Welcoming International Visitors
Who is visiting New England?

- United Kingdom – 240K to NE; 4.9M to US
- Ireland
- China – 210K to NE
- Germany – 122K to NE
- Japan – 82K to NE
- Italy
- France
- Australia
- New Zealand
Basics for international visitors

- Where is the closest ATM?
- Do your local banks exchange foreign currency?
- Design a recommended tipping sheet
- Do you have electricity adapters for the most common countries?
- Let the guest initiate the encounter.
- Remember that ALL other countries are older than the U.S., so “old” things are not of interest unless culturally relevant or famous.
- Develop language resources; e.g. translate.google.com.
- Speak slowly and clearly and use simple words, no slang!
- Resist speaking loudly — it will not improve understanding!
Hours difference:
Europe – 5 to 7
South America – 0 to 3
Pacific Rim – 13 to 16
China – 10 to 14

It takes one day to adjust for each hour of time difference.
The country code for the United States is 1. To dial overseas from a U.S. phone, dial 011, then country code:

- UK – 44
- Ireland – 353
- China – 86
- Germany – 49
- Japan – 81
- Italy – 39
- France – 33
- Australia – 61
- New Zealand – 64
Traveling from abroad

- Five- to sixteen-hour time difference
- Ten- to forty-hour in-bound flights
- Europe arrives mid to late afternoon; Pacific Rim arrives in the wee hours of the morning
- By the time they clear customs, pick up their luggage, rent a car, find their way out of Logan and get to their destination, everyone is tired and cranky…
Welcoming the British

- Welcome them by name, be quick and efficient.
- They are tired and don’t want too much information.
- Same-sex couples – be discreet! Do not assume twin room, most likely want a double.
- They prefer to carry their own suitcases; don’t want to wait; feel awkward about how much they should tip.
- Let them know where the bar is located.
- Must have free Wi-Fi!

- Have a kettle in the room, ideally with milk (not half & half) – NOT just a coffeemaker.
- Provide decent British teabags (not Lipton’s).
- Provide FREE bottled water; if not, make it clear that the tap water is drinkable.
The Irish love Boston & New England

- Very friendly & out-going.
- Naturally courteous & quick-witted.
- Work hard, but allow time for friends and family.
- Not very time conscious.
- Dislike bureaucracy; prefer to do things their own way.
- Greet them with a firm handshake and eye contact.
- Always be sincere; they dislike pretentious behavior.
- Do not discuss The Troubles.
- Do not confuse the Republic of Ireland with Northern Ireland.
Welcoming guests from Germany

- Show them how to open the windows and turn on and off the AC system.
- Tell them about happy hours.
- Offer free parking.
- German breakfasts are not meals, but elaborate feasts w/fresh bread, meats, cheeses, fruits, jams, spreads and other condiments.
- They expect efficiency and promptness.

- Travelers booked through international tour operators expect all prices to be final with no extra hotel costs on location.
- Price quotes must include tax; it is the law in Germany to include tax for consumers.
Welcoming the Japanese guest

Top factors in choosing a destination:
- Safety concerns
- Financial factors (strength of the Yen)
- Compatibility of local cuisine
- Ease of communication
- New life experiences

Travel trends
- Seniors are the fastest growing travel segment; healthy and have energy
- Have special interest in spectator sports, arts and culture, hobbies (quilting, photography), gourmet (wine, cooking classes), and activities (hiking, skiing)
Welcoming the Japanese guest

Pointers for Japanese guests
- Rooms w/2 beds; kings & roll-a-ways not acceptable
- Bathtub, not walk-in shower
- Slippers in guest rooms
- Provide green tea or Asian tea
- Japanese language brochures
- Try some Japanese words!

Travel trends in N.E.
- Hiking, day hikes only
- Hiking trails must have meaning/views
- Use hotels for overnight, no camping
- Enjoy what is famous/unique to the region
- Stay away from things Japanese unless world famous (e.g. 1905 Peace Treaty)

Konnichiwa – Hello!
Ohio – Good morning (informal)
Dozo – Please
Arigato – Thank you
Make your Japanese guests comfortable

**DO**
- Hold business card with two hands, facing person, bow with introduction. Contact info should face the person.

**DON’T**
- Make eye contact; considered rude, uncomfortable, sign of aggression. Make brief eye contact then maintain appropriate eye level, such as individual’s neck.
- Write on the back of a Japanese business card – considered rude.
Welcoming Chinese guests

- Acknowledge the oldest person in the group with a very slight bow or nod. Seniority matters so show respect, address oldest first.
- Worst offence – causing them to lose face. Do not criticize anyone in front of others.
- Paying retail is losing face; want deals/discounts. Can provide small souvenirs rather than lowering price.
- Most can read and understand clearly spoken English, but are uncomfortable speaking it.
- Speak slowly and clearly using basic English and body language.
- Numbers and colors are important: 2, 6, 8 and 9 are positive; red and green are lucky, white is unlucky.
- Come to shop, sightsee, experience fine dining, and explore national parks and monuments.
Welcoming Chinese guests

