpretation in demand

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“ In the hospitality industry, there is a general awareness of the scarcity of language skills and **most of the companies do not at present have any language strategy** – despite their high levels of awareness that such a strategy would be desirable.

- Cañas, J. & Pérez, L., Research Papers College Formatic Barcelona, Barcelona , Spain, 2014

“ Customers and tourists appreciate being able to communicate with customer service and hospitality workers **in their native language**.

- Chicago Tribune, 2012

“ **Understanding the customer’s language** and cultural peculiarities, needs and expectations, is essential for the success of the hotel industry.

- Alina Cincan, Hotel Staff Language Skills: Why Knowing Who Your Customers Are Is Essential, Customer Experience Magazine



## Languages in demand

(exclude Traditional Chinese & English language)

### TOP INTERNATIONAL VISITOR ARRIVALS BY REGION, 2015

#### FROM ASIA

**31,241,945** from China (Simplified Chinese)

**827,411** from South Korea (Korean)

**660,674** from Japan (Japanese)

**316,063** from Thailand (Thai)

**277,530** from Indonesia (Bahasa Indonesia)

#### BEYOND ASIA

**133,390** from France (French)

**129,482** from Germany (German)

**101,434** from Russia (Russian)

Source : Hong Kong Tourism Board, As of August 2015



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## What can we do **for you**

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We use the **exact industry terminology correctly and consistently** to translate the content for, but not limited to:

- Website
- Brochure
- Guides
- Press kit
- Signs
- Travel map
- Restaurant menu
- Training material
- Advertisement

Our interpreters will build a bridge that connects between you and your overseas clients in any event.



## Conclusion

By communicating in your guests' native languages **provide a holistic and pleasant experience.**

Hong Kong welcomed a high percentage of visitors from Asia countries such as **China, South Korea and Japan.** It is important to reach out to your target audience effectively by advertising in their native languages.

Travelling made easy for everyone at the internet age. **Optimise your website with keywords spelled in the language your target audience often use.**

Make your guest's native language available on your website to **improve user experience** as well as **increase your sales revenue.**

**Create your competitive advantage** by adopting language translation or interpretation. Elite Asia could help you through **localization solutions.**