

The Chinese Tourism Opportunity

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Agenda

- I. Chines Tourist Characteristics
 - I. Traveler Dynamics
 - II. Group Travel
 - III. Individual Travel
 - IV. Millennials
 - V. Booking Implications
- II. The Case for China Readiness
- III. China-Ready Product Optimization

Chinese Traveler Trends

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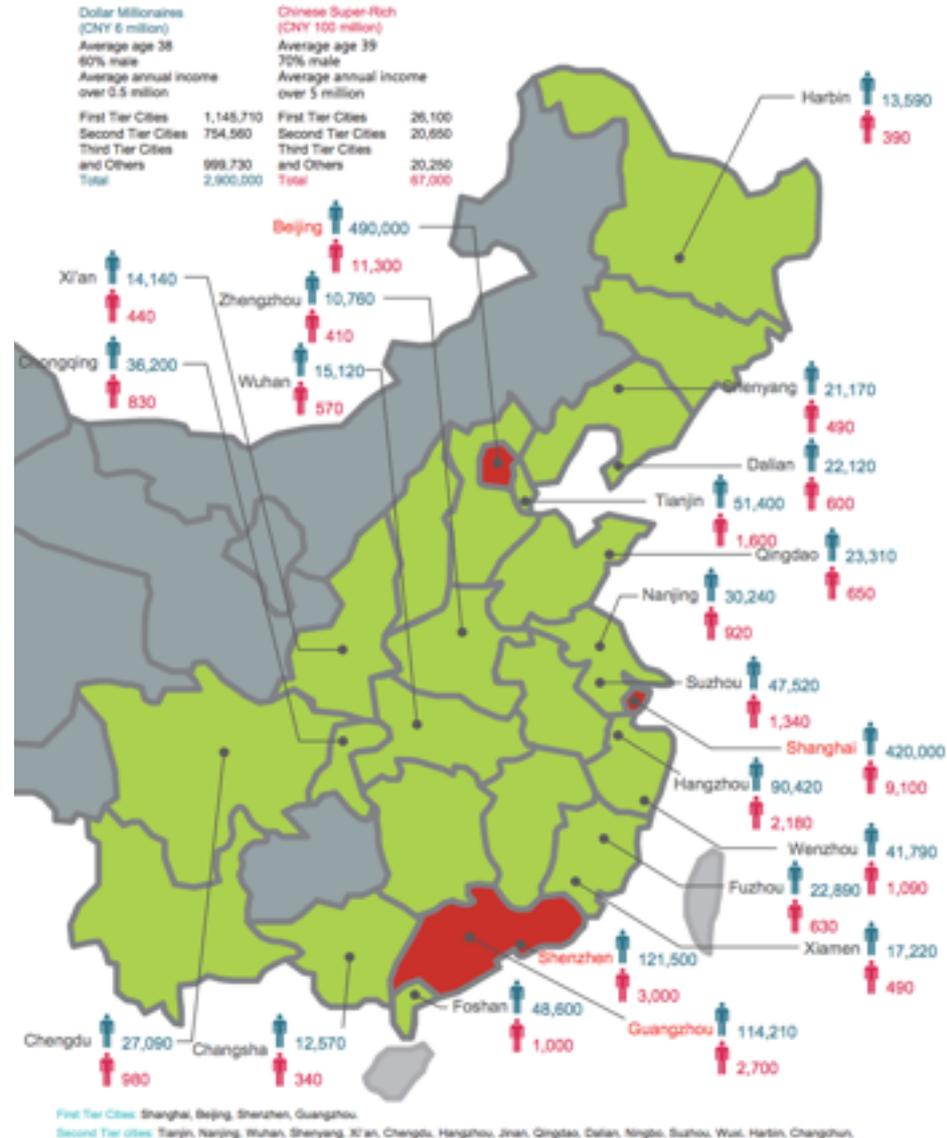
China's Wealth Distribution

**Dollar Millionaires
(CNY 6 million)**
Average age 38
60% male
Average annual income
over 0.5 million

First Tier Cities	1,145,710
Second Tier Cities	754,560
Third Tier Cities and Others	999,730
Total	2,900,000

**Chinese Super-Rich
(CNY 100 million)**
Average age 39
70% male
Average annual income
over 5 million

First Tier Cities	26,100
Second Tier Cities	20,650
Third Tier Cities and Others	20,250
Total	67,000



Tourism Patterns are Shifting



Hats & Flags

Two star hotels

10 days, 10 cities

Tour buses



Road trips

Four/Five star hotels

National Parks

Foodie Tours

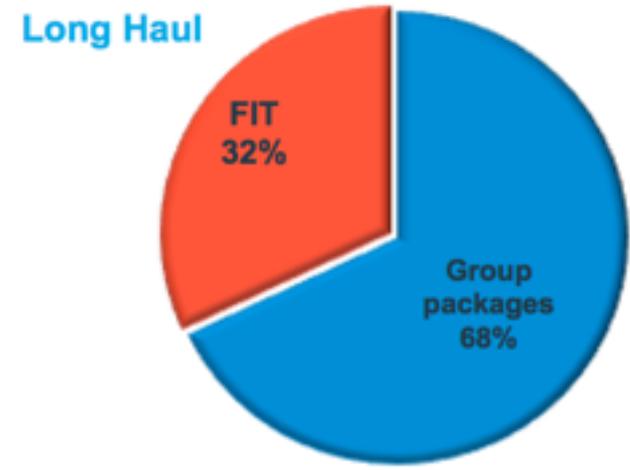
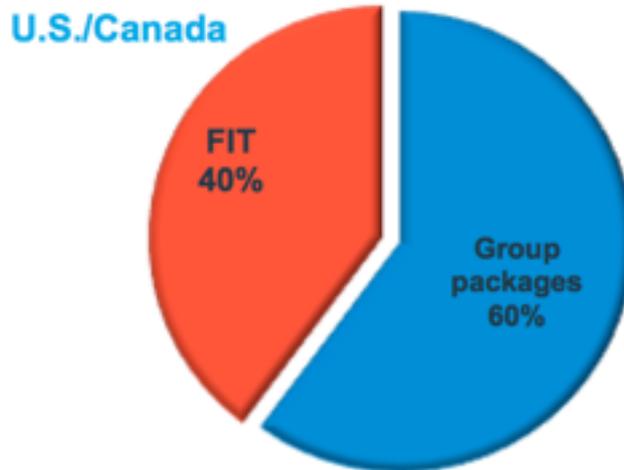
60/40 Group/FIT

Group Travel

- Chinese FIT market is growing 3 times faster than global average

- US PCH Highway is the No.1 popular itinerary for self-driving FITs

- The majority of Chinese long-haul travelers travel with an escorted group.
- However, the percentage of FIT to the U.S./Canada is higher at 40% than to other Long Haul destinations (32%) and will increase as Chinese become more experienced travelers.



Source: MaFengWo Report 2016

Question: A4. On this trip, did you travel with an escorted tourist group, where the majority of in-destination transport and activities were led by one or more tour guides?

Base: U.S./Canada (N=497); Long Haul (N=1,432)

Source: Phocuswright's *China Unbounded: The Rapid Rise of China's Outbound Millions* Special Project

Tour Operator Insights

“We are seeing a ratio of 40% group travel and 60% FIT. I expect FIT to grow to 70% within five years.”

Source: China Luxury Advisors China Tour Operator Interviews, May 2016

Traveler Profile



Partner / Spouse with Children

54%



Family members

46%



Friends

45%



Partner / Spouse without Children

26%



Alone

16%

Demographic is Changing

Half of Chinese outbound travelers are now millennials.

- Some data has shown that this group accounts for 75% of China's FIT market and **73% of its luxury market.**
- Two thirds (66%) of this group belong to the high-income bracket, their financial standing is expected to increase as their careers advance.

Like their counterparts in the West, Chinese millennials prefer to be “inspired” rather than “persuaded”. They highly value authenticity in content. They are more likely to trust peer-generated content on social media than content from traditional media channels.



Definition of Luxury is Shifting

For many affluent Chinese, the definition of luxury is shifting from conspicuous spending to experiential luxury.

According to an annual China Luxury Forecast by Ruder Finn Public Relations, more affluent mainland Chinese consumers plan to up their spending on travel than on luxury goods this year, marking the second year in a row this has been the case.





Group Travel Trends

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Diverse Travel Trade Ecosystem



China's Travel Trade Ecosystem

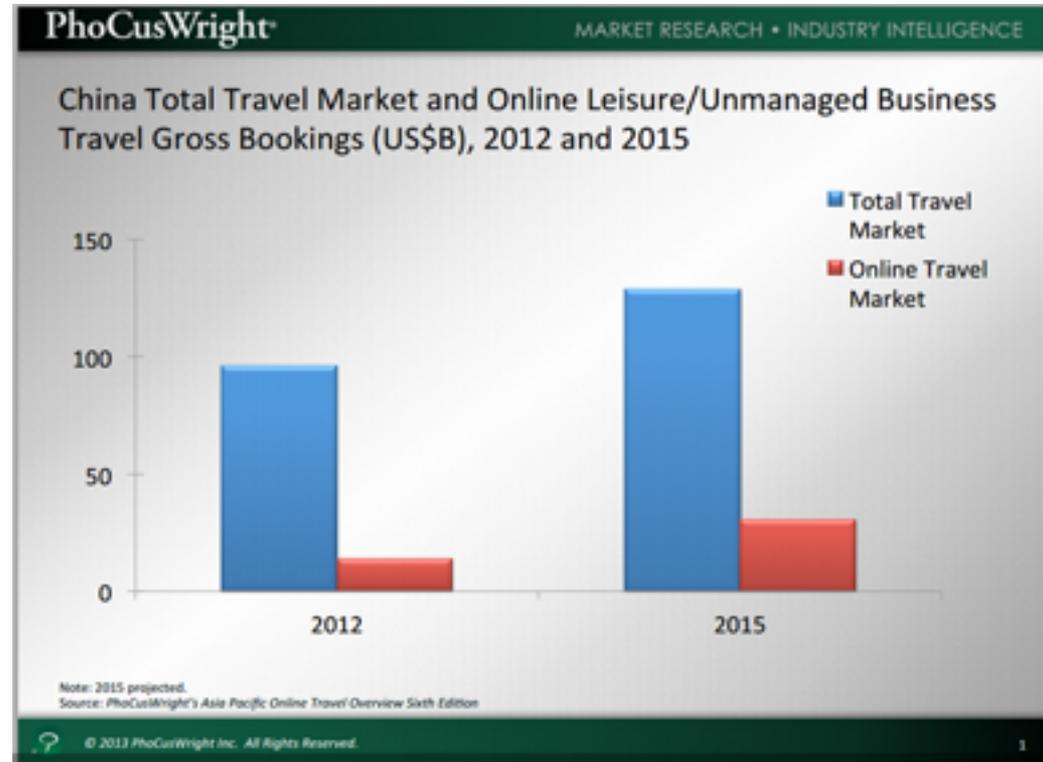
- China's travel trade environment is highly fragmented and competitive, with many state-owned and private players.
- China's government is intrinsically linked to the tourism industry from both a regulatory and operational perspective.
- Travel trade tightly control itineraries and travel products.
- Tourism laws aimed to protect customers further restrict flexibility, prohibiting last-minute changes and forbidding any perception of "fleecing" or otherwise misleading tourists.