- Don’t mention Tibet or Taiwan.
- Personal relationships are most important. Guanxi (gwan-she) is a social concept of relationships.
- Develop good guanxi w/small gifts. Always hand w/two hands. Give an even number/quantity. Gifts are opened privately.
- Free, easy-to-access Wi-Fi is mandatory.
- Avoid saying “no.”
- Handshakes are most common form of greeting, not kissing and hugging.
- Learn a few key Mandarin phases.
Try these words in Mandarin

Hello – Wèi (way) or nǐhǎo (nee how)
Welcome – huānyíng (hwan ying)
Please – Qing (ching)
Thank you – Xièxiè (sshyeah-sshyeah)
Toilet – Cèsuǒ (tser-swor)
Goodbye – Zài jiàn (tsai tien)
Welcoming French guests

- Free Wi-Fi is the number one criteria for choosing a hotel, even during holidays.
- Appreciate a friendly, helpful and smiling staff.
- Looking for new technologies and the modern amenities.
- Top-of-the-line coffee machines are a must!
- Small gestures make the difference – the most popular: the simple presence of a complimentary bottle of water.
- Food is important. A good French breakfast will include croissants, coffee and crepes, as well as a choice of specialties from around the world.
- Enjoy happy hours, including food and drinks.
Bon jour *** A bientot!

<table>
<thead>
<tr>
<th>English</th>
<th>French</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hello</td>
<td>Bonjour</td>
</tr>
<tr>
<td>Goodbye</td>
<td>Au revoir</td>
</tr>
<tr>
<td>Goodnight</td>
<td>Bonne nuit</td>
</tr>
<tr>
<td>Yes/no</td>
<td>Oui / Non</td>
</tr>
<tr>
<td>Please</td>
<td>S’il vous plait</td>
</tr>
<tr>
<td>Thank you</td>
<td>Merci</td>
</tr>
<tr>
<td>You’re welcome</td>
<td>Il n’y a pas de quoi</td>
</tr>
<tr>
<td>How are you?</td>
<td>Comment allez-vous?</td>
</tr>
<tr>
<td>Very well, thanks</td>
<td>Tres bien, merci</td>
</tr>
<tr>
<td>Excuse me</td>
<td>Excusez-moi</td>
</tr>
</tbody>
</table>
Welcoming the Italian guest

- Love the sea and beaches; share favorite nearby water spots.
- Love their football! (soccer).
- Eat later, not before 7:30 p.m.
- Want to experience local cuisine, farm to table, etc. – not pizza!
- Share tips on craft beer scene.
- Will miss their good Italian espresso, so tell them where to find it.
- No ice cubes in their water.
- No strong A/C in rooms or public spaces.
- Not used to leaving tips.

- Think in kilometers, so provide driving times, not miles.
- Love to shop for Made in U.S.A.
- Italian is NOT Spanish!
Speak a little Italian!

Thank you – Grazie
Thank you very much – Grazie tante
You're welcome – Prego
Please – Per favore
Yes – Sì
No – No
Excuse me – Mi scusi
Pardon me – Mi scusi
Good Bye – Addio or Ciao

www.discovernewengland.org
Aussies and kiwis – the lands from down under

- Love coffee but majority also drink tea. From a kettle!
- Provide local maps, walking routes (suggested) or running routes.
- For the most part, active travelers.
- Greetings are casual, often consisting simply of a handshake and a smile.
- Although New Zealanders move to first names quickly, it is best to address them by their honorific title and surname until they suggest moving to a more familiar level.
- They respect people who are honest, direct, and demonstrate a sense of humor.
Let’s talk gestures – general rule: don’t!

THUMBS-UP: In Afghanistan, Iran, parts of Italy, and Greece, it means “up yours.”
Let’s talk gestures – general rule: don’t!

Peace Sign With Palm Facing Inward

Make sure that when you have your index and middle fingers pointed up in the V shape, your palm is facing outward. Otherwise, you’re giving the equivalent of the middle finger.

The OK sign

Is NOT OK in certain countries. In France, for example, it means “zero” or “worthless.” In Venezuela, Turkey, and Brazil, it’s a vulgar slang that will offend pretty much anyone.
Let’s talk gestures – general rule: don’t!

Finger summons
Reserved for calling dogs in the Philippines – very rude! And, in Singapore and Japan it signifies death.

Devil horns
Bad idea in Italy, Spain, Portugal, Brazil, and Colombia – used to indicate that someone’s wife has been unfaithful.
Foibles with foreigners

Germany

- Don’t give yellow roses as a gift, as they suggest a person’s partner is being unfaithful!

United Kingdom

- Pants are underpants – use “trousers” for all outside wear.
- Call them “belt bags,” not “fanny packs.” Fanny is slang for a part of a woman’s anatomy.
Thank you for making our international visitors feel so welcome!