

**Workshop overview** The programme is part of Fáilte Ireland’s Market Diversification Programme which has been designed to help businesses boost their sales capabilities and focus on specific international opportunities. This comprehensive, 4-day programme will fully prepare your business for the expected surge of Chinese visitors due to direct flights from China to Dublin. The programme, once completed, will give you and your key staff teams:

- Useful, relevant and practical background information about Chinese visitors
- International recognition of the Chinese Tourist Welcome (CTW) Training Programme recommended by the ETC - European Travel Commission, endorsed by PATA Pacific AsiaTravel Association
- Receipt of the Chinese Tourist Welcome Quality Label which identifies your business provides specialised services for Chinese tourists to the island of Ireland
- COTRI approval, meaning your business will be published and promoted on COTRI's English language website: <http://www.china-outbound.com/>
- Active promotion by Tourism Ireland of your business on their China Website
- Promotion of your business through China Tourism websites.

**Why attend** China is the biggest outbound tourism source market in the world and is a key priority for Ireland. Direct flights from China to Dublin are expected to bring additional Chinese visitors to Ireland over the next number of years. The Chinese visitor is different to our traditional holidaymakers. Understanding them and offering the right kind of services is crucial to your success.

**Duration** 4 days

**Cost** Fees upon request. To find our more contact Amanda Horan, Enterprise Development, E: [Amanda.horan@failteireland.ie](mailto:Amanda.horan@failteireland.ie)

**Content** **Day 1: Onsite Meeting/Audit**  
Market Readiness Audit: Identifies your product strengths, weaknesses and market readiness. This is an onsite meeting with the trainer.

**Day 2: Onsite training for all front facing managers, supervisors and their teams**  
Cultural Awareness Training Workshop: This training workshop will develop your front facing staffs’ knowledge of Chinese tourism motivations, expectations and needs and teaches how each of these can be met a very a special welcome given

**Day 3: Training for Sales and Marketing Managers**  
Routes to Market China: Teaches the knowledge, insights and skills required by your Sales and Marketing team to enter the Chinese market and win business from it

**Day 4: Training for kitchen personnel**  
Culinary Workshop: Teaches how your business can cater for Chinese dining preferences.

## Watch out for other workshops in Fáilte Ireland's Market Diversification Programme

Fáilte Ireland's Market Diversification programme is a dedicated suite of workshops to deliver in-depth international market insights, lead generation tips and tactical sales supports. Businesses can adopt a pic'n mix approach to best suit their business needs.

All content has been developed using the latest insights gained from a number of sources including Fáilte Ireland, Tourism Ireland market and consumer research and insights and feedback from buyers and OTAs.

The full suite of workshop titles is listed below. To view more details, click [here](#)

### Tactical Sales Workshops

- B2B Channel Management – Pricing and Contracting
- Perfecting Your Written Pitch
- Boosting Online Sales Growth

### International Market Insights / Lead Generation Workshops

- Selling to **GB** - Market Insights and Lead Generation
- Selling to **France** - Market Insights and Lead Generation
- Selling to **Germany** - Market Insights and Lead Generation
- Selling to **Spain** - Market Insights and Lead Generation
- Selling to **Italy** - Market Insights and Lead Generation
- Selling to **US** - Market Insights and Lead Generation
- Selling to **Canada** - Market Insights and Lead Generation

### Get China Ready

- China Fáilte - Preparing for the Chinese Market
- China Ready Programme – COTRI Accredited