China's Travel Trade Ecosystem

- **Travel Agents:** Primarily offline booking in China. Typically sell travel packages developed by tour operators, but also FIT.
- **Tour Operators:** Develop travel packages and sell to Chinese customers directly and through travel agents.
- **Receptive Tour Operators:** Locally based tour operators that contract with Chinese tour operators to execute on-the-ground experiences. Most are solely focused on Chinese visitors, but some cater to a number of countries.
- **Tour Guides:** Typically in-market guide providing localized information. Some are employed by receptive tour operators and some are independent, working with multiple tour operators.
- **Tour Leaders:** Accompanies the group throughout the whole trip. Serves as a liaison and between the tour operator and receptive operator. Typically employed/contracted by tour operator.
- **Online Booking Sites (OTA):** Chinese online booking sites, which are geared towards FIT travel and allow for booking flights and hotels separately, as well as offer travel package deals that combine flights, hotel and attractions.
- **Airlines:** European, Chinese and Japanese/Korean airlines play key role in travel patterns.

China's Travel Trade Ecosystem

- China has more than 27,000 travel agencies — 50% more than in 2006.
- Chinese consumers spent \$56 billion at travel agencies in 2015, and \$11 billion at online travel agencies - a 70% increase over 2014.
- Although online booking is growing quickly, a large majority (80%) of outbound travel booking is still done via offline travel agents and by phone (often after consultation of online pricing).



Tour Operators

Operate in a highly competitive market.

Decide itinerary and hold the contract with customers.

Difficult to sell expensive trips, so they typically focus on low-cost trips with optional add-ons.

Often rely on commissions and optional add-on packages in order to make money on the tours.

Starting to experiment with high-end and tailored “niche” itineraries.



Receptive Operators

Contract with Chinese operators to execute tours on the ground.

Typically, they are solely focused on Chinese tourists, but some cater to a broader portfolio of countries.

Have significant influence on itinerary and hotel choices.

Provide insights on new attractions and sightseeing.



Tour Guides

Can be independent or hired by tour operator/receptives.

Four ways they influence behavior:

1. No set itinerary, in some cases - guide has 100% control.
2. Destinations are set, but tour guide influences which locations are visited.
3. Add an unscheduled stop to the itinerary.
4. Suggest other locations for future visits.



Group Travel is Evolving

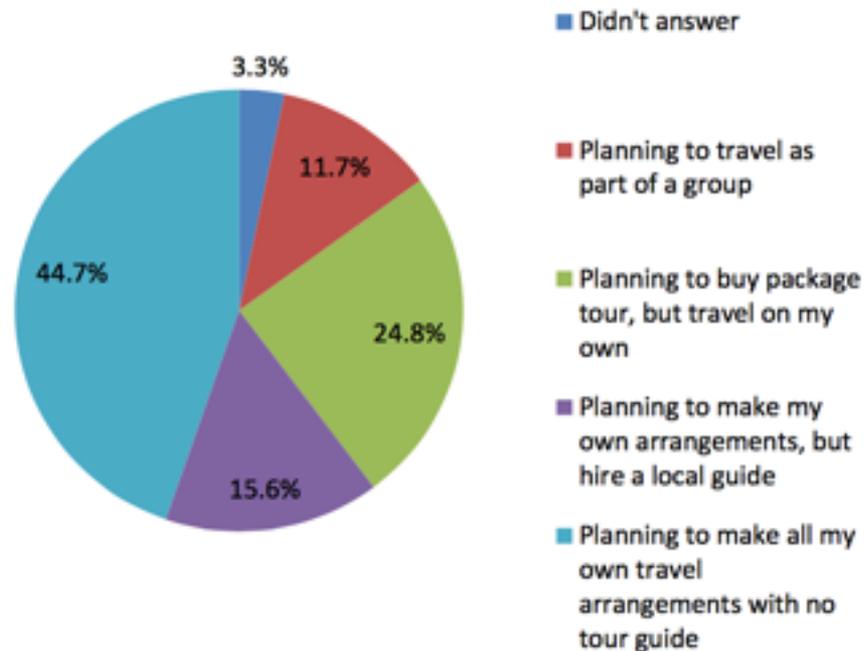
- High-end groups are shrinking in size.
- VIP groups are seeking ways to offer more luxury experiences to differentiate their product offering and justify price increases.
- There is a blurring of the lines between individual and small group tours. Some individuals will book their own international flight but book a local tour once they arrive at the destination.
- MICE market is growing rapidly.
- Multi-generation family groups are key drivers of semi-FIT.



Travel Planning Preferences

Are Chinese Overseas Tourists Planning to Travel in Groups or Alone?

Figure 21. Intention of Traveling in Group or Alone on the Next Overseas Trip

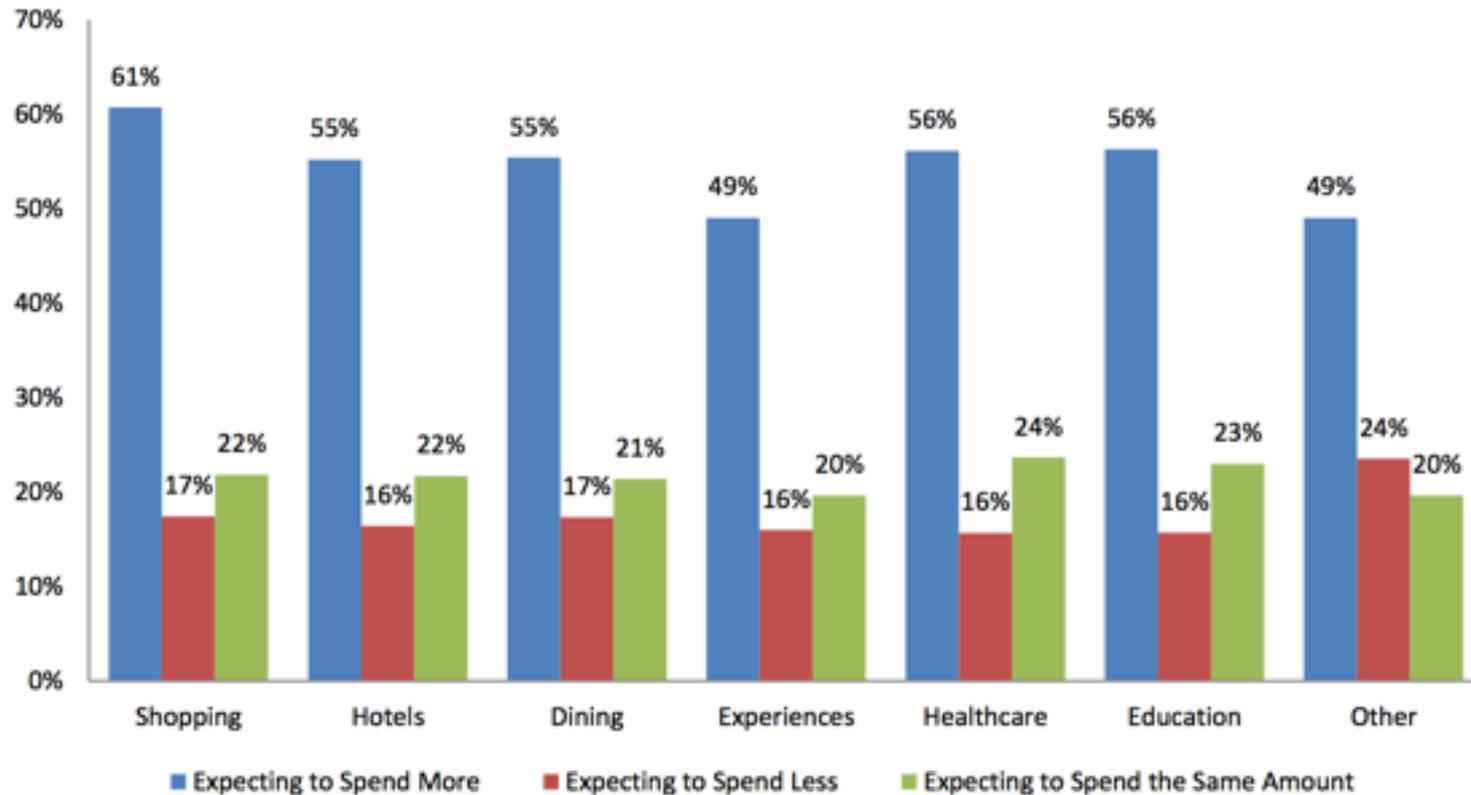


Base: Chinese Internet users who made a retail purchase on an overseas trip during the 12 months ended April 12, 2016

Source: China Luxury Advisors/Fung Global Retail & Technology

Travel Outlook

Figure 20. Respondents Who Plan to Spend More, Less or the Same While Traveling Overseas in the Next 12 Months, Compared to the Survey Period, by Category



Base: Chinese Internet users who made a retail purchase on an overseas trip during the 12 months ended April 12, 2016

Source: China Luxury Advisors/Fung Global Retail & Technology

A woman with long dark hair, wearing a black leather jacket and a black skirt, is sitting on a stone ledge. She is holding a bright green handbag and has a red shoe on her foot. The background shows a river with boats and a cityscape. The image is dimmed with a dark overlay.

FIT Travel Trends

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FIT is Rising

The future growth from Chinese outbound tourism will be led by an entirely new generation of free independent travelers (FIT), who are in search of **novel experiences** rather than a laundry list of the usual attractions. These independent travelers are more “elusive” and demand more **individualized travel products** and services, requiring destinations to target them with a range of strategies and communication channels.



100% Independent Control

“The FIT market is only going to grow. They have 100% control of their hotel, transportation and itinerary. Multi-generation family groups will lead the growth.”

Source: China Luxury Advisors China Tour Operator Interviews, May 2016

Unpacking the Package Tour



Package

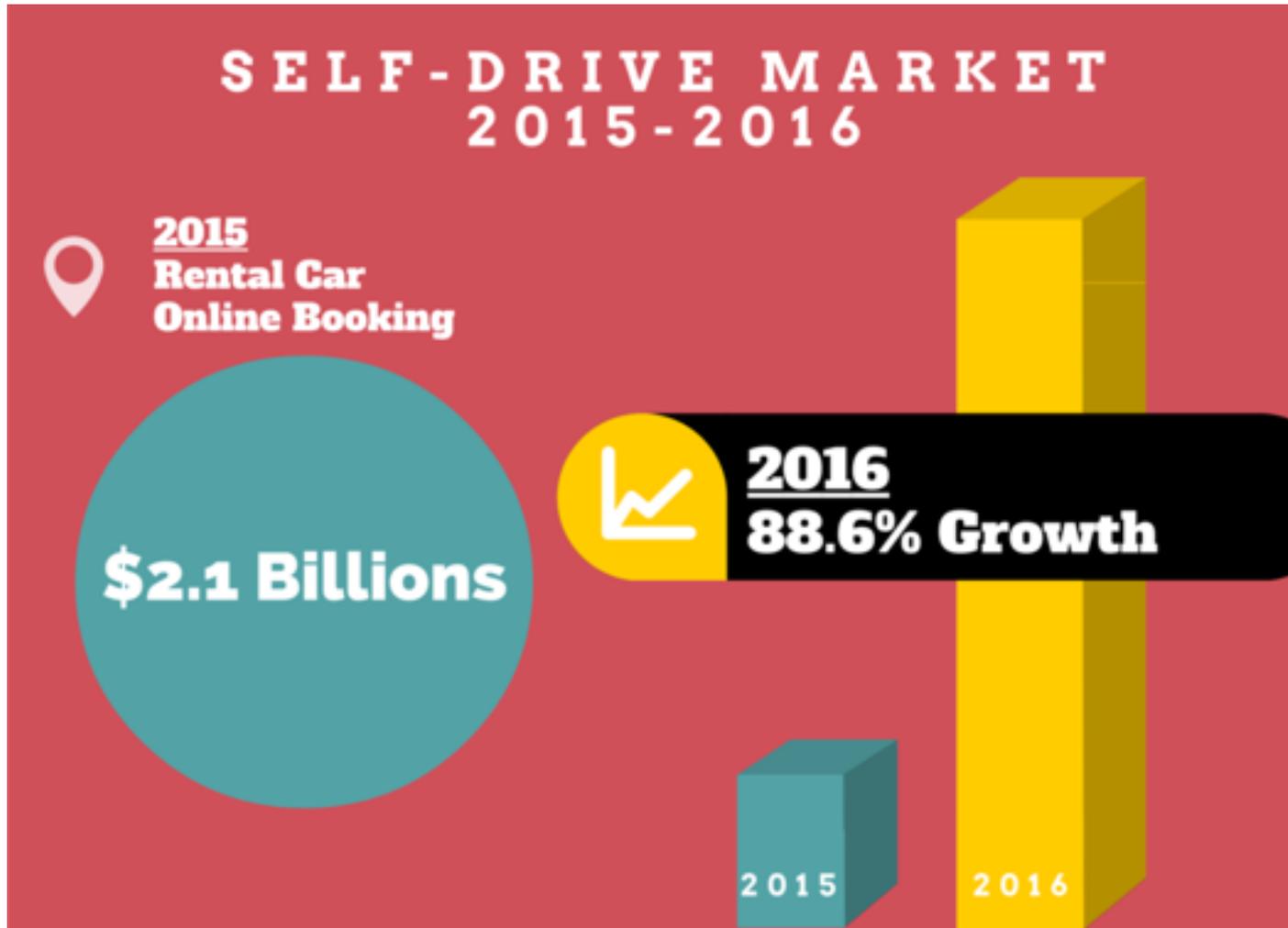


Semi-FIT



Private

Self-Drive Market is Booming



Who are China's FITs?

"More often than not, China's FITs are young, well-educated and relatively affluent." TripAdvisor

Young: 89% are 18 - 44 years old

High English Proficiency: 41% understand English

Hail From First Tier Cities: Guangdong province reporting the highest number, followed by Shanghai, Sichuan province, Beijing and Jiangsu province

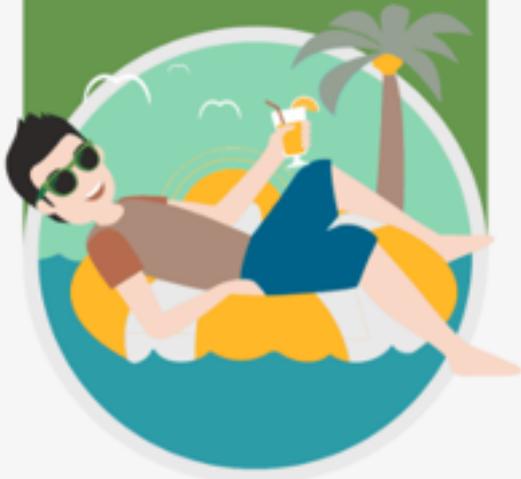


FIT Travel Motivations

TRAVEL ASPIRATIONS & MOTIVATIONS

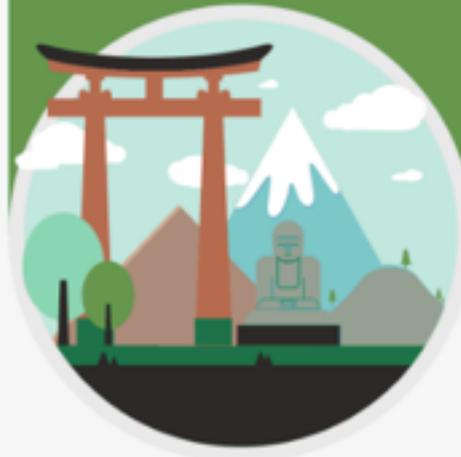
56%

REST &
RELAXATION



47%

NATURE,
CULTURE &
HISTORY

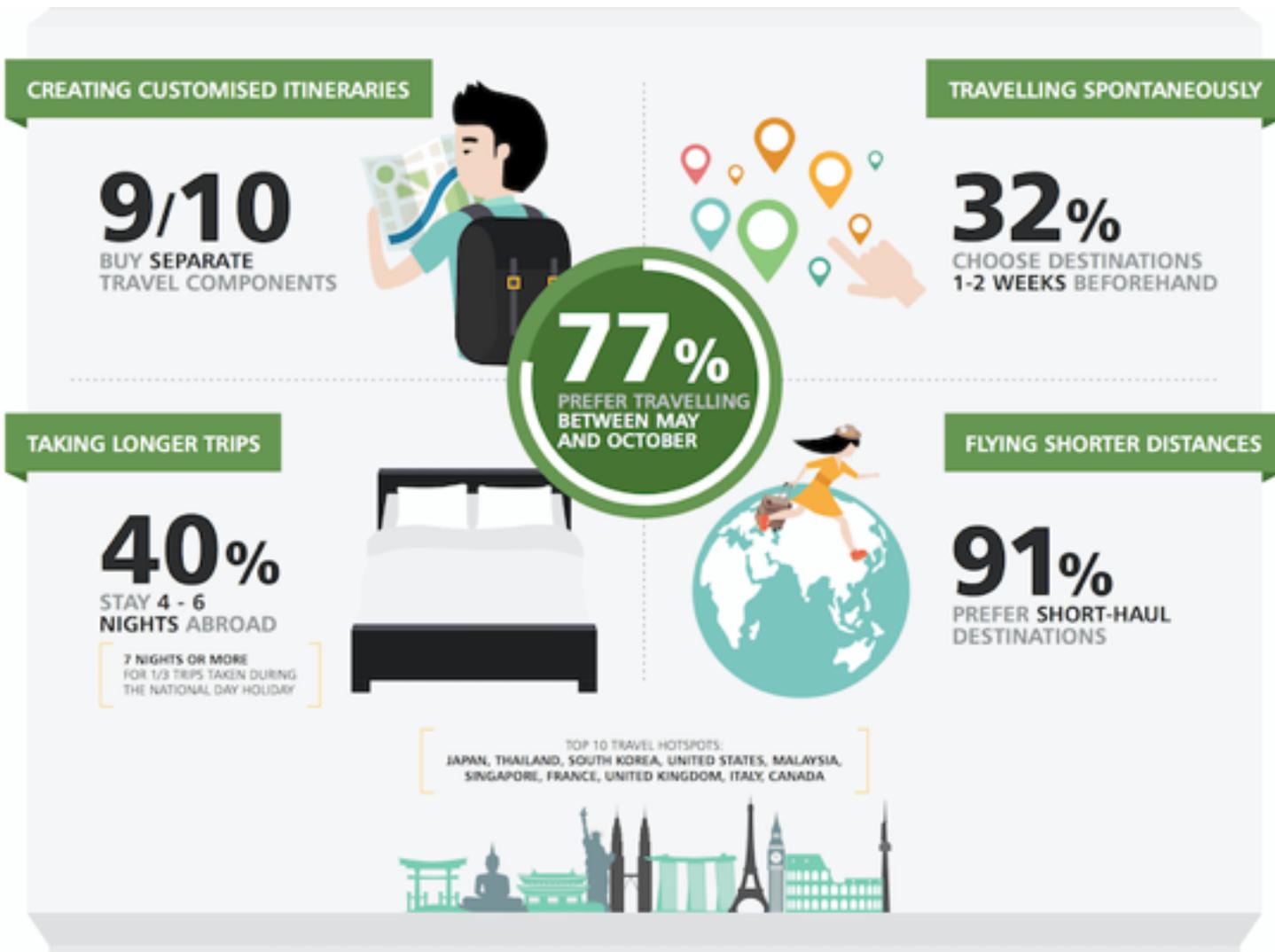


42%

SHOPPING



FIT Traveler Habits



Source: TripAdvisor China Unbounded

The FIT Market Outlook

20% INCREASE
IN OUTBOUND
LEISURE TRIPS
YEAR-ON-YEAR*

≈US **\$205.7**
BILLION TOTAL TRAVEL
EXPENDITURE

In the next 2 years, nearly half of outbound Chinese FITs plan to take more trips

52% for a
LONGER
period

54% with a
BIGGER
budget



Millennial Travel Trends

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The Chinese Millennial Opportunity

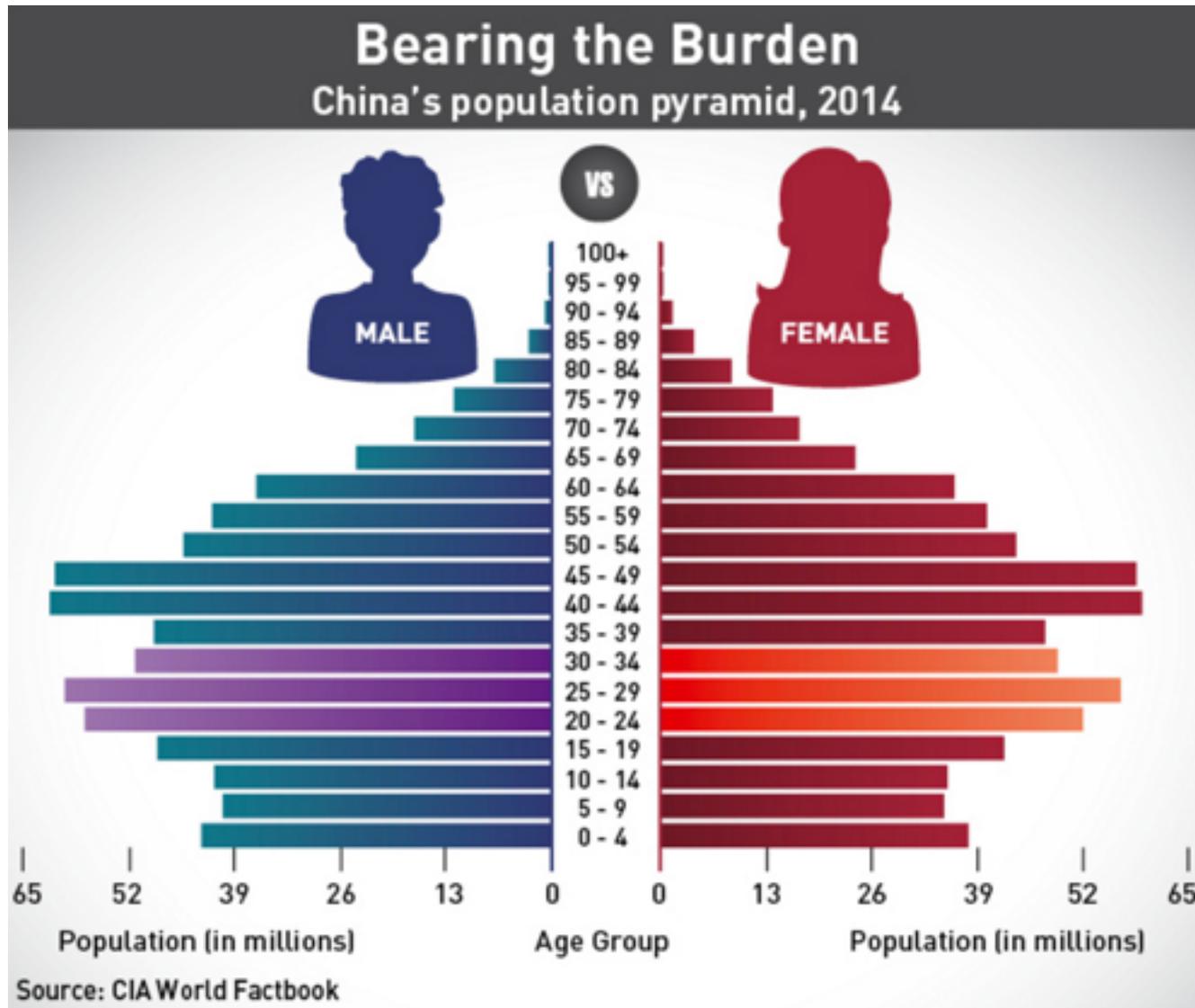
Goldman Sachs has called Chinese millennials the single-most important demographic in the world today.

The Chinese Millennial Opportunity

- China has 200 million people aged 15 - 24, compared to 40 million in the same age group in the United States
- Chinese outbound travelers expected to reach 174 million by 2019, roughly the size of Singapore
 - **Chinese millennials already make up 40% of total outbound travelers**
- The average wealthy Chinese millennial traveler has been to 13 countries and traveled abroad 3.3 times for leisure in the past year, for an average of 25 days

Source: Daxue Consulting, Beijing

The Chinese Millennial Opportunity



The Chinese Millennial Opportunity

TOP 10 LEISURE ACTIVITIES

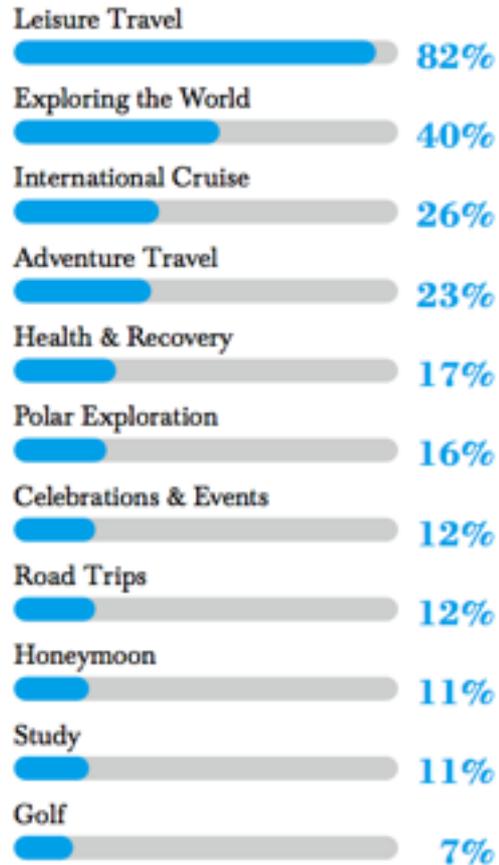
1	TRAVELING	48.5%
2	COMPUTER/ INTERNET	43.5%
3	WATCHING MOVIES	39.2%
4	EATING/ CUISINE	32.7%
5	SHOPPING	32%
6	USING MOBILE PHONES	31.9%
7	WATCH ING TV	31.7%
8	VACATIONS	27.1%
9	SLEEPING	25.4%
10	READING	24.5%



Traveling is top leisure activity for Chinese millennials.

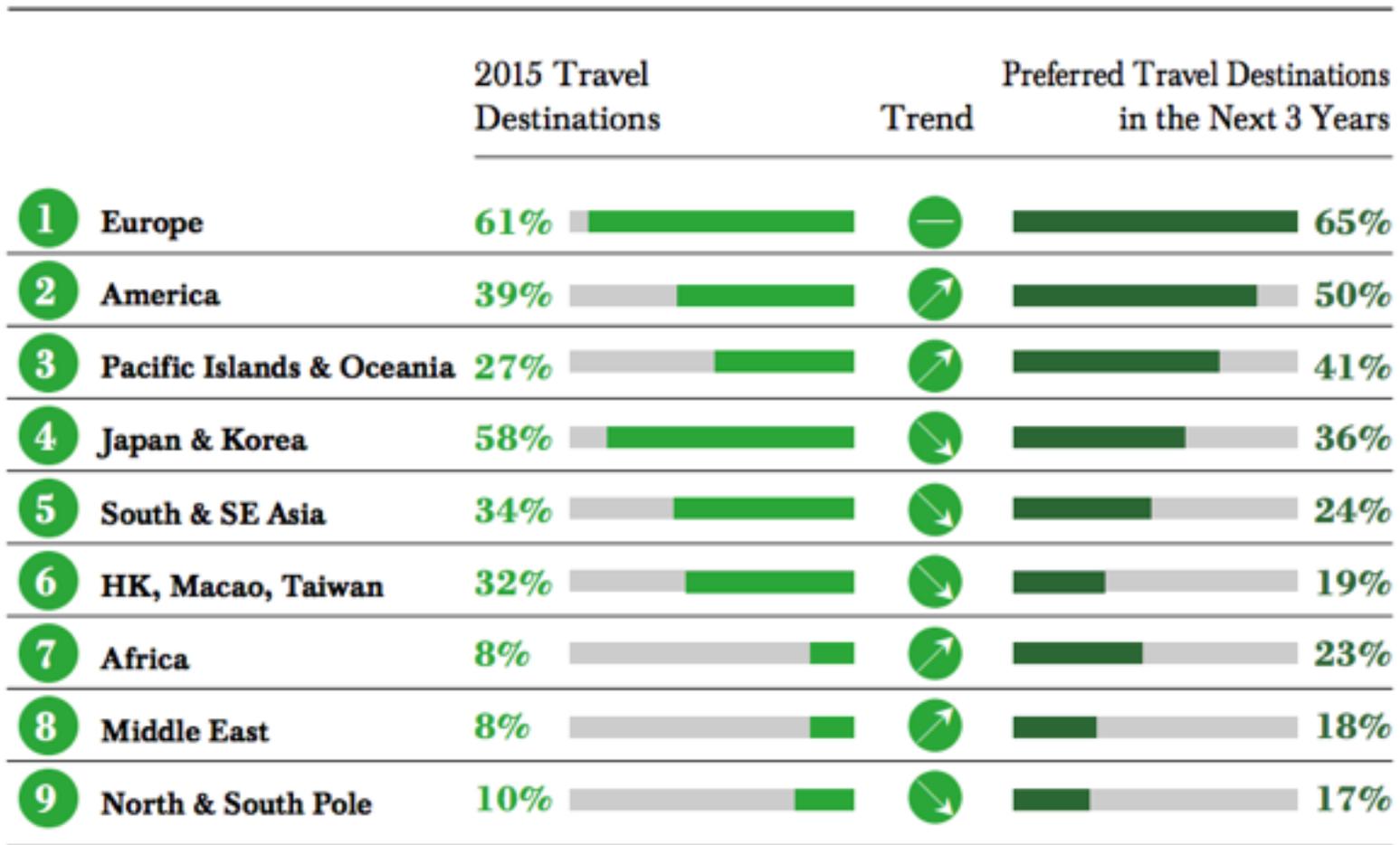
The Chinese Millennial Opportunity

Reasons for Travel Abroad in the Past Year



The Chinese Millennial Opportunity

Travel Destinations in the Next Three Years



Chinese Millennial Preferences

Love to Share.

Ninety-seven percent of Chinese millennial travelers report sharing their travel experience online, via travel review sites, personal blogs and more.

Apex, Chinese Millennial Travelers report

Chinese Millennial Preferences

Indulge In Small Luxuries.

“Here’s where Chinese millennials really differ from other generations,” he says. “**They like small luxuries.** What that means is that a nicer soap or a nicer cookie, or anything like that, that adds just a touch of luxury to the experience is meaningful to them ...

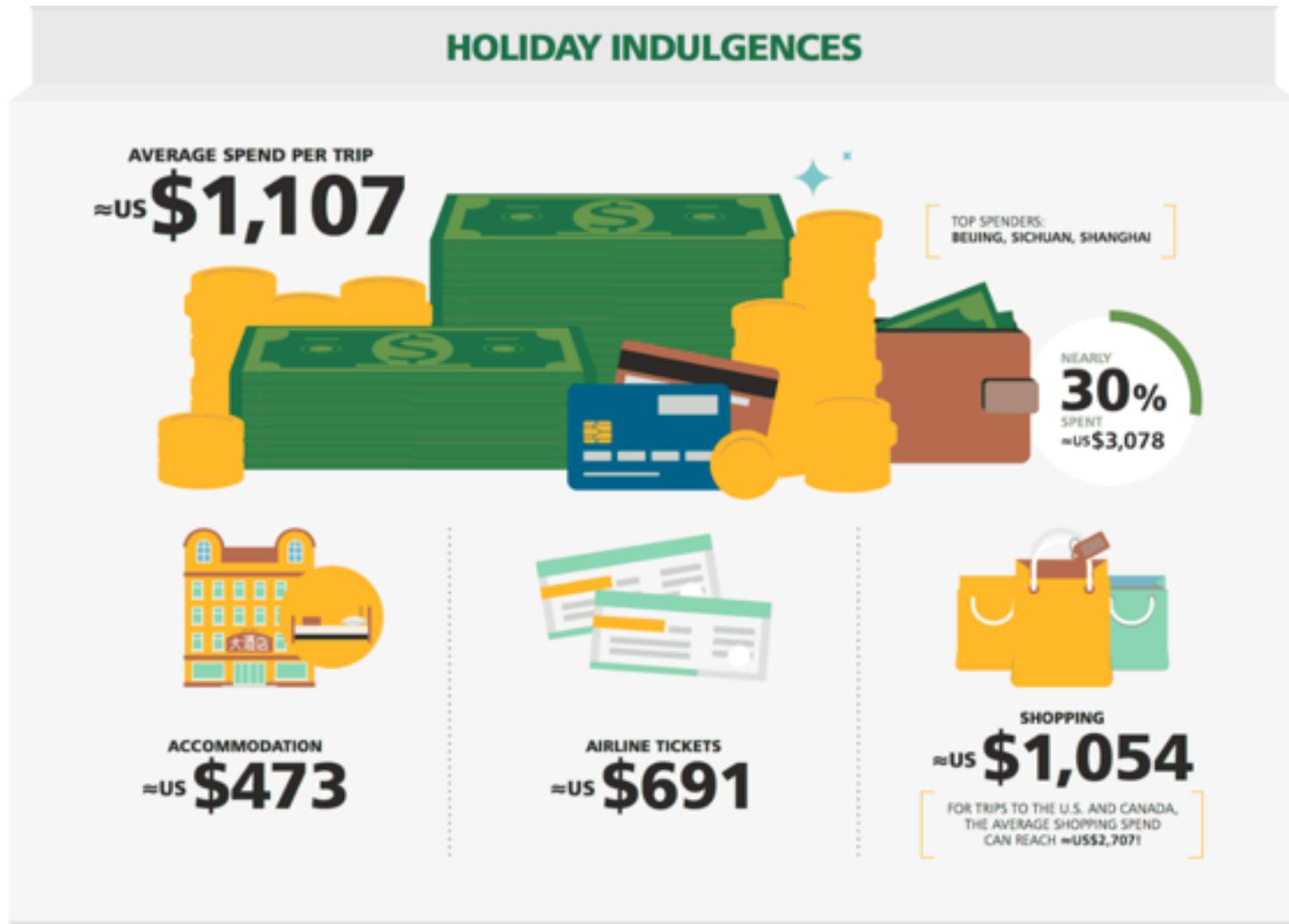
Apex, Chinese Millennial Travelers report



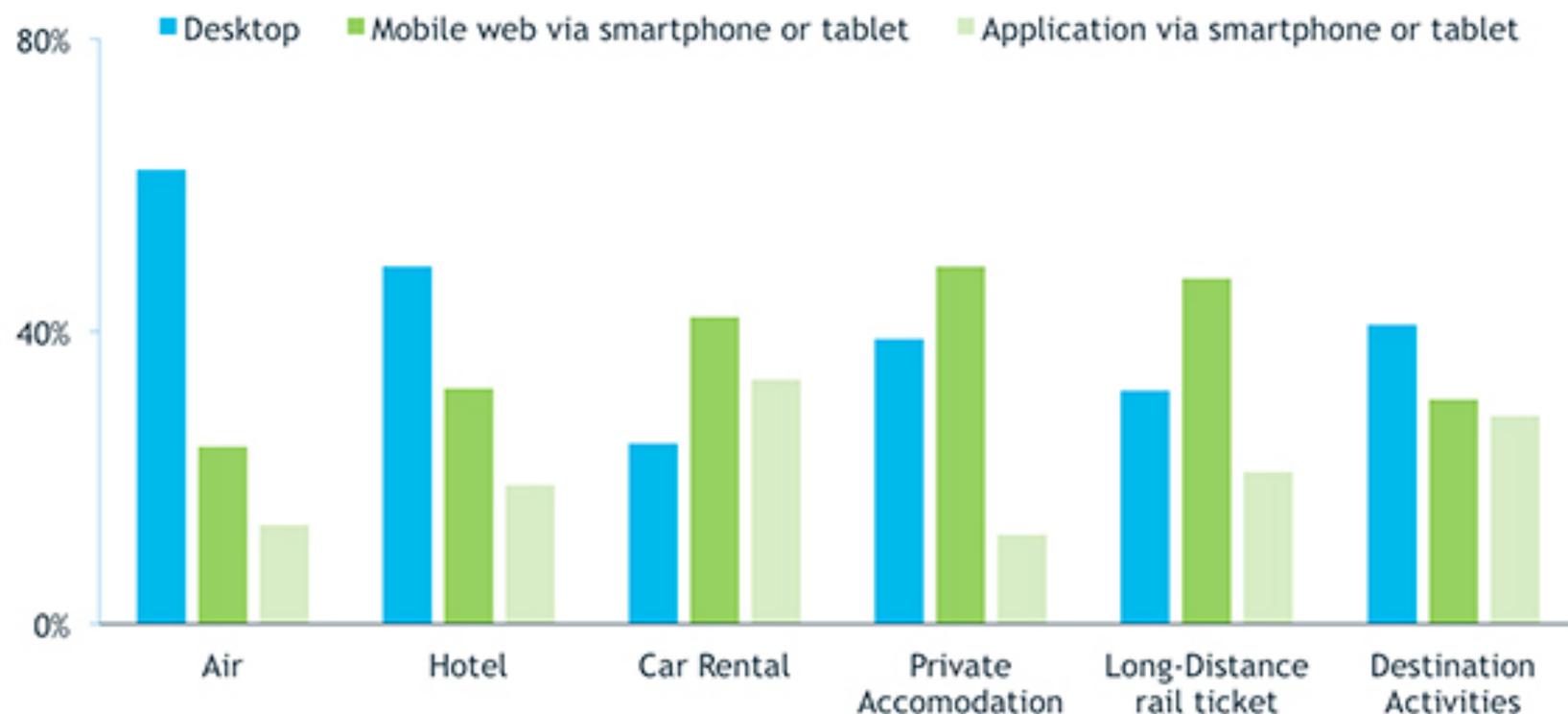
Booking Implications

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Context: Average Spend by Category



Device Used to Book, by Product



Question: C6: Please indicate which device you used to book each type of travel component for your last international trip.

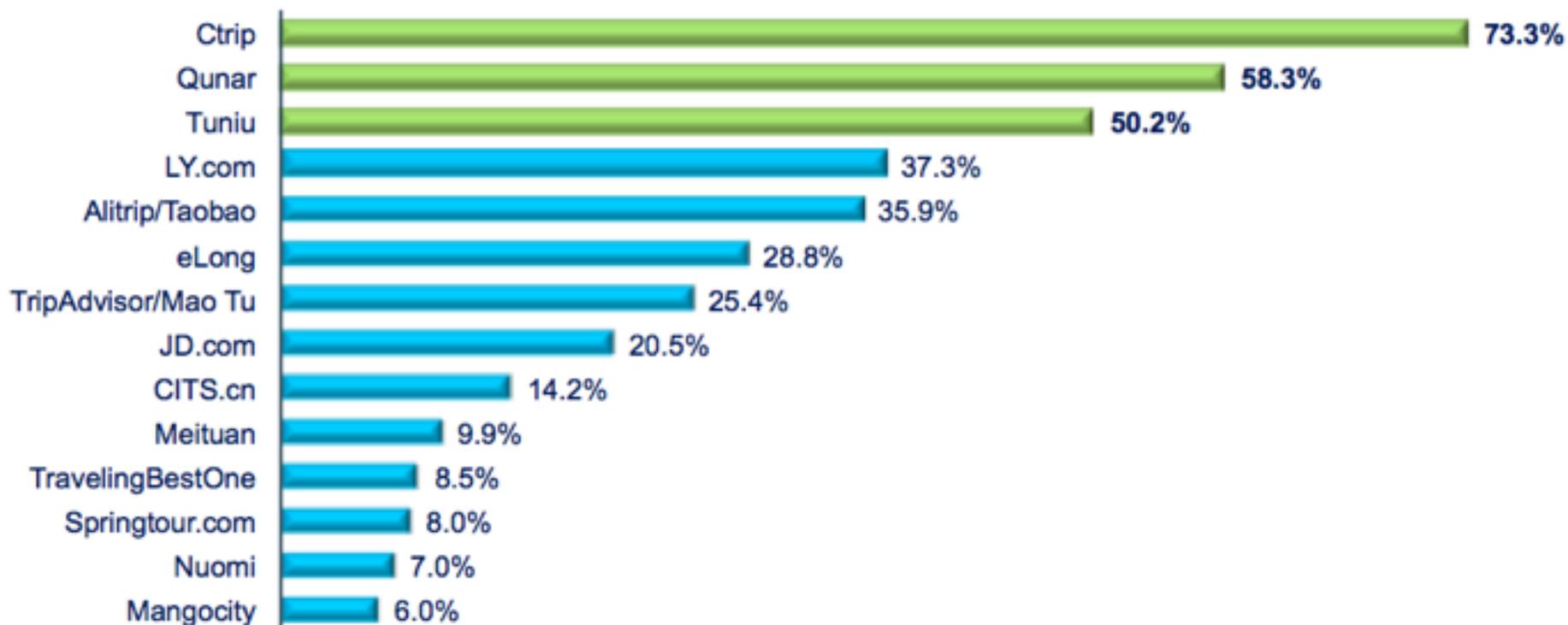
Base: Individual Online Bookers: Air: (N=490); Hotel: (N=508); Car Rental: (N= 86); Private Accommodation: (N=114); Long Distance Rail (N=94); Destination Activities (N= 297)

Source: Phocuswright's *China Unbounded: The Rapid Rise of China's Outbound Millions* Special Project

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Travel Websites Used to Compare and Choose Travel Products

- Ctrip is the most used travel website for comparing and choosing leisure travel products following by Qunar and Tuniu.



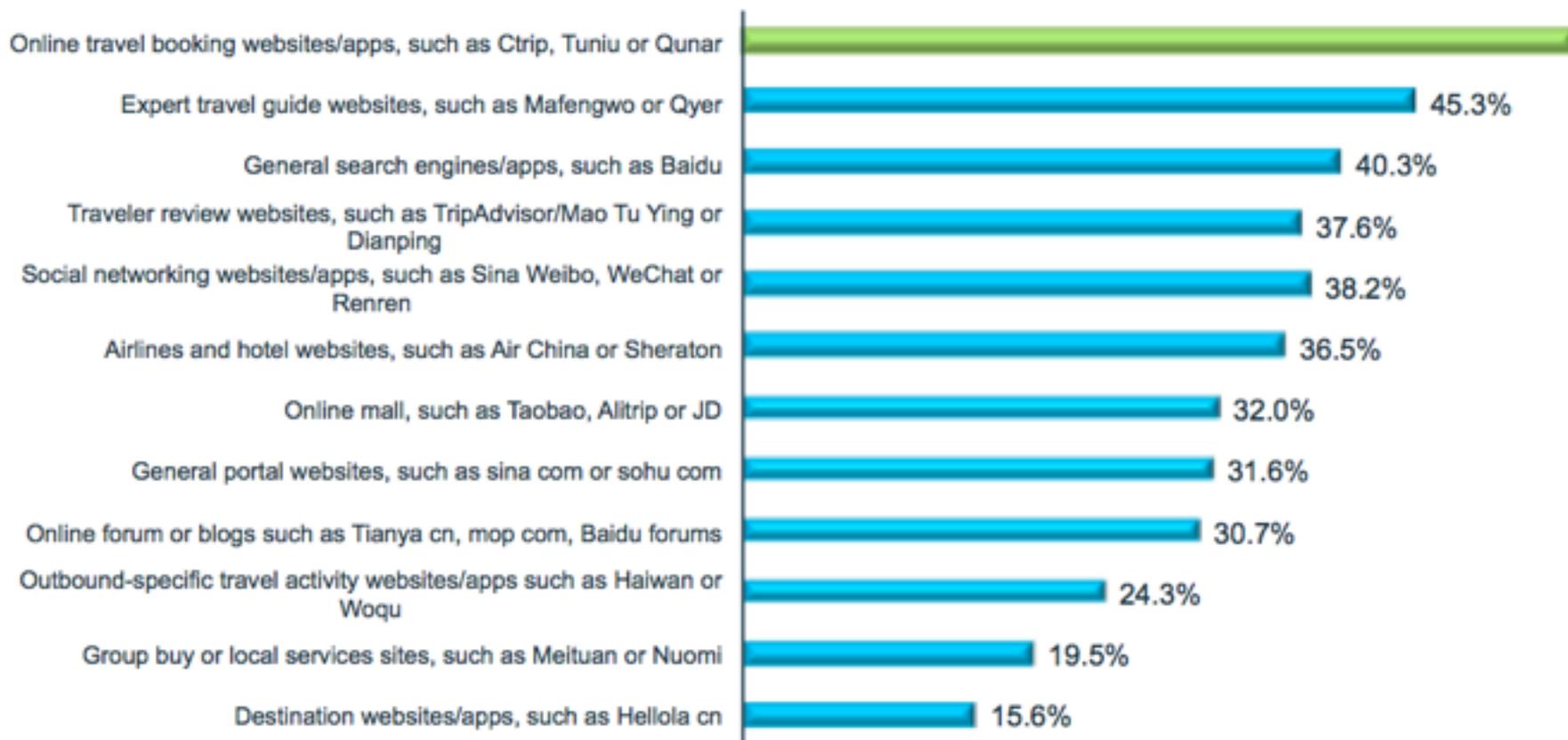
Question: C5: What sources of information/media did you reference when comparing and choosing leisure travel products, such as airline tickets or hotel rooms? *Select all that apply*

Base: Online Travel Website Shoppers: U.S./Canada (N=131)

Source: Phocuswright's *China Unbounded: The Rapid Rise of China's Outbound Millions* Special Project

Websites Used for Research

- OTAs like Ctrip and Tuniu play a big role in destination research among all age groups.



Question: B8: What type(s) of websites/apps do you recall using while researching the destination of this trip? *Select all that apply*

Base: Online Researchers: U.S./Canada (N=322)

Source: Phocuswright's *China Unbounded: The Rapid Rise of China's Outbound Millions* Special Project

Social Network Travel Activities

- Social platforms are integral to travel research, experience and sharing. **A majority sought friends' travel advice through social networks, shared photos and posts during their trip, and viewed their friends' photos and posts.**



Question:E2: Which of the following have you used social media for in relation to travel?

Base: Chinese Social Media Users: U.S./Canada (N=489)

Source: Phocuswright's China Unbounded: *The Rapid Rise of China's Outbound Millions* Special Project

Vacation Package Purchase

- Repeat visitors to long-haul destinations are much more likely to travel independently, especially those visiting the U.S./Canada



Question: A11: When purchasing travel components (e.g., airline tickets, paid lodging, car rental, rail tickets) for your most recent international leisure trip, how did you purchase them? *Select all that apply*

Base: Chinese Outbound Travelers : (N=3,043)

Source: Phocuswright's *China Unbounded: The Rapid Rise of China's Outbound Millions* Special Project

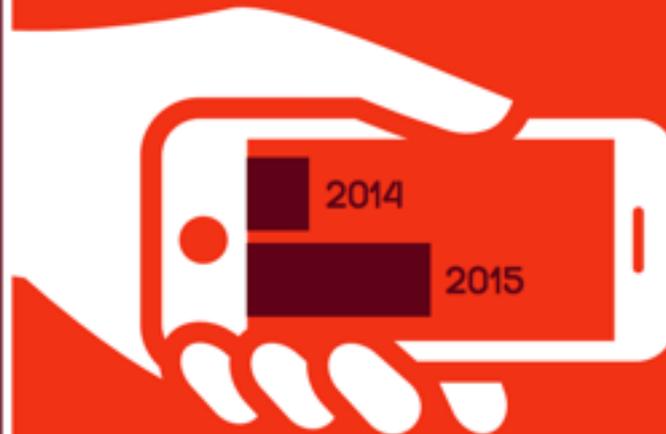
Mobile Booking

“High-end customers (FIT) are looking for service from travel agency. They want experts who can provide one-stop service to save their time.” China Tour Operator

Hoteliers have noticed an increase in independent Chinese travellers over the past 12 months having said that they comprise 75 percent of bookings, up from 71 percent.

hotels.com Survey 2015

Travel
bookings
via mobile
phones are
soaring



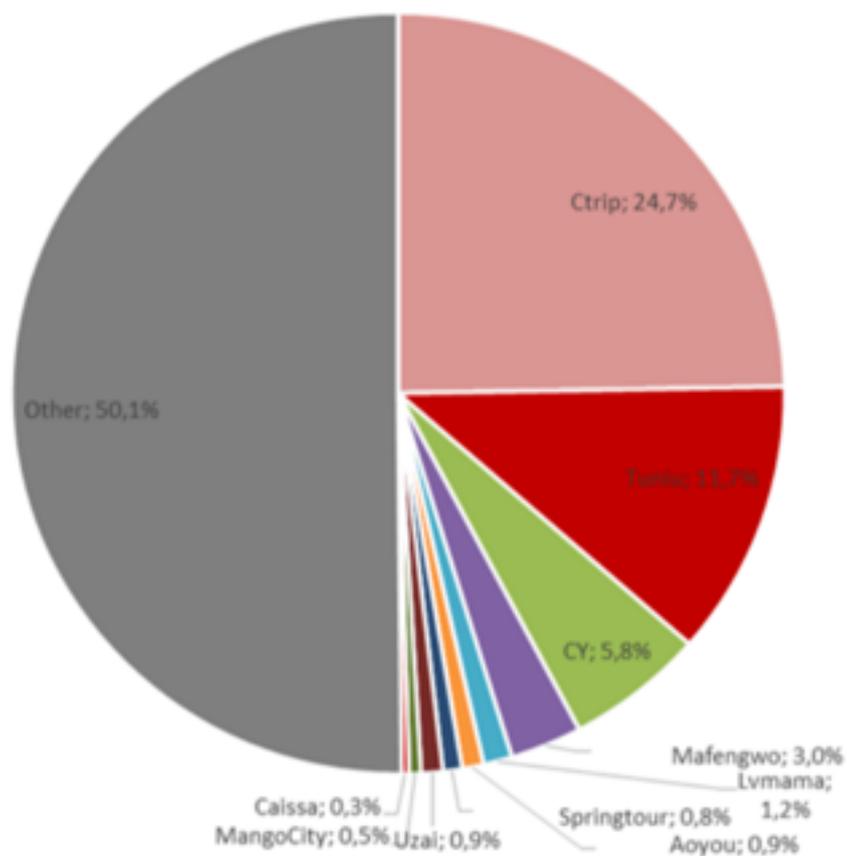
Half of all Chinese
outbound travellers

used their mobile
phones to plan
and book trips,

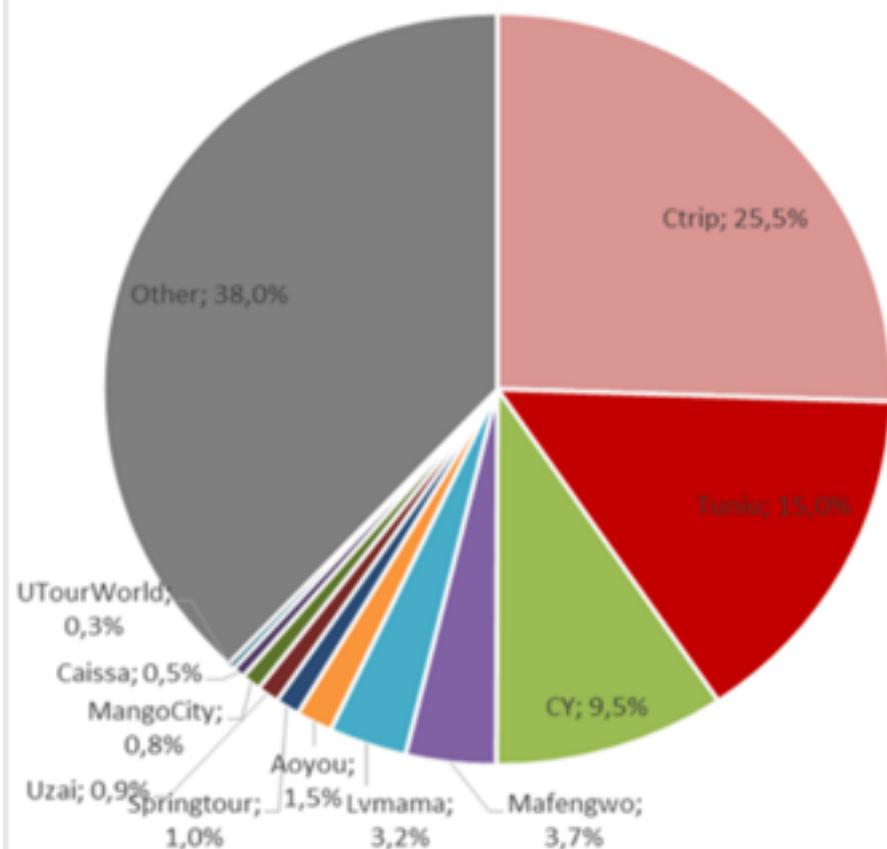
compared with just 17%
the previous year

Market Share of China Online Travel Agencies in 2014 and 2015

2014



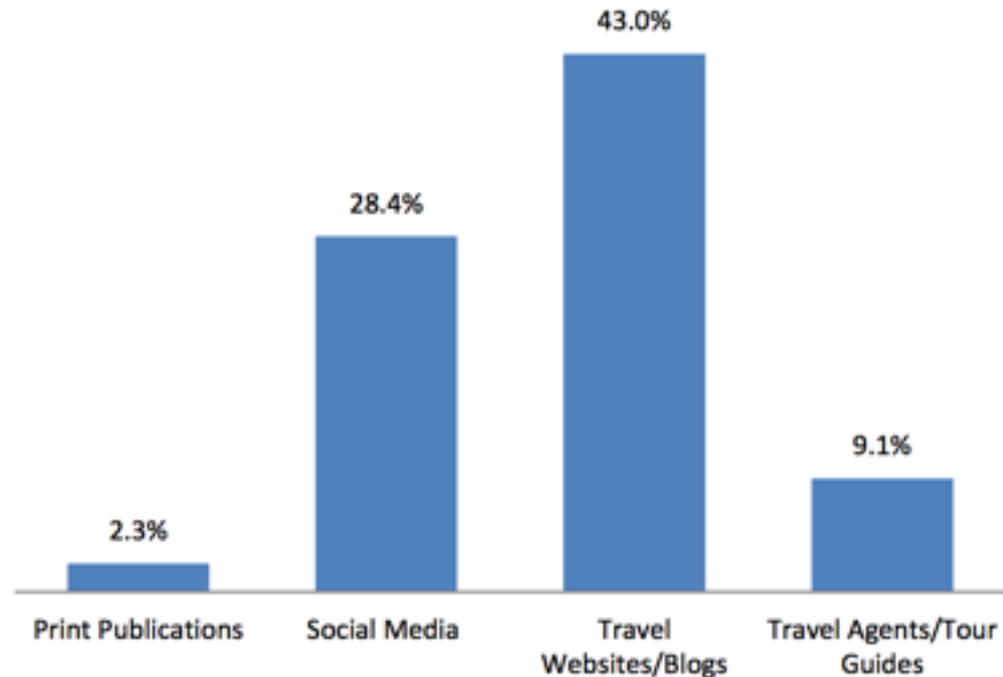
2015



Travel Resources

Resources Most Often Used for Planning Trips

Figure 22. Research Resources to Be Used for Planning Trips in 2016



Base: Chinese Internet users who made a retail purchase on an overseas trip during the 12 months ended April 12, 2016

Source: China Luxury Advisors/Fung Global Retail & Technology



The Case for China-Readiness

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Chinese Tourist Challenges

Cultural Concerns:

- Language & difficulty of obtaining information
- Lack of context
- Lack of trust
- Security concerns
- Time challenged
- Comfort & cultural: food, language

Practical & logistical concerns:

- Payment
- Connectivity
- Navigation
- Information access

Chinese Payment Systems Present Challenges



Internet/Mobile Platforms All Localized/Protected



Tour Operator Recommendations

“Travel destinations should design products that are both authentic to local culture and tailored to fit the taste of Chinese travelers. Chinese travelers prefer those activities that will enrich their life experience or foster learning.”

Tourists Demand China-Readiness

“Develop unique, experience driven products tailored to the interests of Chinese visitors. **These products must be “China Ready,”** meaning they are designed and developed specifically for the market.”

A woman with long dark hair, wearing a black leather jacket and a light-colored skirt, is sitting on a stone ledge. She is holding a bright green handbag. The background shows a river with boats and a cityscape. The image is dimmed to allow text to be overlaid.

China-Ready Product Optimization

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Ctrip China Ready Guidelines

Premium Level

Comments score > 4.2
Mandarin speaking staff
Chinese restaurant
Free Wi-fi
UnionPay accepted
Tea kettles in room
Chinese TV programming

Deluxe Level

Comments score > 4.0
Staff who speaks Mandarin
Chinese food at breakfast
Free Wi-fi
UnionPay accepted
Tea kettles in room

Superior Level

Comments score > 3.8
Chinese language guidance
Chinese food at breakfast
Free Wi-fi
Tea kettles in room

Cultural Institutions: Becoming “China-Ready”

Amenity/Service	“Must-Have”	“Nice to Have”
Chinese language map/ materials	X	
Chinese language content on website	X	
Accept China UnionPay/ China UnionPay ATMs	X	
Audio tour in Chinese		X
Mandarin speaking staff		X
Chinese food/drink options (if applicable)		X
Free wi-fi		X
Way finding/signage in Chinese		X
Chinese subtitles on videos		X
Chinese social media accounts (Weibo/Wechat)		X

Hotels: Becoming “China-Ready”

Amenity/Service	Required	Recommended
Chinese language materials	X	
Chinese language content on website	X	
Availability of hot water/ Chinese tea	X	
Accept China UnionPay	X	
Slippers in room	X	
RMB exchange service		X
Chinese breakfast		X
Smoking area/rooms		X
Inclusive room rates (breakfast, tax, wi-fi)		X
Mandarin speaking staff		X
Chinese language reservation capability		X
Chinese language TV channel		X
Chinese language newspaper		X
Chinese language travel guide offered		X
Chinese food room service options		X
Chinese social media accounts (Weibo/Wechat)		X

Chinese Traveler Hotel Preferences

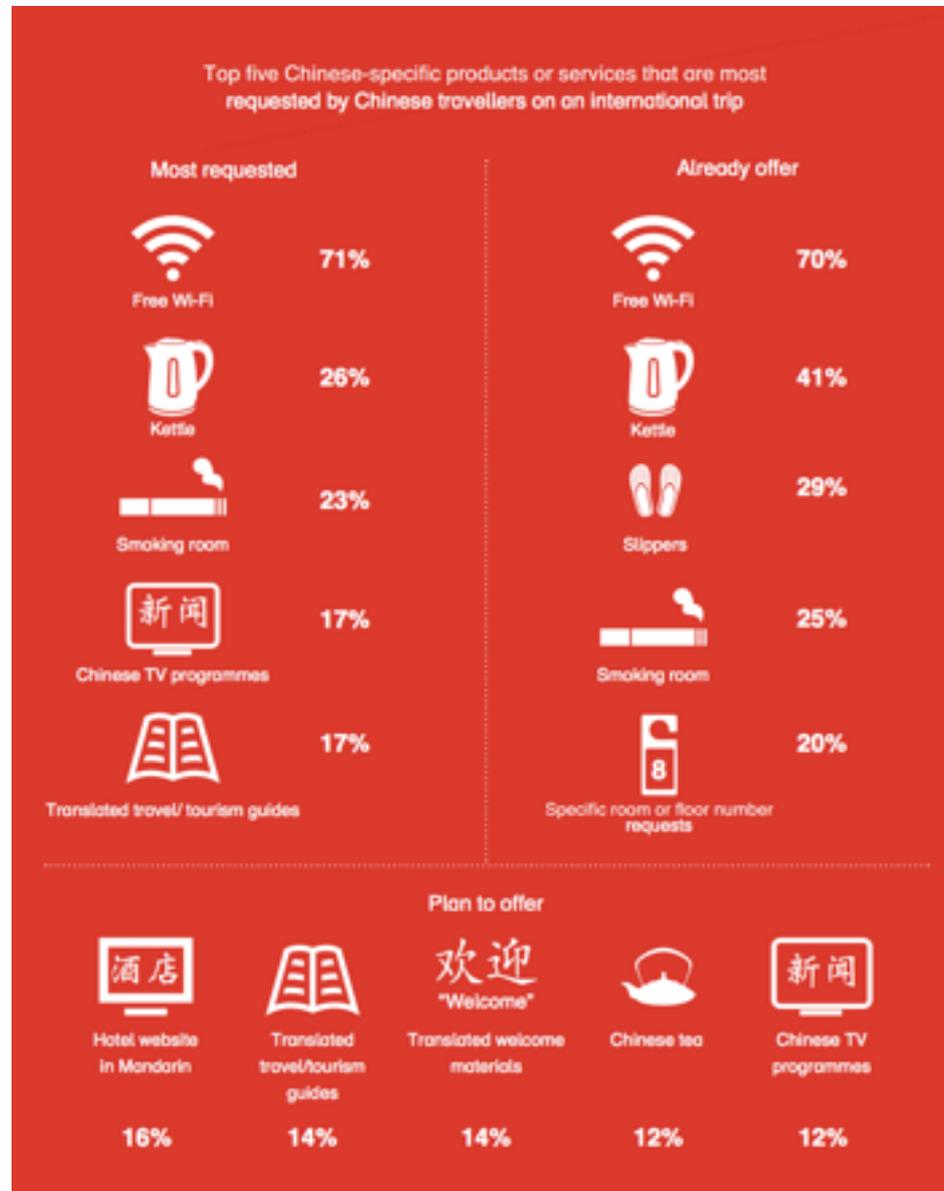
A double room in China is two separate beds - which is the preference of many Chinese and expectation of a double room

Chinese hotels typically offer small shaving kits - toothbrushes, combs, razors, so many do not pack these items

Hotel reservations are usually inclusive of breakfast, wi-fi and taxes in China

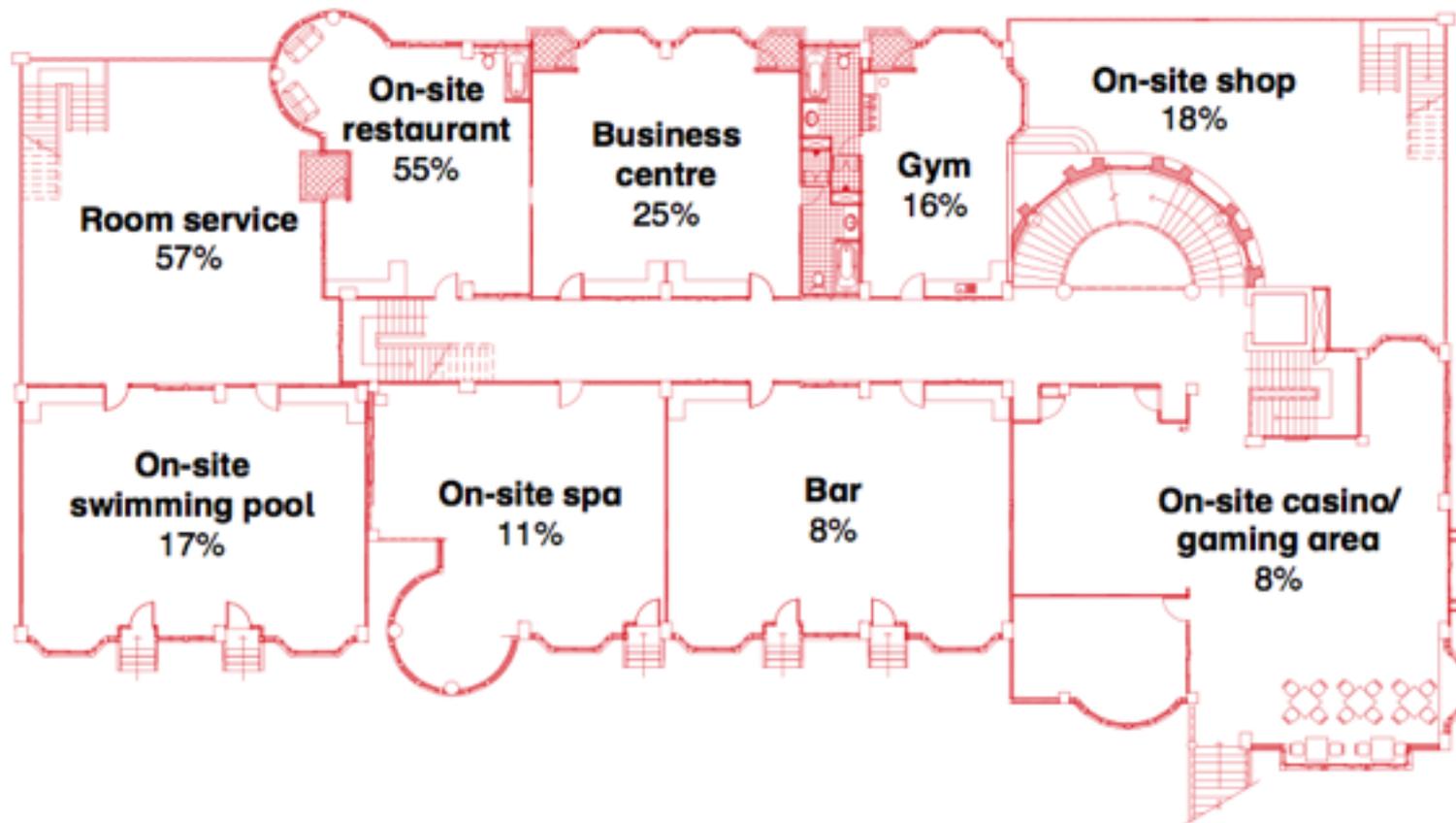


Most Requested Services at Hotels



Food Related Services are Most Important

Hotel amenities most important to Chinese travellers



Hotels Do's & Don'ts

Do: Provide amenities such as slippers, toiletries, kettles

Do: Provide free Wi-Fi

Do: Make payment easy and stress free

Do: Provide Chinese language information & entertainment

Don't: Put guests on floors with a 4

Don't: Ignore hierarchy in groups

Don't: Ignore cultural customs related to colors and gifts

Welcoming Chinese Guests

A KNOW-HOW GUIDE FOR HOTELS



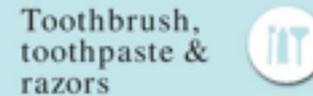
DOs

IN-ROOM AMENITIES



Slippers

A tradition in Chinese culture is to remove your shoes before entering a room. Hotels should provide complimentary slippers by the bed in each room.



Toothbrush, toothpaste & razors

Chinese travellers almost never carry their own toothbrushes or toothpaste when they go on holiday. They expect the hotel will provide these personal items for free.



Free Wi-Fi

Chinese travellers expect free Wi-Fi as a basic feature, as they've grown accustomed to widely available Wi-Fi when visiting places such as Hong Kong or Seoul.



Tea & Kettle

Most Asians incorporate hot tea into their daily routine. You should always strive to include tea kettles and an assortment of Chinese teas in the guest rooms.

MEALS



Breakfast is the most important meal for the Chinese, so offering a traditional breakfast option including dim sum, noodles, soya milk or rice porridge (congee) will certainly please your guests.

PAYMENT



China UnionPay & Alipay facilities

When it comes to specific amenities hotels can offer, convenient payment options such as UnionPay and Alipay, the biggest third-party payment service providers in China, are the top service in demand from Chinese visitors.

DON'Ts



Room Number

The Chinese have lucky and unlucky numbers. Number 4 is to be avoided, as considered very bad luck. No one wants to be on the 4th floor or on a room that starts with the number 4. By contrast, the number 8 is considered good luck, as in Mandarin eight sounds like the Chinese word for prospering.

Floors

As a general rule, more status is attributed to a person who is assigned a room on a higher floor rather than a lower one. Those less offensive it can be to provide a Chinese CEO with a room on the 1st floor, while his assistant is placed in a room on the 13th floor.



Service

Chinese travellers can be considered sometimes to be rude, as they expect money should always equal a good service. Always try to be extra attentive and don't ignore them, give them the respect they expect by explaining the situation and even apologising for any delay or mishap.

Colours

Certain colours are considered lucky and others unlucky. Red, yellow and orange are generally good choices as they usually are associated with celebration, joy, vitality and life. White, on the other hand, is often used during times of mourning and therefore could be associated with death.



LANGUAGE

Chinese language entertainment & information

Having a Chinese version of your hotel's website and booking engine is a great way to provide for your guests. Chinese language TV, newspapers, city maps, safe instructions or in-room directories will also go a long way.

Mandarin Speaking staff

While some Chinese travellers have a good command of English, they will feel more welcome if they can talk and be understood in their native tongue. Your hotel should consider at least one staff member who can communicate fluently in Mandarin.

Hotel Chinese Program Examples

Marriott has stationed 20 sales representatives in China and teaches employees in the U.S. to speak basic Mandarin phrases like hello and thank you. The Marriott Marquis in New York City has even replaced room numbers on the 44th floor with names.

Four Seasons: Bellmen, reception clerks and telephone operators are being trained to pronounce Chinese names and offer Chinese newspapers, translated welcome materials and green tea in rooms at hotels in Paris, London, Los Angeles and other cities.

JW Marriott: Li Yu, meaning "To Serve with Courtesy." As part of this program, The JW Marriott London Grosvenor House staffs a Chinese welcome desk for group arrivals, offers Chinese-labeled bathroom products and supplies a Chinese do-not-disturb sign.

Conrad Hotel: Guests of Conrad Hotels and Resorts can use the Conrad Concierge mobile app to choose Chinese television channels, mini-bar foods and other amenities, in Mandarin, on their mobile phone before they arrive.

Waldorf-Astoria: Waldorf-Astoria New York, Robert Armstrong, the sales manager, quotes all-inclusive pricing, with taxes and breakfast, to Chinese guests who ask about reservations.

Chinese Travelers Perspectives on Food & Dining

“In my opinion, you should eat local food and drink local beer while traveling. That’s what we call ‘genuine’ travel. If you take us to have a Chinese meal, it’s not like traveling but like returning to China instead (sic).” (CH-P2)

“...I won’t miss the chance to try it [Australian local food] out...but soon, I’ll miss Chinese food again. It’s a long trip. How could I eat local food every day? I’ll definitely be drawn back to my original dietary habit (sic)....” (HK-P2)

“I hope I can have soy sauce. Then, even if I can’t stand the food, I can add some soy sauce to go with the rice. Soy sauce and pickled vegetables, they go well with the rice, especially when the dishes aren’t delicious...” (CH-P5)

“...mud crab is the specialty of Australia, but it was cooked the Chinese way. We all took it quite well...” (HK-P1)

Chinese Dining: The Basics

Dishes are typically shared

Everything is bite-sized

Eat with chopsticks

Typically one person orders for the group

Regional tastes vary greatly (spicy, sweet, salty, etc..)

All food is cooked

Most food is hot, with some cold starter dishes

Typically use a lazy susan in the middle of a round table

Mealtimes tend to be early: 7am breakfast, noon lunch and 6pm dinner

Tea or hot water is always served

Chinese Taste Preferences

92% of Chinese have some level of lactose intolerance

Tend to not like overly sweet deserts

Wary of cold water

Very few vegetarians

Beer is most popular alcohol (especially for men), followed by spirits and increasingly red wine (not white)

Tend to want variety in meals - one dish is boring

Tea is most popular drink (with leaves, not tea bags)

Food & Dining Recommendations

Incorporate Chinese condiments into the dining experience to add familiar flavor and small tweaks to your existing menu

Suggestions: scallions, ginger, soy sauce, vinegar, hot sauce, sesame seeds



Food & Dining Recommendations

Incorporate Chinese dining style into your experience

Individual Servings vs. Family Style

Quantity vs. Variety



Food & Dining Recommendations

Incorporate Chinese elements for fun

Example: Write happy birthday in Chinese on desserts, incorporate Chinese elements to pastries



Food & Dining Recommendations

Create a dining experience - especially one that is unique to the location or symbolizing an aspirational lifestyle





Best Practices

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Assessing Your China Ready Needs

- What is Chinese tourist traffic in your destination today? How will it change in one year? Five Years?
- What are your stakeholder needs?
- When is the right time to invest? When to expect ROI?
- Are there existing resources/successes in the market?

There is no one-size fits all approach.

Every destination needs to evaluate and implement according to their unique needs today and with a look to the future.

Best Practices

Update your website with Simplified Chinese Information

Translate introduction and key facts

Place driving directions and instructions for parking/entrance

Indicate whether your location has Chinese information on-site and whether there are Mandarin speakers

Indicate that you have passed the China Ready Designation if applicable

Make sure your site can be easily accessed by mobile

Link to any relevant articles, social media or other Chinese resources

Ensure loading speed and Baidu search-ability

Best Practices

Audit Travel Forums and Create Pages and Updates

Audit China travel forums for business presence

Analyze pros and cons of comments

Add official pages/listings on travel forums

Post relevant news/updates on the travel forums

Reach out to travel forum administrators/influencers to provide information

Best Practices

Meet Chinese Travel Trade

- Volunteer to host China FAM trips/
- Host a local receptive operators/tour guide FAM event at your location.
- Build one-on-one relationships with Chinese tour guides/operators.
- Find ways to engage the Chinese travel trade that visit your business.
- Build your own database.
- Maintain ongoing interaction/regular updates and outreach.
- Participate in Sales Missions in China.

Best Practices

Establish Your Profile in Chinese Media

Host a Chinese media event at your location.

Distribute news and press release/events to local Chinese media.

Participate in Chinese media FAM trips.

Build one-on-one relationships with Chinese media.

Create media angles that appeal to Chinese media and audiences.

Best Practices

Build a Social Media Presence

Start Weibo and/or WeChat accounts.

Create content that is relevant and engaging for Chinese audiences.

Engage Chinese influencers to increase following.

Create offline-to-online opportunities: leverage the peak tourism season to build your social media following.

Develop partnerships that increase following and interest.

Incentivize sharing to create positive word of mouth associations.

Utilize WeChat for on-site service enhancements and engagement.

Best Practices

Train Your Staff

Provide China Ready trainings for your staff

Create your own list of Do's and Don'ts for Chinese tourists

Ensure policies and procedures for handling Chinese tourists and travel trade

Hire Mandarin speaking interns if possible

Create list of short questions to ask tourists

Best Practices

Engage Visitors Directly

Engage Chinese visitors — learn how they found you, feedback on your services, recommendations

Capture contact information for CRM and ongoing communication

Identify influencers for your location

Assess mix of group versus individual travel at your business

Create opportunities to refer friends/family and create positive word of mouth

Look for avenues to increase loyalty and repeat visits



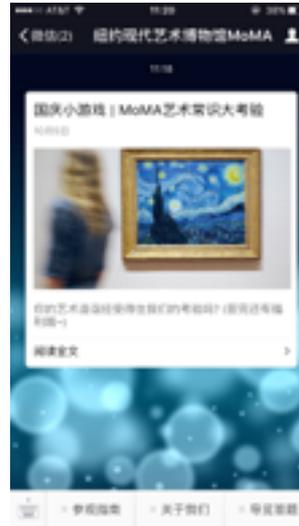
Case Studies

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Case Study - MoMA - Art Knowledge Quiz

Overview: Cicerone generated a small quiz in the form of a fun art knowledge test for MoMA as a Chinese National Day campaign. The campaign also provided participants with a better understanding about MoMA masterpieces, thus raising their interest in visiting.

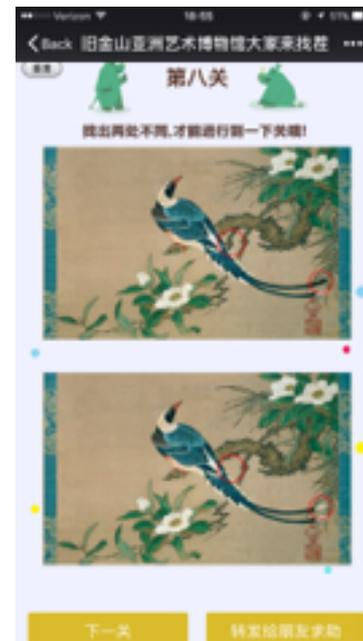
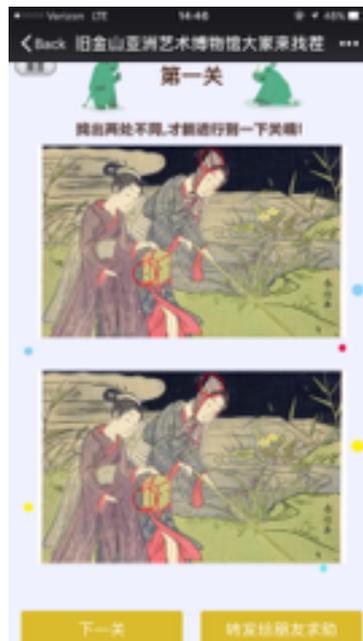
Tactics: 8 questions were designed for the quiz. Participants that finished the quiz can receive a coupon code for their purchase at MoMA gift store.



Case Study - SF Asian Art Museum - Puzzle

Overview: Cicerone created a find the difference puzzle activation for the Asian Art Museum in SF to grow brand awareness and engage fans during the Chinese Golden Week.

Tactics: The campaign enabled SF Asian Art Museum to showcase eight masterpieces to the participants, and incentivized people who passed the puzzle to share on their moments, in order to reach the target audience.



THANK YOU!

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